



Supermarketwala (Paperback)

By Damodar Mall

Prhi, 2014. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. - Rita, the young bahu, avoids buying personal products from the family grocer. - Sonu s breakfast table on a Sunday represents global cuisines. Do you know how it is possible? - Where do big corporates and MNC retailers fumble, and what helps simple DMart get its model right? - What is Ching s Secret that is not Knorr s, Maggi s, or Yippie s? Supermarketwala, Damodar Mall s intriguing and revelatory debut book, answers these questions and much more. Damodar, in Supermarketwala, provides the very basics for the growth of modern retail and consumerism in India, through interesting and carefully studied consumer behaviour, an art that few in his domain possess. Supermarketwala, is intended to be the go-to book for all consumer business enthusiasts and readers alike, who wish to understand how and why we as consumers behave in a certain manner at different places. These insights, which are the analyses of the sector so far, could become the pillars for shaping successful consumer products and retail businesses in the huge consumer economy that India will soon be.



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This book is definitely not straightforward to get started on studying but extremely exciting to read. It is really simplistic but shocks in the 50 percent of the ebook. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Ally Reichel

This publication is amazing. It is definitely basic but shocks in the fifty percent of your publication. You wont feel monotony at anytime of your own time (that's what catalogues are for concerning if you question me).

-- Prof. Kirk Cruickshank DDS

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