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# WINNING AT UNORGANIZED RETAIL: AN INDIAN PERSPECTIVE AND EXPERIENCES



Winning at Unorganized  
Retail: An Indian Perspective  
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Defining Relationship and Measuring Impact of  
different SERVQUAL aspects on Customers and  
Conventional Retailing of India



Book Condition: New. Publisher/Verlag: Dictus Publishing | Defining Relationship and Measuring Impact of different SERVQUAL aspects on Customers and Conventional Retailing of India | Retailing is a business activity that involves selling of products & services to customers for their non-commercial, individual and family use. It is one of the fundamental building blocks of Indian economy. Retailing has a direct interface with customers and satisfied customers will keep these retailers in business for a long period. Keeping this in mind,...

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