

SUMMER INTERNSHIP PROJECT

“STUDY OF INVENTORY MANAGEMENT IN RADHA”

Submitted to:

DMSR

G.S College of Commerce & Economics, Nagpur

(An Autonomous Institution)

Affiliated To:

Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

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NAAC Accredited “A” Grade Institution.



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CERTIFICATE

This is to certify that the investigation described in this report titled “Study of Inventory Management in Radha” has been carried out by Mr. Ankit Jain during the summer internship project. The study was done in the organization, RADHA, in partial fulfillment of the requirement for the degree of Master of Business Administration of G.S .College of Commerce & Economics (An Autonomous Institute) affiliated to R. T. M. Nagpur University, Nagpur. This work is the proud possessor of the candidate, complete in all respects and is of sufficiently high standard to warrant its submission to the said degree. The assistance and resources used for this work are duly acknowledged.

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"RADHA"
the comfort we wear

Date : 12 January 2022

TO WHOM SOEVER IT MAY CONCERN

This is to certify that Mr. Ankit Jain , a student of MBA SEM-II , Department of Management Sciences & Research , G.S College of Commerce & Economics , Nagpur has successfully completed his Summer Internship Program from "15th Nov. 2021" to "1st Jan. 2022" under our guidance. During the period of his internship he was found punctual, hardworking and inquisitive.

We wish him every success in life.

For

Authorised Signatory


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EXECUTIVE SUMMARY

The Indian fashion retail industry has witnessed a fascinating change in the recent decade which led to the rise of organized retail of fashion merchandise across the country, primarily due to the increase of the disposable income as well as the buying propensity of the middle-class consumers. This report helps us to understand about the consumer behavior with respect to the fashion retail market dynamics conjoined with marketing efforts or operations to increase revenue or profitability during a sale period. With the constant rise of competitors in the fashion retail market, it is important to compete and sustain as a leader in the competitive market.

Radha has emerged as a pioneer in City retail market through its unique value proposition of being a 'Women driven' store, having a clear objective to serve the customers everything, everywhere at the best price and in the most profitable manner as stated in their vision and mission statements

The activities under Marketing Operations (MO) which were performed for the project include auditing of customer data, recorded during the customer feedback survey and also of the premium loyal customers' data as a part of data warehousing and management activity.

Campaigns were organized to mark Central's presence and association with Happy Streets, an initiative by the Times of India to invite residents of residential townships to promote well-being and mental peace through physical fitness and various fun events;

Thirdly, organizing fun campaigns, events to celebrate occasions like Food Festival, Mother's Day, Friendship Day and so on, to create and maintain a healthy and long-lasting relationship with the customers;

A customer awareness survey was conducted to gain an understanding about the customer's preferences, opinion and awareness about the Radha and its brands, promotional offers and other related study. The analysis demonstrated an overview of the preferences and the level of awareness an average customer of Radha.

INTRODUCTION

BACKGROUND

Radha, a retail women's fashion store led by its founder Mr. Sanjay Jain, running a successful store in Sadar in women's fashion. These are Small-format stores measuring anywhere between 10000 square feet to 15000 square feet and offering over 50+ Domestic Brand&across every category including , casual wear, ethnic-wear, women's-wear. These stores, often located in standalone locations also have food-courts, restaurants, supermarkets and electronics superstores built Nearby. It is located in sadar area of Nagpur Maharashtra. An investment of some 20 lakhs rupees was made to build the store. Earlier, the slogan was "SHOP, EAT and CELEBRATE", but in the year 2012 it reformed its slogan as well as its target audience, which focused more on 'Youth' and 'diversity' rather than a family-oriented approach of business as conducted earlier.

INDUSTRY ANALYSIS

The retail sector is one of the fastest growing sectors in India over the last few years. The Indian retail industry, which comprises organized and unorganized retail, is currently estimated at US\$ 490 billion. It is expected to demonstrate a promising year-on-year growth of 6% to reach USD 865 billion, by 2023, from the current USD 490 billion. It has experienced high growth over the last decade with a noticeable shift towards organized retailing formats. The industry is moving towards a modern concept of retailing. Demand from international and domestic brands as well as retailers continue to strengthen rapidly, as of 2020, an unprecedented growth has been witnessed with the increase in demand for quality retail space in metropolitan cities like Delhi NCR, Pune, Chennai, Bengaluru, Hyderabad, Surat and many more.

As India's retail industry is aggressively expanding itself, great demand for real estate is being created. Further, easy availability of debit/credit cards has contributed significantly to a strong and growing online consumer culture in India. With the online medium of retail gaining more and more acceptance, there is a tremendous growth opportunity for retail companies, both domestic and international. Favorable demographics, increasing urbanization, nuclear families, purchasing power of consumers, preference for branded products and higher aspirations are some factors which will drive retail consumption in the country.

MARKET SIZE ~

India's retail market is expected to touch a whopping Rs.47 trillion (US\$ 782.23 billion) by 2016–17, expanding at a compounded annual growth rate (CAGR) of 15 per cent, according to a study by a leading industrial body. The total organized retail supply in 2013 stood at approximately 4.7 million square feet (sq ft), witnessing a strong year-on-year (y-o-y) growth of about 78 per cent over the total mall supply of 2.5 million sq ft in 2012. The foreign direct investment (FDI) inflows in single-brand retail trading during the period April 2000– January 2014 stood at US\$ 98.66 million, as per data released by Department of Industrial Policy and Promotion (DIPP).

Retail

The word “RETAIL” is derived from the French word RETAILLIER, meaning to cut piece off or to break bulk. Retailing in India is as old as India itself.

Definition: Retail is the sale of goods to end user, not do resale, but for use and consumption by the purchaser. The retail transaction is at the end of supply chain manufacturer sell large quantities of products to retailers, and retailers sell small quantities of those products to consumers.

Philip Kotler defines retailing as:

All activities involved in selling goods or services to the final customer for personal use in today’s scenario our retailer does not exist in the brick and mortar form alone. She/he can do it by using the telephone, by direct mails, by using the Internet or absolute impersonally by using vending machines.

Evolution of the Indian Retail Sector Traditionally retailing in India can be traced to

- The emergence of the neighborhood ‘Kirana’ stores catering to the convenience of the consumers.
- Era of Government support for rural retailing: Indigenous franchise model of store chains run by Khadi & Village Industries Commission.
- 1980’s experienced slow change as India began to open up economy.
- Textiles sector with companies like Bombay Dyeing, Raymond’s, S Kumar’s and Grasim first saw the emergence of retail chain.
- Later Titan successfully created an organized retailing concept and established a series of showrooms for its premium watches.
- Post 1995 onward saw an emergence of shopping center.

Requirements for Retail Sector:

It is always better to have experience before burning your money to enter a fashion retail business; therefore, try to work in some stores to gain experience. It is best either you have designing degree or a retail apparel store apprenticeship to overcome the hurdles coming in your business. Once one gain experience from any store, you will understand the challenges and how to deal with them. Before starting this work, the most important is to understand the clothes type and style and always update yourself on recent trends.

Finding your Suppliers

Now your category is decided which type of clothes you are going to sell in the market, start managing raw material suppliers, and decide where to start production if you think about your designing clothes. Otherwise, connect with a wholesaler who will provide you ready-made garments, and you tag your label and start selling in the market but be sure first we take a trial of two-three buyers and then decide.

One more option is available to open distribution centers for existing brands, and in this case, you tie up with manufacturers or small-scale designers.

Targeting your Market

There is huge competition in the ready-made garment sector; therefore, this is necessary to do market research before entering the business. Do market survey for the existing stores and recent clothes in demand to understand the customer need and find out which type of customers are best like in India ladies are especially known for shopping and trendy clothes. However, time is changing now. Men are also becoming trendy and updating their wardrobes with recent fashionable clothes.

Now your trend of clothing when decide, start finding gaps in the live market and try to fill your store with that part means that type of clothes which other are not selling but customer demand more. This will help you get stable in the market and run your business smoothly; otherwise, there is huge competition in the ready-made garment market, and you have to face a lot of competition.

Try to sell such kind of clothes which other are not getting on time and customer demands more. Your market survey takes factors like age group, geographical details, culture, etc., of your targeted customer and understands the fashion going in movies, rock music, comic culture, etc. Market potential information is also attached with the project report of the garment shop. The latest report on the textile industry is attached for market information.

Finding the Right Location

Location is a crucial part of any business, and you need to open your store in densely populated areas or mall where you will get huge customers. Still, you also face competition, so be very careful while selecting the location. As for the store's interiors, the physical premises must be carefully looked at like a place for inventory stock, changing rooms, storage shelves, and counters. The appearance of your shop must be appealing to eyes and should be clean and approachable to customers.

Get your finances ready

Firstly, your business plan and project report are properly scheduled with details like objectives, missions, ownership pattern, type of apparel you wish to sell, and the set-up costs. This will help present your business plan to an investor or bank facilities for a loan. Without capital, no business can rush into the market. Funding is the main point for any business. Also, present a market analysis report as this will help you take a loan from banks and act as a guidebook in running the business, especially when you are new in the business. Helpful in setting market strategies and maintenance costs during the running business.

Legal Aspects

You need all legal formalities done through the proper channel and obtain all necessary licenses to run a business. To complete the legal formalities, you must have the project report of the garment shop. Take proper tax invoices and business licenses so that you will not face any issues. Also, apply for [GST registration](#) by submitting all legal documents with [PAN Card](#) and insurance details. Take legal counselors to help if required but don't take gaps. If you don't have GST, many respected companies will avoid doing business with you as you violate tax laws.

Distribution Plan

With digital India, everybody wants material at their doorsteps, and it is very convenient to do online shopping rather than wandering in the markets with a huge crowd. To serve such types of demands, opening online websites or apps of your stores or selling to third parties like [Myntra](#), [Ajo](#), [Flipkart](#), etc., while starting your app or site, you need to plan logistics cost means transportation cost from warehouse or factories to store.

Stockpile

Stock maintenance is very important in such kind of business. If you don't have smart skills, then you are wasting your money. Before stocking huge stocks or manufacturing in bulk, always go for trial basis and small stocks. First, check how well your work is going, then order in bulk. Stock clothes in demand and clear old stocks also. Stocks can be seasonally based also but properly managed. You can start POS (Point of Sale) software for effective inventory maintenance like other retail stores.

Human resources

Please make a list of people you want to hire like salesperson, accountant, helper, etc., and your staff must be capable of facing customers and help them by giving suggestions. Staff must be knowledgeable about apparel trends. Also, hire one tailor at your store so that simple alterations you can provide easily.

Pricing

Pricing is the key to profits for any business. During the market surveys, understand the costing pattern in the market and then decide your cost and think about profit margins. Secondly, if you are selling some unique designs, then you have the liberty to set the cost price slightly higher.

Marketing

Marketing is a crucial aspect of the ready-made garments business. It is a continuous process, but one must plan before starting the business. Increase your marketing to such an extent that you reach people to gain new business prospects and get maximum customers to the store. Market information is also available along with the Apparel Shop Project Report. For the latest market information, the garment industry report is attached, along with the project report of the garment shop.

GOVERNMENT INITIATIVES

The Government of India has allowed 51 per cent FDI in Multi-Brand Retail Trading (MBRT) and 100 per cent in Single-Brand Retail Trading (SBRT). According to the extant policy, foreign retailers investing more than 51 per cent can open outlets across the country on the condition that 30 per cent of their sourced sales would come from small to medium- sized domestic enterprises. Further, global chains will now need to invest only 50 per cent of the initial compulsory investment of US\$ 100 million in setting up cold storages and warehouses in India.

THE INDIAN APPAREL MARKET~

The share of apparel in India's retail market is 8%, corresponding to a value of USD 40 billion. In addition to fashion apparel, the growing demand for fashion accessories makes the Indian fashion market both interesting and lucrative. The Indian fashion retail market has witnessed several fascinating changes and challenges in recent years, which are indicators of the country's evolving fashion retail market. The challenges associated with these changes need to be addressed in the most efficient and prudent manner in order to harness the concomitant benefits. The trends emerging within the Indian fashion market can be broadly classified into four categories, depending on their associations; these are discussed in the following sections.

• India's Macroeconomic Scenario

The sound growth of the fashion products market, driven by the 8-to-9% GDP growth and positive investment sentiment, is promising and at the same time challenging. Our country's growth rate under 5%, coupled with inflation, has dampened consumer demand for fashion

items. As a result, the Indian fashion products consumer has become a cautious spender; demanding value for the money spent. In many cases, the Indian middle class has started trading down by shifting to either products available at a lower price-range or to lowering purchase volumes if within the same price range.

Consumption expenditure of households in India is estimated at 43.6 trillion Indian rupee (2010). Expenditure on clothing and footwear contributes around 3.1 trillion Indian rupee, 7.2 percent of the total domestic consumption. Approximately 2 million people are employed in the manufacture of textiles, clothing, leather and footwear in India.

• **India's Demographic Dividend**

The demographic dividend of India is tilted in favor of the consuming age group. In contrast to the increasingly- aged populations in the West, Japan, and even China, India is expected to become the world's youngest emerging economy by 2020, with around 64% of its population in the working age group. This young consuming class has new aspirations and is more open to experimenting with fashion brands and modern designs. In addition to such a favorable age group, the Indian fashion retail market is expected to deal with a heterogeneous consumer group. The Indian fashion consumer has been traditionally heterogeneous as a result of income disparities, the influence of ethnic clothing, regional preferences, etc. But in recent times, heterogeneity in taste, choice, and preferences has increased substantially even within consumers in the same region and same ethnic group, belonging to the same income level and age range. The Indian consumer is now conscious about his/her personality and selects such fashion products as might suit his/her personality the best. As a consequence, exclusive ethnic wear brands are multiplying in a market which is also accepting western-wear fashion items more readily.

• **Retail-specific Policies.**

The government's decision to allow Foreign Direct Investment (FDI) in multi-brand retail is considered one of the most radical and reform-oriented decisions taken in recent times. However, despite the approval of the Indian parliament, the country is yet to witness any major inflow of FDI in multi-brand retail. The declaration of the major opposition party to the effect that it would

disallow FDI in multi-brand retail if it comes to power, combined with rules specific to backend infrastructure and local sourcing have been the most contentious issues. The policy governing FDI in multi-brand retail necessitates substantial investment in backend infrastructure. At present, most domestic retailers have not made substantial investments in backend infrastructure. Most of them outsource apparel manufacturing as well as logistics to third parties. However, a select few have their own manufacturing facility. Most domestic retailer's ownwarehouses in different regions of the country and possess the IT infrastructure needed to manage inventory and operations.

It is expected that, due to the presence of the vertically-integrated textiles and apparel industry, local sourcing will not be a constraint for international retailers. Despite the initial reluctance of retailers, it is crucial to note that many international retailers will enter the Indian market through the FDI route within a couple of years. This will open up an opportunity to learn international best practices and thus improve India's overall business performance. The fashion and fashion accessories industries are also expected to benefit from better product designs and improved deployment of technology.

• **Consumers' Buying Behavior**

One of the most critical factors determining the success of fashion retailers in India is the ability to gauge trends in consumer purchase decisions. The Indian fashion consumer is undergoing an evolution and is rapidly adapting to international fashion statements. Increasing disposable incomes, exposure to international events and fashion icons, and rising confidence levels are driving the changes in the consumer purchase behavior.

Shift from Need-based Purchasing to Aspiration-based Purchasing.

There was a time when fashion items were being purchased as and when required. Now-a-days, fashion clothing is more than a basic need; it is a reflection of aspiration, personality, and one of the biggest status symbols. The Indian fashion consumers can tell the difference between

unbranded and branded apparel. They are able to decode the messages communicated by different brands on different occasions. The aspirational youth is also influenced by peer groups working with multinational companies and having international exposure. Though basic textiles and footwear continue to be a part of the consumer's basket, the demand for aspirational fashion clothing and fashion accessories has increased substantially in recent years.

• Growing Value Consciousness

Although the fashion consumer is willing to spend more on clothing and accessories of choice, the consciousness of value received for the money spent has increased manifold. The weak economic outlook and higher inflation rates have also contributed to this heightened value consciousness. There is a distinct differentiation between pre-2008 and post-2008 India. Even while long-term faith in the growth and consumption story of India stays intact, the short-term scenario appears bleak. The fear of job loss, stagnation of personal income, increased spending on food, etc. have a profound impact on the purchasing behavior of consumers. The consumer is inclined towards value and affordability, but, at the same time, there is an inherent need for a fashionable look.



MICHAEL PORTER'S 5 FORCES MODEL OF THE INDIAN FASHION INDUSTRY

THREAT OF NEW ENTRANTS: HIGH

- As the Fashion retail industry is lucrative and promising especially due to Government's introduction of 100%, many domestic and international players are venturing into India to capture a significant retail

COMPETITIVE RIVALRY: HIGH

- Since the number of players are high in this industry, the competition is very tough in the Indian Fashion Retail market

POWER OF BUYER: LOW

- Buyers do not enjoy much bargaining power as compared to any other industry as the prices decided by the industry have to be agreed by the buyer. But, since the players are more, the buyer has the power to decide to purchase from the most valuable retailer

POWER OF SUPPLIER: LOW

- Since there are many suppliers in the fashion retail market, therefore a particular supplier does not enjoy the power and the freedom to dictate the market .

AVAILIBILTY OF SUBSTITUTES: LOW

- Clothes form a core necessity commodity of the customers and hence there are no substitutes of clothes available in the market

COMPANY ANALYSIS

ABOUT RADHA – HOW IT ALL STARTED

Radha was founded by Mr.Naman Jain in the year 1995 in Nagpur India and since then over the years of constant leadership under Mr. Jain, the retail store has flourished in various fashion segment. The company follows a multi format retail strategy that captures almost the entire consumption basket of women customers. The groups specialty retail formats include various ethnic, western , casual women wear. It also operates popular in shopping portal like Myntra, amazon, meesho.

RETAIL:

Radha makes every effort to delight its customers, tailoring store formats to changing Indian lifestyles and adapting products and services to their desires. As modern retail drives fresh demand and consumption in new categories, our strategy is based on a deep understanding of Indian consumers, the products they want, and making these products available in every city, in every store format. Radha offers innovative offerings at affordable prices tailored to the needs of every Indian woman's wardrobe.

Pioneers in the India's retail space, our formats are household names in more than 100+households in the Nagpur city

- Our store cover around 15 square feet of retail space and attract around 30k customers each year.
- Radha focuses on the hypermarket and follows a specific strategy.

• Radha fashion focuses on the fashion business with over 24 popular fashion brands & retail formats in leggings like lyra and all.

RADHA'S VISION:

The Retail store shall deliver everything, everywhere, every time for every Indian woman's customer in the most profitable manner.

RADHA'S MISSION:

• They 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 trend setters in evolving delivery formats, creating retail reality, making consumption affordable for all customer segments.

• 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 all our positive attitude, sincerity, humility and united determination shall be the driving force to make us successful.

Product Profile

- Women's Wear Indian wear
- Formal wear
- Semi Formal wear
- Casual wear
- Dress material
- Lingerie
- Ethnic Dresses
- Gowns
- Masks
- Umbrellas
- Leggings

SWOT ANALYSIS OF RADHA

Strength

- Wide presence in India covering almost all major cities and town
- Efficient ,cost conscious committed quality service
- High brand equity in evolving market
- Variety of products under single window increasing the chances of customer time and choices
- Everyday low prices, which attract customers, and has a huge investment capacity.
- It offers a family shopping experience, where entire family can visit together.
- Available facilities such as online booking and delivery of goods

Weakness

1. Dependent heavily only on women's segment, and is susceptible to more expansion.
2. Stiff competition from local stable player means market share growth is limited
3. Extremely popular means heavily crowded during festive/discount seasons

Opportunity

1. Evolving customer touch points and achieve operational excellence
2. Organized retail is still in the growth stage and not entirely utilized
3. More expansion in different segments.

Threats

1. More similar player trying to enter into the market
 2. Low priced product could be perceived as low-quality product
 3. Government policies are not well defined in country like India
- Competition
- Competitors

1. CONSUMER BEHAVIOUR:-

It is defined as all psychological, social and physical behavior of potential customers as they become aware, evaluate, purchase, consume, and tell to others about product and services. — Buying behavior involves both individual (psychological) and group process.

- o Buyer behavior is reflected from awareness right through post purchase evaluation indicating satisfaction and non-satisfaction , from purchaser
- o Buyer behavior includes communication, purchasing and consumption behavior of Consumer behavior is basically social in nature hence the social factors play important roles in shaping buying behavior.

Buyer behavior includes both customer and industrial behavior. “Hence consumer behavior is an orderly process whereby the consumer interacts with the environment for making a purchase decision on products “

CONSUMER BEHAVIOR AND MARKETING MANAGEMENT

DIVERSITY OF CONSUMER BEHAVIOR:

Customer and consumer words are referred as synonyms but the difference exists

- customer - the purchaser of product or service , may or may not be the end user
- consumer- the end user , may or may not be the purchaser

new age of business demands differentiation of customers by individual differences in consumer expectations, preferences and influences. Firms need to go into deep of consumer behavior to analyze and act to achieve objectives

CONCEPT & NEED FOR STUDYING CONSUMER BEHAVIOR:-

Consumer behavior can be said to be the study of how individual make decision on how to spend their available resources (time, money, effort) on various consumption related items. This simple definition of consumer behavior tells the markets to resolve every activity around the ultimate consumers & gauge their behavior by specially focusing on:

The decision-making process identifies the number of people who are involve in this

process & describes a role to them like users, decides, influences & buyers. It is believed that consumers or customers make purchase decision on the basis of receipt of a small number of selectivity chosen pieces of information. Thus, it will be very important to understand what & how much them to evaluate the goods & services offerings.

FACTOR INFLUENCING BUYING BEHAVIOR:-

Individual factors → Cognitive thinking process – perception , attitudes , Needs/motives
→ Personal characteristics – demography, lifestyles ,personal traits → Environmental factors → Culture- values ,beliefs, sub cultural / cross cultural factors → Social class- social class , society → Influence groups – family, opinion leaders, reference group → Situational variables – purchase occasion , market communication, shopping behavior, price , sales influence , product position.

CONSUMER SATISFACTION:-

All business firms have realized that marketing is a core element of management philosophy & the key to its success lies in focusing more & more on the customers. That is, it will be the customer who will decide where the firm is heading. Thus, the challenge before the marketer is to ensure that they should satisfy every customer. Satisfaction is an important element in the evaluating stage. Satisfaction refers to the buyer's state of being adequately rewarded in a buying situation for the sacrifices he has made on the customer purchase & use the product they may then become either satisfy or dissatisfied.

The result of satisfaction to customer forms the purchase of the product or services is that more favorable post-purchase attitude, higher purchase intention & brand loyalty to be exhibited that the same behavior is likely to be exhibited in a similar purchasing situation. The term 'consumer' is a typically used to refer to someone who regularly purchase from a particular store or company. Customers are people who are happy with the product & services & are willing to come back & pay for it again. Today the firms aim to give satisfaction to the customer through marketing concepts. The firm try to help the buyers in the solving the problem then competitors. The marketers must see that consumers with purchasing power constitute a potentials buyers are identified. It is essential for the

marketer to carry out the business in such a way that they give satisfaction to consumers needed. When a firm markets a product or service it should aim to enjoy consumer's satisfaction & profit maximization.

CONSUMER RESEARCH:-

Consumer research is the methodology used to study consumer behavior research offer set diverse to identify consumer needs it is used to identify both felt & unfelt needs, to learn how consumers. Perceive product & brand & stores. What their attitudes are before and after promotional campaigns & how & why they make their consumption decision.

1. MARKETING RESEARCH :

Marketing research plays an important role in the process of marketing. Starting with market component of the total marketing talks. It helps the firm to acquire a better understanding of the consumers, the competition and the marketing environment.

DEFINITION “Marketing research is a systematic gathering, recording and analysis marketing problem to facilitate decision making.” –

“Marketing research is a systematic problem analysis, model building and fact finding for the purpose of important decision making and control in the marketing of goods and services”. - Phillip Kotler.

MAIN STEPS INVOLVED IN MARKETING RESEARCH

Defining the Marketing Problem to be tackled and identifying the market research problem involved in the task.

- Define the problem and its objectives.
- Identify the problem.
- Determine the information needed.
- Determine the sources of information.
- Decide research methods.
- Tabulate, Analyze and interpret the data.
- Prepare research report.
- Follow-up the study.

1) Define the problem and its objectives :-

This includes an effective job in planning and designing a research project that will provide the needed information. It also includes the establishment of a general framework of major marketing elements such as the industry elements, competitive elements, marketing elements and company elements.

2) Identify the problem :-

Identifying the problem involves getting acquainted with the company, its business, its products and market environment, advertising by means of library consultation and extensive interviewing of company's officials.

3) Determining the specific Information needed :-

In general, the producer, the manufacturer, the wholesaler and the retailer try to find out four things namely :-

- (1) What to sell
- (2) When to sell
- (3) Where to sell

4) Determine the sources of information :-

Primary Data :- Primary data are those which are gathered specially for the project at hand, directly – e.g., through questionnaires & interviews. Primary data sources include company salesman, middleman, consumers, buyers, trade association's executives & other businessman & even competitors.

Secondary Data :- These are generally published sources, which have been collected originally for some other purpose. Source are internal company records, government publication, reports & publication, reports & journals, trade, professional and business associations publications & reports.

5) Decide Research methods for collecting data: -

If it is found that the secondary data cannot be of much use, collection of primary data become necessary. Three widely used methods of gathering primary data are :-

A) Survey

B) Observation

C) Experimentation

A) Survey Method: -

In this method, information gathered directly from individual respondents, either through personal interviews or through mail questionnaires or telephone interviews.

B) Observation Method: -

The research data are gathered through observing and recording their actions in a marketing situation. This technique is highly accurate. It is rather an expensive technique.

C) Experimental Method: -

This method involves carrying out a small-scale trial solution to a problem, while at the same time, attempting to control all factors relevant to the problem. The main

assumption here is that the test conditions are essentially the same as those that will be encountered later when conclusions derived from the experiment are applied to a broader marketing area.

D) The Panel Research:-

In this technique the same group of respondents is contacted for more than one occasion; and the information obtained to find out if there has been any in their taste demand or they want any special quality, color, size, packing in the product.

- a) Preparation of questionnaire
- b) Presetting of questionnaire
- c) Planning of the sample

6) Tabulate, Analysis and Interpret the Data:-

The report must give/contain the following information:-

- The title of research
- The name of the organization for which it has been Conducted
- The objectives of research.
- The methodology used
- e) Organization and the planning of the report
- f) A table of contents along with charts and diagrams used in the reports
- g) The main report containing the findings
- h) Conclusion arrived at end recommendations suggested
- Appendices (containing questionnaire / forms used sample design, instruction.

OBJECTIVE OF THE STUDY

- To find out the ways of increasing the foot falls leading to conversions in order to increase in the overall sales/ turnover of the business
- To analyze the consumer behavior of the customers in relation to the promotional activities executed as a part of marketing operations, during the same period at Nagpur
- To understand the activities and tasks performed by the Marketing team in a fashion retail organization
- To understand the concept of brand Central and the means to leverage out by partnering with other like-minded brands, thereby achieving an equilibrium in terms of communication to the customers

SCOPE OF THE PROJECT

- This project helps to gain an in-depth knowledge of the functioning in a store.
- Introduces a certain amount of clarity about the inter-functioning of the different departments within the mall.
- During a sale period, it helps to understand the dynamics of the retail store with respect to the competitor retailers.
- The customer reaction to sales promotions offered by Radha store, which leads to increase in the revenue and profitability of the organization.

LIMITATIONS OF THE PROJECT

- The marketing operations activities do not guarantee a 100% probability of customer enrollment with respect to the reachability of the promotional activities.
- Since the sample size of the survey respondents are very small, therefore it is unfair to generalize the findings done through the survey about the entire customer population of Nagpur.
- The primary constraint of the project is that within such a short span of time, it is not possible to learn about the entire dynamics and the operations of a fashion retail outlet as it is a vast domain.
- The confidentiality clause of the organization has to be respected and thus some important secondary data for further decision making is not made available.

Contribution During SIP

- The main objective of doing this internship is to understand about the consumer behavior with respect to the fashion retail market dynamics conjoined with marketing efforts or operations to increase revenue or profitability during a sale period.
- The marketing activities performed by me prior and after the sale period are focused on brand awareness and engaging in customer loyalty and customer acquisition initiatives.
- The activities include, Fashion Fridays – a series of new collections being introduced to the store on every Friday for a month, promoting 100 new collections of fashionable apparels by different local brands.
- During a sale period at retail outlet, I anticipate new as well as old customers to shop from our outlet. It is during this period, the new customers are acquired with the help of merchandise offers, service of the staff members, loyalty programs and other schemes. The 'schemes' are a vital part of the marketing strategy planning and execution to ensure customer attraction and retention.
- Conventionally, a hypermarket is viewed as a shopping and recreational venue and Central's 'seamless'- Unique selling proposition business model helps the customers realize it quickly, making Central the most preferred shopping destination.
- The average bill value of a customer I created is around Rs. 6000 which makes Radha a high revenue generator venture.
- The Winxcorp billing tool's analysis states that around 65% of the total revenue earned are from the PAYBACK customers or those who have enrolled for PAYBACK. One of the primary operations of the marketing team i.e., us is to enroll the non-PAYBACK

customers i.e., the rest 35% to being PAYBACK customers thereby increasing the percentage of 65%, since the contribution would be higher and thus lead to more profitability.

TIMELINE OF THE ACTIVITIES PERFORMED DURING FESTIVE SALES:

- Sort the priority guest customers' invitation envelopes and audit the guest credentials
 - Supervise at the POS (Point of sale) or cash counters for PAYBACK Loyalty Cards enrollment of the customers.
 - PAYBACK signage placements at all the POS to communicate about the benefits of being a PAYBACK member.
- Co-ordinated the event 'Happy Women's Day' , Co-ordinated and managed the entire family photoshoot event on the occasion of Women's Day.
 - Communicated the importance of PAYBACK & T24 enrollment by the customers to the cashiers at all the POS.
 - Auditing priority guest customer data from various databases and forwarding them for delivery after authenticating with the invitation envelopes' data.
 - Co-ordinated and managed the corporate invitation event at Nagpur mela inviting the corporate customers for the preview sale.
 - Tele-calling the priority customers and inviting them for the preview sale .
 - Handled customer grievances effectively and efficiently and solved their queries.
 - Competition Crackdown:

Visited Shopper's Stop and Lifestyle mall, Begumpet, and observed their customer walk-ins, rush at the POS, staff's attitude, sale offers and made a quick overall comparison of the performance of Lifestyle

- Performed data entry of customers for the scope of SMS Blasting.
- Broadcasted sales and promotional offer communication chats to customers through WhatsApp.

RESEARCH METHODOLOGY

1. **Title of the project:** Overall growth in women's Fashion.
2. " Methodology adopted for study
 - Observing the customer who is visiting Radha.
 - Collecting feedback from the customers.
 - Discussion with executives, managers and employees.
 - Visiting and surfing websites of the company

Meaning :

Research Methodology is a set of various methods to be followed to find out various information's regarding market strategy of different products. Research Methodology is required in every industry for acquiring knowledge of their products

Area of study: The study is exclusively done in the area of marketing and selling. It is a process requiring care, sophistication, experience, business judgment, and imagination for which there can be no mechanical subs statutes.

Sources of Data:

Primary Source- The primary data was collected by means of a survey. Questionnaires were prepared and customers of the RADHA at Nagpur loocal were approached to fill up the questionnaires. The questionnaire contains 13 ques tions which reflect on the type and quality of services provided by the Radha to the customers and display of Indian wear section, barriers to business.

The response of the customer is recorded on a grade scale of strongly disagree, disagree, uncertain, agree and strongly agree for some questions. The filled-up information was later analyzed to obtain the required interpretation and the findings.

Secondary Source- In order to have a proper understanding of the customer service, display of Indian wear section, barriers of business at Reliance trends a depth study was done from the various sources such as books, a lot of data is also collected from the official webs its and the articles from various search engines like Google, yahoo search and answers.com.

RESEARCH DESIGN

A Research design specifies the methods and procedures for conducting a particular study. It is a map (or) blue print to which the research is to be conducted. Descriptive research design has been considered as a suitable methodology for present study and for data analysis. **SAMPLING DESIGN** The sampling design used was Convenience sampling, which is a non-probability sampling method. The convenience factors were the availability and approachability of the respondents.

The research design is exploratory till identification of customer feedback parameters. Later it becomes descriptive when it comes to evaluating customer perception of Indian wear section atRadha.

Descriptive research, also known as statistical research, describes data and characteristics about the population or phenomenon being s studied.

Descriptive research answers the questions who, what, where, when and how. Although the data description is factual, accurate and systematic, the research cannot describe what caused a situation. Thus, descriptive research cannot be used to create a causal relationship, where one variable affects another. In other words, descriptive research can be said to have a low requirement for internal validity. The description is used for

frequencies, averages and other statistical calculations. Often the best average prior to writing descriptive research is to conduct a survey investigation.

Qualitative research often has the aim of description and researchers may follow-up with examinations of why the observations exist and what the implications of the findings are.

RESEARCH SAMPLE SAMPLING PLAN:

Since it is not possible to study whole universe, it becomes necessary to take sample from the universe to know about its characteristics.

Sampling Units :

Customers of Radha

Sample Technique:

Random Sampling.

Research Instrument:

Structured Questionnaire.

Contact method:

Personal interview

SAMPLE SIZE:

The work is a case of Radha one of the Retail Sector industries together representing great percent of the market share of Indian retail sector. The survey was conducted in the city of Nagpur, with 50 customers as respondent.

DATA COLLECTION TOOL

Data is collected from various customers through personal interaction. Some other information is collected through secondary data also. Data was collected through a structured questionnaire; Likert technique is used. Likert scale is simply a statement which the respondent is asked to evaluate according to any kind of subjective or objective criteria, generally the level of agreement and disagreement is measured.

RESEARCH LIMITATIONS

- The study is only for the Radha confined to a particular location and a very small sample of respondents. Hence the findings cannot be treated as representative of the entire retail industry.
- Respondents may give biased answers for the required data. Some of the respondents did not like to respond.
- Respondents tried to escape some statements by simply answering “neither agree nor disagree” to most of the statements. This was one of the most important limitations faced, as it was difficult to analyze and come at a right conclusion.
- For this study I have included 50 customers because of time limit.

DATA ANALYSIS

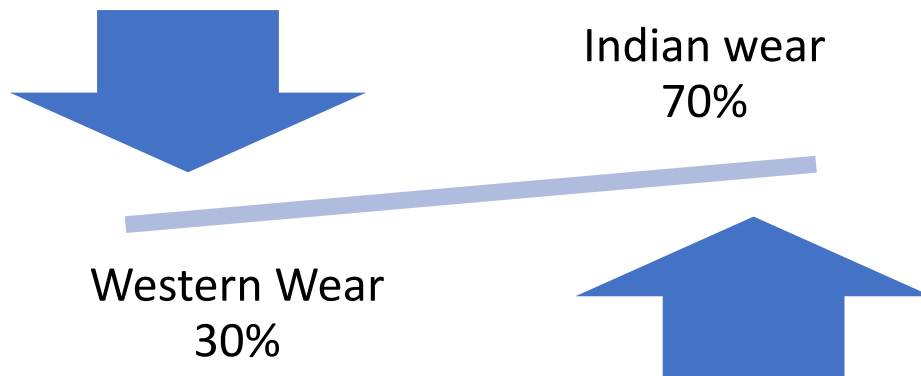
DATA ANALYSIS AND INTERPRETATION:-

The collected data were not easily understandable, so I like to analyze the collected data in a systematic manner and interpreted with simple method. The analysis and interpretation of the data involves the analyzing of the collected data and interpretation it with pictorial representation such as bar charts, pie charts and others. GENDER: Gender plays vital role in purchase decisions. Gender classified on sex basis i.e., male and female. Gender classification is requiring to marketer because different gender exhibits different perception towards products. In classification of gender the following number is used to know their perception.

1. Which category do you like more?

= Particulars Frequency Percentage Indian wear 70%

Western wear 30%



Interpretation:

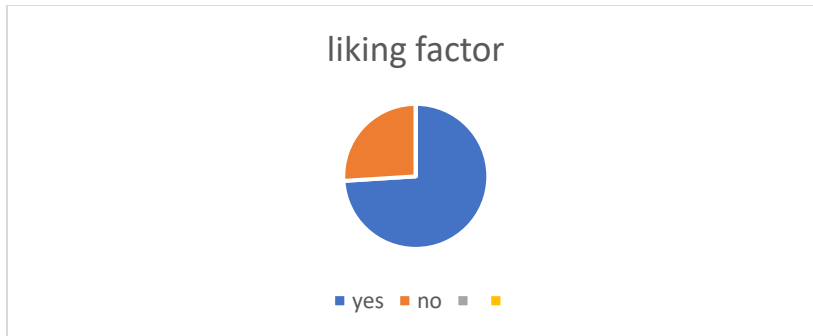
It is clear that maximum people are like Indian wear clothes, in order to attract the customer towards Indian wear who are like western wear Radha focus on new collection, color etc.

2. Do you satisfy with our available variety of Indian wear clothes?

Particulars Frequency Percentage Yes 74%

No 26%

Total 100%



Analysis:

From the above pie chart, it is observed that 74% people are satisfy with available variety of Indian wear clothes in Radha, and 26% people are not satisfied.

Interpretation: Some people are not satisfied with the available variety of Indian wear clothes. Radha kept latest variety of Indian wear clothes so that customer needs should be fulfilled.

3. Is the price of our Indian wear's clothes reasonable?

Particulars Frequency Percentage

Yes 72%
No 28%
Total 100%



Analysis:

From the above pie chart, it is observed that 72% people are say the price of Indian wear clothes reasonable, and left 28% people are say it is not reasonable.

Interpretation:Radha kept the clothes according to customer affordable.

4. Are you got the clothes according to your need, size, and color?

Particulars Frequency Percentage Yes 64%
No 36%
Total 100%



Analysis:

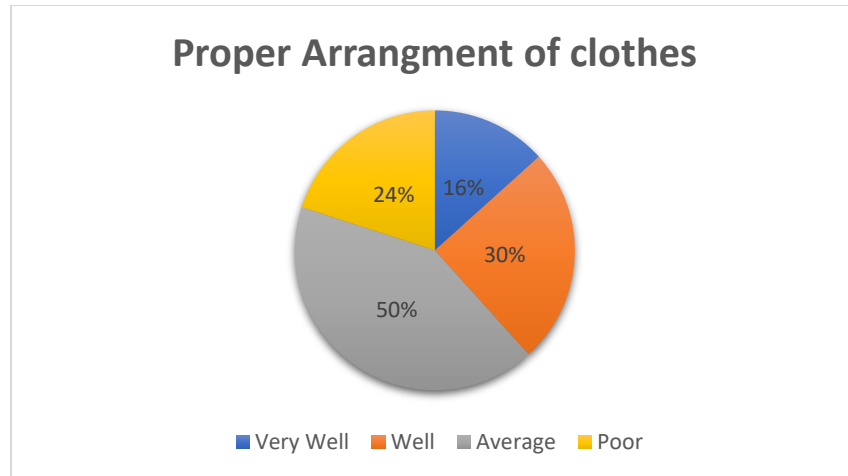
Clothes you need 64% 36% Yes No From the above pie chart it is observed that 64% people are got the clothes according to their need, size and color, and 36% are not got in RADHA.

Interpretation:

Customers are not getting clothes according to their need, color and size. In order to hold customers Radha kept clothes according to customer need, color and size. So that Radha hold customer for long period.

5. . Do you think the arrangement of Indian wear clothes in right order?

Particulars	Frequency	Percentage
Very well	16%	
Well	30%	
Average	50%	
Poor	2	4%
Total	100%	



Analysis:

From the above pie chart, it is observed that 50% people are saying the arrangement of Indian wear clothes are average, 30% are saying well, 16% are saying very well, and 4% people are saying the arrangement is very poor.

Interpretation:

In Radha the arrangement and display are very poor. So that customers are face problems while searching a particular design clothes.

6. How do you feel about the quality of the Indian wear clothes in Radha?

Particulars	Frequency	Percentage
Good	52%	
Average	30%	
Excellent	10%	
Bad	8%	
Total	100%	



Analysis:

From the pie chart it is observed that 52% people are saying the quality of clothes are good, 30% people are saying it is average, 10% saying it is excellent and 8 % are saying it is bad quality.

Interpretation:

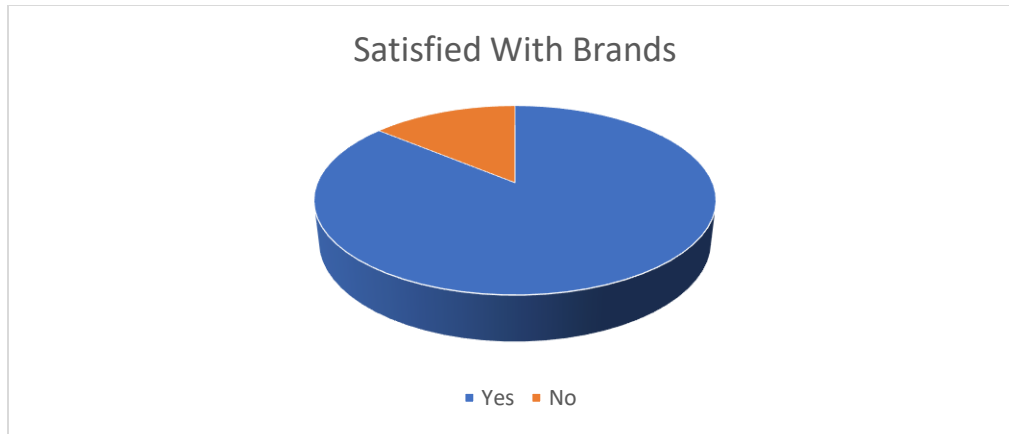
In order to satisfy the customer good quality clothes should be kept.

7. Are you satisfied with our available brand of Indian wear clothes?

Particulars Frequency Percentage Yes 86%

No 14%

Total 100%



Analysis:

From the above pie chart, it is observed that 86% people are satisfied with available brand of Indian wear clothes, 14% people are unhappy with the brand.

Interpretation:

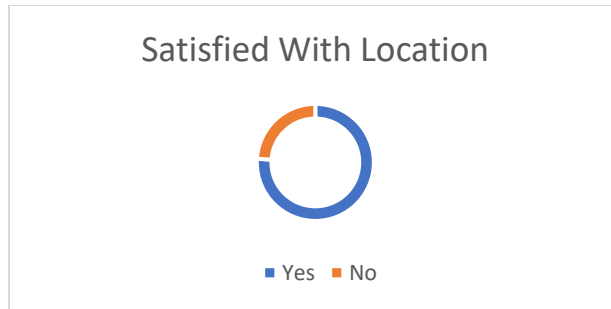
Customers are demand more brands of Indian wear clothes. So, RADHA collect different brands of Indian wear clothes.

8. Are you happy with the location of Radha stores in the city?

Particulars Frequency Percentage Yes 76%

No 24%

Total 100%



Analysis:

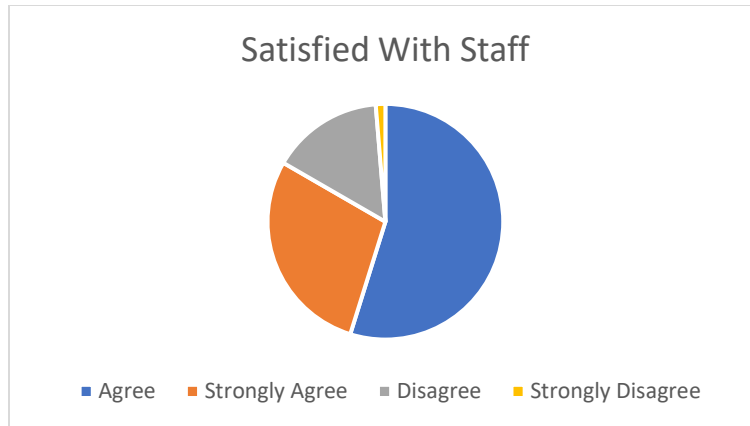
From the above figure it was clear that maximum people 76% feel that they were happy with the location of the stores in the city and remaining 24% were not happy with the location.

Interpretation:

It was clear that maximum of the respondents has told that Radha stores were located at the perfect locations in the city . Radha can concentrate on bringing more customers into the stores as they were located in the right locations in the city.

9. Staff greeted you and offered to help you?

Particulars	Frequency	Percentage
Agree	50%	
Strongly Agree	26%	
Disagree	14%	
Strongly Disagree	10%	
Total	100%	



Analysis:

From the above table and figure it is clear that 50% of people agreed that staff greeted them and offered to help them, 26% have strongly agreed, only 14% were disagree, and 10% of people strongly disagree.

Interpretation:

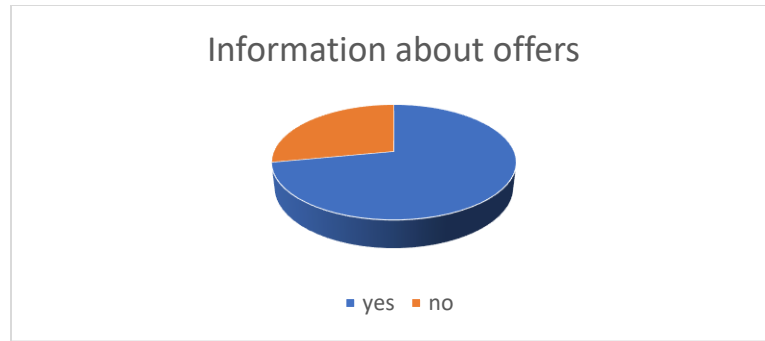
From the total of 50 respondents 14% has given the response as disagree and 10% have given strongly disagree .So Radha can concentrate on training the employees in a better way for assisting different types of customers, employees must be made to communicate in the language which was understandable to the customers.

10. Are Our staffs informing you all the new offer and new collection?

Particulars Frequency Percentage Yes 72%

No 28%

Total 100%



Analysis:

Staff inform about offer and collection 72% 28% Yes No From the above pie chart 72% people are saying staffs are inform about the offer and new collection, and 28% people are saying staffs are not inform about the offers and new collection.

Interpretation:

Staffs are not informing about the offers and new collection. So, staffs are should be conscious about it.

Findings

- Customers cannot find the Indian wear clothes in sizes small and medium. very few sizes Salwar's available in the sizes small and medium.
- Most of the customers were looking for more well-known brands, where Radha concentrating on their own private labels.
- Staff was busy doing the arrangement of merchandise in the opening hours (11am-2pm), very few staff available to help customers on weekdays.
- Customers are not being asked by the staff to fill in different types of promos offer applications like Try and fly.
- A feedback book was kept near the CSD, but very less customers were writing in the feedback book.
- All the merchandise was not arranged according to their sizes.
- Employees were not well trained in assisting the customers.
- Some types of works like rebranding the different stalls in the store, electric works happening in the store in the working hours creating disturbance to the customers.
- Customers in the Indian wear section feel that the collections for Indian wear have to be increased.

RECOMMENDATIONS

- All the sizes must be made available in the stores. So, Radha will not lose out some customers.
- More popular brands have to be kept in the store, more customers were asking for that brand.
- Staffs have to be made available for assisting the customers in the opening hours of the store.
- Customers must be asked by the staff to fill applications related to different offers in the stores.
- All the customers must be asked to write their feedback in the feedback book which was kept near the billing section.
- All the merchandise in the store must be arranged according to the sizes. So that customers can find their sizes very easily.
- Staff must be well trained in assisting the customers and talking well with the customers.
- All types of works which were happening in the stores have to be done before or after the working hours of the store.
- Tailors should be hiring for ladies' clothes alteration. • Alteration time can be reduced by hiring additional tailors or by doing the work fastly. So that customers waiting time for the alteration can be reduced.
- Promotional activities or marketing activities have to be monitored properly. So that they can help Radha to get more customers.
- Collect new fashion design apparels so that customer need should be satisfied.
- Focus on wall display; focus light, mannequins for displaying apparels.

CONCLUSION

From the above findings the following are the conclusion on customer look and feel of Indian wear section with regards to Radha. From the study we conclude that all the customers are bit satisfied with Radha and also with the remaining competitors of Radha, customers are finding some faults with every apparel stores. The customers entering into the store are happy with the offers available in the store that the offers are good value for their money. After conducting a thorough survey and research on Radha it is observed that it has been perceived as a good Retail store. It has good customer loyalty and also attracts a large number of new customers. It also offers its customer a unique shopping experience a few brands can offer. It also got an advantage of its locations situated in commercial locations. Customers seemed to be happy when it came to the layout of the store, the merchandise, and cleanliness of the store, ambience, etc. Consumers have high expectations from Radha regarding pricing; they expect good collection of clothes at much cheaper price. A lot of awareness programs may help in getting better footfalls.

The future for Radha indeed seems to be bright and it should continue to do well as seems apparent from the response of the customers. Radha also gives interest towards the arrangement of Western wear section. There are some errors in displaying the apparels. Staffs should be properly trained for display, customer attend, Scheme etc.

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