

Project ID : **1314**

Project Name : **Online Retailing - Challenges and Opportunities**

Project Type : **Retail**

Project Link : <https://www.readymadeproject.com/FullProjectDetail?id=445>

: <https://www.readymadeproject.com/QuickPay?id=445&type=mba>

Project Report Table of Content

UNDERTAKING BY CANDIDATE	2
ACKNOWLEDGEMENTS	3
ABSTRACT	4
CHAPTER I – INTRODUCTION	7
1.1 Introduction.....	7
1.2 E-Commerce and E-Retail Industry.....	9
1.3 The Five Different Types of E-Commerce	11
1.4 E-Commerce in India: Activities and Goals	14
1.5 Popular Uses of eCommerce in India	16
1.6 e-Tailing.....	18
1.7 Evolution of E-tailing in India	19
1.8 Major online retail players in India.....	21
CHAPTER 2 – OBJECTIVE AND SCOPE.....	31
2.1 Objectives of the study.....	31
2.2 Scope of the study.....	31
CHAPTER 3 – LITERATURE REVIEW.....	32
3.1 What is Retail.....	32
3.2 Indian Retail Industry	34

3.3 Online Retailing	36
3.4 Online Retail Industry in India	37
3.5 Previous Study on Online Retail.....	42
3.6 Why Customer Shop Online	44
3.7 Online vs. Offline Shopping	45
3.8 Online Shopping Experience	46
3.9 Perception of Online Shopping.....	47
3.10 Hedonic vs. Utilitarian	48
CHAPTER 4 – RESEARCH METHODOLOGY.....	50
4.1 Research approach	50
4.2 Research Philosophy.....	50
4.3 Research design	51
4.4 Data collection	51
4.4.1 Types of Data	51
4.4.2 Methods of Data Collection	52
4.5 Scope and Methodology of the study.....	53
CHAPTER V – ONLINE RETAILING CHALLENGES.....	54
CHAPTER VI – ONLINE RETAILING OPPORTUNITY	58
CHAPTER VII – CONCLUSIONS.....	63
REFERENCES.....	65

Project Synopsis Table of Content

1. Introduction	3
2. Statement of Problem	4
3. Objectives of Study	4
4. Research Methodology	4
5. Project Analysis Plan:.....	5
6. Limitation of the study:	5
7. Chapter Design:	6
8. Literature Review:	6
9. References:	7



Please contact **R. M. Solution.** 📞 +91-9920329254, 📠 +91-22-28550428

✉ : info@readymadeproject.com or ajprofessionals@gmail.com

🌐 <https://www.readymadeproject.com>

** This is readymade project, for new unique, plagiarism free project order please visit
<https://www.readymadeproject.com/TrainingAndDevelopment>