

CHANGES AND ENTAILS ON ROMANIAN RETAIL MARKET

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ABSTRACT: Romania represent in last years for en detail retail a stage with big transformations. New retail formates has imbued on romanian retail. Such as,from a market on launching level, Romania has changed faster into a market with a special dynamic for modern retail.

The market growing, the operatoros members and the shops member went, also, to a important growing of the competition and new starathegichal approaches.

The retail operatoros,that compete on this market are compelled to resist at the pressure of the environment.

The main objective of the work is the achievement analys which keps the grade of the market covering by the modern retail formates and the anticipation of the new market evolution.

Key words: Supermarket, hypermarket,cash&carry, dicount

JEL Codes: M31, M39