

Impact of Corporate Retail Marketing Linkage on Price Spread of Cabbage in Odisha

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ABSTRACT

The study was undertaken with the main objectives to analyze the impact of corporate retail marketing on price spread and profit of cabbage cultivators in Odisha. Findings revealed that producers linked with corporate retail chain received higher profits compared to producers linked with traditional supply chain. Producer's share in consumer's rupee was 46.08 percent for farmers supplying their vegetables to corporate retail collection centre where as producer's share in consumer rupee was 27.84 percent for farmers supplying through commission agents. For farmers supplying their produce through wholesalers, producer's share in consumer's rupee was 29.87 percent.

Key words : Cabbage, Corporate retail marketing, Price spread.