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Abstract
Indian industry is growing very fast. Retailers from all over the world are eyeing on the Indian market. This research is based on the exploring study of exploring the study of international retailers' entry mode and cover the specific Indian Retailer and their growing expansion in the Indian market, The Indian distribution channels are still in their nascent stage, largely because of inadequate infrastructure and lack of awareness about these channels among marketers. In my research I explain the competitive advantage of the Indian retailers. During my research I find that existing Indian retailers are keeping their channel functions motivated and performing and using appropriate influence strategies. This study examines the patterns and consequences of suppliers' strategies to influence dealers in marketing channels in India. Suppliers in India are found to use indirect influence strategies more frequently than direct influence strategies toward their dealers. Of two possible indirect influence strategies, recommendations are used more often than information exchange. Managerial implications of the findings have been discussed. Case study analysis has been used to analyze the market.
The key points from the research:
1. The Distribution channels with academic theory which I have learned in my IMBA course.
2. The marketing channel structure of retailing in India for new entrants.
3. The existing situation of the Indian Retail Market.
Key words: Distribution Channel, Indian Retail, Entry mode, foreign investment.
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