

# Impact of the Globalization Era on Retail Marketing in India

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**Abstract:** *In the present era management is playing a pioneer role in retail marketing in India as well as every filed. It explains the different techniques of management function in a very illustrative manner for the use of manager who is accountable to carry out the day today activities of the retail marketing to accomplish the objectives within the time schedule and available resources. Recently retailers are increasing the sophistication of retail operation and decision making tools for coordination their supply Chain, buying merchandise & managing strove operation retailing consists of all activities involved in selling goods, service to consumer for their personal family or household use by internet channel and communication by mobiles. It cover sale of goods raping from Automobiles, Food Product, Air Travel, Computer Education etc*

**Keywords:** Food Product