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ABBREVIATIONS

ADA	-	Americans with Disabilities Act
BOGO	-	Buy one, get one
BMI	-	Business Monitor International
BCG	-	Boston Consulting Group
COO	-	Chief Operating Officer
CAGR	-	Compound Annual Growth Rate
CSR	-	Corporate social responsibility
DIY	-	Do it yourself
EDLP	-	Everyday low pricing
ECR	-	Efficient Consumer Response
EPMS	-	E-City Property Management and Services
FDI	-	Foreign Direct Investment
FMCG	-	Fast Moving Consumer Goods
GDP	-	Gross Domestic Product
GRDI	-	Global retail development index
Hi-Lo	-	High low pricing
ISFs	-	Internal service factors
JLLM	-	Jones Lang LaSalle Meghraj

KRA	-	Key result area
LSB	-	Large store buyers
MNCs	-	Multi-National Companies
MRP	-	Maximum retail price
NCAER	-	National Council of Applied Economic Research
PLS	-	Partial least squares
PFCE	-	Private final consumption expenditure
QR	-	Quick response
RSQS	-	Retail service quality scale
REI	-	Recreational Equipment Incorporated
RAI	-	Retail Association of India
RPG	-	R P Goenka Group
SKUs	-	Stock keeping units
SMEs	-	Small and medium enterprises
SSB	-	Small store buyers
S–O–R	-	Stimulus-organism-response
TIDCO	-	Tamil Nadu Industrial Development Corporation
UCP	-	Unique customer perception
USP	-	Unit selling proposition