

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

B.Com.

Subject: MARKETING-3

C51713

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Unit 1, 2, 3 & 4_ CASE STUDY OF RETAIL BUSINESSES_ Analytical Skills

An Assignment
on
Retail Marketing
practices

SUBJECT : MARKETING III
TITLE : MANAGEMENT OF
RETAIL MARKETING

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S.NO	INDEX CONTENTS	PAGE NO
1.	Introduction.	01
2.	Objectives of the Study	02
3.	Method of Data Collection.	
4.	Study of Two organized Retailers A) Westend Mall B) Shoppers Stop	03-05
5.	Study of Two unorganized Retailers A) Kirana Store : Bopodi B) Kirana Store : Mula Road	06-11
6.	Case Studies A) Franchised Retailers : Starbucks, KFC B) Online Retailers : Clubfactory, Zara C) Flipkart D) Snapdeal E) Amazon	12-30
7.	Conclusion.	33

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THE CONCERNS ZARA HAD WHILE ENTERING INTO THE INDIAN MARKET.

The main concern that Zara had while entering into the Indian Market were Demography and cultural concerns. Speaking of demography India has a population of 1.2 billion people and the target market would be no doubt wide that what is expected. As the income become larger in India, there will be more demand in the quality and fashionable clothing.

Cultural Concerns :- It is the major concern that has to be given tremendous attention when entering into a foreign market. It must accept the perspective and beliefs of the role of culture in influence and as in India social security is given special attention. In order to effectively achieve their goals, Zara pursued a strategy of selling a variety of its local clothing lines and international clothing lines, but maintaining Zara as the primary brand in India, Zara also targeted the larger positions in the Indian market of clothing lines.

CASE STUDY ON AMAZON.

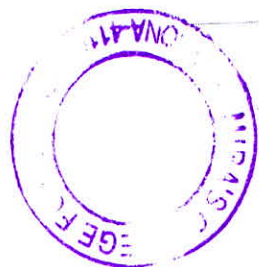
MAJOR COMPETITORS OF AMAZON.

Amazon has been competing in multiple front but here is a list of main ones:

1. E-commerce/retailer : at this point, they only remaining meaningful retailers for Amazon from competitive standpoint in the US is Walmart and Costco. Internationally Alibaba is a huge competitor to Amazon.
2. Traffic/online advertising : Google and Facebook. In a lot of way, when Google and FB drives traffic to Amazon they almost act like "distributor". Amazon wants as much direct traffic as possible.
3. Cloud Computing : Google, Microsoft.
4. Amazon Business (B2B procurement) : Grainger and Staples.

Shanthe

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