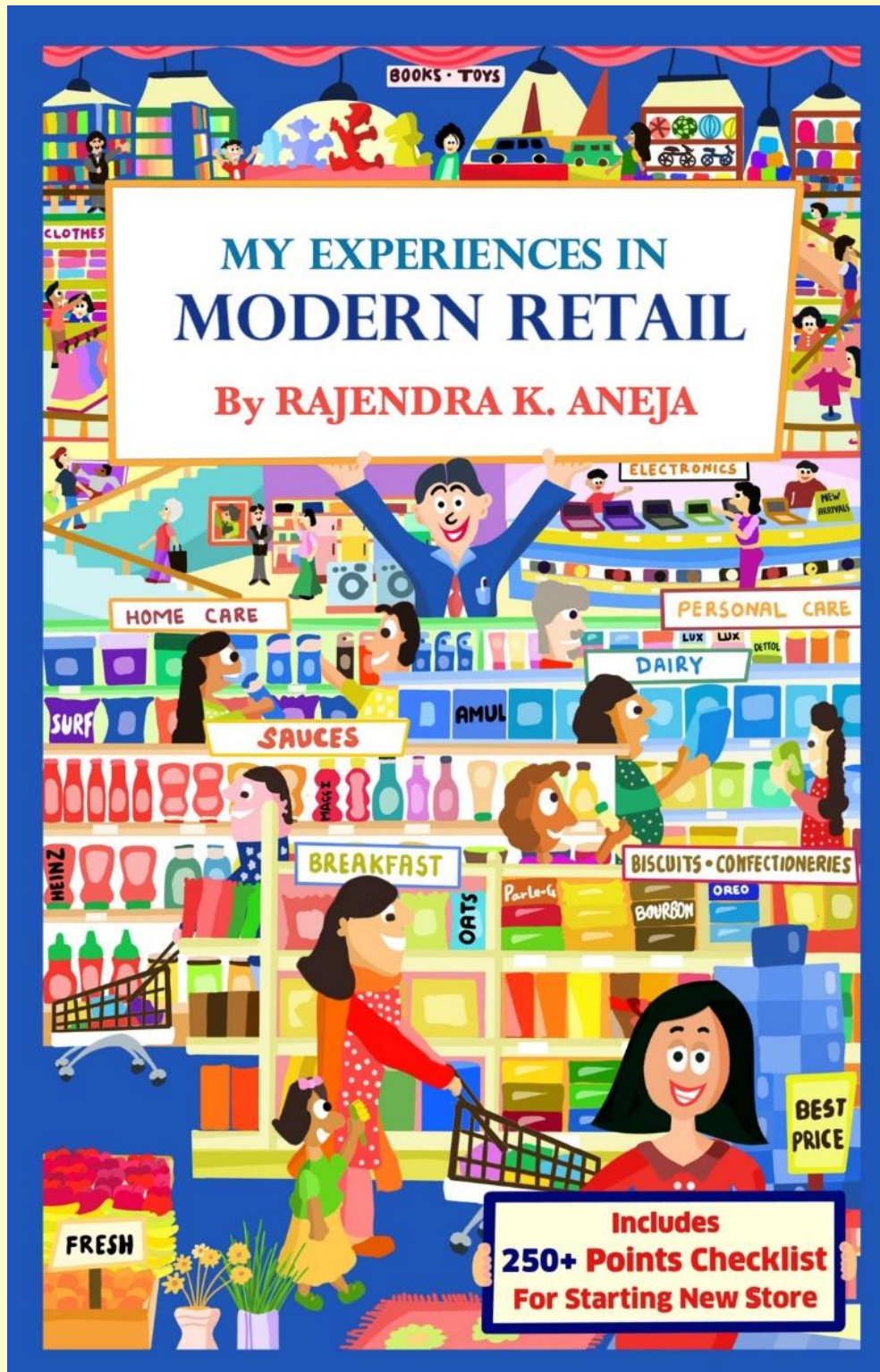


# MY EXPERIENCES IN MODERN RETAIL

BY RAJENDRA KUMAR ANEJA



## **ABOUT THIS BOOK:**

This book presents a conceptual and practical framework for understanding Modern Retailing. My work and travel in Unilever and Retail companies, over 45 years, took me to over 40 countries from Brazil all the way to Philippines, via Europe, Middle East, Africa, South Asia, etc. In all the countries that I visited, I keenly observed Retail concepts, stores, retail operations in a range of diverse products and buyer behaviour.

You will read about the critical success factors for managing a Retail business profitably. The book underscores the importance of Human Relations to be a successful Retailer. It also presents a case study of the Retail Industry in garments in Brazil. You will read about the Retail Revolution in developing countries and the future of the Malls and High Street shopping across countries.

The book covers how Indian retail is hoping to capture the market potential and the future of organised Retail in India. How Retailing will revolutionise lifestyles and values in rural India, is also covered. The intricacies and myths of modern fashion in Retail are also encompassed. It also discusses the characteristics of Entrepreneurial Managers in Retail.

This book also provides a checklist of 250+ points to be addressed, whilst building a new concept or retail store anywhere in the world. This perspective of Modern Retail with detailed 'Nuts and Bolts' 250+ action points, is based on practical experiences.

### **Available on Amazon.in:**

[https://www.amazon.in/Experiences-Modern-Retail-Rajendra-Kumar-ebook/dp/B076DB4G3G/ref=sr\\_1\\_5?keywords=rajendra+aneja&qid=1578049762&sr=8-5](https://www.amazon.in/Experiences-Modern-Retail-Rajendra-Kumar-ebook/dp/B076DB4G3G/ref=sr_1_5?keywords=rajendra+aneja&qid=1578049762&sr=8-5)

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