

SH. ASHOK KUMAR  
ASSISTANT PROFESSOR  
SUB-DIVISIONAL, GOVT.  
DEGREE, COLLEGE,  
NAUHATTA, DEHRI,  
ROHTAK. 821304  
MOB: 8544366310

## SUBJECT- BUSINESS ORGANISATION

### LARGE-SCALE RETAIL TRADE

We need a variety of goods for us in your day to day life. Where do we get all these goods? Are they all available in our local market? If not, then we must be buying those goods from the markets of the nearby town or city. Generally to buy goods of our own choice we move from shop to shop and market to market. We may think why all these goods are not available in a single shop? Why are these goods not available at our doorstep. We can also buy goods of our choice from the shops having no salesperson either to guide us or handover the goods to us. Are we surprised? We need not be. Let us learn how all this happens.

#### \* OBJECTIVES

After studying this lesson, we will be able to:

- State the meaning of large-scale retail-trade.

#### \* MEANING OF LARGE-SCALE RETAIL TRADE

Suppose we want to buy new dress, new shoes, some cosmetics and a number of goods of daily need. We visit one shop in the market to buy our dress, again for shoes, we visit another shop.

Like wise, to buy all types of goods of our need we generally move from one shop to another. Sometimes goods of our choice may not be available in a particular shop. Then we need to visit other shops. Sometimes we may also face a heavy rush in the market. These are some general problems we may face in the local market.

To overcome all these problems, some of us may like to go to shops other than the small retail shops in the local market. For example, if we don't have sufficient time to visit different shops to buy the items of our need, we may like to find a shop where we can get most of our requirements and have a choice from different varieties. Or if we are very busy, we may want goods to be available to us at our home. Again, if we are in need of a well-known branded product, it may be convenient for us if there is a shop where we can get it at a reasonable price.

Is there any such shop in our local market where we can get all these facilities?

Actually these facilities are available in some retail shops in big towns and cities. They make available different types of goods under one roof. These shops are normally situated at central places and sell goods to a large number of customers. In some of these shops we will find a variety of goods and in some shops we will find goods of single type like shoes, shirts

etc. made by single manufacturer. All these shops buy goods in large quantities and sell them to individual consumers as retailers do. Sometimes big manufacturers also sell their products directly to the customer by opening their shops in different parts of the country.

Now can we tell what is the meaning of 'large-scale retail trade'? Large scale retail trade is a type in which either single type of goods or a variety of goods is made available to a large number of consumers in a big shop under a single roof or may be made available at the convenience of customers.

#### \* TYPES OF LARGE-SALE RETAIL TRADE

In India, generally we find the following types of large-scale retailing business.

- (1) Departmental Store
- (2) Multiple Shops
- (3) Super Bazaar