

# JOB ROLE – STORE OPERATIONS ASSISTANT

Sector – Retail  
(Qualification Pack Code: RAS/Q 0101)



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# **UNIT 1: INTRODUCTION TO RETAILING**

## **Session 2: Organised and Unorganised Retailing**

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# Session Objectives

**The student will be able to:**

- Describe the meaning and features of organized and unorganised retailing
- Differentiate between organized and unorganized retailing.

# Introduction

The retail sector is undergoing a rapid growth in India. Earlier, customers used to purchase goods from kirana shops, mobile vendors or the mandis. Gradually, with a development in standard of living there has been a rise in the retail sector with more departmental stores coming into existence.

# Organised Retailing

Organised retailing is running a business in a systematic and scientific manner. Organised retailing has remarkable benefits for consumers and has potential for employment generation and overall growth of the country's Gross Domestic Product.



# Unorganised Retailing

Unorganised retailing is run as a small family business like *Kirana* stores. It includes retail units which are not registered by any legal or statutory body. These stores do not maintain accounts on a regular basis.



# Features of Unorganised Retailing

Lack of adequate  
infrastructure

Lack of modern  
technology

Lack of funding



# Difference between Organized and Unorganized Retailing

S. No.	Particulars	Organized	Unorganized
1	Variety of Items	Large	Few
2	Size of Retail Outlet	Very large	Very small
3	Size of employees	Very large	Very less
4	Capital requirement	Very high	Very low
5	Terms of employment	Regular, assured and within control of government	Small, scattered and not in control of government
6	Style	Corporate	Sole trading
7	Network of retailers	Vast and operates through a number of branches	Confined to a particular locality in a single unit
8	Retail sales	Large quantity	Small quantity

# Summary

In this session, you have learnt about the meaning of organised and unorganised retailing, its features and difference between organised and unorganised retailing and their specific features.

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