

St. Mira's College for Girls, Pune
(Autonomous-Affiliated to Savitribai Phule Pune University)

B.Com.

Subject: MARKETING-III

C61713

Semester: VI

Year: 2017-2018

Unit 1&3: Retail Store Visits & Case Study Practical Exposure/Functional Skills & Analytical Skills

AN ASSIGNMENT ON RETAIL
MARKETING PRACTICES

SUBJECT - MARKETING III

TITLE - MANAGEMENT OF RETAIL
MARKETING

SUBMITTED

TO - ASST. PROF. SHANTHI FERNANDES

SUBMITTED BY - SNIGHDA DAS (1402)

CLASS - B.Y. B.COM 'B'

SEMESTER - VI

ACADEMIC YEAR - 2017-18

DATE OF SUBMISSION - 1st MARCH, 2018

OBJECTIVES

The objectives of this assignment is to know about the retail marketing practices. Study of the organisations be it a hypermarket or supermarket will have a clear vision about how the organisation especially the traders / retailers have operated. Shopping behaviour and physical environmental factors emerges to create a link between them. How the customer and there views / opinions helps to gain good name about the organisation.

METHOD OF DATA COLLECTION

- I personally choose to study two hypermarkets. They are
- (i) ~~Amara~~ Mall Big Bazaar situated at the Amara Mall, Hadapsar and
 - (ii) Store Bazaar located at the Seasons Mall, Hadapsar

Shanthi

Asst. Prof. Shanthi Fernandes (Subject Teacher)



JK

Principal Incharge
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5 (a) Exterior Atmospherics (Star Bazaar)

The store entrance looked very simple and not so appealing. There was no window display to attract the customers. As you enter, the counters displaying various products are seen. There are signboards well placed enough to see which items are displayed. Customers need not enquire about this. These signboards also display about earning points or rewards.

D Customer Relationship Strategies - I had a conversation with the staff regarding a product's availability. And he replied well enough. When I enquired a few other customers too, they had the same feedback saying that the employees working there are quite helpful. Their complaints if any are taken into consideration and at times of festivals, valuable discounts information is also given to them. Residents staying near Hadapsar fully depend on the Big Bazaar outlet here as the wish is also less.

CUSTOMER RELATIONSHIP MANAGEMENT

To survive in the tough competition Pantaloon uses different strategies to attract customers and to retain them.

Eg. Events, festivals, loyalty programmes, gift vouchers

The activities in Pantaloon's over Customer Relationship Management is

To satisfy the customer and make the customer to be a loyal customer by providing various services.

Conducting activities in some occasions.

MAJOR RIVALS

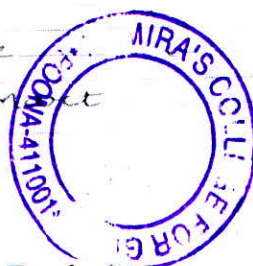
Shoppers Stop

Lifestyle

Wills Lifestyle

Bhanti Wal-Mart

Shanthe



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SWOT Analysis

Strengths

- 1) Pioneer in the industry, largest market share
- 2) Reputation for value for money
- 3) Presence in major cities.
- 4) Most trusted and respected brand by the consumers.
- 5) Development and Innovation are high at Pantaloon India.

Weakness

- 1) Pantaloon does not function internationally.
- 2) Huge span of control could leave it weak
- 3) It may not have the flexibility.

Opportunities

- 1) Huge Untapped market
- 2) Focus on specific markets, merge or form strategic alliances.
- 3) Rural Retailing
- 4) Opportunities to exploit market developments

Threats

- 1) Being number one means you become the target of competition.
- 2) New competitors enters the market
- 3) Price wars, price cuts and so on could damage the profits.
- 4) Unorganised retailers have lack of information.

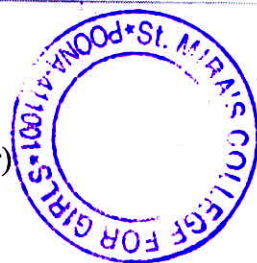
7. CONCLUSION

DATE: _____

This assignment about retail marketing practices on two various hypermarkets have helped in giving me a detailed information. The atmospherics, human resource management, customer relationship strategies & use of IT are the aspects in which the two hypermarkets were studied. I interacted with customers and also the personnel and they helped me with real life examples and situations. This study also has given more light on concepts of marketing & retailing. How business practices & technology upgraded from traditional systems.

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