

A Study of Advertisement and Sales Promotion Strategies Adopted by Big Bazaar in Nagpur

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Abstract: Retailing is the business where an organization directly sells its products and services to an end consumer and this is for his personal use. By definition whenever an organization is a manufacturing or a whole seller sells directly to the end consumer it is actually operating in the Retail space. Retail in India is witnessing a huge revamping. Retail is a raising sector in India. It has emerged as most energetic and fast paced biggest industries with several players entering the market. Sales promotions are a marketing tool for manufacturers as well as for retailers.

Keywords: Location; Marketing; Store layout and Appearance; Service and Assortment

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