



A study on impact of 'Enterprise Resource Planning' on profitability and business growth in retail sector with special reference to Big Bazaar at Patna

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Received : November 2012

Accepted : March 2013

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Abstract : *In recent years, retail industry has emerged as one of the most dynamic and fast paced industries with several players entering the market. Hence, in this competitive scenario, it becomes very essential for the retailers to make themselves technologically sound so that they may sustain in such stiff competition. Hence, implementation of the software "ERP" acts as rescue for the retailers. This study analyses the impact of ERP on the profitability and business growth of the various retail outlets available at Patna. It reveals the implementation level of the software among the retailers in the*

city and elucidates the benefits enjoyed, as well as issues and challenges faced by them. This study even emphasizes on the fact that many of the retail outlets in Patna, a developing city, are yet to avail of the full-fledged benefits of ERP. Hence, the factors behind it should be looked into to make retail flourish.

Keywords: Retail, Enterprise Resource Planning, Retail outlets, Profitability.

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Introduction:

Retail sector has undergone a substantial transformation in the recent years. It contributes around 10% to the country's GDP and generates nearly 8% of employment. Since a decade, retail sector has boomed even in a developing state like Bihar. Now, with increasing Time Poverty among people, demand for Kirana and Mom-and-Pop stores are fading, paving the way for organized retail.

But in order to sustain in this phase of retail evolution, it becomes very essential for the retailers to take proactive steps, so that they may be at par with other vendors in this stiff competition.