

# **ANALYZING THE SCOPE OF MEGAMARTS IN PAKISTAN**

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In Partial Fulfillment  
of the Requirements for the  
Degree Master in Business Administration

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**RECOMMENDATION FOR ORAL EXAMINATION**

This Project/thesis hereto attached, entitled, "ANALYZING THE SCOPE OF MEGAMARTS IN PAKISTAN", prepared and submitted by MUJTABA ZAFAR, in partial fulfillment of the requirements for the degree Master in Business Administration, is hereby recommended for appropriate action.

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## ABSTRACT

The analysis of Pakistani Economy tells us the story of investments cuts and lack of trust of the international investors. Businesses are becoming global and diversified. The international chain of stores and other businesses are on the verge of increasing their potential keeping an eye on the developing markets like India, Pakistan and Bangladesh. Therefore, the concept of retail chain and megastores are becoming common in Pakistan, people like shopping from departmental stores because of various reasons. The analysis done in the chapter four signifies the scope and potential of the market. Later the chapter 5 is about the conclusion and recommendation i.e. After analyzing the reviews one could draw conclusion that, the scope of megastores and retail chains in Pakistan are wide and vibrant. People like these stores because they want to shop less than one roof and therefore can have discounts deals. One of the major reasons why people like these stores is that they have a variety of products from local and international market of the same taste and same brand they would like to purchase. Within a span of 10 years the concept of shopping has been changed now people would like to go to departmental stores and shop for what they want to.

# SCOPE OF MEGASTORES IN PAKISTAN

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use of Capital Letters*

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## INTRODUCTION

### Chapter 1