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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 |