



GROWTH OF SUPER STORES IN BANGLADESH: A THEORETICAL FRAMEWORK

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ABSTRACT

The study aims to explore the reasons of increasing establishment of superstores in Bangladesh. The study is descriptive in nature. Only secondary data and information have been used for the purpose of the study. Secondary data and information have been collected and analyzed from published books, various articles published in refereed journals, research monographs, annual report of Bangladesh Supermarket Owners' Association (BSOA), reports published in daily newspapers and websites of different superstores. The study finds out that because of quality of products and comfort of shopping in the superstores. However, most of the marketers have established superstores due to the increasing number of population of the locality and the increasing demands for fresh products with hassle free shopping. Therefore, marketers should ensure the expected value for the consumers formulating and implementing proper marketing strategies with the rapid expansion of such business. Thus, superstores will be able to contribute to the customers as one of the most profitable service industry in Bangladesh in near future.

KEYWORDS: Superstore, Retail store, Hassle free shopping environment, expected value.