

**A Paper on,
“A STUDY OF PROBLEMS & PROSPECTS OF INTERNET RETAILING IN INDIA”**

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Abstract: At a basic level, any commercial transaction that involves a direct sale to a consumer at any point of time may be termed as retailing. Retailers have always been subject to enormous competitive strain and the commonly perceived solution is to add ‘e’ to the business model in an attempt to capture the attention of a global shopping audience. Such an initiative results in no more than an additional channel and the successful company must have more than an electronic distribution medium - it must continue to provide what its customers want. Retailing can be the selling of apparel, books, music, footwear, grocery items or other things. Such a retail trade could take place in a shopping mall, a mom-and-pop store, a department store, or in a friendly neighborhood grocery shop. Most of such retail trades that can be done through the brick-and-mortar retailing route can be successfully replicated over the Internet as well. In the traditional sense, the term Retailing referred to the final transaction between a business and a customer (B2C). In this paper researcher focused on benefits of internet retailing to consumers and business, Important Steps for setting up a Online Store, and various Problems of Internet Retailing, and finally researcher suggests some important strategic tips to Internet Retailers for increasing the Online Sales.

Keywords: Retailing, Internet Retailing, Online store.