

C O N T E N T S

CHAPTER	TITLE	PAGE
	CERTIFICATE	
	DECLARATION	
	ACKNOWLEDGEMENT	
	LIST OF TABLES	
	LIST OF PHOTOGRAPHS	
I	INTRODUCTION	1
II	ROLE OF RETAILING IN RELATION WITH WHOLESALER AND CUSTOMERS IN KARAD TOWN	11
III	CUSTOMER AND RETAIL-TRADE	37
IV	PROBLEMS OF RETAILERS AND CONSUMERS	60
V	CONCLUSIONS AND SUGGESTIONS	69
	APPENDIX	
	BIBLIOGRAPHY	

#####