

## IMPACT OF SUPERMARKETS ON UNORGANIZED RETAIL

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### ABSTRACT

India is a developing Country. It has a very huge retail market. India's economic development is depend upon the retail sector especially unorganized retail sector. Now-a-days the share of India's organized retail is only 8% remaining 92% is unorganized retail. The government policies offered more growth to organized retail. By this it will be grow up to 20% approximately after 5 years. It will be create some positive and also negative impacts on the small retailers. So, this study describe about the various impact and also some features and fact about small retailers.

**KEYWORDS:** Multinational Retailers, Government Policies, ANOVA Analysis