

A Study of Wastage Material Handling and Warehouse Management with Special Reference to RIL

Mr. Shantaram Mahajan and Prof. Rajesh Shende

Jhulelal Institute of Technology, Nagpur, India

Abstract: Retailing in India is becoming increasingly important, and organized retailing is poised to grow at an exponential rate. These growth opportunities have even attracted global majors who are setting up shop in India. The growth of the retail sector will make retailers powerful intermediaries in the marketing channel, bridging the gap between manufacturers and consumers. Therefore it will be the power of the consumer as well as that of the retailer in the marketing channel that will spearhead the growth of retailing in India. The main objectives of the study is to know the present system and weakness of Retail Management in Reliance and to suggest measures to improve the quality of goods purchased from reliance stores, it is being studied by filling 730 questionnaires from the customers of the selected stores of the Reliance stores in Jaipur city by the Convenience and Random sampling This study is descriptive and empirical in nature where it is totally based upon observational study which is being done by collecting the primary data, interview based, and secondary data based. According to survey on reliance fresh it has been observed that in spite of having all the modern retail outlets facilities and technologies the sales are decreasing and Reliance retail industry is catching the eyeing of every management prospects to get into for their career options and it look forward for future career option in the most lucrative and opportunistic. The study suggests that reliance industry needs to Connect with the customer by considering sales per square foot or potential sales at a particular location in addition to rent, Reliance it can also increase the variety of items that customers can purchase, and can also negotiate price on items with suppliers. At last the conclusion of the study is that Retail Marketing focuses on the segmentation, targeting, positioning and branding of a retail store and the methods of communicating this to the consumer. The marketing tools that a retail organization uses to pursue its marketing objectives are termed as the retail marketing mix a long- term performance is largely determined by its strategy the strategy coordinates employee's activities and communicates the direction the retailer plans to take. Retail market strategy describes both the strategic direction and the process by which the strategy is to be developed.

Keywords: Retailing

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