

**“A STUDY ON EMERGING TRENDS OF ORGANIZED RETAIL SECTOR IN
SELECTED CITIES OF GUJARAT”**



**A THESIS SUBMITTED TO
PARUL UNIVERSITY
FOR AWARD OF DEGREE OF
MASTER OF PHILOSOPHY (M.Phil.)**

IN

COMMERCE AND BUSSINESS MANAGEMENT-Marketing

FACULTY OF COMMERCE

SUBMITTED BY

Mr. SHUBHAMKUMAR A BHATT

(Enrolment No: 191633703001)

UNDER THE GUIDANCE OF

DR. AJAY TRIVEDI

PARUL INSTITUTE OF COMMERCE

FACULTY OF COMMERCE

PARUL UNIVERSITY

P.O LIMDA, TAL: WAGHODIA, DIST: VADODARA,

GUJARAT STATE, INDIA-391760

MAY, 2020