

Title : Sales India: Surge Or Purge

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Abstract :

For more than three decades, Sales India had witnessed tremendous success in the business of electronic retail market in Ahmedabad city of Gujarat State of India, providing a wide variety of branded consumer electronics, home appliances and communication products under one roof. This multi-brand electronic retail chain paved the way for organized retail business in this historical city. For the first three decades, the company had enjoyed a near monopoly; nonetheless, the last 6-7 years had posed stiff challenges to the company from competitors, specifically the national organized retail chains. In the wake of the emerging challenges, Jose, Managing Director of the company was exploring various alternatives to sustain the growth momentum of the company.