



RESEARCH ARTICLE :

Growth and supply chain management of food retail chains

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SUMMARY : Bangalore has witnessed a boom in retail chains in the past few years with many new players like Fab mall, Namdhari fresh, Reliance fresh, etc. entering the market. The major findings of the study were that the retail outlets were selling vegetables at a lesser price than the conventional stores in the city. With respect to fruits, it was the conventional stores which were selling at a lesser price. The consumers purchasing from a food retail outlet placed more importance on premium quality products offered by the outlet, showing that the retail outlets provided the best quality fruits and vegetables. The conventional stores had an advantage of their neighbour-hood store location and also reasonable price offered by them with credit facilities. Thus, by practicing improved supply chain management practices, there will be significant reduction in the wastages of fruits and vegetables which in turn will benefit both the farmers as well as the consumer.

KEY WORDS :

Conjoint analysis,
Food retail chain,
Pricing efficiency,
Supply chain
management

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