



BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES(BIITM), BHUBANESWAR

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SUMMER INTERNSHIP PROJECT 2023

REPORT TITLE

Mall Marketing of Utkal Kanika Galleria,
Bhubaneswar

SUBMITTED BY

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MBA Batch: 2022-2024
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CERTIFICATE FROM INTERNAL GUIDE

This is to certify that Mr. Shashank Sekhar Pathal bearing university registration no 2206258250 of 2022-24 batch, has completed his summer internship at Utkal Kanika Galleria, Bhubaneswar from 04/09/2023 to 04/10/2023 under the supervision of Mr. Dulal Chandra Sahu (General Manager) of Utkal Kanika Galleria, Bhubaneswar and has submitted this project report under my guidance in partial fulfillment of the requirements for award of the degree of Master of Business Administration at Biju Patnaik Institute of Information Technology and Management Studies, Bhubaneswar. To the best of my knowledge and belief, this project report has been prepared by the student and has not been submitted to any other institute or university for the award of any degree or diploma.

Date:

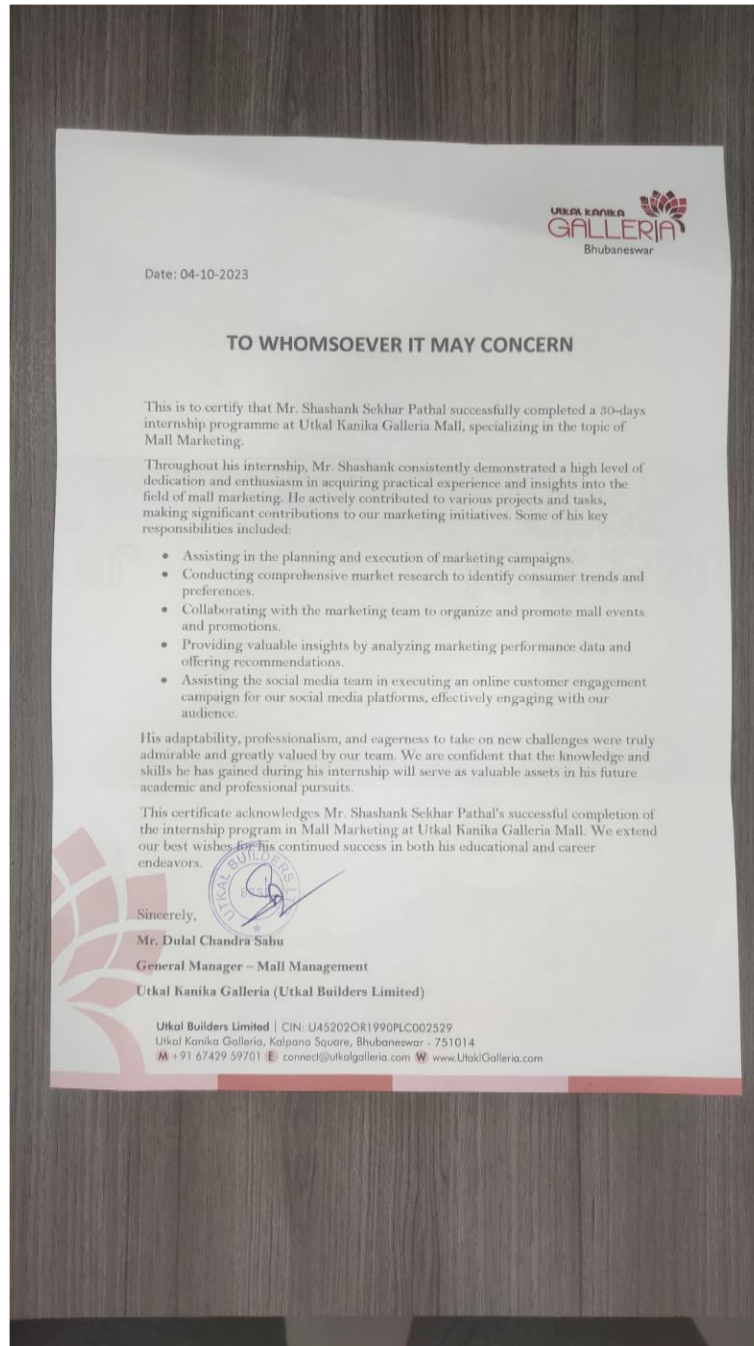
Place: Bhubaneswar

Signature of the Internal Guide

Name: Dr. Silika Dash

Designation: Asst. Prof. Marketing,
BIITM, Bhubaneswar

CERTIFICATE FROM COMPANY GUIDE



DECLARATION

I, Mr. Shashank Sekhar Pathal Bearing university registration no. 2206258250 (2022-24 batch), hereby declare that the project report titled Mall Marketing of Utkal Kanika Galleria, Bhubaneswar is based on my internship at Utkal Kanika Galleria, Bhubaneswar, during the period 04/09/2023 to 04/10/2023 and is an original work done by me under the supervision of Mr. Dulal Chandra Sahu(General Manager), and Dr. Silika Dash (Internal Guide). This report is being submitted to Biju Patnaik Institute of Information Technology and Management Studies, Bhubaneswar, affiliated to Biju Patnaik University of Technology, Odisha, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration. This project report has not been submitted to any other institute/university for the award of any degree or diploma.

Date:

Place: Bhubaneswar

Signature

SUMMARY

Mall marketing involves strategies to promote products or services within shopping malls, leveraging the high footfall to attract customers. It often includes in-mall events, promotions, and collaborations with retailers to enhance brand visibility.

Successful mall marketing integrates digital and traditional channels to engage a diverse audience and drive foot traffic. The focus is on creating memorable experiences, fostering brand loyalty, and maximizing sales opportunities within the dynamic mall environment.

Social responsibility and community engagement are also becoming increasingly important for malls. Initiatives like sustainability programs, charity events, or local community support projects not only contribute positively to society but also resonate with consumers who prioritize brands and spaces that align with their values.

The primary objectives of mall marketing are to enhance brand visibility, increase foot traffic, and ultimately boost sales for retailers within the mall. By creating a vibrant and memorable shopping experience, marketers aim to foster customer loyalty and satisfaction.

ACKNOWLEDGEMENT

I would like to express my special thanks of gratitude to Mr. Dulal Chandra Sahu, General Manager, Utkal Kanika Galleria Mall, for his kind guidance, co-operation and help in selection of the topic, describing the topic in detail and presenting a large number of study materials which helped me in completion of this project report.

I am thankful to my guardians and my sincere well- wishers for their constant support and invaluable inspiration to do the hard work with sincerity, dedication and determination.

My sincere thanks to all of you again.

Shashank Sekhar Pathal
Registration No.: 2206258250

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➤ **INTRODUCTION**

Utkal Kanika Galleria Mall, a luxurious community mall located in the Central Business District of Bhubaneswar at Kalpana Square, spread across 2,40,000 sq. ft. with 4 floors the mall is located opposite Odisha State Museum near Kalpana Square.

With 2 basements for parking of buildup area, in the near vicinity of elite residential area and upwardly mobile population, is a promising project of the Utkal Builders that aims to provide a truly international retail experience.

The mall was opened for public on 29th September 2019 and has been one of the most sought-after destinations for the people of Bhubaneswar. Mall management encompasses operations, facilities management, security, accounts, common area maintenance, marketing, leasing and all other functions even remotely related to a mall. The challenge of this industry includes finding the right kind of tenants, while leasing out space to the tenants, while keeping in mind the image to be created in the customer's mind. Proper research and consultation of the concerned experts is required for the same.

My summer internship project was related to mall marketing that focused on enhancing the brand equity, Digital Marketing, Event Management and customer recall of Utkal Kanika Galleria Mall, through the implementation of appropriate mall marketing strategies. Main focus was to increase secondary revenue generation for the mall and increasing the number of customers visiting the mall. This was done mainly by organizing different types of events.

The main objective of organizing events at malls is to increase the footfall, which in turn leads to higher revenue generation for the stores present in the mall. Since the charges of renting out the advertisement and promotion spaces in short (Space on Hire, SOH) of the mall include a part of the revenue, the increased footfall indirectly increases the revenue generation of the mall also.

➤ **STAGES OF MALL MARKETING**

The entire process of mall marketing can be divided broadly into four stages:

1. Discovery
2. Insights
3. Execution
4. Review, MIS and Reporting

I. Discovery

This stage consists of evaluation of the business plan, analysis of the catchment area, analysis of tenant mix, PESTLE analysis and the overall feasibility and sustainability of the mall.

a. Mission and Vision of the Company

Utkal Kanika Galleria Mall had been constructed and is managed by Utkal Builders. The mission and vision of the company are as follows:

Vision: A ROADMAP TO OUR RENOWN

“Belief in oneself is one of the most important bricks in building any successful venture”. With a strong conviction in our hearts and a passion to create historical landmarks, Utkal epitomise the values of the family.

Just like the homes, the company is built on a foundation and a legacy of trust Spanning over three decades. We believe home is the soul and going by that we Ardently focused on just one vision, ‘Building Happy Communities’. Because, a home nestles your dreams and enriches your aspirations for a happy Life.

Mission: WE PRACTICE WHAT WE BELIEVE

It's not about creating four walls, but experiences that lasts a lifetime. At Utkal every home is a masterpiece in its own. The stringent quality parameters at Utkal have always ensured delivery of eminent projects at optimum cost and minimum impact to the environment.

The stringent quality parameters at Utkal have always ensured delivery of eminent projects at optimum cost and minimum impact to the environment. Quality Management System(QMS) training is mandatory for the technical team and upon qualification they are QMS certified. Utkal's QMS also conforms to the ISO 9001 standard which assures you of finest quality in all its developments.

b. Catchment Analysis

The customer catchment area is the geographical area from which a particular location draws its customer or prospects. It represents the sphere of influence of the store, sometimes called “customer gravity”, in which it is able to attract its visitors.

The Catchment area of Utkal Kanika Galleria, it can be divided into three parts – Primary, Secondary and Tertiary.

1. Primary Catchment Area

Primary Catchment area is defined as the area from where the mall gets about 75% of its total footfall. It is usually the area with a 5 km radius of the mall.

These Area includes SAIL, Governor House, Commissionerate of Police, Bhubaneswar Club, Secretariat, Odisha Legislative Assembly, BDA, ITC Fortune, Kalinga Ashok, State Museum, BMC museum, Sub Register Office, Khordha district court, Odisha Tourism, Mescosteel, Axis Bank, BJEM, IMFA, L&T Finance, Bhubaneswar Municipal Corporation Office, Gridco and other renowned locations. These include premium residential areas and hence, the mall is a favourite outing destination for most of the residents. Apart from these, educational institute like BJB autonomous College, Buxi Jagabandhu English Medium School and other educational institutes also lie in this region. Hence, the mall is also a favourite destination for the students of these institutes.

The major competitor of Utkal Kanika Galleria Mall present in the primary catchment area is Nexus Esplanade, the most important competitor of Utkal Kanika Galleria mall. Pantaloons, Kalyan Jewellers, Central mall, Peter England, Raymond, Kalamandir, Reliance Trends, H&M, Blackberry, Panda Life Style, Manyavar & Mohey, Nike, Home Town, Westside, Louis Philippe, KFC, Dominos, Epari Sadashiv Jewellers, Puma, Lal Chand Jewellers, Helios & Reliance Smart, Unit 4 market, The World mall, Priyadarshini market, Reliance fresh, Mom & Me, Reliance fresh.

2. Secondary Catchment Area

Secondary catchment area is the area that lies within a 10 km radius, but beyond the 5– km radius. It is considered that 20% of the total footfall in the mall comes from this area.

This area includes the major commercial areas to name a few like Patia, Kalinga international, Mancheswar, Jaydev Vihar, Chandrasekherpur, Sastri Nagar, Gopobandhu Nagar, Bhoi Nagar, Unit-9, Ashok Nagar, Keshri Nagar, Satya Vihar, Saheed Nagar, Ganga Nagar, Bapuji Nagar, Kharbel Nagar, Siva Nagar, BJB Nagar, Biswanath Nagar, Laxmi Sagar, Sishupagarh, Nua Goan, Sundarpada, Jagamara, Patrapada, Khandagiri, Barmunda, Baragarh, Hi- Tech Medical College, Bomikhal, Hanspal, Haridaspur, Baliana.

3. Tertiary Catchment Area

Tertiary catchment area is the area that lies beyond 10 km from Utkal Kanika Galleria Mall. It is considered that this area contributes to 5% of the total footfall. There are four major malls spread across Bhubaneswar, which cater to the people residing in these areas, and hence it contributes so little to the footfall of the mall. The tertiary catchment area is of little significance for the purpose of customer segmentation.

Presence of youth in Bhubaneswar is one of the key benefits for the mall as college students prefer malls for entertainment, leisure activities and shopping. Bhubaneswar contributes to the youth population of students studying in All India Institute of Medical Sciences, Indian Institute Of Technology Bhubaneswar, Institute Of Medical Sciences and Sum Hospital, Shiksha 'O' Anusandhan University, Utkal University, CV Raman Global University, Xavier Institute Of Fashion Technology, Birla Global University.

c. PESTLE Analysis

Political

The political scenario of Odisha has been stable for a number of years, when the Biju Janata Dal had been in power of 25 long years. This has been followed by two successive terms by Odisha's present Chief Minister, Mr. Naveen Pattnaik.

The government is eager to bring new industries in the state, and supports the existing industries to expand. A mall like Utkal Kanika Galleria Mall, in the heart of the city, attracts many well – known brands and will create employment for the local youth. Thus, the political scenario of Odisha helps Utkal Kanika Galleria Mall in carrying out its operations.

Economic

Retail industry is one of the fastest growing industries in India. The regulations regarding FDI in the retail industry has given a major boost to the retail industry. Most of the foreign brands in the retail sector are setting up their subsidiaries in India, and are focusing to expand their reach to the end consumers.

Since the brands are luxury brands and do not cater to the poorer sections of the society, they can reach out to their target customers easily in the malls.

Social

The socio – economic condition of the city dwellers is improving day-by-day, with the average income of the city – dwellers is increasing gradually, but continuously, thus increasing their purchasing power. Bhubaneswar, also known as the “Temple City” of India holds a unique position within Indian cities by virtue of its rich cultural heritage with a strong regional economic base. Its neighbor city is renowned for celebrating festivals irrespective of religions, with huge fan fare and gaiety. Excellent commercial center in Odisha.

Tourists from all over the world visit Cuttack for its exclusive tourist attractions and shopping. Cuttack is famous for its silver filigree, handicrafts and exquisite handlooms that are sold in various markets and malls. Puri, a centre of tourist attraction is an important neighbor city of Bhubaneswar.

Economy of Puri is dependent on tourism, temple being the focal point and provides employment to the people of the town. Moreover, self-actualization is gaining prominence day – by – day and the trend of the present youth is that of spending and enjoying the moment, instead of focusing on savings. Thus, they are attracted to shopping malls and multiplexes, where they find their brands under one roof.

Technological

Technology plays an important role in the functioning of Utkal Galleria Mall. Due to the disruption caused by digitalization, the reach of Utkal Galleria Mall has increased manifolds. Digital marketing, social media marketing and promotional activities through user – generated content helps Utkal Galleria Mall to reach out to the Bhubaneswar crowd easily. It also helps in keeping up with the recent and upcoming trends in the retail industry, as well as in consumer choices and preferences. The operations of Utkal Galleria Mall reached maximum efficiency by the installation of centralized air – conditioning system, premium quality elevator, 100% power backup, two-level parking facilities with fully automated ventilation system, security baggage checking and improved security systems through 24x7 CCTV surveillance are examples of technological adaptations by the mall.

However, the fast pace and the dynamic nature of technology makes it difficult for Utkal Kanika Galleria Mall to keep itself updated with the recent advancements in technology. Utkal Kanika Galleria Mall is yet to come up with its own mobile – based application, which will provide the consumers easy access to all the necessary information about the upcoming events and promotional offers in any store located in the mall.

Legal

Most of the companies or brands that Utkal Galleria Mall deals with, are foreign companies operating in India via subsidiaries and / or franchises. Hence, the legal aspects of the contracts between the parties are of prime importance, since both the parties need to be clear about the legal jurisdictions under which they fall, the legal aspects of doing the business in India, and the legal implications in case of breach of contract by either of the parties.

The office space as well as the retail spaces are rented out to different types of vendors, and hence legal department plays an important role in the proper functioning of the mall.

Environmental

Utkal Kanika Galleria Mall has to function under strict environmental norms. The centralized air –conditioning system has to meet the specifications set by the Central Pollution Control Board.

The wastes generated due to the operations in the mall has to be disposed carefully, and hence Utkal Kanika Galleria Mall has separate facilities for managing dry and wet types of garbage.

d. Tenant mix analysis

Utkal Kanika Galleria Mall houses a variety of stores. There are 86 units in Utkal Kanika Galleria Mall. Out of these, there are two anchor stores in the mall – Shoppers Stop and All that Jazz. These are a major attraction for the crowd coming to the mall.

Fashion segment dominate Utkal Galleria Mall, with approx. 30.23% of the stores belonging to this category. There are 56 stores belonging to this segment, occupying a total area of sq. ft. Shoppers Stop occupies an area of more than 30605 sq. ft. and is the largest in this segment, in terms of the space occupied in the mall.

It is followed by All that Jazz, the most renowned retailer with premium luxury brands like Tommy Hilfiger, Armani Xchange, Super Dry etc, occupies an area of 8575 sq. ft. Most of the stores belonging to this segment are premium brands like Van Heusen, Aurelia, Allen Solly, Marks and Spencers, and Louis Philippe to name a few. There are a few indigenous brands too, like Biba, Soch, Mango, Rangriti, Reliance trends, etc.

Utkal Galleria Mall is a heaven for food lovers, with 23 stores belonging to the food service section. KFC, Burger King, Vaango, Keventer, Gelato, WOW momo, Bocca Café, Baskin Robbins are some of the major brands that are present at Utkal Galleria Mall. The consumers also get to choose from a wide range of options in the Food Court located at the third floor of the mall. In terms of area, the food service segment occupies more than 4868 sq. ft. and constitutes of 17% of the total area of the mall.

Utkal Kanika Galleria Mall houses Time Zone, an amusement arcade center which offers the opportunity to play a variety of indoor games. It is a major attraction for children as well as adults.

Now Grocery premium is a favorite brand among consumers who want to shop for their daily needs and is another major attraction. Other stores at Utkal Galleria Mall include Skechers, Allen Solly, MAC, Aurelia, KFC, Lenskart, Parcos, Ethos, Nykaa, Spykar, etc. However, Utkal Kanika Galleria Mall falls short of meeting the expectations of book lovers. There are no stores to cater to the needs and wants of the bookworms of Bhubaneswar.

Thus, the tenant mix of the mall is balanced in nature, with the target group as the upper and middle class of the society. It synchronizes with the population in the nearby areas, as seen in the catchment analysis.

II. Insights

This stage initializes once the mall has been set up and the operations have started. The customer experience and their perceptions towards the mall are captured in this stage. Various indirect methods are adopted, like change in footfall during Christmas or New Year, revenues generated from shops of different categories, footfall and revenue generation in the food courts and other restaurants, and other similar methods. Analysis of these parameters shed light on customer preferences and whether the retail mix in the mall matches the demands of the customers coming to the mall. This is an ongoing process and needs continuous review.

Due to confidentiality, the data cannot be presented in the project report. However, the analysis revealed the major attraction points for customers to come to the mall. These factors are as follows:

a. Shopping ambience

Ambience of the mall is one of the most important factors affecting the decision of a person to go to a certain mall or shopping complex. It is the experience that the consumers have during the shopping activity, which ensures that the consumer returns to the mall for further shopping in future. Utkal Galleria Mall tries to ensure that the customers coming to the mall has a memorable experience during their shopping spree. The mall is centrally air – Conditioned so that people are able to beat the outside heat during the summers. Music plays in the background so that people get a soothing feeling. Apart from these, Utkal Kanika Galleria Mall also has wi-fi facilities.

b. Retail Mix

The retail mix of Utkal Kanika Galleria Mall is balanced in nature, with fashion and footwear being the most prominent segment with approximately 30% of the total space on hire (SOH) . Apart from that, departmental stores also occupy a major portion. This retail mix is in synchronization with the customer demands and thus, is able to cater to the demands of the people coming to the mall.

c. Entertainment facilities:

Four multiplex screens signed with PVR cinemas spanning over the second and the third floor of the mall to serve the leisure of customers. Timezone, a hub of indoor games is a favorite destination for children and adults alike.

Apart from the permanent stores present in the mall, there are other events that are held at regular intervals in the mall. The events held at Utkal Kanika Galleria Mall in the month of September 2023 are:

- i. Juggernaut Event Organized by RED BULL.
- ii. Chak Dhum Event organized by Radio Choklate 104 FM.
- iii. Walkathon Event Organized by Sunshine Hospital.
- iv. Married Women's Special Event.

d. Parking facilities

Utkal Kanika Galleria Mall boasts of a two-level parking facility in its basement. The basement is divided into two levels and has the capacity to accommodate 300 four-wheelers and 600 two-wheelers in its parking facility. Hence, there is sufficient space for the guests to park their cars and bikes in the parking facility, when they visit the mall.

e. Discount and sales promotions

The retail stores present at Utkal Kanika Galleria Mall carry out multiple promotional activities throughout the year. Most of the brands offer end of season sale and mid season sales, with discounts ranging upto 50%. The footfall in the mall increases by 20 – 25% during such periods.

III. Execution

The third stage of mall marketing focuses on increasing the customer engagement through various communication channels. This is done to put across the campaign messages, generate interest and coax the target groups to come to the mall and enjoy themselves.

a. Communication Tools

The tools used for any communication purpose can be classified into three broad types:

i. Above the Line

This is a marketing technique which reaches out to a broad audience. Television campaigns, newspaper advertisements, radio announcements, hoarding advertisements, sales promotions, etc. fall in this type of marketing strategy. These types of marketing technique do not have a target audience. These are used primarily for creating brand awareness and goodwill.

ii. Below the Line

This type of marketing strategy reaches out to specific target groups. The target groups are usually small and clearly defined. Email marketing, trade shows and catalogues, door-to-door marketing, etc. This technique of marketing strategy is highly efficient and cost – effective.

iii. Through the Line

Through the line marketing lies in between above-the-line and below-the-line techniques. This technique uses mass advertising to create a customer database, which can be used for targeted marketing. Through-the-line marketing is followed by e-commerce sites like Amazon, where they attract new customers by offering them discounts, and then, depending upon the customer's choices and preferences, the subsequent promotional offers are chosen, that fit the target audience.

Utkal Kanika Galleria Mall focuses mainly on above-the-line marketing, and creates brand awareness and goodwill with the help of newspaper advertisements, radio announcements, hoarding advertisements and sales promotions. The primary reason to follow an above-the-line marketing strategy is because of the mix of shops that are present in the mall. The target customers for the mall range from infants to old people and people belonging to all the strata of the society.

b. Organization of Events

Utkal Kanika Galleria Mall organizes a variety of events like “Juggernaut Event 2023”, “Chak Dhum Event Season 2 2023”, “Walkathon Event 2023”, “Married Women’s Special Event” and many more. Since, the use of promotional events improve experiential shopping value, these events lead to increased footfall in the mall and subsequently higher revenues for the stores located inside the mall.

Events provide numerous benefits including:

- Offers opportunities to gather data to understand the consumer demographic better, shared with tenants for future campaigns and promotions, assist in leasing strategies and aid important decisions.
- Regular events give shoppers repeat reasons to visit the mall and keep visitors engaged with the centre moving forwards.
- Build up a destination’s awareness and reputation such that it remains at the forefront of shopper’s mind.
- Events also helps to attract the customers to the mall and to increase the mall’s Revenue.
- Give consumers a reason to share photos and videos on social profiles aiding to future promotions.

There were three events that were held at Utkal Kanika Galleria Mall between 04th September 2023 to 04th October 2023. The list of the events are as follows:

SL. NO.	EVENTS	DATES
1	Juggernaut Event (Hip Hop Dance)	09.09.2023
2	Chak Dhum Event	23.09.2023
3	Walkathon Event	29.09.2023
4	Married Women's Special Event	02.10.2023

1. JUGGERNAUT EVENT

- JUGGERNAUT Event is a free style hip hop dance competition organized by the RED BULL India. Utkal Kanika Galleria is the venue partner of this event.
- 16 solo dancer has participated in this event to perform free style hip hop.
- Agenda-The Agenda behind the event is to motivate the youth and to attract the people towards the mall and to increase the footfall.
- The targeted Audience will be the youth age group (15-28) years.
- As the Event was conducted for the youth age group the approximate crowd during the event was 400-500.

Some Glimpses of Juggernaut Event are:



2. CHAK DHUM EVENT SEASON 2 2023

- Chak Dhum is a dancing competition event held at Utkal Kanika Galleria.
- This event was Organized by the Radio chocolate 104 FM Dhum Mitha. Utkal Kanika Galleria was the Venue partner of this event.
- 15 Dance group will from all over Odisha will perform in this event.
- The Agenda behind the event is to motivate the Kids, youth and to attract the people towards the mall and to increase the footfall.
- The targeted audience of this event will be the Kids and youth to motivate them.
- The approximate crowd during the event was about 500-600.

Some Glimpses of Juggernaut Event are:



3. WORLD HEART DAY WALKATHON EVENT

- As every year of 29th September is observed as World Heart Day on the occasion of the world heart day this event was conducted by Sunshine Hospital and Utkal Kanika Galleria was the Venue partner of this event.
- The Agenda behind this event is to motivate the all age group of the people to keep their health free form diseases.
- The targeted audience of this event will be the all the age group of people to motivate them to stay healthy.
- The approximate crowd during the event was 300-400.

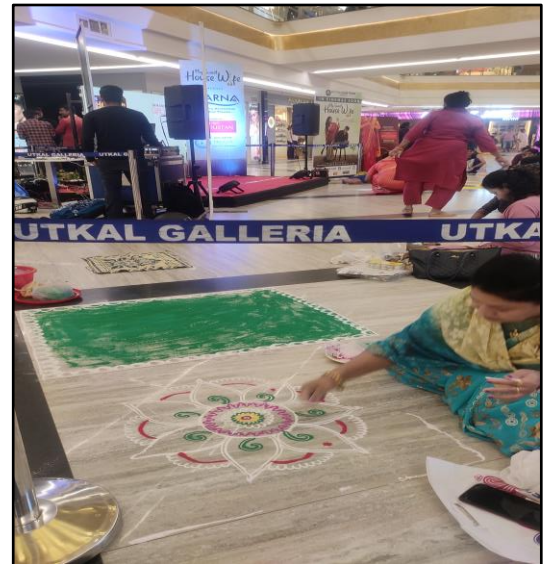
Some Glimpses of World Heart Day Event are:



4. MARRIED WOMEN's SPECIAL EVENT

- This Event was Organized by The Bhonsor Carnival and Utkal Kanika Galleria was the venue partner of this event.
- The Agenda behind the event is to motivate the married women who are not able to follow their passion, attract the people towards the mall and to increase the footfall.
- The targeted audience of this event will be the Married Women motivate them.
- The approximate crowd during the event was 300-400

Some Glimpses of Married Women Special Event are:



IV. Review, MIS and Reporting

- This is the stage when all the details of the activities are recorded and analyzed.
- It is in this stage that the effectiveness of the marketing strategies, customer feedbacks, sales data and customer footfall are analyzed and reviewed.
- The analysis give insights about customers' wants and preferences, synchronization of the retail mix with the customer's demands, weak and strong zones of the retail mix, effectiveness of events in increasing the footfall in the mall, and many such insights.
- These insights are of prime importance in capturing the changes in customer demands, and helps in formulating the strategies to cater to these changing demands.
- This stage cannot be considered as the final stage of the process. Rather, it should be considered to be an intermediate stage as the results of the analysis are used to formulate new strategies or modify the existing ones.
- Thus, it is a cyclical process and the entire loop of insights, execution and review complement each other.

BRAND CATEGORIZATION OF UTKAL KANIKA GALLERIA

<u>GROCERY STORE</u>	
NEW GROCERY	Departmental store

<u>COSMETICS</u>	
MAC	Beauty & cosmetics
FORESTS ESSENTIAL	Beauty & cosmetics
NYKAA ON TREND	Beauty & cosmetics
MAMA EARTH	Beauty & cosmetics
REVLON	Beauty & cosmetics
SUGAR COSMETICS	Beauty & cosmetics

<u>ENTERTAINMENT</u>	
TIME ZONE	Family Entertainment Center

<u>MEN'S FORMAL</u>	
VAN HEUSEN MENS	Men's Formal
LOUIS PHILLIPE	Men's Formal
ARROW	Men's Formal
INDIAN TERRAIN	Men's Formal
ALLEN SOLLY	Men's Formal
SUCCESS	Men's Formal

<u>MEN'S ETHNIC WEAR</u>	
MANYAVAR	Men's Ethnic

<u>LADIE'S ETHNIC WEAR</u>	
RANGRITI	Ladies Ethnic wear
BIBA	Ladies Ethnic wear
W	Ladies Ethnic wear
ZIVAME	Ladies Ethnic wear
AURELIA	Ladies Ethnic wear
SOCH	Ladies Ethnic wear

<u>LADIE'S WESTERN WEAR</u>	
KAZO	Ladies Western
MANGO	Ladies Western

<u>MEN'S DENIM & CASUALS</u>	
US POLO	Men's Casual
SPYKAR	Men's Denim & Casual
MUFTI	Men's Denim & Casual

<u>EYEWEARS</u>	
LENKART	Eyewear
HIMALAYA OPTICALS	Eyewear

<u>FOOD COURT BRANDS</u>		
<u>Sl.no</u>	<u>BRAND</u>	<u>ITEMS</u>
1	BURGER KING	Burger
2	PUNJAB GRILL	North Indian Cousin
3	VAANGO	South Indian Pure Veg
4	ASIA 7	Chinese
5	WOW MOMOS	Momo
6	PIZZA HUT	Pizza
7	TEA JUNCTION	Tea & Coffee
8	BOCCA CAFÉ	Foodcourt Dinning
9	KFC	Restaurants
10	BASKIN ROBBINS	Ice Cream
11	KEVENTERS	Milk Shake
12	SUGAR THREAD	Cotton Candy
13	CHOWRINGHEE SQUARE	Chowmin
14	GELATO ITALIANO	Ice Cream
15	SHAWARMA HUT	Shawarma

COMPETITORS ANALYSIS

1. Nexus Esplanade Mall

Nexus Esplanade One mall is located in Rasulgarh Industrial Estate Area, Bhubaneswar, Odisha, India. The mall has a total commercial (Built-up) space of 1,000,000 sq ft spread over ten floors designed by the Practice Design Pvt Ltd, with a Retail space of 400,000 sq ft. It is developed by Forum Group in association with The Blackstone Group. It has capacity to contains more than 200 outlets, including cafeterias, food courts, restaurants, family entertainment zones, multiplex and it has multi level parking having capacity. Total Number of Floors G+9.

Some Brands of Nexus Esplanade Mall

1. Allen Solly
2. Amaravathi
3. AND
4. Arrow
5. Asia 7
6. Aurelia
7. Baskin & Robbins
8. Being Human
9. Bhubaneswar Taste Factory
10. Biba
11. Hamleys
12. Blackberrys
13. Spykar
14. Bombay Times
15. Burger King
16. U.S. Polo Assn.
17. U.S. Polo Assn. Kids
18. Rangriti
19. Pizza Hut
20. Van Heusen

2. DN Regalia Mall

The Mall was Inagurated by the Shree Naveen Patnaik Hon'ble chief minister, Odisha on 21st December 2018. A perfect blend of national and international brands, the mall is the perfect destination for people looking for the finer things in life.

It is an exclusive destination of food, fashion and entertainment of varied nature hosted within an atmosphere of sophistication and refinement. The space in the project (DN REGALIA) is not for sale, renting purpose only.

Some Brands of DN Regalia

1. Easy buy
2. Jawed Habibi
3. Indulge
4. Max
5. Being Human
6. Samsonite
7. Blackberry
8. Lavie
9. Skechers
10. Manyavar
11. Van Huesen
12. Splash
13. Jockey
14. Go Colors
15. Just watches
16. U S polo
17. Louis Phillipe
18. Café Coffee Day
19. Dulhan
20. Mufti

3. Symphony Mall

Symphony Mall is a shopping mall in Bhubaneswar, India which opened on 1 April 2019. The mall has three shopping levels, two parking levels, and an entertainment and food court level. It has capacity to contains more than 150+ outlets. Number of floors G+4. Symphony Mall is one of the commercial joint developments of Oorjita Projects and Trident Properties.

The project offers commercial shops at very competitive and affordable prices. The site is well connected by different modes of transportation and is nearby to various civic utilities.

The project is well equipped with all modern amenities and a 24 x 7 security service to facilitate the business needs.

Some Brands of Symphony Mall

1. Westside
2. Khadims
3. Reliance Trends
4. Smart Bazaar
5. Park Avenue
6. Giani
7. Max
8. VIP
9. Pantaloons
10. Oxford
11. Inox
12. Styleplay
13. Jockey
14. Sia Fashion
15. Be U
16. Tea Junction
17. Beijing BITES
18. Cha bar
19. Dominos
20. Crocodile

COMPETITORS PERFORMANCES ON SOCIAL MEDIAS

INSTAGRAM



← **utkalkanikagalleria** 🔔 ⋮

 **2,007** **6,759** **8**
Posts Followers Following

Utkal Kanika Galleria
Shopping & retail
Utkal Kanika Galleria is the Community Mall in BBSR.

← **nexus_esplanade** ⋮

 **3,095** **17.6K** **34**
Posts Followers Following

Nexus Esplanade
Nexus Esplanade is Odisha's first and complete shopping experience. Home to over 250 brands, Nexus Esplanade is... more
linktr.ee/nexus_esplanade
721 Rasulgarh, Bhubaneswar, India, 751010

← **dnregalia** ⋮

 **778** **2,278** **56**
Posts Followers Following

DN Regalia
Shopping | Food | Movies | Business
www.dnregalia.com/
Service Road South Tamando, Kalinga Nagar, Patrapada, DN Square,, Bhubaneswar, India, 751019

← **symphony.mall** ⋮

 **641** **1,003** **28**
Posts Followers Following

Symphony Mall
Shopping & retail
Symphony Mall is a complete Shopping, Entertainment and Retail Hub located midway on the Cuttack-Bhubaneswar highway.
www.symphonymall.com/

f @ / UtkalGalleria

www.utkalgalleria.com

FACEBOOK





Utkal Kanika Galleria
12K likes • 13K followers
Utkal Galleria - The best of brands, shopping, and entertainment at Gautam Nagar.

Message



Nexus Esplanade
39K likes • 39K followers
Nexus Esplanade is Odisha's first and complete shopping experience. Home to over 250 brands. Nexus Es



Symphony Mall
2.4K likes • 2.5K followers
Symphony Mall - The Best Odisha Can Get !

Message



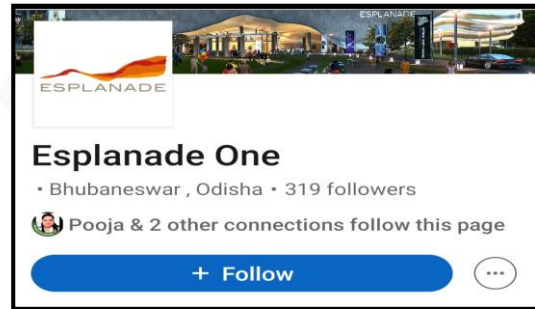
DN Regalia
7.3K followers • 18 following
DN Regalia is a mix use Mall, with Food HUB & a five star Hotel (Vivanta by Taj). This mall has the

Call Now

f @ / UtkalGalleria

www.utkalgalleria.com

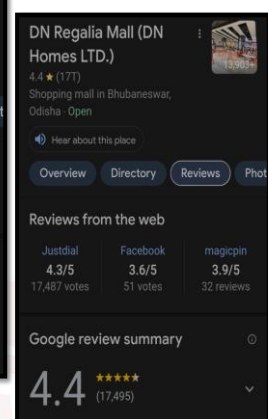
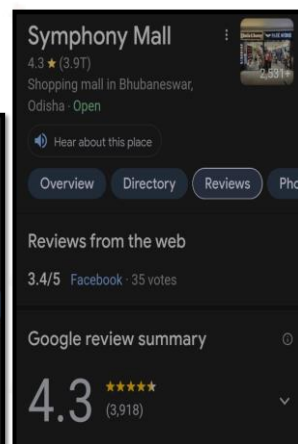
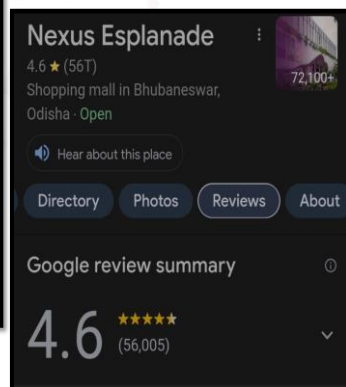
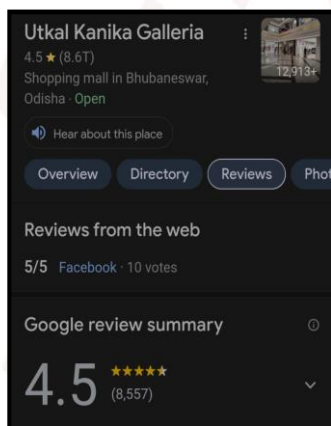
LINKEDIN



f / UtkalGalleria

www.utkalgalleria.com

GOOGLE REVIEW



f / UtkalGalleria

www.utkalgalleria.com

CUSTOMER ANALYSIS

ABSTRACT

The consumers market now, turning into more complex and competitive in post LPG era. As customer is the focal point for any marketer, studying their behavior becoming vital.

Now-a-days consumers are very much conscious about their choices and preferences and attracted towards those products which can give them maximum value with social recognition. So, it is obvious that the consumers purchasing decision will be influenced by a lot of factors like buyers personal factors, cultural factors, psychological differences, product related factors etc.

Today consumers have handful of alternatives to choose among. So it is becoming difficult for marketers to understand consumers' black box and formulate strategy according to that.

The buyers are basically affected by their demographic characteristics like age, gender, family structure, income, occupation and other brand related benefits.

Determinants of Buyer Behavior

People choose a product to buy after going through a process of identifying needs and preferences, selecting out of various alternatives and analyzing the utility in comparison to price. Customers can be various types who purchase different types of goods for them like: Shopping goods, consumable goods, specialty goods or industrial goods.

A person's buying decision related to what should he buy, how should he buy, when and from where should he buy etc. backed by many factors like his perception, self concept, his social and cultural environment, peer groups, his age and personality, his family and many other. Further the selection and purchase of any branded product by a customer probably influenced by several factors including his perception towards that particular brand, all total information and experience he has with the brand and his attitude which determines the repeat buying behavior. Some of the factors are discussed below:

- Cultural background of a person can be treated as the basic factor which determines a buyer's wants and preferences. Generally different set of values of different cultures, their traditions, beliefs influence the customers' preferences and behaviors. Some of the behaviors have been learned by individuals throughout the life.
- The buyer's decision is also determined by his personal characteristics. These include the particular buyer's age, gender, stage in the life cycle i.e. childhood, youth stage and old age, his occupation, financial background, lifestyle. In this point of view, we have child market, youth market, adult market etc.
- There are four major psychological factors that affect the purchasing behaviors of consumers i.e. motivation, perception, attitudes and beliefs. First thing is the level of motivation. Generally different needs of different consumers and the nature of requirement motivated towards shopping a selected product with specific features.
- Buyer not only behaves differently according to product differences and determinants but some times the situation differs. In the absence of some factors, differentiation in two buying situation occurs. Those are:
 - (a) Awareness about competing brands in a product group
 - (b) Customer has a decision criteria
 - (c) Customer is able to evaluate and decide on his choice.

Concept of Buyer Behavior

The field of consumer behavior is definitely not a narrow concept. It covers a lot of ground to be studied. Consumer behavior is the process and activities people engage in at the time of searching, selecting, purchasing and using for the fulfillment of their wants and desires. Buyer behavior is defined as "all psychological, social and physical behavior of potential customers as they become aware of, evaluate, purchase, consume and tell others about products and services. According to marketing theories a customer goes through various stages or has a life cycle for a particular product or firm.

- First stage is that time period when the buyer has not yet bought a firm's product brand. At this stage customer seek awareness and marketer try to induce purchase. These customers are called prospects means potential customer in target market.

- Once the customer decides to purchase, he enters into second stage and try out the product. After using for the first time, buyer firm, product and whole total experience he got. Here marketer needs to promote to retain the customer not affecting the brand image.
- Some customers who are satisfied enter into third stage and make a repeat purchase. But they cannot be called as loyal customers because they may shift brand by getting superior service from competitor firms.
- Those customers do not shift to other brands become core customers and they are very precious to the firms. Generally there are about 2-3% of these type customers exist in most companies.
- There are some customers who have rejected the firm's offerings called defectors. The cause of such defection is to be analyzed and corrective steps should be taken.

Research Methodology

Data have been collected both from primary and secondary sources.
Sample Size= 100

OBJECTIVES

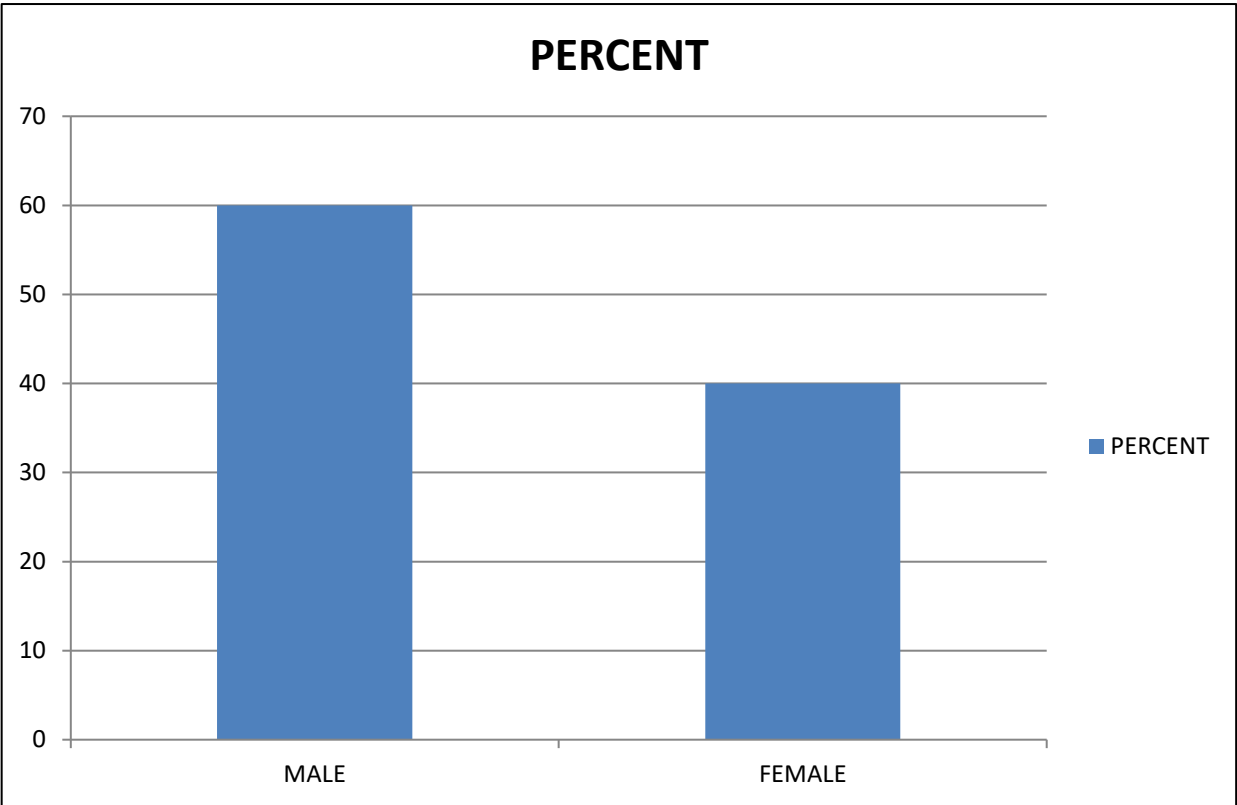
To identify the customers awareness, preferences and attitudes towards buying of shopping goods in the capital city of Odisha.

The main objectives are:

- To examine consumer awareness about various brands in shopping goods.
- To identify various factors influencing buyer behavior.
- To study the buyer behavior on the basis of their demographic differences.

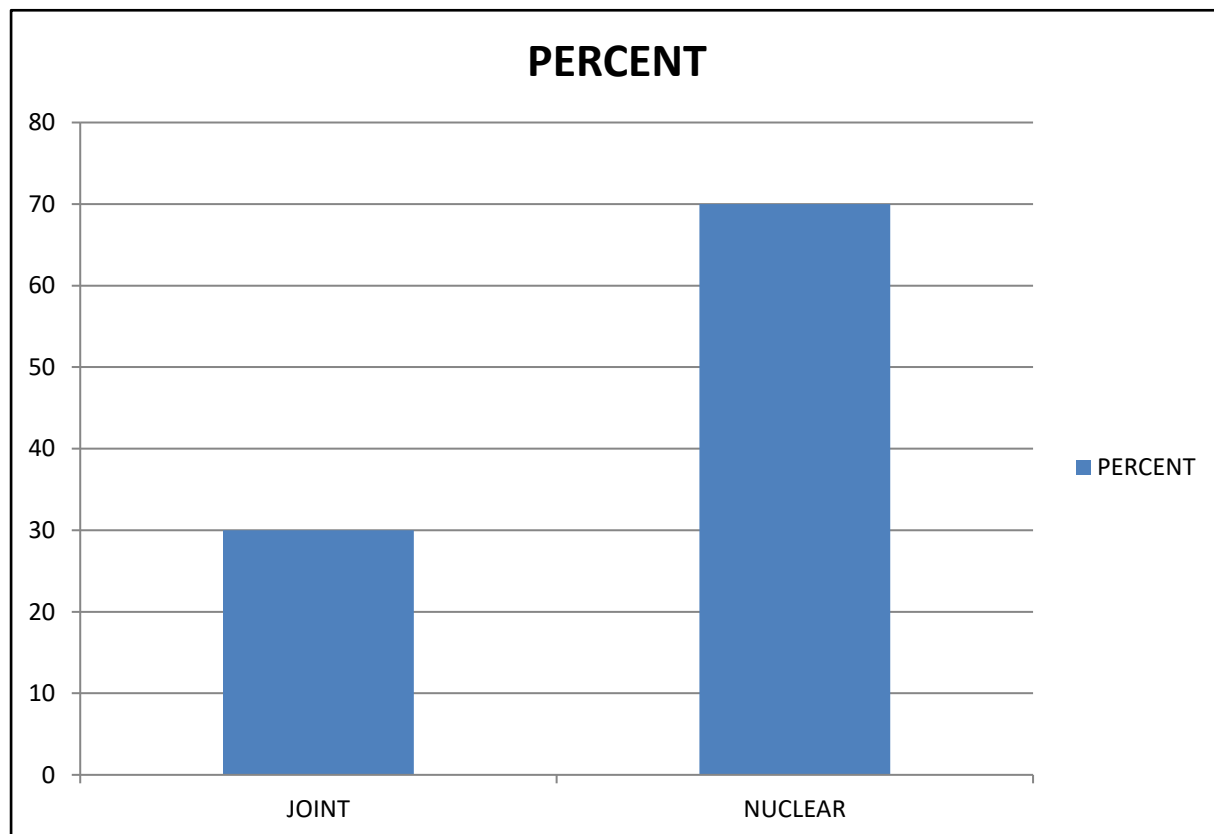
Percentage of respondents w.r.t gender.

GENDER	PERCENT	CUMMULATIVE PERCENT
MALE	60.00	60.00
FEMALE	40.00	100.00
TOTAL	100.00	



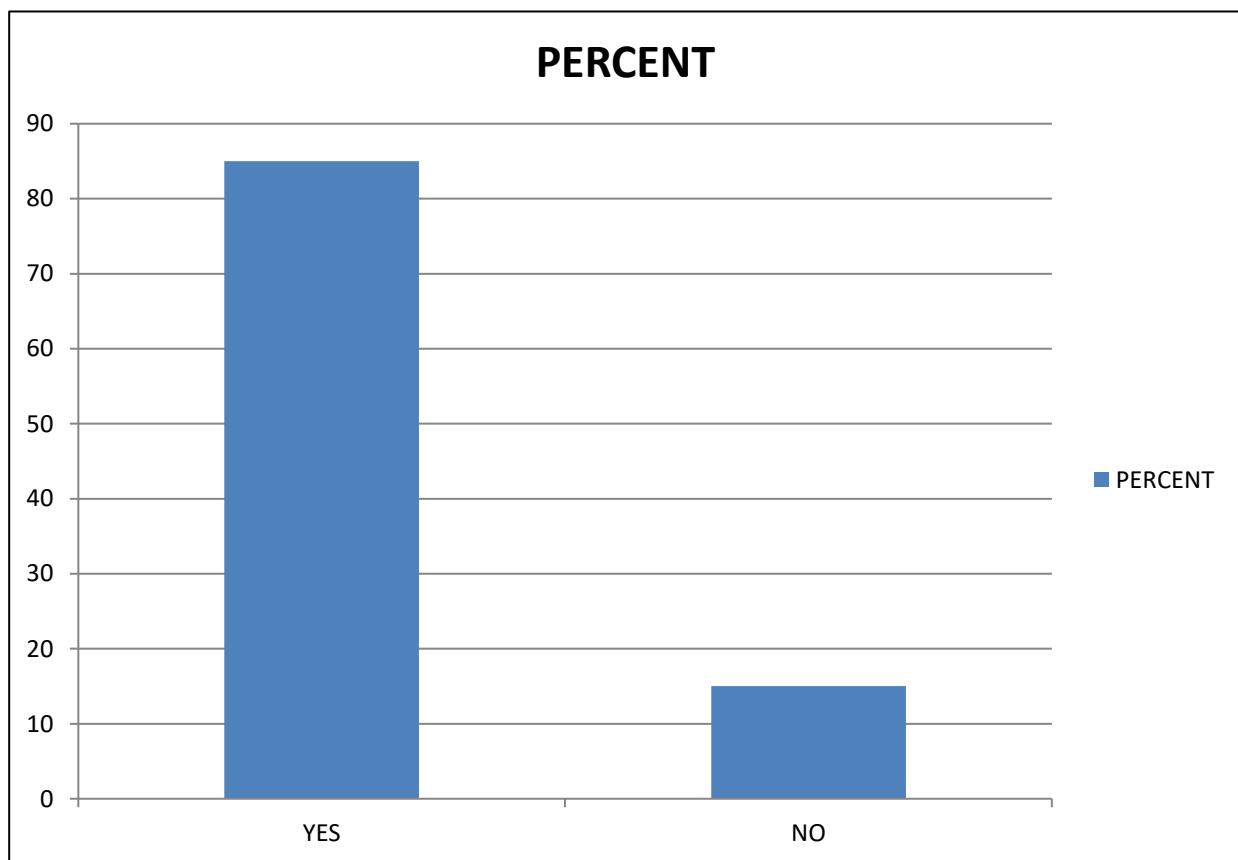
Percentage of respondents w.r.t family structure.

FAMILY STRUCTURE	PERCENT	CUMMULATIVE PERCENT
JOINT	30.00	30.00
NUCLEAR	70.00	100.00
TOTAL	100.00	



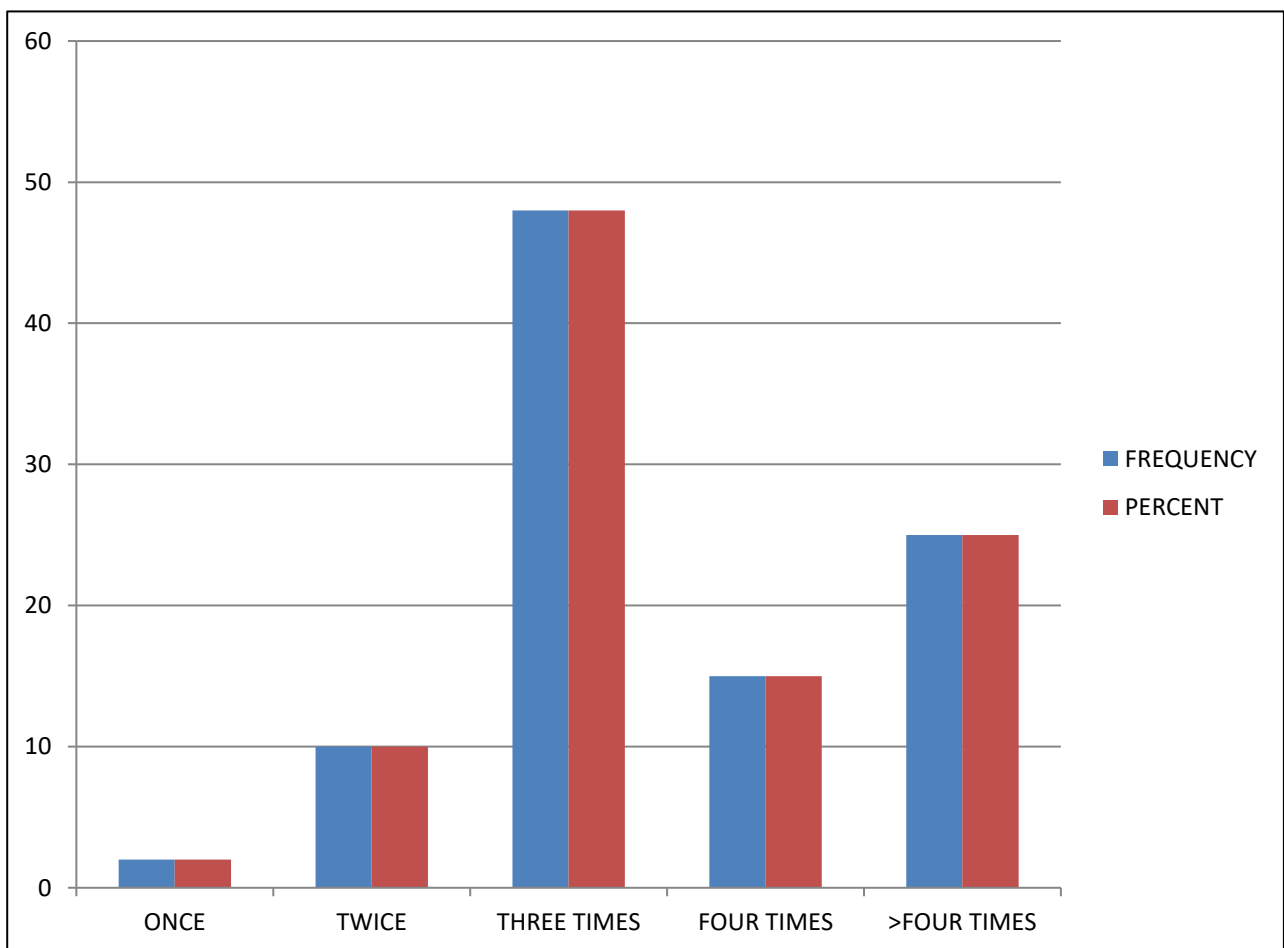
Percentage of respondents Aware about various brands.

BRANDS AWARENESS	PERCENT	CUMMULATIVE PERCENT
YES	85.00	85..00
NO	15.00	100.00
TOTAL	100.00	



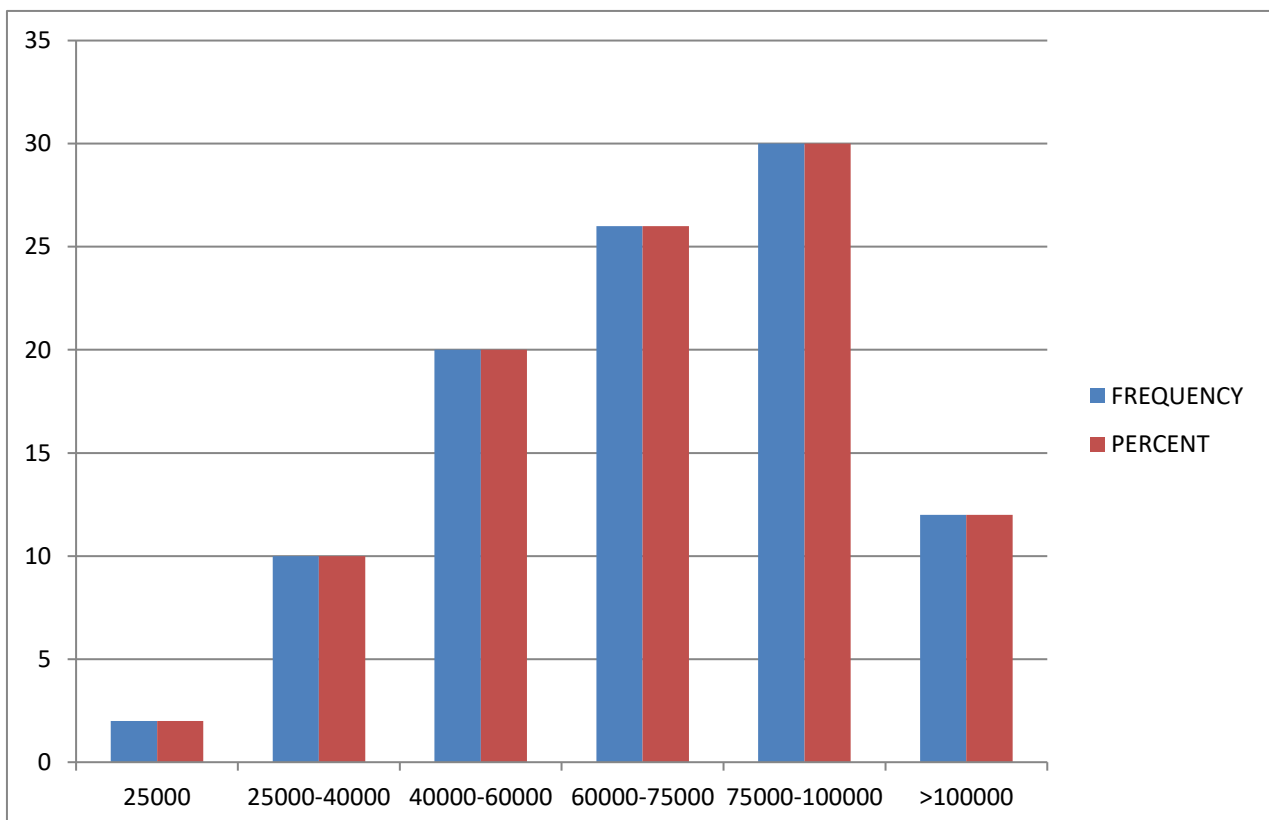
Frequency of Shopping made by Respondents.

SHOPPING	FREQUENCY	PERCENT	CUMMULATIVE PERCENT
ONCE	02	2.00	2.00
TWICE	10	10.00	12.00
THREE TIMES	48	48.00	60.00
FOUR TIMES	15	15.00	75.00
>FOUR TIMES	25	25.00	100.00
TOTAL	100	100.00	



Percentage of Respondents w.r.t their Income.

INCOME	FREQUENCY	PERCENT	CUMMULATIVE PERCENT
25000	02	2.00	2.00
25000-40000	10	10.00	12.00
40000-60000	20	20.00	32.00
60000-75000	26	26.00	58.00
75000-100000	30	30.00	88.00
>100000	12	12.00	100.00
Total		100.00	



Analysis and Findings

1. Respondent's Gender.

From the above data it was found that 60% of the respondents are the males and 40% of the respondents are the females.

2. Respondent's Family Structure.

From the data it was found that 30% of the respondents belongs to the Joint family and 70% of the respondents belongs to the Nuclear family.

3. Brand Awareness among the Respondents.

From the above data it was found that the 85% of the respondents are aware of the various brands and 15% of the respondents are not.

4. Frequency of Purchasing.

From the above data it was found that 2% of the respondents purchased single time from the mall, 10% of the respondents purchased twice from the mall, 48% of the respondents purchased thrice from the mall, 15% of the respondents purchased four times from the mall and 25% of the respondents purchased more than four times from the mall.

5. Respondent's Income Structure.

From the above data it was found that 2% of the customers having income of Rs 25000, 10% of the customers is having income level in between Rs 25000-40000, 20% of the customers is having income level in between Rs 40000-60000, 26% of the customers is having income level in between Rs 60000-75000, 30% of the customers is having income level in between Rs 75000-100000, 12% of the customers is having the income of more than Rs 100000.

Actual Workdone

- Assisting in the planning and execution of Marketing Campaigns.
- Collaborating with the Marketing team to organize and promote mall events and promotions.
- Providing insights by analyzing marketing performance data and offering recommendations.
- Assisting the social media team in executing an online customer engagement campaign for social media platforms, effectively engaging with the audience.
- Formulation of Social media Calendar of Utkal Kanika Galleria for the Month of October.
- Took Feedback of the Customers during the events.
- Social media marketing strategies analysis of the Phoenix Group of Malls, VR Group of Malls, Nexus Group of Malls, LULU Group of malls, Pacific Group of Malls.

Learning Outcomes

1. Got knowledge about the Mall marketing strategies.
2. Learned how to Organized events.
3. Got knowledge about Event management stages.
4. Got Event Elements knowledge.
5. Got Knowledge about the Retail mix, Tenant mix.
6. Building the relationship with the Customers and Retailers.
7. Learned how to make Minutes of meeting.
8. Gain knowledge about how to give advertisement on different modes i.e (Television, Newspaper, Social media, Radio etc).
9. Analysis of target customers and the processes adopted to meet their wants and demands.
10. Got knowledge about the types of stores i.e (Exclusive brand Outlets (EBO), Anchor, Sub Anchor).

Suggestions

After extensive research and analysis of the customer feedback, it can be stated that the following actions will improve the customer experience, which in turn will increase the footfall and revenue generation of Utkal Kanika Galleria Mall:

1. Open an Electronic Gadgets Store

The mall is not having any Electronics Stores which deals with the Gadgets like Mobile phones, Earphones, Laptops, Computers etc. By opening an Electronic store the mall can increase the footfall and the revenue of the mall.

2. Installation of In-house ATMs

Currently customers find it difficult to shop through international Visa or Mastercard. So, placing an ATM within the mall would encourage guests to spend more and thus, increase foot traffic at the mall.

3. Increasing the parking capacity

At present, the mall is proficient in accommodating sufficient parking requirement but with the upcoming project of running PVR Cinemas theatre in the mall, the increase in influx of visitors would require enhancement in the parking capacity. With creativity, ingenuity and technology like data analytics, smart parking meters and advanced algorithms, it could be possible to increase parking availability within limited available space.

Conclusion

After careful analysis and consideration, the mall marketing strategy appears to be a promising avenue for enhancing customer engagement and driving sales. By leveraging innovation promotional campaigns, fostering community events, and optimizing digital marketing initiatives, the mall can anticipate increased foot traffic and sustained customer loyalty. With a focus on delivering personalized experiences and integrating customer feedback, the mall has the potential to establish itself as a dynamic retail destination, poised long term success in an ever-evolving market landscape.

The implementation of innovative marketing strategies within the mall setting has proven to be pivotal factor in driving foot traffic and enhancing customer engagement. As consumer preferences continue to evolve, the continued adaptation and utilization of data driven insights will be instrumental in sustaining the success of mall marketing strategies in the future.

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