

Project Dissertation



On

CUSTOMER PREFERENCES IN CHOOSING BIG BAZAAR

Submitted By:

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2K15/MBA/27

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CERTIFICATE FROM THE INSTITUTE

This is to certify that the Project dissertation titled '**CUSTOMER PREFERENCES IN CHOOSING BIG BAZAAR**', is a bona fide work carried out by Mr. Hemant Singh, of MBA 2015-17 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfilment of the requirement for the award of the Degree of Masters of Business Administration.

Signature of Guide (Prof Meha Joshi)

Signature of Head (DSM)

Signature of Guide (Mrs. Meenu)

Place:

Date:

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2K15/MBA/27

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CHAPTER-I

INTRODUCTION

INTRODUCTION. ABOUT THE TOPIC

Organized retail is gaining tremendous importance in the recent times. On the other hand, the retail industry is also facing severe competition and those who are able to retain their customers are the ones that are able to succeed in the market place.

The retail firms are spending a lot of their marketing resources to keep existing customers rather than to attract new ones. Customer satisfaction plays a key role in customer retention and also is a major differentiating factor among retail stores. Delivering satisfaction to the consumers has become one of the major drivers of profitability.

In this scenario, the firms have to work on what attracts consumers and what will make them not to shift their choice towards competitors. Working out strategies in this direction requires a thorough understanding of the preferences of the consumers on the attributes that are considered of much significance .

This study focuses on analyzing the consumer's preferences of the specific attributes of retail store in Delhi, WAZIRPUR. The study starts with reviewing the earlier works in this area, the objective of the study and the research methodology used is then delineated.

CHAPTER-II

METHODOLOGY

RESEARCH DESIGN

A research design is the arrangement of condition for collection and analysis of the data in a manner that aims to combine relevance to the research purpose with the economy in procedure.

In fact the research design is the conceptual structure with in which research is conducted, it constitutes the blueprint for the collection, measurement and analysis of data.

STATEMENT OF THE PROBLEM:

The study is being conducted for the Big Bazaar store in WAZIRPUR based in DELHI city, to find out the customer preferences in choosing Big Bazaar. It is required to find out the preferences based on certain aspects (price, Income, levels selection of products satisfaction level of customers).

OBJECTIVES

To study the customer preferences in choosing Big Bazaar.

To study the factors that is affecting the choice of customers in choosing a retail store.

To study the factors that retain the customers who visit Big Bazaar

NEED OF THE PROJECT

Now day's retail stores facing more competition in retailing business. Good store design increase the visiting of more customers in to the store and increase the store goodwill, and price also plays major factor to use the customer giving preference and selection of the store. And as Indus try research has shown, there is much need to know the customer expectations, customer preferences and their store choice's(features) and we will find out solutions for designing effective store which will getting more customers and getting more profits.

SCOPE OF THE STUDY

The research is applicable in the area of customer decision making process for purchasing of products at Big Bazaar. The scope of research also helps in understanding the preferences of the customers. It would help Big Bazaar in designing their marketing promoting sales .

TYPE OF STUDY: Descriptive method

This research is completely based on the description of the factors that lead to the customer decision making process. It is basically valued on the various parameters which include personal details of customers, their income -level, satisfaction level. Here the need is to find which factor describes the consumer decision making process most effectively.

SOURCES OF DATA COLLECTION:

The sources of data include both **Primary and Secondary data**.

Primary data is collected with specific objective, especially to address the research problem. The data is gathered by distributing a questionnaire to the customers who visit big bazaar and through personal interview.

Secondary data includes books, journals, magazines, news letters of the big bazaar, and internet.

SAMPLING SIZE:

The sample size taken for the study at big bazaar is 80.

SAMPLING PROCEDURE:

To obtain the representative sample, a non probability sample can be drawn. In this study the method of selecting samples is random.

TOOLS:

The tools used for analyzing data are rating method; graphs, pie charts etc. Questionnaire is distributed to the individual respondents and special care has been taken to make him/her feel comfortable so that, he/she could answer all the questions. This method is followed to get unbiased answers.

TECHNIQUES OF ANALYSIS:

The data collected from the customer are transcript to the worksheet in the form of tally bars and analyzed by statistical tools by drawing tables and graphs, inferences were drawn on a marketing concept and conversation. Based on the marketing concepts findings of the research were driven and recommendations are made.

LIMITATIONS OF THE STUDY:

It is not possible for any market study to make it accurate due to many hurdles in the collection and computation of data. Some limitations of the study are listed below

- The sampling frame to conduct the study has been restricted to Big Bazaar, Wazirpur, and Delhi.
- Respondents show reluctance towards giving correct information.
- Findings of the study are based on the assumption that respondents have disclosed in the questionnaire.
- Time was a major constraint.
- The sample was limited to only customers who have made a purchase at big bazaar.

CHAPTER-III

COMPANY PROFILE

Introduction

Retailing consists of those business activities involved in the sale of goods and services to consumers for their personal, family, or household use. Retailing comprises of four elements customer orientation, coordinated effort, value-driven, and goal orientation. The word Retail originates from a French-Italian word. Retailer-someone who cuts off or sheds a small piece from something. Retailing is the set of activities that markets products or services to final consumers for their own personal or household use. It does this by organizing their availability on a relatively large scale and supplying them to customers on a relatively small scale. Retailer is a Person or Agent or Agency or Company or Organization who is instrumental in reaching the Goods or Merchandise or Services to the End User or Ultimate Consumer.

Indian Retail Industry:

Indian retail industry is the largest industry in India, with an employment of around 8% and contributing to over 10% of the country's GDP. Retail industry in India is expected to rise 25% yearly being driven by strong income growth, changing lifestyles, and favorable Demographic patterns.

It is expected that by 2022 modern retail industry in India will be worth US\$ 175- 200 billion. India retail industry is one of the fastest growing industries with revenue expected in 2017 to amount US\$ 320 billion and is increasing at a rate of 5% yearly. A further increase of 7-8% is expected in the industry of retail in India by growth in Consumerism in urban areas, rising incomes, and a steep rise in rural consumption. It has further been predicted that the retailing industry in India will amount to US\$ 21.5 billion by 2020 from the current size of US\$ 7.5 billion.

Shopping in India has witnessed a revolution with the change in the consumer buying behaviour and the whole format of shopping also altering. Industry of retail in India which has become modern can be seen from the fact that there are multi- stored malls, huge shopping centers, and sprawling complexes which offer food, shopping, and entertainment all under the same roof. Indian retail industry is expanding itself most aggressively; as a result a great demand for real estate is being created. Indian retailers preferred means of expansion is to expand to other regions and to increase the number of their outlets in a city. It is expected that by 2020 , India may have 600 new shopping centres.

In the Indian retailing industry, food is the most dominating sector and is growing at a rate of 9% annually. The branded food industry is trying to enter the India retail Industry and convert Indian consumers to branded food. Since at present 60% of the Indian grocery basket consists of non- branded items.

Indian retail industry is progressing well and for this to continue retailers as well as the Indian government will have to make a combined effort. Indian retailing industry has seen phenomenal growth in the last five years. Organized retailing has finally emerged from the shadows of unorganized retailing and is contributing significantly to the growth of Indian retail sector. The India Retail Sector Analysis report helps clients to analyze the opportunities and factors critical to the success of retail industry in India.

Indian retail industry is going through a transition phase. Most of the retailing in our country is still in the unorganized sector. The spread out of the retails in US and India shows a wide gap between the two countries. Though retailing in India is undergoing an exponential growth, the road ahead is full of challenges

KEY CHALLENGES:

• LOCATION:

Right Place, Right choice Location is the most important ingredient for any business that relies on customers, and is typically the prime consideration in a customers store choice. Locations decisions are harder to change because retailers have to either make sustainable investments to buy and develop real estate or commit to long term lease with developers. When formulating decision about where to locate, the retailer must refer to the strategic plan:

- Investigate alternative trading areas.
- Determine the type of desirable store location
- Evaluate alternative specific store sites

- **MERCHANDISE:**

The primary goal of the most retailers is to sell the right kind of merchandise and nothing is more central to the strategic thrust of the retailing firm. Merchandising consists of activities involved in acquiring particular goods and services and making them available at a place, time and quantity that enable the retailer to reach its goals. Merchandising is perhaps, the most important function for any retail organization, as it decides what finally goes on shelf of the store.

- **PRICING:**

Pricing is a crucial strategic variable due to its direct relationship with a firm's goal and its interaction with other retailing elements. The importance of pricing decisions is growing because today's customers are looking for good value when they buy merchandise and services. Price is the easiest and quickest variable to change

- **TARGET AUDIENCE:**

Consumer the prime mover Consumer Pull , however, seems to be the most important driving factor behind the sustenance of the industry. The purchasing power of the customers has increased to a great extent, with the influencing the retail industry to a great extent, a variety of other factors also seem to fuel the retailing boom

SCALE OF OPERATIONS:

Scale of operations includes all the supply chain activities, which are carried out in the business. It is one of the challenges that the Indian retailers are facing. The cost of business operations is very high in India.

KEY PLAYERS IN THE INDIAN RETAIL SECTOR:

The untapped scope of retailing has attracted superstars like WAL-MART into India, leaving behind the kiranas that served us for years. Such companies are basically IT based. The other important participants in the Indian retail sector are BATA , BIG BAZAAR , CAFÉ COFFE DAY , KHADIM'S , CROSSWORD , MORE , STAR BAZAAR , RELIANCE FRESH , SPENCER , GOPALAN MALL to name a few.

RETAILING IN INDIA: A FORECAST

Future of organized retail in India looks bright. According to recent research, it is projected to grow at a rate of about 37% in 2018 and at a rate of 42% in 2020. It will capture a share of 10% of the total retailing by the end of 2020.

However to compete in this sector one needs to have up -to-date market information for planning and decision making. The second most important requirement is to manage costs widely in order to least normal profits in face of stiff competition.

RETAIL INDUSTRY AND ECONOMY

- Retail business is the largest private industry.
- Retail is ahead of finance and engineering and contributes over 8% of GDP in the western countries.
- Over 50 of the Fortune 500 and about 25 of the Asian top 200 complaints are retailers.
- Today in some developed countries, retail business has shares as large as 40% of the market.

HISTORY OF RETAILING

Retail concept is old in India. World's first departmental store started in Rome. Today's kiranas stores are based on Manuscript & Kautilya's arthshastra. Haats, Melas, Mandis & door to door salesmen are traditional Indian retail.

Retailing and wholesaling consist of many organizations designed to bring goods and services from the point of production to the point of use. Retailing includes all the activities involved in selling goods or services directly to final consumers for their personal, non business use. Retailers can be classified bin terms of store retailers, non-store retailing, and retail organizations. Store retailers include many types, such as specialty stores,

Department stores, supermarkets, convenience stores, superstores, combination stores, hypermarkets, discount stores, warehouse stores, and catalog showrooms. These store forms have had different longevities and are at different stages of the retail life cycle. Depending on the wheel-of-retailing, some will go out of existence because they cannot compete on a quality, service, or price basis.

Non-store retailing is growing more rapidly than store retailing. It includes direct selling (Door-to-door, party selling), direct marketing, automatic vending, and buying services. Much of retailing is in the hands of large retail organizations such as corporate chains, voluntary chain and retailer cooperatives, consumer cooperatives, franchise organizations, and merchandising conglomerates. More retail chains are now sponsoring diversified retailing lines and forms instead of sticking to one form such as the department store.

Retailers, like manufacturers, must prepare marketing plans that include decisions on target markets, product assortment and services, store atmosphere, pricing, promotion, And place. Retailers are showing strong signs of improving their professional management and their productivity, in the face of such trends as shortening retail life cycles, new retail forms, increasing intertype competition, and polarity of retailing, new retail technologies, and many others.

Wholesaling includes all the activities involved in selling goods or services to those who are buying for the purpose of resale or for business use. Wholesalers help manufacturers deliver their products efficiently to the many retailers and industrial users across the nation. Wholesalers perform many functions, including selling and promoting, buying and assortment-building, bulk-breaking, warehousing, transporting, financing, risk bearing, supplying market information, and providing management services and counseling. Wholesalers fall into four groups. Merchant wholesalers take possession of the goods and include full-service wholesalers (wholesale merchants, industrial distributors) and limited-service wholesalers (cash-and- carry wholesalers, truck wholesalers, drop shippers, rack jobbers, producers' cooperatives, and mail-order wholesalers). Agents and brokers do not take possession of the goods but are paid a commission for facilitating buying and selling. Manufacturers' and retailers' branches and offices are wholesaling operations conducted by non-wholesalers to bypass the



wholesalers. Miscellaneous wholesalers include agricultural assemblers, petroleum bulk plants and terminals, and auction companies.

Wholesalers, too, must make decisions on their target market, product assortment and services, pricing, promotion, and place. Wholesalers who fail to carry adequate assortments and inventory and provide satisfactory service are likely to be bypassed by manufacturers. Progressive wholesalers, on the other hand are adapting marketing concepts and streamlining their costs of doing business

COMPANY PROFILE

Pantaloon Retail (India) Limited, is India's leading retailer that operates multiple retail formats in both the value and lifestyle segment of the Indian consumer market. Headquartered in Mumbai (Bombay), the company operates over 12 million square feet of retail space, has over 1000 stores across 71 cities in India and employs over 30,000 people.

The company's leading formats include Pantaloons, a chain of fashion outlets, Big Bazaar, a uniquely Indian hypermarket chain, Food Bazaar, a supermarket chain, blends the look, touch and feel of Indian *bazaars* with aspects of modern retail like choice, convenience and quality and Central, a chain of seamless destination malls. Some of its other formats include Brand Factory, Blue Sky, all, Top 10 and Star and Sitar. The company also operates an online portal, futurebazaar.com.

A subsidiary company, Home Solutions Retail (India) Limited, operates Home Town, a large-format home solutions store, Collection, selling home furniture products and Ezone focused on catering to the consumer electronics segment.

Pantaloon Retail was recently awarded the International Retailer of the Year 2015 by the US-based National Retail Federation (NRF) and the Emerging Market Retailer of the Year 2007 at the World Retail Congress held in Barcelona. Pantaloon Retail is the flagship company of Future Group, a business group catering to the entire Indian consumption space.



FUTURE GROUP:

Future Group, led by its founder and Group CEO, Mr. Kishore Biyani, is one of India's leading business houses with multiple businesses spanning across the consumption space. While retail forms the core business activity of Future Group, group subsidiaries are present in consumer finance, capital, insurance, leisure and entertainment, brand development, retail real estate development, retail media and logistics. Led by its flagship enterprise, Pantaloon Retail, the group operates over 12 million square feet of retail space in 71 cities and towns and 65 rural locations across India. Headquartered in Mumbai (Bombay), Pantaloon Retail employs around 30,000 people and is listed on the Indian stock exchanges. The company follows a multi-format retail strategy that captures almost the entire consumption basket of Indian customers. In the lifestyle segment, the group operates Pantaloons, a fashion retail chain and Central, a chain of seamless malls. In the value segment, its marquee brand, Big Bazaar is a hypermarket format that combines the look, touch and feel of Indian bazaars with the choice and convenience of modern retail.

In 2008, Big Bazaar opened its 100th store, marking the fastest ever organic expansion of a hypermarket. The first set of Big Bazaar stores opened in 2001 in Kolkata, Delhi and Bangalore.

The group's specialty retail formats include, books and music chain, Depot, sportswear retailer, Planet Sports, electronics retailer, Ezone, home improvement chain, Home Town and rural retail chain, Aadhar, among others. It also operates popular shopping portal, futurebazaar.com.

Future Capital Holdings, the group's financial arm provides investment advisory to assets worth over \$1 billion that are being invested in consumer brands and companies, real estate, hotels and logistics. It also operates a consumer finance arm with branches in 150 locations.

Other group companies include, Future Generali, the group's insurance venture in partnership with Italy's Generali Group, Future Brands, a brand development and IPR company, Future Logistics, providing logistics and distribution solutions to group companies and business partners and Future Media, a retail media initiative.



The group's presence in Leisure & Entertainment segment is led through, Mumbai-based listed company Galaxy Entertainment Limited. Galaxy leading leisure chains, Sports Bar and Bowling Co. and family entertainment centers, F123. Through its partner company, Blue Foods the group operates around 100 restaurants and food courts through brands like Bombay Blues, Spaghetti Kitchen, Noodle Bar, The Spoon, Copper Chimney and Gelato. Future Group's joint venture partners include, US-based stationery products retailer, Staples and Middle East-based Axiom Communications.

The group's flagship company, Pantaloon Retail was awarded the International Retailer of the Year 2007, by the US-based National Retail Federation, the largest retail trade association and the Emerging Market Retailer of the Year 2007 at the World Retail Congress in Barcelona.

Future Group believes in developing strong insights on Indian consumers and building businesses based on Indian ideas, as espoused in the group's core value of 'Indianness.' The group's corporate credo is, 'Rewrite rules, Retain values.'

AFFILIATE COMPANIES

Home Solutions Retail (India) Limited
Future Media (India) Limited
Future Logistic Solutions Limited
Future Axiom Telecom Limited
Pantaloon Food Product (India) Limited
Future General India Insurance Company Ltd
Future Capital Holdings Ltd
Future Bazaar India Ltd
Staples Future Office Products Private Ltd

Major Milestones

1987	Company incorporated as Manz Wear Private Limited. Launch of Pantaloons trouser, India's first formal trouser brand.
1991	Launch of BARE, the Indian jeans brand.
1992	Initial public offer (IPO) was made in the month of May.
1994	The Pantaloon Shoppe - exclusive menswear store in franchisee format launched across the nation. The company starts the distribution of branded garments through multi-brand retail outlets across the nation.
1995	John Miller - formal shirt brand launched.
1997	Pantaloons - India's family store launched in Kolkata.
2001	Big Bazaar, 'Is se sasta aur accha kahi nahin' - India's first hypermarket chain launched.
2002	Food Bazaar, the supermarket chain is launched.
2004	Central - 'Shop, Eat, Celebrate In The Heart Of Our City' - India's first seamless mall is launched in Bangalore.
2005	Fashion Station - the popular fashion chain is launched all - 'a little larger' - exclusive stores for plus-size individuals is launched
2006	Future Capital Holdings, the company's financial is formed to manage over \$1.5 billion in real estate, private equity and retail infrastructure funds. Plans forays into retailing of consumer finance products. Home Town, a home building and improvement products retail chain is launched along with consumer durables format, Ezone and furniture chain, Furniture Bazaar. Future Group enters into joint venture agreements to launch insurance products with Italian insurance major, Generali. Forms joint ventures with French retailer, ETAM Group and US office stationery retailer, Staples.
2007	Future Group crosses \$1 billion turnover mark.

	<p>Specialized companies in retail media, logistics, IPR and brand development and retail-led technology services become operational.</p> <p>Pantaloon Retail wins the International Retailer of the Year at US-based National Retail Federation convention in New York and Emerging Retailer of the Year award at the World Retail Congress held in Barcelona.</p> <p>Futurebazaar.com becomes India's most popular shopping portal.</p>
2008	<p>Future Capital Holdings becomes the second group company to make a successful Initial Public Offering in the Indian capital markets.</p> <p>Big Bazaar crosses the 100-store mark, marking one of the fastest ever expansion of a hypermarket format anywhere in the world.</p> <p>Total operational retail space crosses 10 million square feet mark.</p> <p>Future Group acquires rural retail chain, Aadhar present in 65 rural locations.</p>

CORPORATE STATEMENT

FUTURE GROUP MANIFESTO

Future - the word which signifies optimism, growth, achievement, strength, beauty, rewards and perfection. Future encourages us to explore areas yet unexplored, write rules yet unwritten; create new opportunities and new successes. To strive for a glorious future brings to us our strength, our ability to learn, unlearn and re-learn our ability to evolve.

We, in Future Group, will not wait for the Future to unfold itself but **create future scenarios** in the **consumer space** and facilitate consumption because consumption is development. Thereby, we will effect socio-economic development for our customers, employees, shareholders, associates and partners.

Our customers will not just get **what** they **need**, but also get them **where, how** and **when** they need.

We will not just post satisfactory results, we will **write success stories**.

We will not just operate efficiently in the Indian economy, we will **evolve** it.

We will not just spot trends; we will **set trends** by marrying our understanding of the Indian consumer to their needs of tomorrow. It is this understanding that has helped us succeed. And it is this that will help us succeed in the Future. We shall keep relearning. And in this process, do just one thing.

Rewrite Rules. Retain Values

VISSION, MISSION AND QUALITY POLICY

Group Vision

Future Group shall deliver Everything, Everywhere, Every time for Every Indian Consumer in the most profitable manner.

Group Mission

We share the vision and belief that our customers and stakeholders shall be served only by creating and executing future scenarios in the consumption space leading to economic development.

We will be the trendsetters in evolving delivery formats, creating retail realty, making consumption affordable for all customer segments - for classes and for masses.

We shall infuse Indian brands with confidence and renewed ambition.

We shall be efficient, cost- conscious and committed to quality in whatever we do.

We shall ensure that our positive attitude, sincerity, humility and united determination shall be the driving force to make us successful.

Core Values

- Indianness: confidence in ourselves.
- Leadership: to be a leader, both in thought and business.
- Respect & Humility: to respect every individual and be humble in our conduct. •

Introspection: leading to purposeful thinking.

- Openness: to be open and receptive to new ideas, knowledge and information.
- Valuing and Nurturing Relationships: to build long term relationships.
- Simplicity & Positivity: Simplicity and positivity in our thought, business and action. •

Adaptability: to be flexible and adaptable, to meet challenges.

- Flow: to respect and understand the universal laws of nature.



AREA OF OPERATION

The company operates **120 Big Bazaar stores, 170 Food Bazaar** stores, among other formats, in over **70 cities** across the country, covering an operational retail space of over **6 million square feet**. As a focussed entity driving the growth of the group's value retail business, Future Value Retail Limited will continue to deliver more value to its customers, supply partners, stakeholders and communities across the country and shape the growth of modern retail in India.

Cities where stores are located:

Agra,
Ahmad abad,
Indore,
Lucknow, ,
Manipur,
Bangalore,
Mumbai,
Bagur,
Derrapar,
Panipath,
Allahabad,
Bangalore,
Bhubaneshwar,
Chennai,
Combatiré,
Gaviaba, Jugaron,
Delhi,
Pune,
Surat,
Thiruvananthpuram Vishakhapatnam.
My sore,



OWNERSHIP PATTERN

Future Value Retail Limited is a wholly owned subsidiary of **Pantaloon Retail (India) Limited**. This entity has been created keeping in mind the growth and the current size of the company's value retail business, led by its format divisions, **Big Bazaar** and **Food Bazaar**.

ABOUT THE BIG BAZAAR:

- Total Number of Outlets - 250
- Number of Cities covered - 40
- Retail space under use 3 million square feet •
- Footfalls - 12 crore per year
- Conversion rate - 50%
- Average bill per customer - 700Rs
- Employee Strength - 12000
- Investment planned - Rs500crore
- Targeted sales turnover - Rs 10000 by 2020
- Retail space available - 10million sq ft by 2020 •
- Employee strength - 100000 by 2020

PRODUCT PROFILE

Level 1

Food Bazaar
Fruits & Vegetables
Bakery Items
Stainless Steel Utensils
Plastics
Crocery
Mobiles
Cosmetics
Herbal
Confectionery
Non-Food Dept

Level 2

A. Department

General Books

Children Stationary

Office Stationary

Games VCD's & DVD's

B. NBD(New Business Development)

Gift items

Car & Motor Cycle Covers

Helmets

Scents & Perfumes

Home Decor

Auto accessories

C. Toys and sports Dept

Soft Toys

Hard Toys

D. Home Line

Bed Sheets, Pillows, Bed Spreads

Towels, Yellow dust

Carpets, Cushion Covers

Chair Bags

E. Footwear Bazaar

F. Ladies Accessories

G. Clothes Dept

Ladies saris

Girls Dress Materials

Kids Wear

Level 3

Furniture Dept

Men's Formals & Casuals Wears

Men's Accessories

Luggage

Electronic Products

Home Appliances

Board of Directors:

Mr. Inshore Binyamin, Managing Director

Mr. Gopikishan Binyamin, Whole time Director

Mr. Rakish Binyamin, Whole time Director

Mr. Vijay Kumar Chopra, Director

Mr. Sails Haribhakti, Independent Director

Mr. S Doorway, Independent Director

Dr. D O Cushy, Independent Director

Ms. Baal Desponded, Independent Director

Mr. Anil Harish, Independent Director

Big Bazaar:



At Big Bazaar Super centre, **HYD, WAZIRPUR** (branch) customers can definitely get the best product at better price. It sells variety of merchandise at affordable rates; the prices which it claims are lowest... Usually, the items are clubbed together for offers to customers and it also offers weekend as well as monthly discounts.

At Big Bazaar Super centre one can find a variety of Departments as shown below. •

FOOD BAZAAR

- GENERAL MERCHANDISE
- APPARELS OR FASHION @ BIG BAZAAR
- NEW BUSINESS DEVELOPMENT
- DEPOT
- HOME BAZAAR
- NAVARAS
- ELECTRONICS

These departments are managed by two departments. They are

- OPERATIONAL DEPARTMENT
- SUPPORTING DEPARTMENTS

Big Bazaar, a part of the future Group, is a hypermarket offering a huge array of Goods of good quality for all at affordable prices. Big Bazaar with over 140 outlets in a different part of India is present in both the metro cities as well as in the small towns. Big Bazaar has no doubt made a big name in the retail industry of India, moreover Shopping here is further made a memorable experience with the varied rates of discounts on products as well as discount vouchers available in a variety of amounts, like INR 2000, INR 3000, INR 4000, INR 5000 and INR 10000 on all Big Bazaar products and Accessories.

The variety of product range in Big Bazaar Super centre:



This large format store comprise of almost everything required by people from Different income groups. It varies from clothing and accessories for all genders like men, Women and children, playthings, stationary and toys, footwear, plastics, home utility Products, cosmetics, crockery, home textiles, luggage gift items, other novelties, and also Food products and grocery. The added advantage for the customers shopping in Big Bazaar is that there are all time discounts and promotional offers going on in the Big Bazaar on its salvable products.

Future group (India) Limited, is India's leading retailer that operates multiple retail formats in both the value and lifestyle segment of the Indian consumer market. Headquartered in Mumbai (Bombay), the company operates over 7 millions square feet of retail space, has over 1000 stores across 53 cities in India and employs over 25,000 people.

The company's leading formats include Pantaloons, a chain of fashion outlets, Big Bazaar a uniquely Indian Hypermarket chain, food Bazaar, a supermarket chain, blends the look, touch and feel of Indian *bazaars* with aspects of modern retail like choice, convenience and quality and Central, a chain of seamless destination malls. Some of its other formats include, Depot, Shoe Factory, Brand Factory, Blue Sky, Fashion Station, all, Top 10, bazaar and Star and Sitar. The company also operates an online portal Futurebazaar.com. Big Bazaar is not just another hypermarket. It caters to every need of your family. Where Big Bazaar scores over other stores is its value for money proposition for the Indian customers. At Big Bazaar, you will definitely get the best products at the best prices - that's what they guarantee. With the ever increasing array of private labels, it has opened the doors into the world of fashion and general merchandise including

Home furnishings, utensils, crockery, cutlery, sports goods and much more at prices that will surprise you. And this is just the beginning. Big Bazaar plans to add much more to complete your shopping experience.

Big Bazaar is a chain of hyper markets India, currently with more than 100 stores. It is owned by the Future retail India ltd, Future Group. It follows the business model as Wal-

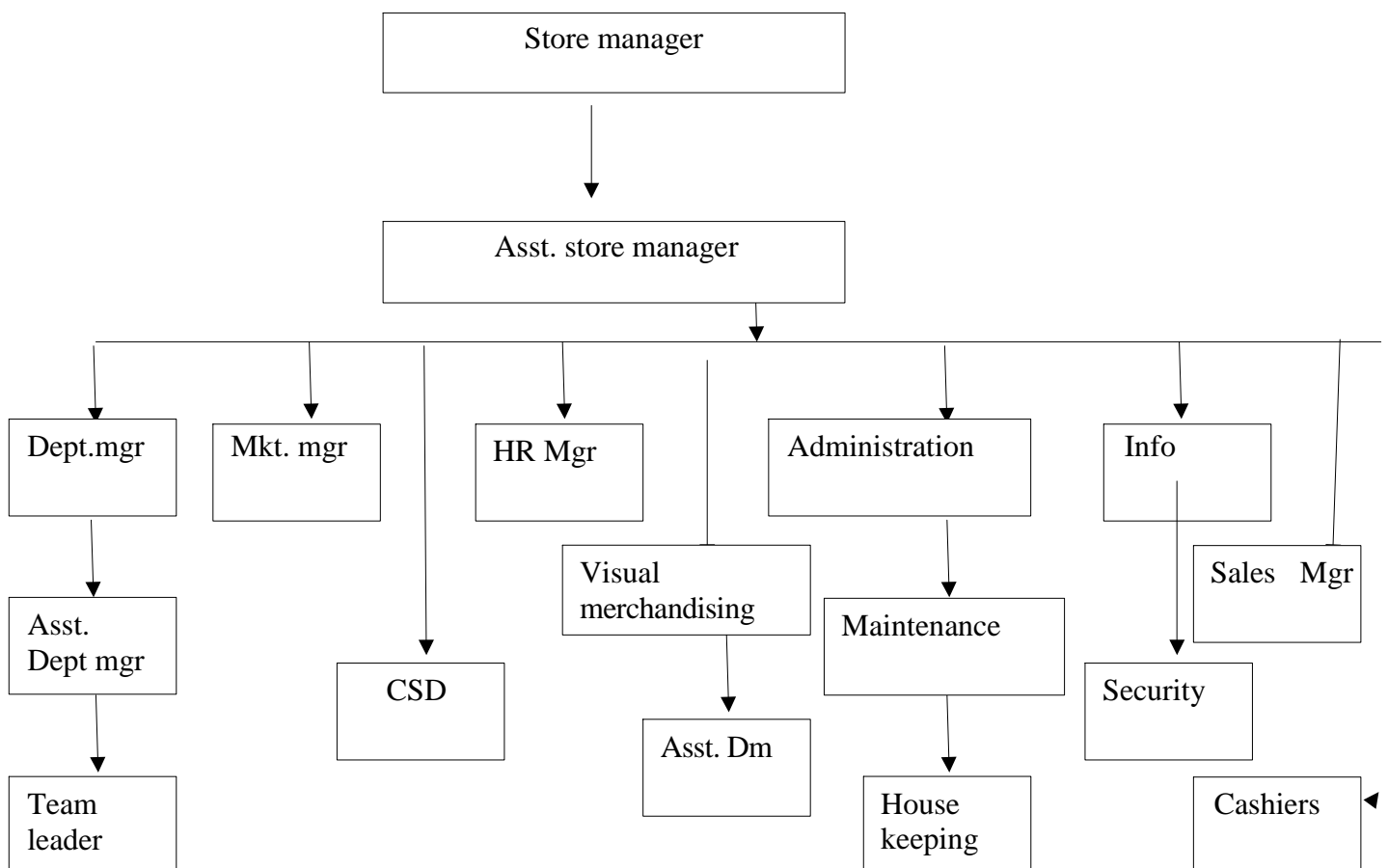


Mart and has considerable success in many Indian cities and small towns. The idea was pioneered by entrepreneur Inshore Binyamin, the CEO of Future Group.

Currently Big Bazaar stores are located only in India. Moreover the customer friendly ambiance and the organized retailing of products also make Big Bazaar one of the successful retail companies in India...

ORGANIZATION STRUCTURE

Following is organizational hierarchy in Big Bazaar





1. Store manager

This is the highest position in the store. He is the father and head of the family. He is the decision maker for the store. The store manager is responsible for both the top line responsibility is sales and the bottom line responsibility is profit.

Role of Store Manager involves—

- Ensuring smooth operations of the store.
- Making plans to ensure highest profit for the store. •

Proper execution of plans.

- Deciding on offer/deals for clearance of products.
- Conducting meeting for proper communication flow.

2. Assistant store manager

There are three ASM's in the store. Each ASM looks after 1 to 2 department of the store. The main function of the ASM is to assist the SM in his targets and help achieve him the same.

3. Department manager

This designation is present for both functional departments as well as the store department. A definite sales target is set for each department and it is responsibility of each DM to achieve the same. The DM's of the functional department are responsibility of the smooth operation of their respective departments. There are 5 DM's in the store.

4. Assistant department manager

As the name suggests, the main role of the ADM's is to assist the DM's in their work. There are 8 ADM's in the store.

5. Team Leader

Sometimes department is divided into sections and there are different teams appointed to look after these sections. Team leaders are the heads of such teams. There are total 105 TM's and TL's in the store.



6. Team Members

These comprise of almost 80% of total staff. They are the actual customer facing members and their key role is to provide best service to the customer. Pleasing personality, good communication skills and overall product knowledge are the main requirement for this post.

COMPETITORS INFORMATION

Shopper's Stop

Westside

Lifestyle

RPG Retail

Crossword

Primal

Copeland Mal

Tate Star Bazaar

More

Reliance Fresh

Spencer's.

AWARDS AND RECOGNITION 2009

CNBC Awash Consumer Awards 2009

- Most Preferred Multi Product Chain - Big Bazaar
- Most Preferred Multi Brand Food & Beverage Chain - Big Bazaar

Images Fashion Forum 2009

- Most Admired Fashion Group Of The Year - Future Group
- Most Admired Private Label - Pantaloons, the lifestyle format
- Critics Choice For Pioneering Effort In Retail Concept Creation - Central

Coca-Cola Golden Spoon Awards 2009

- Most Admired Food & Grocery Retailer Of The Year
- Most Admired Food Court
- Most Admired Food Professional



Indian Retail Forum Awards 2008

- Most Admired Retail Company of the year - Future Group
- Retail Face of the Year - Inshore Binyamin
- Best Retailer Of The Year (Hypermarket) - Big Bazaar

Future Group was awarded the Most Admired Retail Company of the year by the Indian Retail Forum at a glittering ceremony organized in Mumbai. Mr. Inshore Binyamin also won Retail Face of the Year.

India Retail Forum (IRF) is a platform for intellectual insights and information exchange for the retail business in the Indian subcontinent. The forum presents the business of retail in the region to a global audience, with the express aim of facilitating understanding about and encouraging investment in this massive marketplace.

Big Bazaar, the value format of Future Group bagged the Best Retailer of the Year (Hypermarket).

The INDIASTAR Award 2008

- Food Bazaar: Best Packaging Innovation

Food Bazaar bagged the INDIASTAR Award for Best Packaging Innovation in India, for its private label brand Fresh and Pure Chaka Atta.

INDIASTAR Award is a biennial event which aims to promote and encourage excellence in packaging design, innovation and technology. The contest was established in 1972 and is considered as the most popular and premier event for India's packaging fraternity. This year there were around 357 entries and the participants had to submit a sample of their designs for selection.

With this award, Pantaloon Retail (India) Limited becomes the first Indian Retailer to win the prestigious INDIASTAR Award.



Retail Asia Pacific 500 Top Awards 2008

- Gold Winner -Top Retailer 2008 Asia Pacific

Retail Asia Publishing Pvt, the institutor of these awards, aims to set a platform that appraise raises and recognizes the development and growth of retailing throughout the Asia Pacific region.

The Reid & Taylor Awards for Retail Excellence 2008

- Retail Leadership Award: Inshore Binyamin
- Retail Best Employer of the Year: Future Group
- Retailer of The Year: Home Products and Office Improvements: Hometown

The Reid & Taylor Awards for Retail Excellence are an important feature of the Asia Retail Congress, Asia's single most important global platform to promote world-class retail practices. These awards are aimed at honoring the best, in the Asian Retail scenario. India played host to Asia Retail Congress 2008

Images Retail Awards

Most Admired Retail Face of the Year: Inshore Binyamin

Most admired retailer of the year: Large format, multi product store: Big Bazaar

Most admired retailer of the year: Food and Grocery: Food Bazaar

Most admired retailer of the year: Home & office improvement: Hometown

Most admired Retail Company of the year: Pantaloon Retail (India) Ltd.

• Images Retail Forum followed strict international benchmarks in deciding the top honors for Images Retail Awards '07, with IRIS as knowledge partner and global consulting firm AT Kearney as the Process Approver.

National Retail Federation Awards

International Retailer for the Year 2007 - Pantaloon Retail (India) Ltd

The National Retail Federation is the world's largest retail trade association with over 1.4 million members in the US and across the world. Some of the past winners of the award include Metro AG (Germany), Carrefour (France), Zara (Spain), Boticario (Brazil).



World Retail Congress Awards

Emerging Market Retailer of the Year 2007 - Pantaloon Retail (India) Ltd

The inaugural World Retail Congress held in Barcelona, Spain in March 2007 attracted over one thousand retail professionals from over sixty countries. The awards were decided by a multinational Grand Jury. Winners in other categories included Indicted, Mall of Emirates, Marks & Spencer and IKEA.

Hewitt Best Employers 2007

Vest Employers in India (Rank 14th) - Pantaloon Retail (India) Ltd

Leading human resources consultancy, Hewitt Associates conducts an annual survey of the best employers in India, as part of its global initiative. It is based on CEO interview, People Practices Inventory and Employee Opinion Surveys. Pantaloon Retail became the only retailer to feature among the twenty-five best employers in India.

PC World Indian Website Awards

Best Indian Website In The Shopping Category - Futurebazaar.com PC World, a leading consumer technology magazine selected the best Indian websites in various categories based on use of technology for delivering solutions, information being presented in an intuitive and concise manner and overall experience aided by design.

Reader's Digest Trusted Brands Platinum Awards

Trusted Brands Platinum Award (Supermarket Category) - Big Bazaar

The Reader's Digest awards are based on surveys done among consumers by independent research agency, Nielsen Media Research. This is the second consecutive time Big Bazaar has won this award

Retail Asia Pacific Top 500 Awards 2006

Asia Pacific Best of the Best Retailers - Pantaloon Retail (India) Ltd Best Retailer in India - Pantaloon Retail (India) Ltd

The Retail Asia publication in association with Euro Monitor and KPMG honors the best retailers in 14 countries across the Asia Pacific region. The awards were presented in Singapore in October, 2006



Asia money Awards

Best Managed Company in India (Mid-cap) - Pantaloon retail (India) Ltd.

The Asia money publication conducts a poll among fund managers and investors and does a quantitative analysis of financial performance to select best managed companies in Asian countries.

Ernst & Young Entrepreneur of the Year Award

Ernst & Young Entrepreneur of the Year (Services) - Inshore Binyamin Considered to be one of the most prestigious business awards in India, a jury comprising leading names in Indian business selected the winners based on courage, creativity, passion, endurance and vision.

CNBC Indian Business Leaders Awards

The First Generation Entrepreneur of the Year - Inshore Binyamin Organized by CNBC-TV18, the twelve awardees in various categories are decided by a high profile jury, along with research partners - The University of Chicago Graduate School of Business, Development Dimensions International (DDI) and AC Neilson ORG MARG.

Lakshmipat Singhanian - IIM Lucknow National Leadership Awards

Young Business Leader - Inshore Binyamin The award recognizes and honors individuals who have contributed consistently to the betterment of our country through their pursuit of excellence. The awards were presented in New Delhi by the Prime Minister Dr. Manmohan Singh in December, 2006.

Images Retail Awards

- Best Value Retail Store - Big Bazaar
- Best Retail Destination - Big Bazaar
- Best Food & Grocery Store - Food Bazaar
- Retail Face of the Year - Inshore Binyamin

The IRA awards are decided through a nationwide consumer & industry poll and nominations followed by performance assessment by team of analysts and jury.



Readers' Digest Awards

Platinum Trusted Brand Award - Big Bazaar

The Reader's Digest awards are based on surveys done among consumers by independent research agency, Nielsen Media Research.

CNBC Awash Consumer Awards

Most Preferred Large Food & Grocery Supermarket - Big Bazaar Conducted in association with AC Nielsen-ORG Mart across 21 major cities, nearly 10,000 consumers were asked to choose their most preferred brands.

Reid & Taylor Awards for Retail Excellence

Retail Entrepreneur of the Year - Inshore Binyamin

Readers Digest and Awash Consumer Award

- Big Bazaar - Most preferred, large, Food and Grocery store

Readers Digest Platinum Trusted Brand Award

- Big Bazaar - Earning a trusted Place in the everyday lives of consumers

Images Retail Awards 2005

- PRIL - Most admired retailer of the year
- Food Bazaar - Retailer of the year (food and grocery)
- Big Bazaar - Retailer of the year (value retailing)
- Central - Retail launch of the year
-

Business today selected PRIL among:

- Top 20 companies in India to watch in 2005
- India's most investor-friendly companies in the top 75
- India's biggest wealth creators in the top 100



Images Retail Awards 2004

- PRIL - Most admired retailer of the year
- Food Bazaar - Retailer of the year (food and grocery)
- Big Bazaar - Retailer of the year (value retailing)
- Central - Retail launch of the year

Reid & Taylor and DLF Awards

PRIL - Retailer of the year **2003**

Indian Express Award

PRIL- Marketing excellence and excellence in brand building

FUTURE GROWTH & PROSPECTUS

Recently they are interested to expand their retail business in Mysore and along with that they are interested to establish two retail outlets in Gulbarga District.

Big Bazaar Plans 500 Stores by 2020

20 May, 2015, 1722 hrs IST, NEW-DELHI

- Inshore Binyamin-promoted Future Group's retail chain Big Bazaar is planning to have 500 hypermarkets in the country by 2020.

- The company is also mulling to increase its annual turnover to Rs 13,000 crore by 2020, up from Rs 3,600 crore last fiscal on the back of its expansion.

We started with our first store in October 2001 and have now crossed the hundred marks with three stores opened today in Pune Cut tack and Delhi. Our plan is to increase the number of our stores to 500 by end of the 2020 fiscal, Big Bazaar Chief Executive Officer Raja Amphora said.



- He said the company would have another 35 odd stores by end of its fiscal in June 2017 to take the total number to 135.

We are targeting a turnover of Rs 5,000 core this year and have plans for reaching a figure of Rs 13,000 core by 2020 fiscal, Amphora said.

- He added that the company would be looking at both the metros and Tier I cities, besides Tier II and smaller cities, for the expansion.
- The Big Bazaar hypermarkets had a footfall of 11 core last fiscal and the company is aiming for an increase in the numbers up to 14 cores this year.
- The size of its hypermarkets on average is 30,000 sq ft to one lakh sq ft.

The company is also launching a special festive season 'One in a Lifetime' offers across all its stores on October 1-5. The offer would run in all Big Bazaar format stores on apparels, footwear, accessories and general merchandise, he added.

ORGANISATIONAL DEPARTMENT

1. Store Manager

This is the highest position in the store. He is the father & head of the family. He is decision maker for the store. The store Manager is responsible for both the top line responsibility is sales & the bottom line responsibility is profit.

Role of SM involves:

- Ensuring smooth operations of the store.
- Making plans to ensure highest profit for the store.
- Proper execution of plans.
- Deciding on offers or deals for clearance of products.

2. Assistant Store Manager

There is an only one ASM in the store. ASM looks after 1 to 2 department of the store. The main function of the ASM is to assist the SM in his targets & help achieve him the same.

3. Department Manager

This designation is present for both the functional departments as well as the store department. A definite sales target is set for each department & it is responsibility of each



DM to achieve the same. The DMs of the functional department are responsible for the smooth operation of their respective departments. There are five DMs in the store.

4. Assistant Department Manager

As the name suggests, the main role of ADMs is to assist the DMs in their work. There are 8 ADMs in the store.

5. Team Leader

Sometimes a department is divided into sections & there are different teams appointed to look after these sections. TLs are the heads of such teams. There are total 25 team leaders in the store.

6. Team Members

These comprise of almost 80% of total staff. They are the actual customer-facing members & their key role is to provide best service to the customer. Pleasing personality, good communication skills & overall product knowledge are the main requirements for this post.

FUNCTIONAL DEPARTMENT

The store operations are divided into various operations which are carried out by the respective functional departments.

1. HUMAN RESOURCE DEPARTMENT

Human resource development deals with the following:

A. Manpower recruitment:

Recruitment for the position of team members, TLs & some times even ADMs is done at the store by the HR head, SM & ASMs. However for the recruitment for the higher posts like DMs, ASMs & SM, the selection is done at the zonal office.

All candidates have to undergo a selection process. This process comprises of the written test followed by group discussion, role play & the final interview.

B. Manpower Training & Development:

The main idea behind this program is to develop knowledge skill & attitude required by an individual to perform adequately a given task. This training program has been successfully improving the performance of the employee & which in turn has enhanced the organizational performance. Various training programs along with the written test at each of the training levels have been designed. They are cashier training, group philosophy, training on retail business, values, sales training, policies, product knowledge etc

C. Maintaining Employee Records:

The personal information of the each employee is maintained in the SAP. Information related to leaves, provident fund, gratuity, ESI, bonus, salary, personal loans, etc is maintained by HR dept.

D. Deciding salary and wages:

The salary is finalized considering following factors

1. Current salary level
2. Qualification and experience
3. Level at which the job is offered
4. Existing salary levels in the organization.
5. Market trends

Various levels are available to the employees like casual leaves, sick leaves, earned leaves, maternity leaves, all purpose leaves, paid holiday, compensatory off and weak off.

E. Employee Welfare:

Every organization conducts welfare activities for its employees. The welfare activities in big bazaar are unique by them selves.

Following are the welfare activities in the big bazaar

1. Award to staff that help in the pointing pilferage
2. Cultural activities to provide scope for their hidden talents
3. Birthday celebrations
4. Long-term service awards

2. LOGISTIC DEPARTMENT

The inventory levels of the store have to be maintained to avoid any stock outs. LD is mainly concerned with the stock management in the store. They maintain supply flow of required stock. The focus of LD is on removing inefficiency in fulfilling customer demand in the real time.

The role of the LD:

- A. Safe & reliable transport in as much low price as possible
- B. maintains contact with distribution teams (Trucks, Trains ...) and track where the material is.
- C. partnership with transportation firm so that cost and transport can be shared does not occupy the whole truck space
- D. Merchandise received from the central warehouse or vendors are taken to the stores after undergoing the inward process. The excess merchandise displayed on the floor gets sold out. It refers to effective and cautious way of moving the merchandise from store warehouse to respective section inside the store where they have to be displayed and sold to the customers.

3. VISUAL MERCHANDISING

Visual merchandising Department helps in educating the customer about the product/Service in an effective and creative way while enabling a successful selling process. Effective visual merchandising helps in the drawing attention of the customers and helps them to match their needs.

Duties and responsibilities:

1. Communicate with the manager of the dept stores to workout floor layout and display points as well as how and what items are to be displayed.
2. Design window or internal displays based on a theme style or trend of advertising.
3. Dress mannequins & use appropriate lighting to display merchandise for the best presentation possible.
4. Arrange signage and taking down the display after promotion.

This department not only deals with the promotional displays inside the store but also outside the store. Putting hoardings, which are very large boards of advertisements usually found by roadside or putting window displays, which are setting the scenes of what the customer will find inside the store is also under the scope of usual merchandising dept.

4. COMMERCE DEPARTMENT

The role of the commerce dept refers to cashiering. Their functions include cash management & cash trouble shooting.

Cashier Process: It includes accepting the merchandise from the customer, scanning it, creating the bill, accepting the payment & finally packing the merchandise for the customer. The cashier should count total number of merchandise & compare it with the bill. Then that number has to be noted on the bill copy.

The cashier accepts the payment for the bill in the form of cash, cards & gift vouchers. Through point of sales software, total sales at point can be determined. At the closing time the cashier hand over the cash, credit notes, gift vouchers to the head cashier.

He verifies the amount with the sale amount & in case of any difference he balances the amount to respective cashier salary. Hence it is a job of great responsibility for the cashiers. The next morning the cash is deposited in the bank.

5. ADMINISTRATION DEPARTMENT

This is divided into following sections

Security Services: The security personal is under contract basis. They are security staff working for pantaloon retail India ltd (PRIL). The complete store security & movement tracking are under their control.

House-Keeping: Their man duty is to look after the cleanliness, & overall Hygiene of the store. The admin manager creates checklists for the cleaning schedules & the team member's work in accordance to those checklists.

Packers: Proper packing of the sold goods is required before handling it over to the customer. Helpers to the cashiers are appointed to do this job. Packing the food items to be handled with care & other items all separately is their job.

Loaders: Few people are appointed to load & unload merchandise from trucks & cautiously transfer them to desired location in the store.

Standard Operation Procedure: In this section various registers are maintained

- **Key movement register:** the various store key are mentioned by different staff members. These people have to make entries in their register regarding the keys they carry.

- **Staff Value Declaring Register:** Every staff members while entering the store has to declare the amount of cash with them. This is done to minimize thefts within the store.

- **Customer Foot-fall Report:** This register is updated every hour. The total number of customers that entered the store in that hour are counted & noted down in this register.
- **Staffs Purchase Register:** Entries are made in the register regarding the purchases made by the staff members in the store.
- **Staff grooming register:** Entries regarding the appearance, personal hygiene, presenting self & dress code of the team members are made.

6. MAINTAINENCE & FACILITIES DEPARTMENT

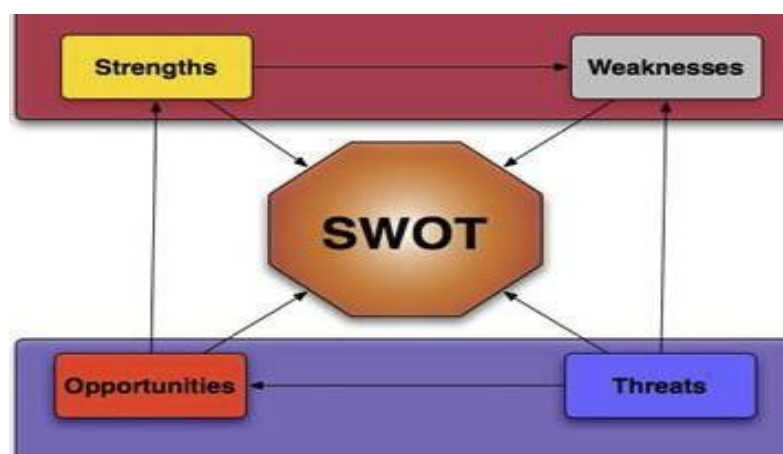
The functions of this dept are:

- To check functioning of various items like escalators, ACS, frozen section, lightning equipments etc.
- In case of their malfunctioning, repairs have to be carried out as soon as possible to ensure proper store operation.

7. IT DEPARTMENT

The software used on PRIL showroom in retail enterprise manager (REM). In this all the information concerning the product like name, category, bar code number, MRP, discount rate, net price etc are store.

SWOT ANALYSIS:



STRENGTHS

- High brand-Equity in evolving retail markets.
- State of art infrastructure of the Big Bazaar outlets.
- Point of purchase promotions to increase the purchase .
- Variety of stuff under single roof increasing customer time and available choices .
- Low price
- Customer service desk.
- Advertisement.

WEAKNESSES

- Unable to meet store opening targets. •
- Falling of revenue per square feet. • Less store space.
- Unavailability of branded items.

OPPORTUNITY

- Organized retail is just 8% of total pie of Indian market. •
- Evolving consumer preference in recent years.
- Huge complexes offer shopping.

THREATS

- Competitors, Global big players planning to foray into the markets.
 - Government policies are not well-defined in emerging markets like India. •
- Unorganized retail market of India.

CHAPTER-IV

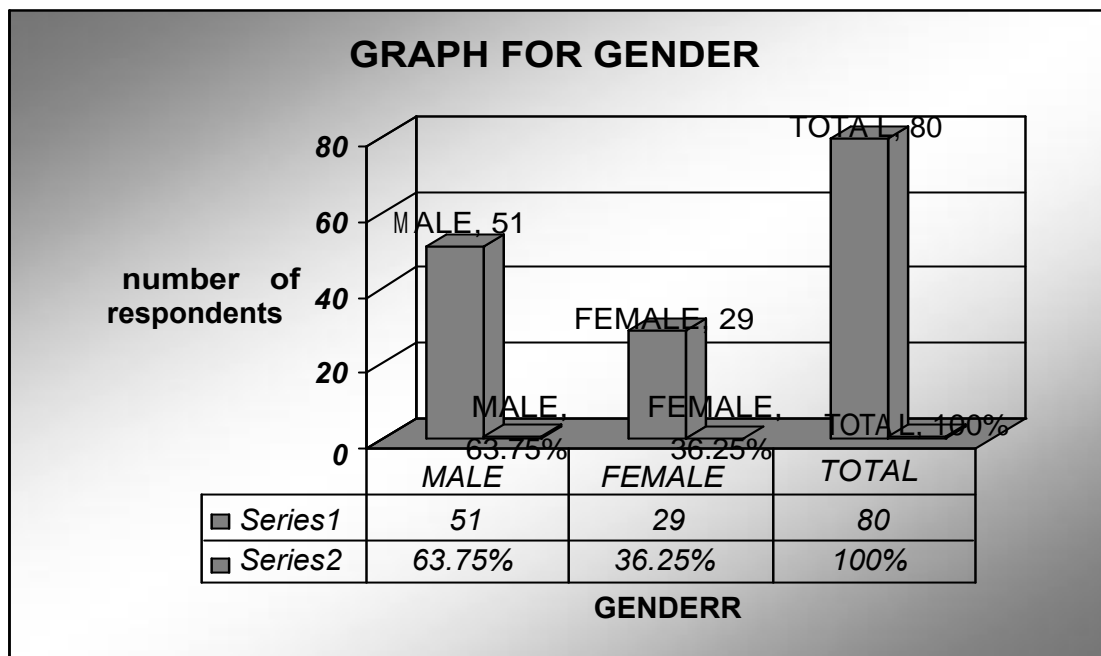
DATA ANALYSIS & INTERPREATION

TABLE-1

1. SEX

SEX	RESPONDENTS	PERCENTAGE
MALE	51	63.75%
FEMALE	29	36.25%
TOTAL	80	100%

GRAPH-I



INTERPRETATION:

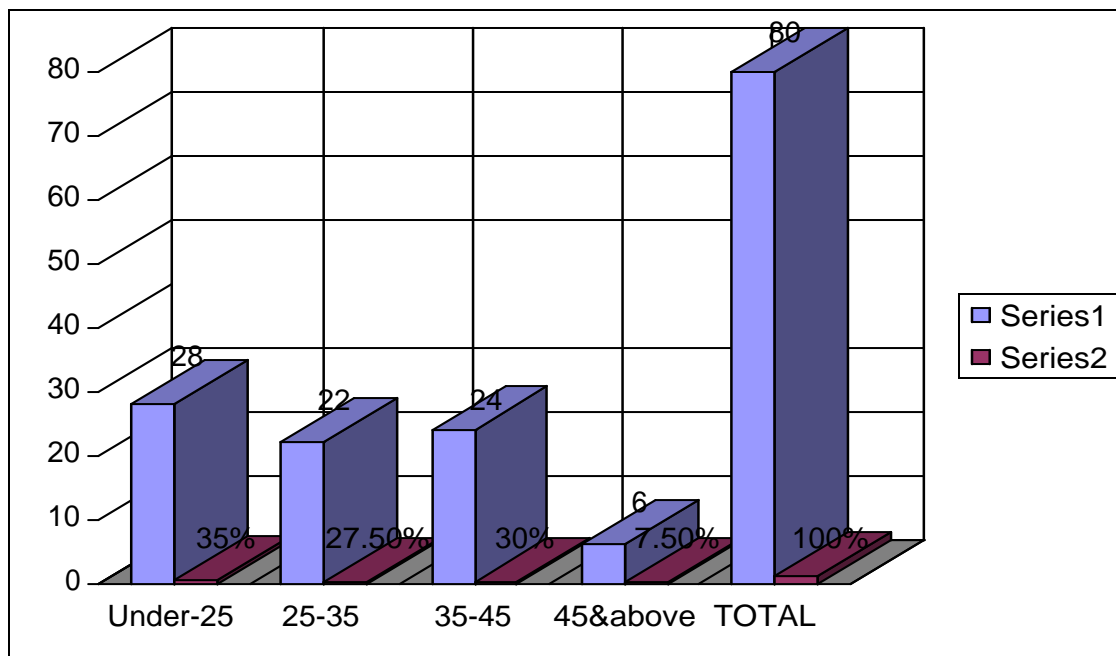
Above table shows that 63.75% % of the customers are male, and 36.25 % of the respondents are female.

TABLE-2

2. AGE

AGE	RESPONDENTS	PERCENTAGE
Under-25	28	35%
25-35	22	27.5%
35-45	24	30%
45&above	6	7.5%
TOTAL	80	100%

GRAPH-2



INTERPRETATION:

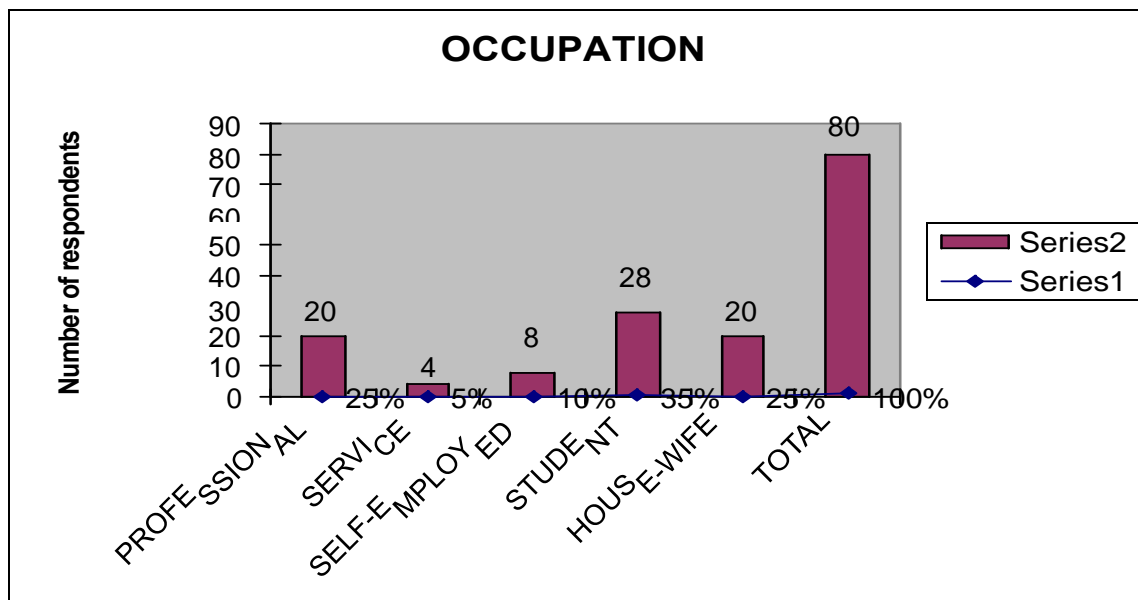
Above table shows that 35% of the respondents fall under the age group of below under 25. 30% of the respondents fall under the age group of 35-45 years, 27.5% % of the respondents fall under the age group of 25-35 years of age, 7.5 %of the respondents are 45 and above years of age group.

TABLE-3

3. OCCUPATION

OCCUPATION	RESPONDENTS	PERCENTAGE
PROFESSIONAL	20	25%
SERVICE	4	5%
SELF-EMPLOYED	8	10%
STUDENT	28	35%
HOUSE-WIFE	20	25%
TOTAL	80	100%

GRAPH-3



INTERPRETATION:

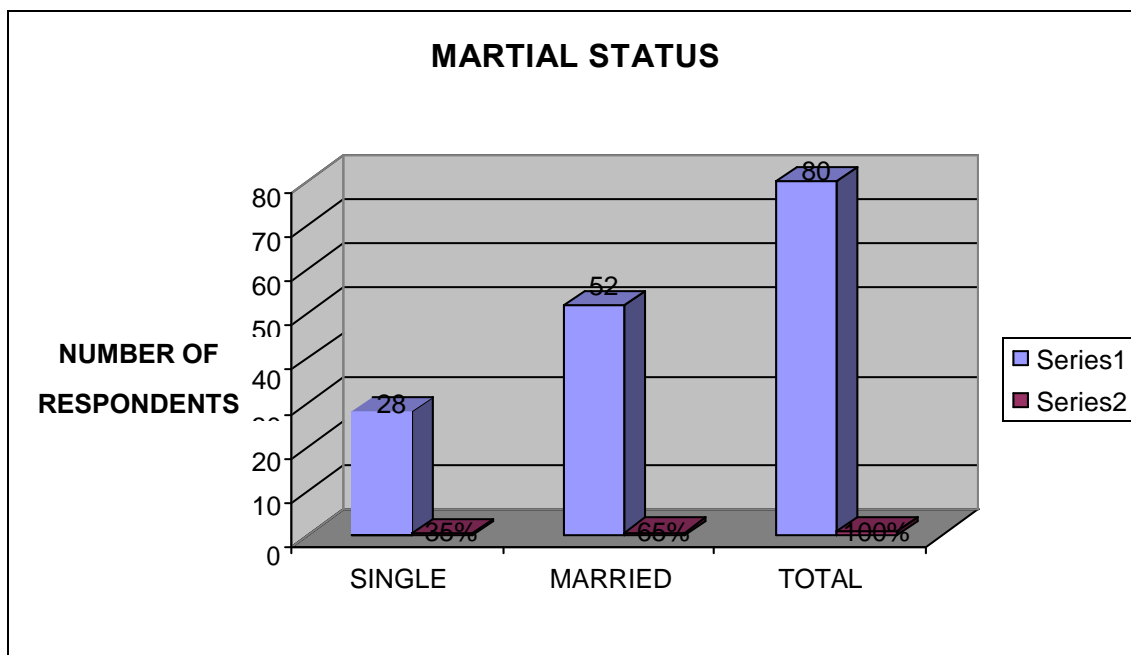
Above table shows that 35 % of the respondents are students, 25% of the customers are professional, 25 % of the respondents are house-wife, 10 % of the customers are self-employed and, 5 % of the customers are service employees.

TABLE-4

4. MARTIAL STATUS

MARTIAL-STATUS	RESPONDENTS	PERCENTAGE
SINGLE	28	35%
MARRIED	52	65%
TOTAL	80	100%

GRAPH-4



INTERPRETATION:

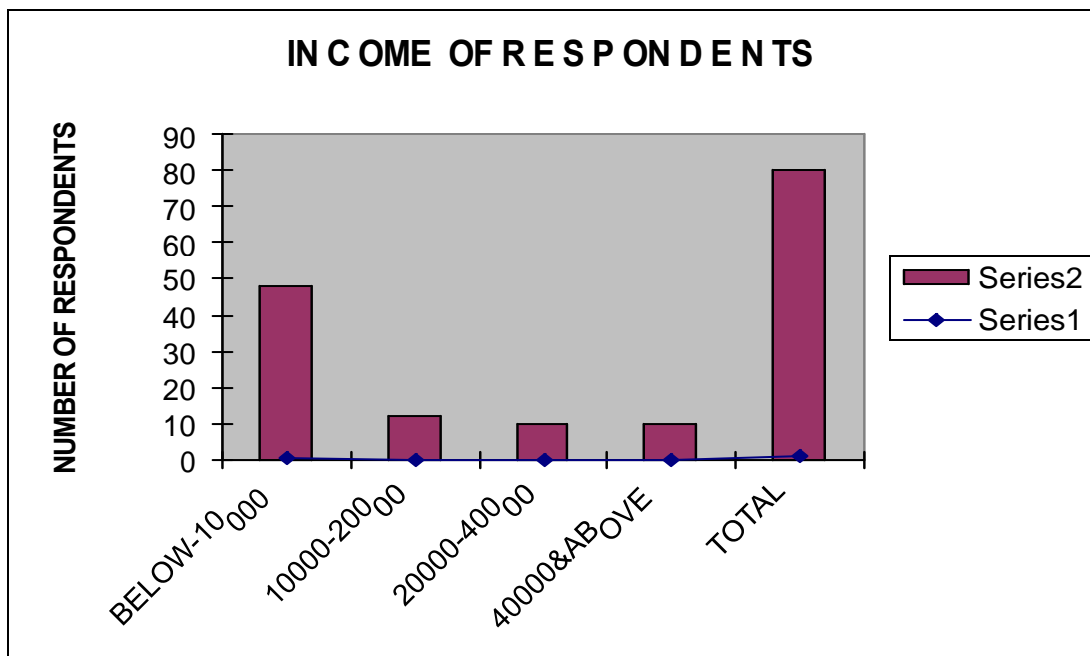
Above table shows that 65 % of the respondents are married and 35% of the respondents are single.

TABLE-5

5. INCOME LEVEL

INCOME	RESPONDENTS	PERCENTSGE
BELOW-10000	48	60%
10000-20000	12	15%
20000-40000	10	12.5%
40000&ABOVE	10	12.5%
TOTAL	80	100%

GRAPH-5



INTERPRETATION:

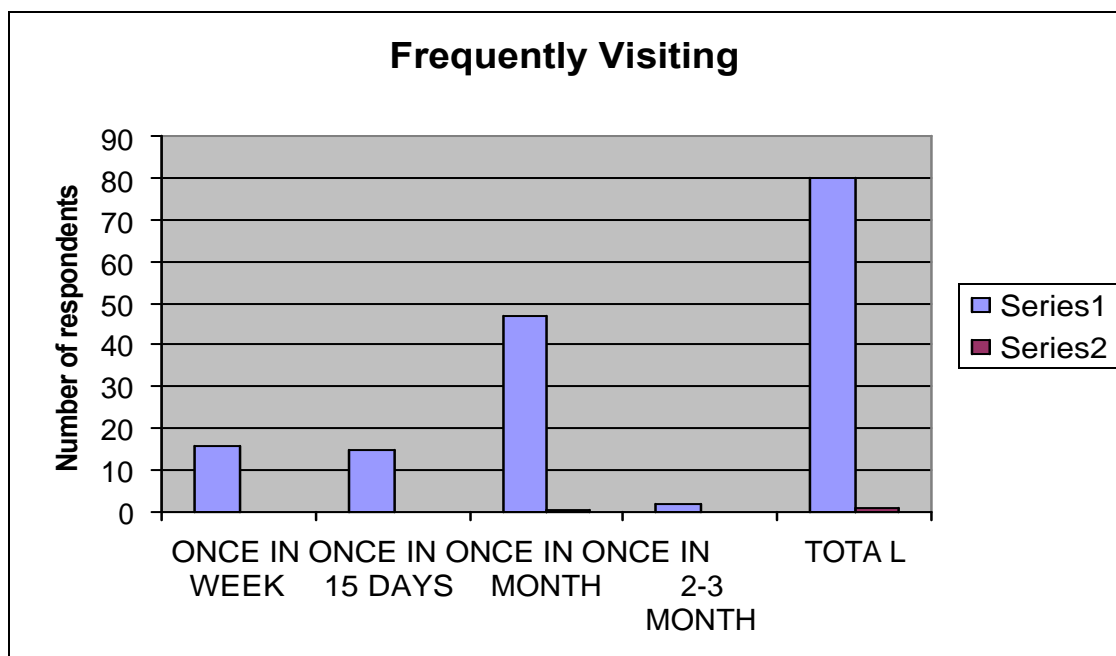
Above table shows that 60% of the respondents fall under the income group of below 10000 Rs . 15% of the customers fall under the income group of Rs.10000-20000, 12.5% percent of respondents fall under income group of Rs.20000-40000 and 12.5% of the respondents fall under income group of 40000 and above.

TABLE-6

6. How frequently do you visit Big-Bazaar?

FREQUENCY	RESPONDENTS	PERCENTAGE
ONCE IN WEEK	16	20%
ONCE IN 15 DAYS	15	18.75%
ONCE IN MONTH	47	58.75%
ONCE IN 2-3 MONTH	2	2.5%
TOTAL	80	100%

GRAPH-6



INTERPRETATION:

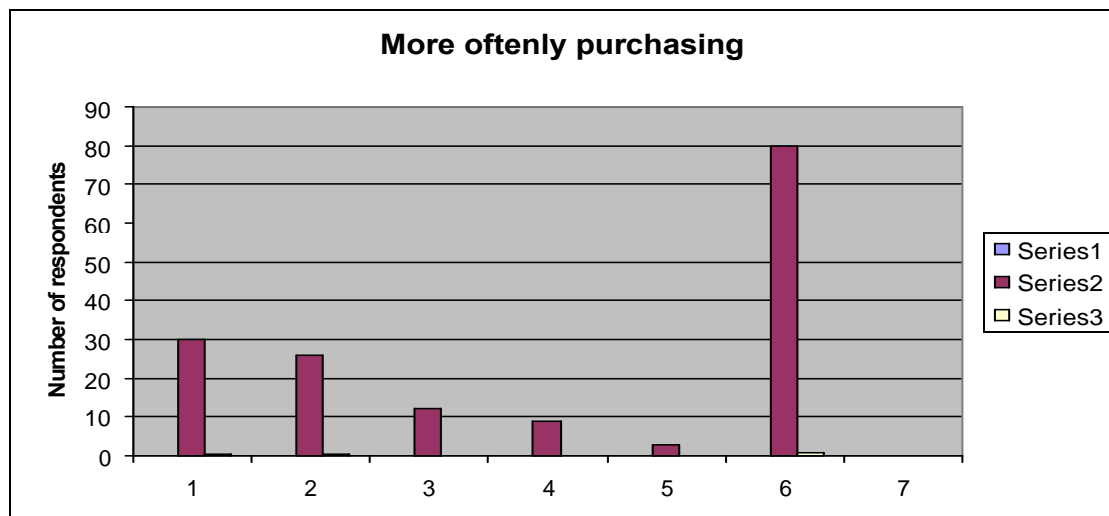
The above table shows that 58.75% of the customers visit ONCE IN A MONTH, 20% of the customers visit ONCE IN WEEK, 18.75% of the customers visit ONCE IN 15 DAYS, 2.5% of the customers visit ONCE IN 2-3 MONTHS.

TABLE-7

7. Which products do you purchase more often at Big-Bazaar?

PRODUCTS	RESPONDENTS	PERCENTAGE
CLOTHES	30	37.5%
FOOD-BAZAAR	26	32.5%
ELECTRONICS	12	15%
HOME-ITEMS	9	11.25%
ACCESSORIES	3	3.75%
TOTAL	80	100%

GRAPH-7



INTERPRETATION:

Above Table shows that 37.5 % of the customers are purchasing Clothes at fashion bazaar, 32.5% of the customers purchased food bazaar items, 15% of the customers purchased electronic teems. 11.25% of the customers purchased home products. 3.75% of the customers are purchased accessories .

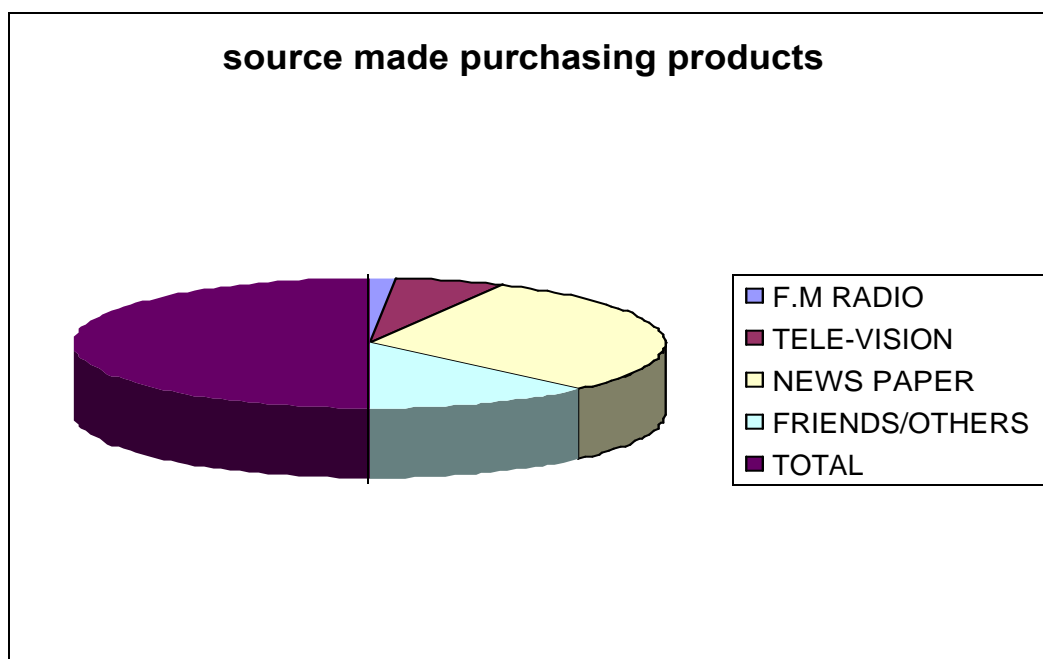
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TABLE-8

8. Which source made you to buy products from Big-Bazaar?

SOURCE	RESPONDENTS	PERCENTAGE
F.M RADIO	2	2.5%
TELE-VISION	10	12.5%
NEWS PAPER	48	60%
FRIENDS/OTHERS	20	25%
TOTAL	80	100%

GRAPH-8



INTERPRETATION:

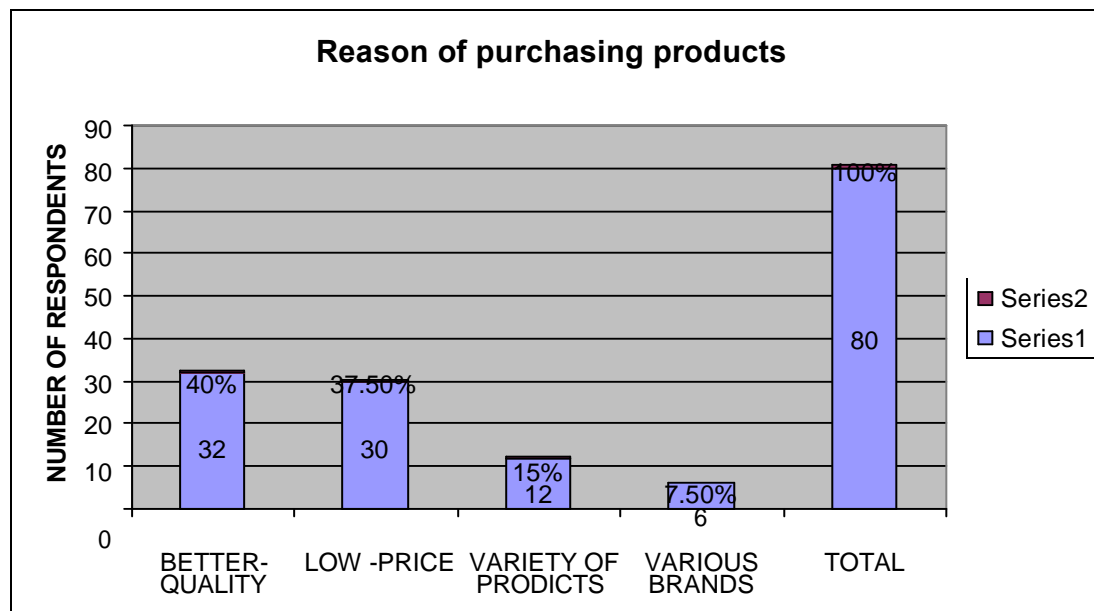
Above table shows that 60 % of the customers are buy products by source of news-papers, 25% of the customers are buy products by source (influenced by) of Friends & others, 12.5% of the customers are buy products by source of Televisions. 2.5% of the customers are buy products by source of F.M radio.

TABLE-9

9. Why do you make purchase of products from Big-Bazaar?

REASON	RESPONDENTS	PERCENTAGE
BETTER-QUALITY	32	40%
LOW-PRICE	30	37.5%
VARIETY OF PRODUCTS	12	15%
VARIOUS BRANDS	6	7.5%
TOTAL	80	100%

GRAPH-9



INTERPRETATION:

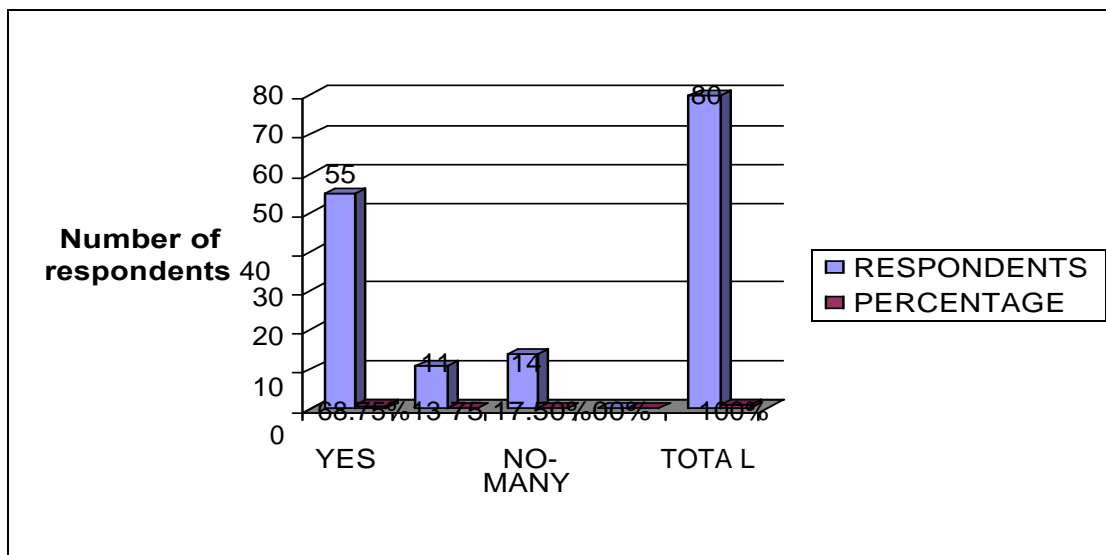
Above table shows that 40% of the customers approached Big Bazaar due to BETTER-QUALITY, 37.5% of the customers approached due to LOW-PRICE of products 15% of the customers approached due to VARIETY OF PRODUCTS, 7.5% of the customers approached due to availability VARIOUS BRANDS

TABLE-10

10. Will Big-Bazaar provide more type of company products in one product category?

RESPONSE	RESPONDENTS	PERCENTAGE
YES	55	68.75%
NO	11	13.75%
NOT-MANY	14	17.5%
NONE	0	0%
TOTAL	80	100%

GRAPH-10



INTERPRETATION:

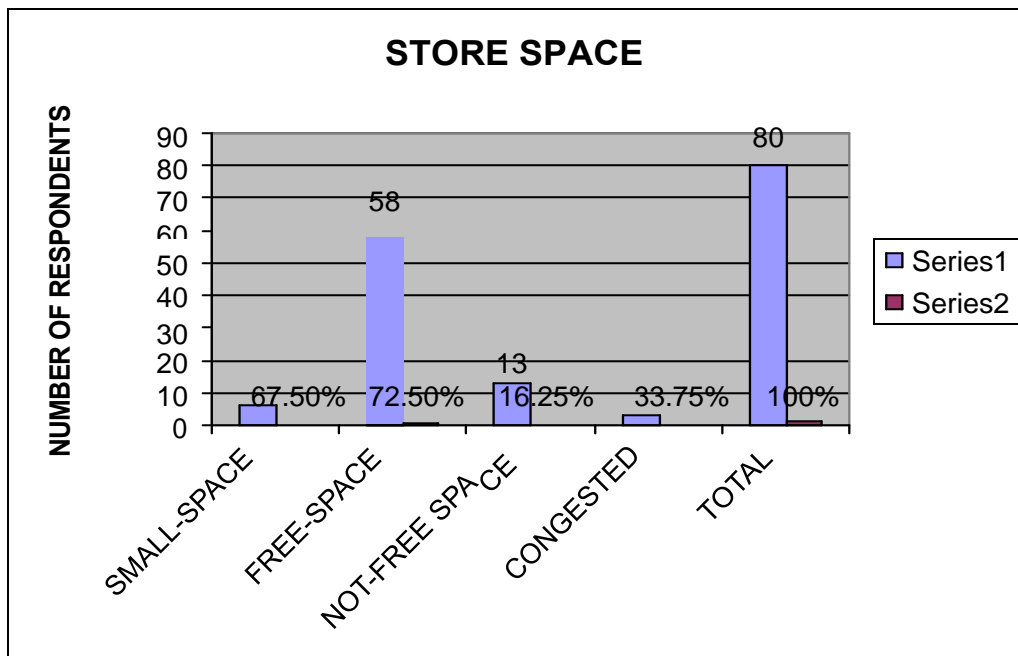
Above table shows that we conclude that the 68.75 customers are getting more products in one category. 17.5% of the customers are not getting too-many products in one category... 13.75% of the customers are not getting more products in one product category. NONE of the customers can't respond for none categories of products available in one product category.

TABLE-11

11. How is the store space in Big-Bazaar for moving around for products?

RESPONSE	RESPONDENTS	PERCENTAGE
SMALL-SPACE	6	7.5%
FREE-SPACE	58	72.5%
NOT-FREE SPACE	13	16.25%
CONGESTED	3	3.75%
TOTAL	80	100%

GRAPH-11



INTERPRETATION:

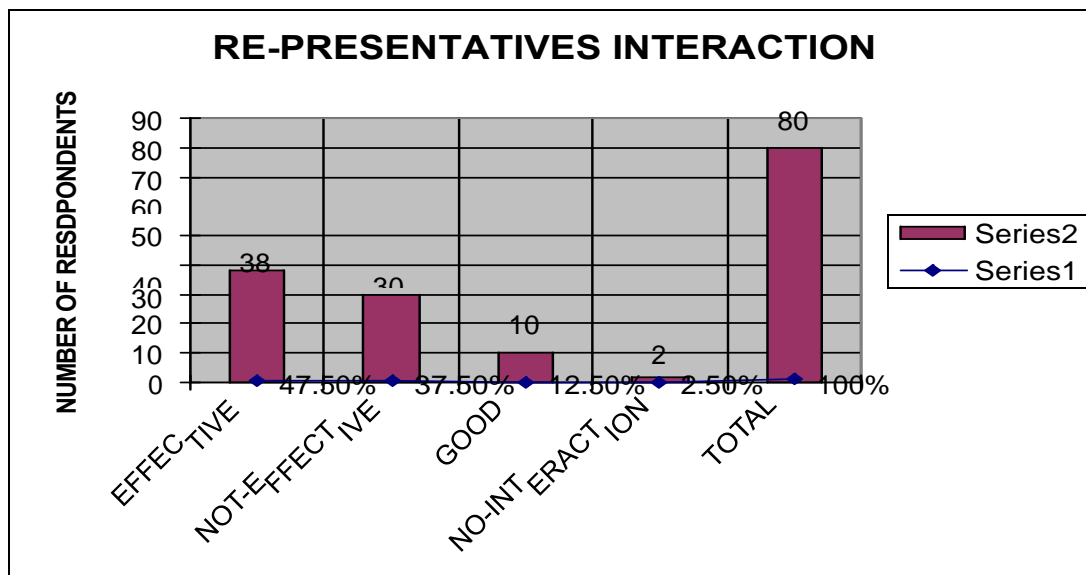
Above table shows that 72.5% of the customers can freely moving around in store for products, 16.25% of customers can not freely moving around in store for products,, 7.5% of the customers can get small space in store for moving around for products, 3.75% respondents can get congested space in store for moving around for products.

TABLE-12

12. How is the re-presentatives interaction are at Big-Bazaar?

INTERACTION	RESPONDENTS	PERCENTAGE
EFFECTIVE	38	47.5%
NOT-EFFECTIVE	30	37.5%
GOOD	10	12.5%
NO-INTERACTION	2	2.5%
TOTAL	80	100%

GRAPH-12



INTERPRETATION:

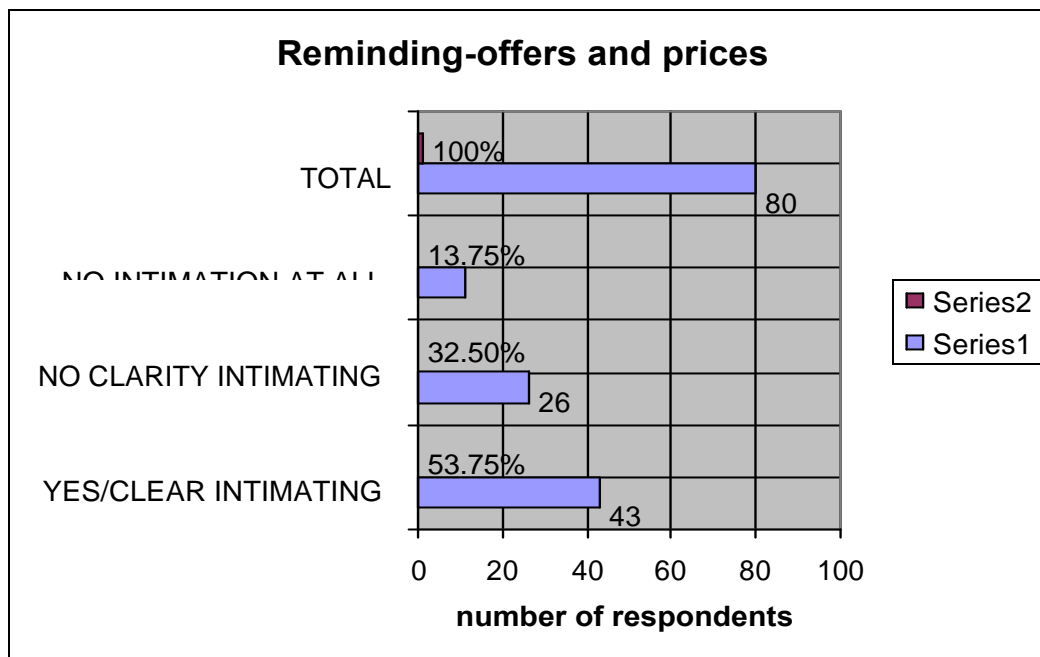
From above table shows 47.5% of the customers getting effective interaction from store re-preventatives for products. 37.5% of the customers can't not get effective interaction from store re-preventatives for products . 12.5% of the customers can get Good integration from store re-preventatives for products. 2.5% of the customers cannot get interaction from store re-preventatives for products.

TABLE-13

13. Will Big-Bazaar reminding & intimating their store discounts & prices to all customers in store?

RESPONSE	RESPONDENTS	PERCENTAGE
YES/CLEAR INTIMATING	43	53.75%
NO CLARITY INTIMATING	26	32.5%
NO INTIMATION AT ALL	11	13.75%
TOTAL	80	100%

GRAPH-13



INTERPRETATION:

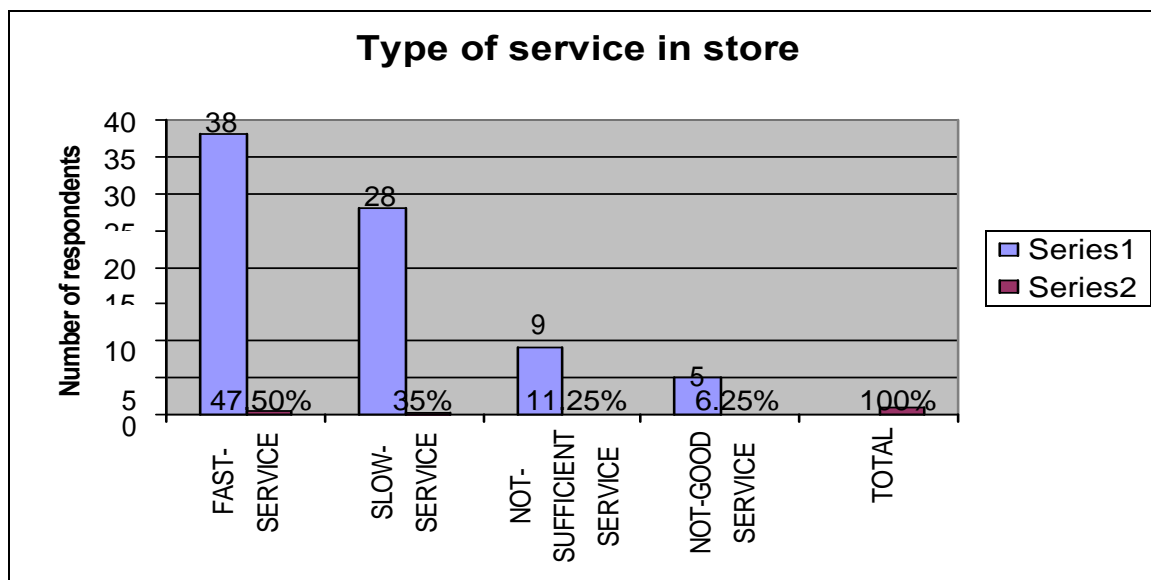
Above table shows that we conclude that the 53.75% of the customers are getting clear announcement from store about store discounts, prices... 32.5% of the customers are not getting clear announcement from store about store discounts, prices 13.75% customers are not getting any announcement from store about store discount, prices...

TABLE-14

14. How the customer service department in store is effective in providing service?

RESPONSE	RESPONDENTS	PERCENTAGE
FAST-SERVICE	38	47.5%
SLOW-SERVICE	28	35%
NOT-SUFFICIENT SERVICE	9	11.25%
NOT-GOOD SERVICE	5	6.25%
TOTAL		100%

GRAPH-14



INTERPRETATION:

Above table shows that we conclude that the 47.5% of the customers are getting fast customer-service from customer service department 35% of the customers are getting slow-service from customer service department 11.25% of the customers are getting not-sufficient service from customer service department. 6.25% of the customers are getting not-good service from customer service department.

TABLE-15

15. Will Big-Bazaar offer any special discount prices?

RESPONSE	RESPONDENTS	PERCENTAGE
YES	69	86.25%
NO	11	13.75%
TOTAL	80	100%

GRAPH-15



INTERPRETATION:

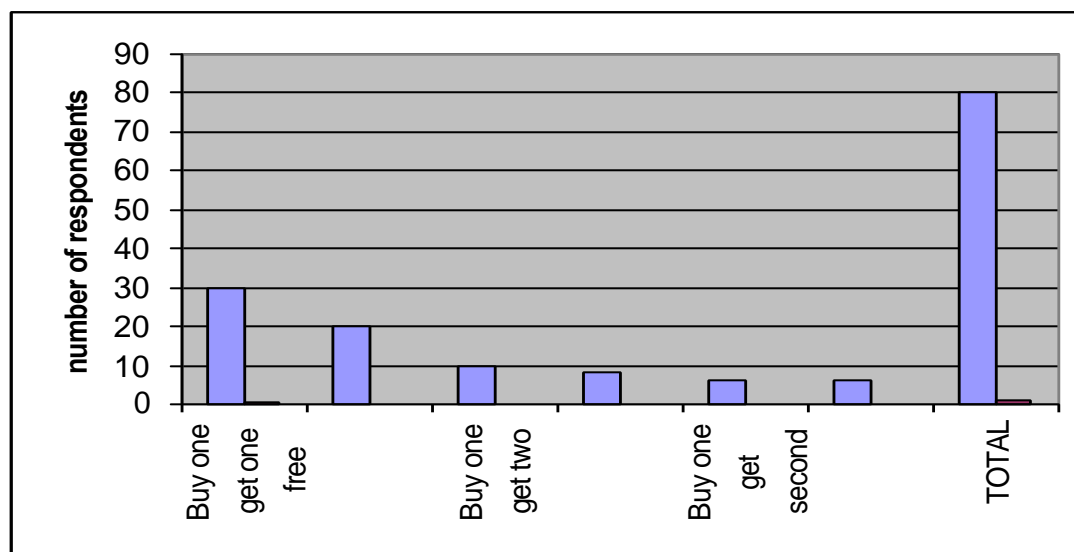
Above table shows that we conclude that the 86.25% of the customers respond store offering special discount prices. 13.75% of the customers respond store did not offer special discount prices..

TABLE: 15.A

If yes, what are the offers that are provided by big bazaar?

OFFERS & DISCOUNTS	RESPONDENTS	PERCENTAGE
Buy one get one free	30	37.5%
50%, 40%, 60%, Etc...	20	25%
Buy one get two	10	12.5%
Get two for 900	8	10%
Buy one get second one 60% on price	6	7.5%
Other offers & discounts	6	7.5%
TOTAL	80	100%

GRAPH-15.A



INTERPRETATION:

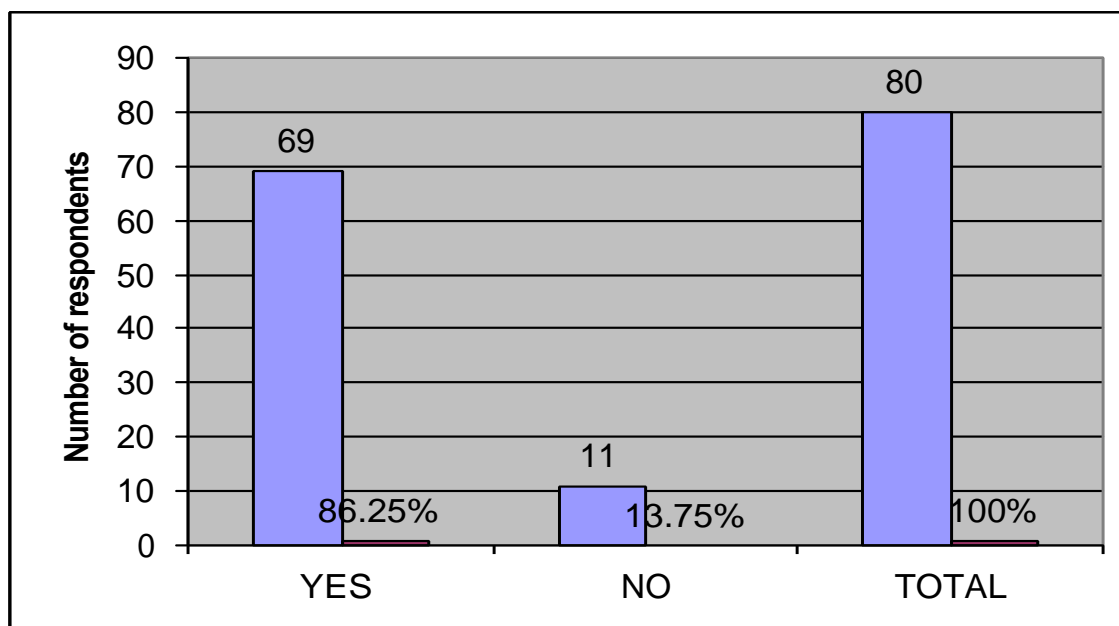
Above table shows that 37.5% of customers were aware buy one get one offer, 25% of customers were aware 50%, 40% , 60%, offer, 12.5% of customers were aware buy one get two offers. 10% of customers were aware get two 900(example) offer 7.5% were customers were aware buy one get second one 60% on price & other offers.

Table-16

16. Are you waiting for a long time at the billing section at big bazaar?

RESPONSE	RESPONDENTS	PERCENTAGE
YES	69	86.25%
NO	11	13.75%
TOTAL	80	100%

GRAPH: 16



INTERPRETATION:

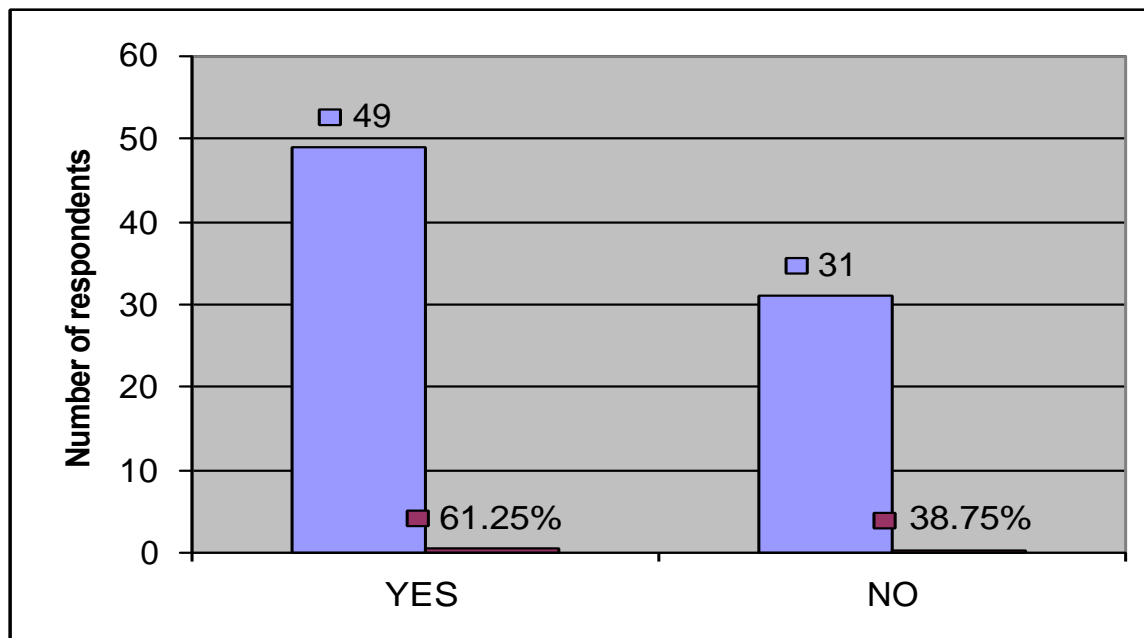
Above table shows that 86.25% of the customers are waiting for long time in billing section. 13.75% of the customers are not waiting for long time for long time at billing section at big bazaar

TABLE-17

17. DO you prefer food courts & gaming section at big bazaar?

RESPONSE	RESPONDENTS	PERCENTAGE
YES	49	61.25%
NO	31	38.75%
TOTAL	80	100%

GRAPH: 17



INTERPRETATION:

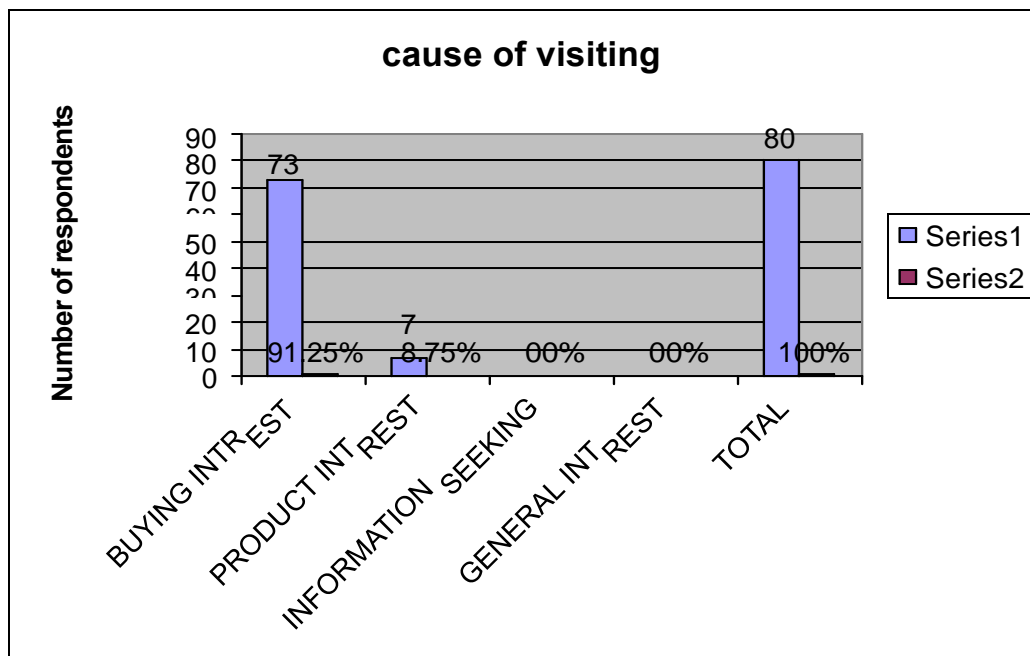
Above table shows that 61.25% of the customers want food & gaming section at store. 38.7% of the customers don't want Food Gaming section at Big Bazaar

TABLE-18

18. Why do you visit the retail stores?

CAUSE OF VISITING	RESPONDENTS	PERCENTAGE
BUYING INTREST	73	91.25%
PRODUCT INTREST	7	8.75%
INFORMATION SEEKING	0	0%
GENERAL INTREST	0	0%
TOTAL	80	100%

GRAPH-18



INTERPRETATION:

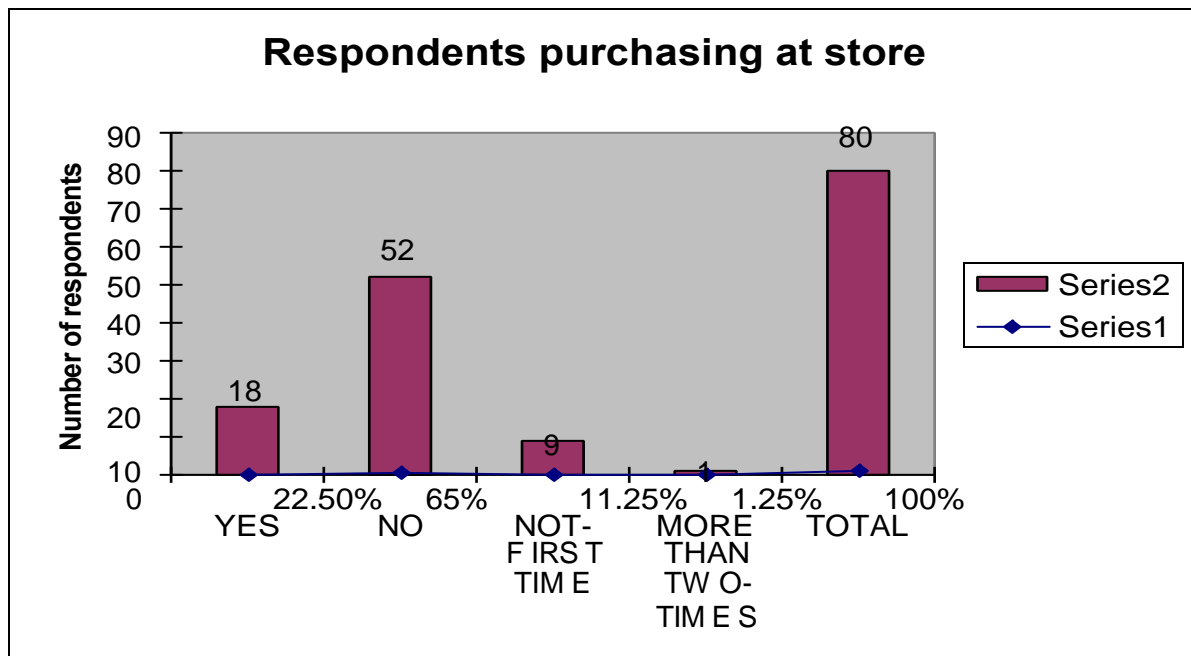
Above table shows that the 91.25% of the customers are went to retail stores for buying interest. .8.75% of the customers is gone to retail stores for product interest. None of the customers are not gone to retail-stores for information-seeking & general interest.

TABLE-19

19. Have you purchased any product at Big-Bazaar just by visiting first time?

RESPONSE	RESPONDENTS	PERCENTAGE
YES	18	22.5%
NO	52	65%
NOT-FIRST TIME	9	11.25%
MORE THAN TWO-TIMES	1	1.25%
TOTAL	80	100%

GRAPH-19



INTERPRETATION:

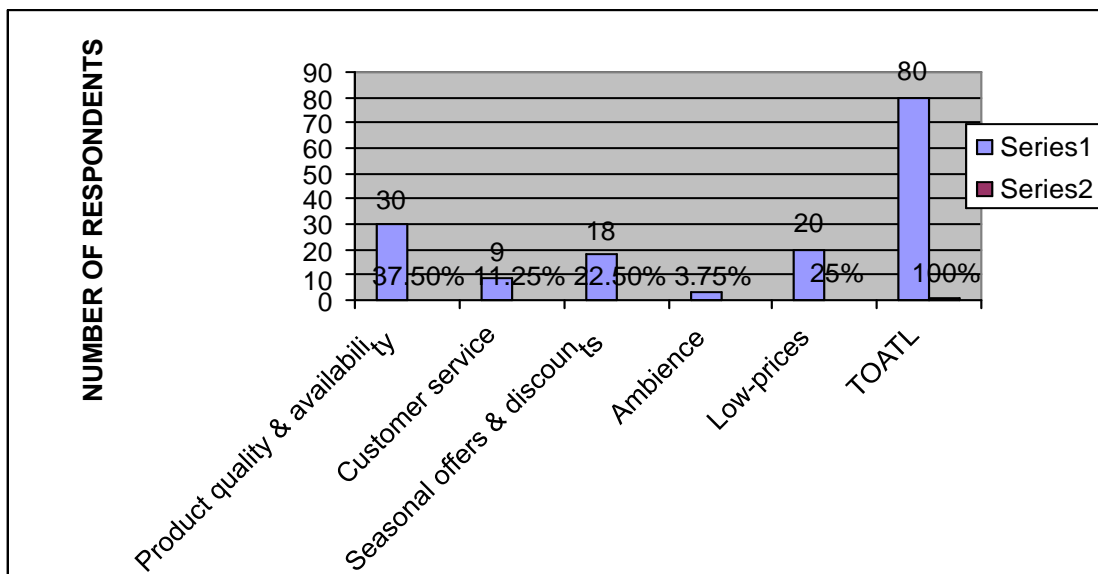
Above table shows that 65% of the customers are not buy the products for first-time visiting the store. 22.5% of the customers are buying the products just by visiting first-time the store... 11.25% customers are not buying the products just by visiting first-time the store. 1.25% customers are buying the products by more than visiting Two-times.

TABLE-20

20.. What are your intentions to re-inter the store?

INTENTIONS	RESPONSE	PERCENTAGE
Product quality & availability	30	37.5%
Customer service	9	11.25%
Seasonal offers & discounts	18	22.5%
Ambience	3	3.75%
Low-prices	20	25%
TOTAL	80	100%

GRAPH: 20



INTERPRETATION:

Above table shows that 37.5% of the customer's intention is to re-enter into the store is product quality & availability. 25% customer's intention is to re-enter into store is low prices. 22.5% customer's intention is to re-enter in to store is seasonal offers & discounts. 11.25% of the customer's intention is to re-enter into store is customer service. 3.75% of the customer's intention is to re-enter in to the store is Ambience.

TABLE-21

21. How is Big-Bazaar maintaining product QUALITY, QUANTITY compare to other retail stores?

RESPONSE	RESPONDENTS	PERCENTAGE
GOOD	73	91.25%
NORMAL	7	8.75%
NOT-GOOD	0	0%
POOR	0	0%
TOTAL	80	100%

GRAPH-21



INTERPRETATION:

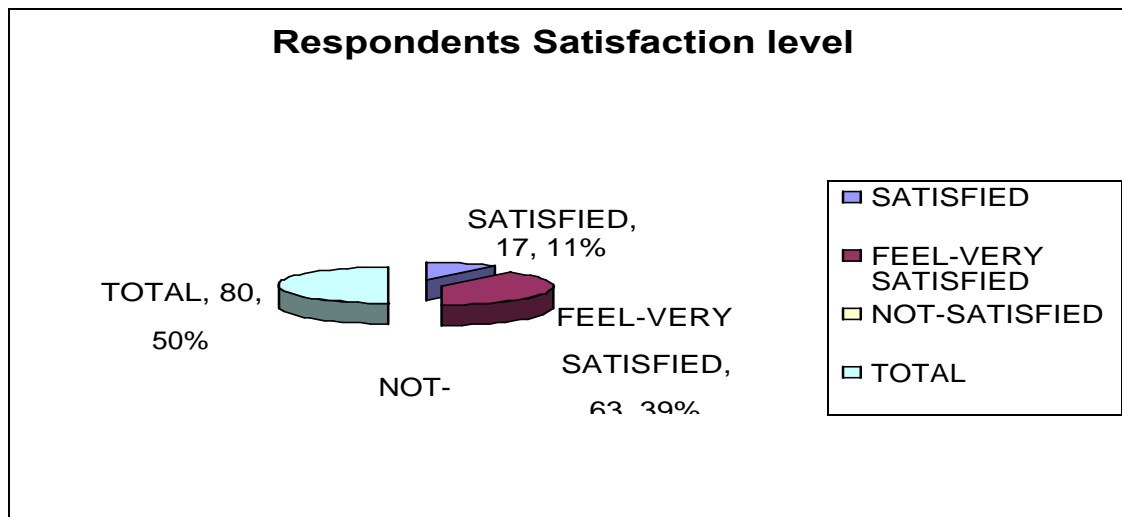
Above table shows that the 91.25% of the customers are respond big-bazaar maintain good product quality, quantity compare to other retail-stores 8.75% of the customers are respond big-bazaar maintain normal product quality, quantity compare to other retail stores.. None of the customers can't respond for big-bazaar maintaining poor, not-good product quality, quantity compare to other retail-stores.

TABLE-22

22. How do you feel (SATISFIED) after SHOOPING AT Big-Bazaar?

RESPONSE	RESPONDENTS	PERCENTAGE
SATISFIED	17	21.25%
FEEL-VERY SATISFIED	63	78.75%
NOT-SATISFIED	0	0%
TOTAL	80	100%

GRAPH-22



INTERPRETATION:

Above table shows that the 78.75% of the customers are respond they can feel very-satisfied after shopping at big-bazaar. 21.25% of the customers are respond they can feel satisfied after shopping at big-bazaar.. None of the customers cant respond they can feel not-satisfied after shopping at big-bazaar

CHAPTER-V

FINDING, SUGGESTIONS & CONCLUSION

FINDINGS:

- 91.25% of customers feel that the quality of products at big bazaar is better than at Other retail stores
- 78.75% of customers are satisfied for shopping at big bazaar
- 61% of customers who visit Big Bazaar fall in the income level Below-10000/- per month.
- 40% of customers prefer big bazaar for shopping because of low-price and good quality products.
- 51% of customers were aware of Big Bazaar through advertisements.
- 86.25% of customers expect to have food court and gaming section in the big bazaar, Which can lead to increase the shopping duration.
- 61.25% of customers are in the billing section, which makes them to wait for a long time.
- 91% of customers are visiting Big Bazaar for purchase of products rest of them is for information seeking.
- 63.75% of customers who are visiting Big Bazaar are male.
- 53% of customers who are visiting Big Bazaar are for F.M.C.G products.
- 37.5% of customers visit Big Bazaar because of lower-prices and 22.5% customers visit due to availability of large number of products.
- 72.5% of customers are happy about the availability of free space for display of products.

SUGGESTIONS

- To attract more customers, big bazaar needs to offer more brands of products
- Advertising through television and F.M radio needs to be improved
- Sign boards which show restrooms and trail rooms should be visible to the customers, and also trial rooms are to be increased.
- Increase the customer billing section transactions in store. (for fast transactions)
- Increase the food court and game's section at big bazaar to increase the customer shopping duration.
- Big bazaar can improve their customer satisfaction level, by providing better service like home delivery etc.

CONCLUSION:

The study concludes that majority of the customers prefer shopping at big-bazaar, because of product variety, quality, service facility, reasonable prices which make the customers feel more comfortable in visiting the store again & again.

Customers shop more in the food bazaar and the men's wear department in Big Bazaar. Customers feel that Big Bazaar has variety of products available in various departments

Considering the fact that there are a lot middle class families in India, Big bazaar has had a huge impact on the middle class section of India, the prices, quality and sales strategy has helped in getting the middle income groups getting attracted towards Big Bazaar.

Big bazaar has been known for its great sale and great offers& discounts. Big bazaar has had long lines of people waiting to get into the store for the sale. Therefore, the sales that Big Bazaar has had increased in a huge way due to offers & discounts, thus this has been one of the main advantages of Big Bazaar.

ANNEXURE

QUESTIONNAIRE

BIBLIOGRAPHY

8. Which source made you to buy product from Big-Bazaar
- ☐ News paper ☐ F.M radio ☐ News paper
- ☐ Friends/others
9. Why do you make purchase of products from Big Bazaar?
- ☐ Low price ☐ Better Quality ☐ Variety of products
- ☐ Various Brands ☐ others (specify) _____
10. Will big bazaar provide more type of company products in one product category?
- ☐ yes ☐ no ☐ not many ☐ none
11. How is the store space in B.BAZAAR for moving around for products?
- ☐ it's free space ☐ not free space ☐ small space
- ☐ congested
12. How are the re-preventatives interactions are at big bazaar?
- ☐ effective ☐ not effective ☐ Good ☐ no Interaction
13. Will big bazaar reminding & intimating their store discounts & prices to all customers in store
- ☐ YES cleanly intimating ☐ NO clarity intimating
- ☐ NO intimation at all
14. How is the customer service department in store, is it effective in providing service ?
- ☐ fast service ☐ slow service ☐ not sufficient service
- ☐ not good service
15. will big bazaar offer any special, discount on prices ?
- ☐ yes season wise service ☐ no special offers

16. (A) IF YES... WHAT ARE THEY

- (A) Buy one Get one (b) 50% off, 40% off, 60% off (c) Buy one get two
(d) Get two for 900 (example) (e) Buy one get second one 60% off on price
(f) others discounts.

17. Are you waiting for a long time at the billing section at big bazaar?

A ☐ YES B ☐ NO

17. DO you prefer food courts & gaming section at big bazaar?

A ☐ YES B ☐ NO

18. Why customers visiting (went) to retail stores

- ☐ general interest ☐ product interest ☐ buying interest
☐ information seeking

19. Have you purchased any product at BIG BAZAAR just by visiting first time?

- ☐ yes ☐ no ☐ not first time ☐ more than two times
(visiting)

20. What are your intentions to re-enter the store?

- ☐ Low prices ☐ product quality & availability ☐ customer service
☐ seasonal offers & discounts ☐ Ambience

21. How is BIG BAZAAR maintaining product QUALITY, QUANTITY compare to other retail stores?

- ☐ Good ☐ normal ☐ Not good ☐ poor

22. How do you feel (satisfied) after shopping at Big Bazaar?

- ☐ feel very satisfied ☐ satisfied ☐ not satisfied

23. Give your suggestion to improve the store more attractive and more preferable.

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WEBSITES:

- [FutureBazaar \(www.futurebazaar.com\)](http://www.futurebazaar.com)
- [Future Brands \(www.futurebrands.co.in\)](http://www.futurebrands.co.in)
- [Future Group \(www.futuregroup.in\)](http://www.futuregroup.in)
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