

The retail sector is rapidly transforming and is projected to display its highest growth in the coming five years. Thus, the sector is rapidly transforming, with the current players and new entrants preparing to explore market for the upcoming momentous market growth that will result from growth expected in the organized retail sector; due to the rapid increasing consumer demand and the availability of real estate.

**Comment [A1]:** Extensive sentence restructuring has been performed here to ensure coherence.

Moreover, owing to the increased reach of media, the abundance of high disposable income, and a availability of variety of brands and services, consumers have become more ambitious and aware and are only seeking the best. Thus, as a result, both brands and their retailers need to expand and evolve further in order to provide the right combinations of price, product differentiation, an experience, and service to consumers.

**Comment [A2]:** A substantive edit ensures that the sentence structure is made concise and formal while maintaining the author's meaning.

There are about approximately 200 new malls, 1400 supermarkets, and 400 department stores currently under construction in India. Many retailers are approaching with huge investments, and most forecasters say state that this sector will reach USD \$ 500-700 billion by the year of 2012.

Over next few years, India will witness many retail businesses gaining critical mass as growth in the industry expedite, driven by the major aspects such as availability of

quality real estate, improved ~~and~~ mall-management practices, and consumers ~~preference~~ bias for shopping ~~of~~ in new environments.

#### Future Concerns–:

- ~~No difference among the Malls~~ homogeneity. This ~~can be possibly~~ could be countered by ~~looking at~~ with specialization.;
- ~~Little~~ Small inventory ~~turnovers~~ and stock availability ~~measures which~~ make it important for ~~the~~ retailers to enhance ~~their~~ operations.;
- No integration and coordination of ~~operations of~~ retailers and supplier operations.; Efficient ~~inventory~~ practices ~~followed on the auto and auto component~~ used by the auto industry could be ~~ies can implemented~~ leveraged for efficient supply-chain management.;
- Lack of supplier responsibility, in terms of delivery schedules and ~~delivering the~~ accurate quantity delivery ~~y~~ ordered.;
- ~~S~~ sales tax laws–: retailers ~~have~~ face state–level procurement and storage ~~which~~ taxes, which lead ~~them~~ to ~~retailers having~~ maintain higher inventory. VAT has ~~brought slight ease~~ eased this a bit.
- Major gaps in ~~areas of~~ supply chain and customer relations, ~~adopted by~~ merchandising, facilities management, ~~and~~ & vendor development. ~~P-~~ proactive training is essential for addressing these and other ~~developmental~~ areas.

**Comment [A3]:** Academic writing should not contain lengthy and wordy sentences as they can hamper clarity.

**Comment [A4]:** Text has been edited for conciseness