



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

Plot No. F/4, Chandaka Industrial Estate, Infocity, Patia, Bhubaneswar-24

Approved by AICTE, Govt. of India | Affiliated to BPUT, Odisha | NAAC Accredited | ISO 9001 : 2015

## SUMMER INTERNSHIP PROJECT 2023

### REPORT TITLE

Consumer Behaviors and Customer Footfall Analysis  
in Lifestyle Store.

### SUBMITTED BY

**Sambit Kumar Mantry**  
**2-year MBA Batch: 2022-24 University**  
**Regn. No: 2206258227**

#### Faculty Guide

Prof. Sushruti Panda Asst.  
Prof. (Marketing) BIITM,  
Bhubaneswar

#### Corporate Guide

Mr. B Santosh  
Kumar, Business  
Manager, Lifestyle,  
Bhubaneswar

## **CERTIFICATE OF INTERNAL GUIDE**

This is to certify that Mr. Sambit Kumar Mantry, bearing university registration no. 2206258227 of 2022-24 batch, has completed his summer internship at Lifestyle International Limited(Landmark Group) from 1<sup>st</sup> Sept 2023 to 30<sup>th</sup> Sept 2023 under the supervision of Mr. B Santosh Kumar (corporate guide) and has submitted this project report under my guidance in partial fulfilment 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: Sushruti Panda

Designation: Asst. Prof. (Marketing)

## CERTIFICATE OF EXTERNAL GUIDE



21-Nov-2023

### TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Sambit Kumar Mantry**, student of **BIITM** has successfully completed summer internship at **Lifestyle International Pvt. Ltd.** for 1 month (1<sup>st</sup> Sep 2023 to 30<sup>th</sup> Sep 2023).

His project covered the study on "OJT on Customer Footfall Analysis and Competitors Analysis in Lifestyle International Pvt. Ltd. Bhubaneswar, Odisha".

His hard work & contribution to our Operations team is greatly appreciated.

We wish him all the very best for his future endeavors.

For, **Lifestyle International Pvt Ltd**

A handwritten signature in black ink, appearing to read 'Subir Sarkar'.

**Subir Sarkar**  
Regional HR Manager

The Lifestyle logo, with the word 'lifestyle' in a lowercase, sans-serif font. The 'i' has a small colorful dot above it.

Lifestyle International Pvt. Ltd.  
ESPLANADE MALL  
721, RASULGARH, BHUBANESWAR  
ODISHA - 751 010

[www.lifestylestores.com](http://www.lifestylestores.com)

Regd. Office : 77 Town Centre, Building No. 3, West Wing, Off Old Airport Road, Yamalur P O Bangalore, Pin - 560037, India Phone : +91 (80) 41796565 Fax : +91 (80) 41528349

## **DECLARATION**

I, Mr. Sambit Kumar Mantry Bearing university registration no. 2206258227 (2022-24 batch), hereby declare that the project report titled Consumer Behavior & Customer Footfall In Lifestyle is based on my internship at Lifestyle International Ltd. during the period 1<sup>st</sup> Sept 2023 to 30<sup>th</sup> Sept 2023 and is an original work done by me under the supervision of Mr. B Santosh Kumar and Ms. Sushruti Panda. 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 fulfilment 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

## **ACKNOWLEDGEMENTS**

The success and final outcome of this project required a lot of guidance and assistance from my Internal guide Mrs. Sushruti Panda and External guide Mr. B Santosh Kumar. I am extremely fortunate to have got this all along the completion of my project work.

I would like to thank my Faculty guide who gave me the golden opportunity to do this wonderful project on the topic “Consumer Behavior & Customer Footfall In Lifestyle” which also helped me in doing a lot of research and I came to know about so many things I am really thankful to them.

Secondly, I would like to thank my parents and friends who helped me in finalizing this project with in the limited frame.

## **ABSTRACT**

This internship report provides an overview of my experience and observations during a 30 days internship at Lifestyle International Pvt. Ltd, a prominent player in the retail sector. The report encompasses an analysis of the retail industry's dynamics, my roles and responsibilities, key projects undertaken, and the skills and knowledge gained during the internship.

Throughout the internship, I actively engaged in various facets of retail operations, including customer service, inventory management, visual merchandising, and sales analysis. I also had the opportunity to collaborate with cross-functional teams, gaining insights into the importance of teamwork and effective communication within the retail environment.

One of the primary projects involved Corporate Visits, which provided valuable insights. Additionally, I had the chance to apply classroom knowledge to real-world scenarios, enhancing my understanding of retail management practices.

## Table of Contents

<b>1</b>	<b>Chapter-1</b>	<b>9</b>
1.1	Introduction:	9
1.2	Scope of The Study:	10
1.3	Objective Of the Study:	10
1.4	Methodology:	11
1.5	Limitations:	11
<b>2</b>	<b>Chapter-2</b>	<b>13</b>
2.1	About Landmark Group:	13
2.2	Landmark Hospitality Portfolio:	14
2.3	Logistics and Distribution Strength:	15
2.4	Corporate Social Responsibility:	15
2.5	About Lifestyle:	16
2.5.1	Industry & Market Information:	16
2.5.2	Type of firm & Capital Structurer:	17
2.5.3	Financial Performance:	18
2.5.4	Product Details:	18
2.5.5	Pricing Of the Company:	19
2.5.6	Promotional Activity:	20
2.5.7	Customer Segments:	21
2.6	Five Forces of Competition:	21
<b>3</b>	<b>CHAPTER- 3</b>	<b>24</b>
3.1	Competitor Analysis:	24
<b>4</b>	<b>Chapter- 4</b>	<b>30</b>
4.1	Customer Analysis:	30
<b>5</b>	<b>Chapter- 5</b>	<b>37</b>
5.1	Actual Work Done:	37
<b>6</b>	<b>Chapter- 6</b>	<b>41</b>
6.1	Suggestions & Conclusion:	41
<b>7</b>	<b>Bibliography</b>	<b>42</b>

# **CHAPTER-1**

- **Introduction**
- **Scope**
- **Objectives**
- **Methodology**
- **Limitation**



# 1 Chapter-1

## 1.1 Introduction:

In the dynamic and highly competitive landscape of the retail sector, understanding customer behavior and effectively managing customer footfall within brick-and-mortar stores has become paramount for retailers seeking sustained success. Customer behavior, encompassing the myriad of actions, preferences, and decision-making processes exhibited by individuals as they engage with retail environments, plays a pivotal role in shaping the retail experience and ultimately influencing purchasing decisions. Simultaneously, the concept of customer footfall, denoting the number of individuals who enter and traverse a retail outlet during a specific period, has evolved into a critical metric that not only gauges a store's popularity but also serves as a cornerstone for strategizing retail operations.

The intricate interplay between customer behavior and footfall signifies a fascinating nexus where consumer psychology converges with the practical intricacies of retail management. Every retail store, irrespective of its size or sector, seeks to create an environment that both attracts and retains customers, ultimately driving sales and fostering brand loyalty. The modern consumer is empowered, equipped with extensive choices, and influenced by a plethora of factors, ranging from personal preferences and socioeconomic status to evolving market trends and cultural shifts. It is within this complex matrix that retailers must navigate and decode the subtleties of customer behavior to gain a competitive edge.

Customer footfall, on the other hand, represents the tangible manifestation of a retail outlet's appeal and its ability to draw in potential buyers. The number of customers entering a store not only serves as an immediate indicator of a store's popularity but also forms the basis for revenue generation. Retailers keen on optimizing their operations and enhancing profitability often find themselves at the intersection of customer behavior and footfall management. To meet the ever-evolving demands and expectations of consumers, retailers are increasingly relying on data-driven insights, cutting-edge technology, and innovative store designs to influence customer behavior positively and maximize footfall.

This comprehensive report delves into the intricate realm of customer behavior and footfall management within the retail sector. It aims to explore the multifaceted facets of consumer

decision-making, from the initial attraction towards a store to the ultimate purchase decision, and how these behaviors can be harnessed to create thriving retail environments. Additionally, it will scrutinize the methods and strategies employed by retailers to track and optimize customer footfall, examining the role of technology, store layout, marketing initiatives, and customer engagement strategies in shaping foot traffic patterns.

Throughout the course of this report, we will dissect the symbiotic relationship between customer behavior and footfall, offering insights that can be applied by retailers to develop data-driven, customer-centric strategies. By delving into the complexities of customer behavior and footfall management, we aim to provide a comprehensive roadmap for retailers to not only survive but thrive in the dynamic and ever-evolving retail landscape.

## **1.2 Scope of The Study:**

The study aims to delve deep into the analysis of consumer behavior within retail outlets. This includes understanding how consumers make purchasing decisions, what factors influence their choices, and how their behaviors evolve in response to changing market dynamics.

The scope extends to exploring methods and technologies used for tracking and managing customer footfall. This involves examining the tools and strategies employed by retailers to monitor foot traffic patterns and optimize store layouts accordingly.

The study assesses how the physical and sensory aspects of a retail environment impact customer behaviour. This includes evaluating store layouts, visual merchandising techniques, and the use of sensory cues (e.g., lighting, music, scents) to enhance the shopping experience.

## **1.3 Objective Of the Study:**

### **1. To Analyze Consumer Behavior:**

- a) To understand the decision-making process of consumers when visiting and purchasing from retail outlets.
- b) To identify the key factors influencing consumer behavior within retail environments.

### **2. To Examine Footfall Patterns:**

- a) To track and analyze foot traffic patterns within different types of retail stores.
- b) To assess how factors like store location, time of day, and seasonality affect footfall.

## 1.4 Methodology:

Basically, the data for any type of research is collected from two sources, the primary sources and the secondary sources.

**Primary Data:** It is the first-hand data which is collected by researcher itself . primary data is collected by various approaches so as to get a precise, accurate, realistic and relevant data. The main Tool in gathering primary data was investigation and observation. It was achieved by first direct approach and the observation from the official of the company.

For our research purpose we use primary data collection method. Basically, we use Questionnaire format which having some predefined questions and we have to interact with the customers who are come to the store and ask them those questions and collect their opinion about the store.

## 1.5 Limitations:

An internship in the retail sector, like any research or work experience, comes with certain limitations. These limitations can affect the scope and outcomes of the internship study. Here are some common limitations:

- Limited access to sensitive or proprietary data, such as sales figures, customer databases, and financial information, can restrict the depth of analysis.
- The size of the sample population (e.g., customers surveyed) might be limited, which can impact the generalizability of findings.
- Internships typically have a fixed duration, which can limit the time available for data collection and in-depth analysis.
- Limited resources, such as budget, technology, or personnel, can restrict the scope of the internship project.
- May have limited control over external factors that influence the retail environment, such as economic conditions, market trends, or competitor actions.
- If the internship is specific to a particular location or store, findings may not be easily transferable to other regions or locations.
- Data collected during the internship may vary in quality or accuracy, impacting the reliability of findings.
- Findings may be subject to seasonal fluctuations, and the internship may not cover the full spectrum of market conditions.

# **CHAPTER-2**

- **Company Profile    &**
- **Industry Analysis**

## 2 Chapter-2

### 2.1 About Landmark Group:

Founded in 1973 with a single store in Bahrain, the Landmark Group has successfully grown into one of the largest and most successful retail and hospitality conglomerates in the Middle East, Africa and India. Consistently striving to deliver exceptional value, Landmark Group has over 55,000 employees, operates over 2,200 outlets, occupying over 30 million sq. ft. across 21 countries. The Group provides a value-driven product range for the entire family through a diverse portfolio of 57 brands - constituting 27 own brands and 30 franchise brands.

Overview:

- Over 44 years of retail experience.
- Over 55,000 employees.
- Presence across the Middle East, Africa and the Indian subcontinent.
- Over 2,200 outlets and 30 million sq. ft. retail space.
- 27 own brands and 30 franchised

#### **Landmark Retail Portfolio:**

Landmark Retail operates several home-grown and franchise brands, across diverse categories.

**Categories: Fashion, Footwear, Home décor, Lifestyle, Electronics, Sporting Goods, Beauty.**

Centrepunt a destination bringing together the Group's four core retail brands), Baby shop (one-stop destination for kids between 0-16 years), Splash (multi-brand fashion retailer), Lifestyle (home décor, fashion accessories, beauty products, gifts and much more) Shoe Mart (multi-brand footwear and accessories store)

Max (value fashion and footwear store) Iconic (fashion, art, make up, and gadgets), Sports One (multi-brand, multi-category sporting goods retailer), Shoe Xpress (value footwear and accessories store) Home Centre (a complete home experience), Home Box (value furniture & home furnishings), Emax (large format electronics store)

Landmark International (a division that includes international franchise brands – New Look, Koton, Reiss, Lipsy and Yours), and Shoe Mart International Footwear Division (a division that includes franchise footwear brands – Kurt Geiger, Ecco, Pablosky, Dumond, Nose, Steve Madden, BLOCCO 31, Aerosoles and Carpisa).

The Group's offerings have evolved to be the preferred choice for consumers and core brands are market leaders in the region.

## **2.2 Landmark Hospitality Portfolio:**

The Group has also diversified into leisure, food, wellness and hotels segment and has strong customer loyalty for its varied offer. Categories: Leisure, F&B, Wellness and Hotels Landmark Leisure (chain of indoor entertainment centres for children and teens: Fun City, Fun Ville, Fun Box, Tridom and Fun Works) Foodmark (a division that includes franchise and joint venture brands such as Carluccio's, Nandos, Max's, Ushna, GRK Fresh Greek and Jamba Juice; as well as the home-grown brand Zafran.), Candelite (snacks and confectionery store), Balance Spa and Salon (grooming and relaxation centre), Fitness First (fitness centres), and Citymax Hotels (comfortable budget hotels). The Landmark Group has also diversified into healthcare with iCare Clinics (primary healthcare clinics for the family).

### **Landmark India:**

In 1999, Landmark Group entered India, to revolutionize retailing in the country with the introduction of Lifestyle department stores. Positioned as a trendy, youthful and vibrant brand that offers customers a wide variety of merchandise at an exceptional value for money, Lifestyle Stores began operations in Chennai. In its 17 years of retailing in India, Landmark Group has launched several of its core retail concepts in the country including Home Centre, Splash and Max. The Group's Hospitality portfolio has Spar supermarkets and hypermarkets, Fun City, Citymax and Krispy Kreme.

### **Landmark Loyalty Programmes:**

The Landmark Group operates two of the largest, most comprehensive loyalty programmes – Shukran in the Middle East and Landmark Rewards in India. The region's largest retail loyalty programme, Shukran is testament to the Landmark Group's commitment and passion towards enhancing its relationships with customers across diverse brands. Shukran offers a world of privileges to its members including added value, enriching rewards and an enhanced customer experience. The

programme covers over 55 brands, across 9 countries, and has over 16 million members. Launched in 2001, Landmark Rewards is an exclusive customer loyalty programme offered by the Group in India. The programme covers 9 brands and has over 15 million members.

### **2.3 Logistics and Distribution Strength:**

Landmark Group has created a comprehensive infrastructure including a full-fledged logistics and distribution division to support its retail operations. The Group has a total warehouse space of over 9.3 million sq. ft. The Group's Logistics and Re-distribution Centre is one of the largest privately owned in the Jebel Ali Free Zone, Dubai encompassing 3.1 million sq. ft.

### **2.4 Corporate Social Responsibility:**

A company that is founded on sound ethical principles, the Landmark Group also seeks opportunities to contribute to the communities where it operates. Its commitment to Corporate Social Responsibility (CSR) is not merely about charity, but also about playing a more responsible part in the society, be it within the organisation or towards its stakeholders (customers, partners and employees), the environment, society and the world at large. In 2009, the Landmark Group adopted diabetes awareness as part of its long term CSR initiative. Launched in the UAE, the Beat Diabetes' programme aims to increase awareness amongst people regarding the condition. Today the programme runs in seven countries; UAE, Kuwait, Oman, Qatar, Bahrain, KSA and India and reaches out to over 20 million people annually through events and educational initiatives. In India, the Group's Chairman, Micky Jagtiani initiated the LIFE Trust programme (Landmark International Foundation for Empowerment) in 2000. LIFE focuses on rehabilitating the less fortunate through various programmes and initiatives such as delivering non-formal education in rural areas, setting up health centres in urban slums as well as training centres for the underprivileged youth and imparting life skills training. For more information: Visit our website [www.landmarkgroup.com](http://www.landmarkgroup.com)



## 2.5 About Lifestyle:

**Lifestyle International (P) Ltd.** opened its first Lifestyle store in India in 1999 and in a little over a decade has come to be recognized amongst leading retail companies in the country. It is a part of the multi-billiondollar Dubai based retail and hospitality conglomerate Landmark Group. Positioned as a trendy, youthful and vibrant store, Lifestyle offers consumers an enjoyable shopping experience. Each Lifestyle store brings together multiple concepts under one roof – Apparel, Footwear, Children’s Wear, Beauty & Accessories offering a convenient one stop shop and a choice of leading national & international brands to customers.

In the year 2005, Lifestyle launched its first specialized, stand-alone home improvement store – Home Centre. Home Centre is a one stop destination for furniture, homeware and soft furnishing that truly represents style, comfort, and individuality. The stores use unique ‘concept’ rooms as the display model, to give consumers a practical idea of how each piece of furniture would look in a particular room.

Recognized as No. 1 Company to Work for in the Retail Sector by Great Places to Work Institute & Retail Association of India in 2014, the company is committed to ‘putting people first’ and giving employees the opportunity to hone their skills and grow their careers in an innovative, collaborative and rewarding work environment.

### 2.5.1 Industry & Market Information:

Lifestyle stores come under the Retail Industry, sub-category of departmental stores and serving the Apparel segment. Apparel occupies a distinctive 8% share in the total retail industry. This



segment is seen ever-growing since its inception.

The Retail Industry as a whole is growing at a 6% year-on-year rate and is expected to reach USD 865 Billion by 2023. While apparel is expected to reach USD 490 Billion. With a lot of International players entering this industry, there is a tail-wind for the industry to reach its peak.

However, this industry faces a stiff competition from both direct & indirect players in the market. The increasing trend in e-commerce had its toll on these offline stores. Coming to the industry rivals, no brand is too big to dictate its terms in the market and all of the rivals have a similar market share. However, Shoppers Stop has the highest Market Share in Apparel of about 16.3% and Lifestyle being 2nd with 15.8% market share. Hence there is cut-throat competition in this oligopolistic market with a huge potential opportunity of expansion.

### **2.5.2 Type of firm & Capital Structurer:**

Life Style International Private Limited is an unlisted private company incorporated on 24 November, 1997. It is classified as a private limited company and is located in Bangalore, Karnataka. It's authorized share capital is INR 140.00 cr and the total paid-up capital is INR 122.91 cr.

Life Style International's operating revenues range is Over INR 500 cr for the financial year ending on 31 March, 2023. It's EBITDA has increased by 64.23 % over the previous year. At the same time, it's book network has increased by 42.79 %.

CIN

U52190KA1997PTC046775

INCORPORATE DATE/AGE

24<sup>TH</sup> NOVEMBER 1997/ 26 yrs

LAST REPORTED AGM DATE

11 JULY, 2023

AUTHORISED CAPITAL

INR 140.00 cr

PAIDUP CAPITAL

INR 122.90 cr

## TYPE

UNLISTED PRIVATE COMPANY

## CATEGORY

COMPANY LIMITED BY SHARES

## REGISTERED ADDRESS

77 Town centre, Building No.3, West wing, off HAL Airport road, Yamlur P.O.- Bangalore

Bangalore- 560037

Karnataka, India

### 2.5.3 Financial Performance:

Here is a summary of financial information of LIFE STYLE INTERNATIONAL PRIVATE LIMITED for the financial year ending on 31 March, 2023.

Revenue / turnover of LIFE STYLE INTERNATIONAL PRIVATE LIMITED is Over INR 500 cr

Net worth of the company has increased by 42.79 %

EBITDA of the company has increased by 64.23 %

Total assets of the company has increased by 17.91 %

Liabilities of the company has increased by 8.46 %

### 2.5.4 Product Details:

Lifestyle International Pvt Ltd is a well-known Indian retail company that operates a chain of department stores under the brand name "Lifestyle." These stores offer a wide range of products across various categories, catering to fashion, beauty, and home needs. Please note that the specific product details and offerings may have evolved since then, but I can provide a general overview of the types of products typically available at Lifestyle stores:

- **Fashion Apparel:** Lifestyle stores are known for their extensive collection of clothing for men, women, and children. This includes casual wear, formal wear, ethnic wear, activewear, and fashion accessories. They often carry a mix of international and domestic brands.

- **Footwear:** Lifestyle stores offer a diverse selection of footwear, including shoes, sandals, sneakers, and boots for all age groups. The range covers various styles and occasions.
- **Beauty and Cosmetics:** Lifestyle International often houses dedicated beauty sections that feature cosmetics, skincare, fragrances, and grooming products from renowned brands.
- **Home and Decor:** Lifestyle stores may have sections dedicated to home furnishings, décor items, and kitchenware. Shoppers can find everything from furniture and bedding to kitchen appliances and home accessories.
- **Jewelry and Accessories:** Some Lifestyle stores may carry a selection of jewelry, watches, handbags, and other fashion accessories to complement their clothing lines.

### 2.5.5 Pricing Of the Company:

Lifestyle International Pvt Ltd, which operates the "Lifestyle" retail chain, typically employs a pricing strategy commonly seen in the retail industry. It's important to note that specific pricing details and strategies may vary based on factors such as location, product category, and market conditions. Here are some key aspects of Lifestyle International's pricing:

- **Competitive Pricing:** Lifestyle stores often aim to offer competitive prices that are in line with or slightly below those of competitors in the fashion and lifestyle retail sector. This strategy helps attract price-conscious shoppers while maintaining product quality and brand appeal.
- **Promotions and Discounts:** Lifestyle frequently runs promotional campaigns and offers discounts, especially during festive seasons, holidays, and clearance sales. These promotions can include buy-one-get-one (BOGO) offers, flat percentage discounts, and loyalty program benefits.
- **Price Ranges:** Lifestyle caters to a wide range of customers, so its pricing typically spans different price ranges. Shoppers can find products at various price points, from budget-friendly options to premium and designer items.
- **Private Label Brands:** Lifestyle may offer its own private label brands, which often provide more affordable alternatives to national and international brands while maintaining quality and style.
- **Membership and Loyalty Programs:** Some Lifestyle stores have loyalty programs that offer additional discounts, exclusive access to sales events, and rewards for repeat customers. These programs aim to encourage customer retention.
- **Seasonal Pricing:** Prices for certain products may fluctuate seasonally. For example, clothing and accessories associated with the current season may have regular prices, while items from

previous seasons may be discounted.

- **Bundled Offers:** Lifestyle may offer bundled deals where customers can purchase a combination of items at a reduced overall price. This approach encourages shoppers to buy multiple products at once.
- **Dynamic Pricing:** Like many retailers, Lifestyle may use dynamic pricing strategies online, adjusting prices based on factors such as demand, inventory levels, and competitor pricing.

### 2.5.6 Promotional Activity:

These promotional activities are designed to not only boost sales but also enhance the overall shopping experience for customers. The specific promotions and campaigns may vary by location and season, so customers are encouraged to check with their local Lifestyle stores.

Here are some common promotional activities employed by Lifestyle:

- **Seasonal Sales:** Lifestyle often holds seasonal sales events, such as End-of-Season Sales (EOSS) and Mid-Season Sales, where customers can find discounts on a wide range of products. These sales are typically held to clear out older inventory and make room for new collections.
- **Festive and Holiday Promotions:** Lifestyle runs special promotions and campaigns during festive seasons and holidays, such as Diwali, Eid, Christmas, New Year, and more. These promotions often include festive-themed collections and discounts.
- **Discounts and Offers:** Lifestyle frequently offers discounts and special offers, such as buy-one-get-one (BOGO) deals, flat percentage discounts, and cashback offers on select products or categories.
- **Loyalty Programs:** Some Lifestyle stores have loyalty programs that reward regular customers with exclusive discounts, early access to sales events, and points-based rewards for purchases.
- **Gift Vouchers and Cards:** Lifestyle may sell gift vouchers and gift cards that customers can purchase and use as gifts or for their own shopping. These vouchers can be a popular choice during special occasions.
- **Online Promotions:** Lifestyle's online store often features web-exclusive promotions and discounts, encouraging customers to shop online. This includes digital-only sales events.
- **Credit Card and Payment Gateway Offers:** Lifestyle collaborates with banks and payment gateway providers to offer additional discounts and cashback offers to customers who use specific credit cards or payment methods.
- **Social Media Campaigns:** Lifestyle uses social media platforms to run marketing campaigns and contests, where customers can participate, win prizes, and avail of special discounts or exclusive access to sales events.
- **Email Marketing:** The company sends out newsletters and promotional emails to its subscribers, notifying them of upcoming sales, new collections, and exclusive offers.

- **In-Store Events:** Lifestyle stores may organize in-store events, fashion shows, or workshops to engage customers and create a unique shopping experience.

### 2.5.7 Customer Segments:

some of the primary customer segments that Lifestyle typically caters to:

- **Fashion Enthusiasts:** Lifestyle attracts fashion-forward individuals who are keen on staying updated with the latest fashion trends and styles. This segment includes both men and women looking for trendy clothing and accessories.
- **Value Shoppers:** Lifestyle appeals to budget-conscious shoppers seeking value for their money. This segment often looks for affordable yet stylish clothing options, especially during sales and discount events.
- **Families:** Lifestyle caters to families, offering a variety of products for all members, including men, women, and children. Families often visit the store for their diverse shopping needs.
- **Young Adults and Millennials:** Lifestyle is popular among young adults and millennials who seek a combination of style, quality, and affordability. This segment is often attracted to the latest fashion collections.
- **Professional Shoppers:** Working professionals, including corporate employees, often shop at Lifestyle for formal and semi-formal workwear, as well as accessories to complement their professional image.
- **Kids and Parents:** Lifestyle serves parents looking for clothing, footwear, and accessories for their children. It offers options for infants, toddlers, and older kids.
- **Home Decor Enthusiasts:** Lifestyle caters to customers interested in home furnishings, decor items, kitchenware, and related products. This segment seeks to enhance their living spaces.
- **Beauty and Personal Care Shoppers:** Lifestyle attracts individuals interested in beauty and personal care products, including cosmetics, skincare, fragrances, and grooming items.

## 2.6 Five Forces of Competition:

A Five Forces analysis, developed by Michael Porter, is a framework used to assess the competitive environment of a business or industry. Here's a Five Forces analysis for Lifestyle International Limited:

### 1) Threat of New Entrants (Low to Moderate):

Lifestyle International Limited benefits from economies of scale and an established presence in the Indian retail market. New entrants would require substantial capital for store expansion and marketing.

Barriers to entry include the need for prime retail locations, access to a diverse product range, and the establishment of supplier relationships.

The threat increases if there is a significant shift towards online retail, as online platforms require less capital to set up compared to physical stores.

## **2) Bargaining Power of Suppliers (Moderate):**

Lifestyle sources products from a variety of domestic and international suppliers. The company's large scale may provide it with negotiation leverage to secure favorable terms.

However, suppliers of unique or exclusive products may have some bargaining power, especially if those products are essential for Lifestyle's product assortment.

Fluctuations in exchange rates and global supply chain disruptions can also affect supplier bargaining power.

## **3) Bargaining Power of Buyers (Moderate):**

Customers have a moderate level of bargaining power due to the wide range of choices available in the Indian retail market.

Lifestyle's use of promotions, loyalty programs, and discounts can influence customer loyalty and mitigate some bargaining power.

Online retail competition has increased buyer power as consumers can easily compare prices and shop from different retailers.

## **4) Threat of Substitute Products (Moderate):**

Lifestyle's wide product assortment, including clothing, accessories, home decor, and beauty products, reduces the immediate threat of substitution within its stores.

However, in the broader context of retail, there is a moderate threat from e-commerce platforms, which offer convenience and a wide range of product options.

Lifestyle's response to the online retail landscape, including its e-commerce strategy, impacts its ability to counter the threat of substitution.

## **5) Competitive Rivalry (High):**

Lifestyle faces intense competition in the fashion and lifestyle retail sector in India. Key competitors include Pantaloons, Shoppers Stop, Reliance Trends, and numerous other domestic and international brands.

Competitive rivalry is high due to similar product offerings and the constant need for differentiation, pricing strategies, and marketing efforts.

Price wars, brand promotions, and the ability to adapt to changing consumer preferences are crucial factors influencing competitive rivalry.

# **CHAPTER- 3**

## **➤ Competitor Analysis**

### 3 CHAPTER- 3

#### 3.1 Competitor Analysis:

In the entire internship period we visited different competitor retail outlets to analyse their customer footfall, Products, Product display layout, Price, offers etc.



#### **Lifestyle VS Pantaloons:**

Lifestyle International Limited and Pantaloons are two prominent retail companies operating in India. Here's a brief comparison between the two:

##### **Company Background:**

Lifestyle International Limited: Lifestyle

is part of the Dubai-based Landmark Group and operates the "Lifestyle" chain of department stores in India.

Pantaloons: Pantaloons is part of Aditya Birla Fashion and Retail Limited and is one of India's largest fashion and lifestyle retail chains.

##### **Store Brands:**

Lifestyle International Limited: Lifestyle primarily operates under the "Lifestyle" brand, offering a



wide range of fashion, beauty, and home products.

Pantaloon: Pantaloon operates under its namesake brand "Pantaloon" and offers a diverse selection of fashion and lifestyle products.

**Product Categories:**

Lifestyle International Limited: Lifestyle stores offer a wide variety of products, including clothing, footwear, beauty products, home decor, and more.

Pantaloon: Pantaloon primarily focuses on fashion and apparel for men, women, and children, along with some accessories and home products.

**Targeted Customer Base:**

Lifestyle International Limited: Lifestyle caters to a diverse customer base, including fashion enthusiasts, families, young adults, and those looking for home decor and beauty products.

Pantaloon: Pantaloon targets customers seeking stylish and affordable clothing options for men, women, and children.

**Store Format:**

Lifestyle International Limited: Lifestyle stores typically have a department store format, offering a wide range of products under one roof.

Pantaloon: Pantaloon stores also follow a department store format but with a primary focus on fashion and apparel.

**Private Label Brands:**

Lifestyle International Limited: Lifestyle offers its own private label brands for clothing, home decor, and beauty products.

Pantaloon: Pantaloon also features private label brands for clothing and accessories.

**Geographic Presence:**

Lifestyle International Limited: Lifestyle has a presence in various cities across India, with numerous stores in metro and tier-1 cities.

Pantaloon: Pantaloon has an extensive retail network with stores in multiple cities and towns across India.

**Parent Companies:**

Lifestyle International Limited: Part of the Landmark Group, a multinational retail conglomerate.

Pantaloon: A subsidiary of Aditya Birla Fashion and Retail Limited, a part of the Aditya Birla Group, a well-established Indian conglomerate.

**Marketing and Promotions:**

Both Lifestyle and Pantaloon regularly run marketing campaigns, sales events, and promotions, offering discounts and loyalty programs to attract and retain customers.

**E-commerce Presence:**

Both companies have an online presence and e-commerce platforms, allowing customers to shop online and access digital promotions.

It's important to note that both Lifestyle International Limited and Pantaloon are significant players in India's retail industry, and their strategies, product offerings, and market presence may continue to evolve to meet changing consumer preferences and market dynamics.

## **Lifestyle VS Westside:**

"Lifestyle" and "Westside" are two well-known retail chains in India. While they share some similarities as department store chains, they also have distinct characteristics and offerings. Here's a comparison between Lifestyle and Westside:

### **1. Product Range:**

**Lifestyle:** Lifestyle stores offer a wide range of products, including clothing, footwear, beauty products, home decor, and accessories. They cater to a broad spectrum of customer needs, from fashion to home furnishings and beauty.

**Westside:** Westside primarily focuses on fashion and apparel for men, women, and children. Their product range includes clothing, accessories, and some home products, but the emphasis is on clothing.

### **2. Store Format:**

**Lifestyle:** Lifestyle stores typically follow a department store format, offering a diverse selection of products under one roof.

**Westside:** Westside also operates in a department store format, but the primary focus is on fashion and clothing.

### **3. Private Label Brands:**

**Lifestyle:** Lifestyle has its own private label brands for clothing, beauty products, and home decor, offering customers a variety of choices at different price points.

**Westside:** Westside also features private label brands for clothing and accessories, allowing customers to find exclusive and stylish options.

### **4. Target Customer Base:**

**Lifestyle:** Lifestyle caters to a diverse customer base, including fashion enthusiasts, families, young adults, and individuals seeking beauty products and home decor.

**Westside:** Westside primarily targets customers looking for fashionable and affordable clothing options for all age groups.

### **5. Geographic Presence:**

**Lifestyle:** Lifestyle has a presence in various cities across India, with numerous stores in metro and tier-1 cities.

**Westside:** Westside also has a significant retail network with stores in multiple cities and towns across India.

### **6. Parent Companies:**

**Lifestyle:** Lifestyle is part of the Landmark Group, a multinational retail conglomerate.

**Westside:** Westside is a part of the Tata Group, one of India's largest and most well-established conglomerates.

### **7. Online Presence:**

Both Lifestyle and Westside have an online presence and e-commerce platforms, allowing customers to shop online and access digital promotions and services.

### **8. Promotions and Discounts:**

Both Lifestyle and Westside regularly run marketing campaigns, sales events, and promotions, offering discounts and loyalty programs to attract and retain customers.

### **9. Store Atmosphere:**

The store atmosphere and layout may differ between the two brands, with Lifestyle's offering being more diverse, including beauty and home decor sections, while Westside has a greater focus on clothing.

In summary, both Lifestyle and Westside are prominent retail chains in India, each with its unique product offerings and focus areas. The choice between the two often depends on individual preferences, shopping needs, and geographic accessibility, as both aim to provide a satisfying

shopping experience to their customers.

## **Lifestyle VS Shoppers Stop:**

"Lifestyle" and "Shoppers Stop" are two prominent retail chains in India, and they share some similarities as department store chains. However, there are also distinct differences between the two. Here's a comparison between Lifestyle and Shoppers Stop:

### **1. Product Range:**

**Lifestyle:** Lifestyle stores offer a wide range of products, including clothing, footwear, beauty products, home decor, and accessories. They cater to a broad spectrum of customer needs, from fashion to home furnishings and beauty.

**Shoppers Stop:** Shoppers Stop provides a comprehensive selection of products, including clothing, accessories, beauty and cosmetics, fragrances, home decor, and more. It's known for its wide range of national and international brands.

### **2. Store Format:**

**Lifestyle:** Lifestyle stores typically follow a department store format, offering a diverse selection of products under one roof.

**Shoppers Stop:** Shoppers Stop also operates in a department store format, providing customers with a variety of products under one roof, but with a strong emphasis on fashion and lifestyle.

### **3. Private Label Brands:**

**Lifestyle:** Lifestyle offers its own private label brands for clothing, beauty products, and home decor, providing customers with a range of options at different price points.

**Shoppers Stop:** Shoppers Stop also features private label brands for clothing and accessories, adding an element of exclusivity to their offerings.

### **4. Target Customer Base:**

**Lifestyle:** Lifestyle caters to a diverse customer base, including fashion enthusiasts, families, young adults, and individuals seeking beauty products and home decor.

**Shoppers Stop:** Shoppers Stop targets customers seeking stylish, high-quality, and often premium products across various categories, making it a destination for shoppers looking for national and international brands.

### **5. Geographic Presence:**

**Lifestyle:** Lifestyle has a presence in various cities across India, with numerous stores in metro and tier-1 cities.

**Shoppers Stop:** Shoppers Stop also has a significant retail network, with stores in multiple cities and towns across India, often in prime locations.

### **6. Parent Companies:**

**Lifestyle:** Lifestyle is part of the Landmark Group, a multinational retail conglomerate.

**Shoppers Stop:** Shoppers Stop is a publicly-traded company and operates independently.

### **7. Online Presence:**

Both Lifestyle and Shoppers Stop have an online presence and e-commerce platforms, allowing customers to shop online and access digital promotions and services.

### **8. Promotions and Discounts:**

Both companies regularly run marketing campaigns, sales events, and promotions, offering discounts and loyalty programs to attract and retain customers.

## **9. Store Atmosphere:**

The store atmosphere and layout may differ between the two brands, with Lifestyle's offering being more diverse, including beauty and home decor sections, while Shoppers Stop has a strong focus on fashion and luxury.

## **Lifestyle VS Centro:**

"Lifestyle" and "Central" are two well-known retail chains in India, and they share similarities as department store chains while also having distinct characteristics. Here's a comparison between Lifestyle and Central:

### **1. Product Range:**

**Lifestyle:** Lifestyle stores offer a wide range of products, including clothing, footwear, beauty products, home decor, and accessories. They cater to a broad spectrum of customer needs, from fashion to home furnishings and beauty.

**Central:** Central, like Lifestyle, provides a comprehensive selection of products, including clothing, accessories, beauty and cosmetics, fragrances, home decor, and more. Central is also known for its wide range of national and international brands.

### **2. Store Format:**

**Lifestyle:** Lifestyle stores typically follow a department store format, offering a diverse selection of products under one roof.

**Central:** Central also operates in a department store format, providing customers with a wide range of products under one roof. Both chains offer a one-stop shopping experience.

### **3. Private Label Brands:**

**Lifestyle:** Lifestyle offers its own private label brands for clothing, beauty products, and home decor, providing customers with various options at different price points.

**Central:** Central may also feature private label brands for clothing and accessories, adding an element of exclusivity to their offerings.

### **4. Target Customer Base:**

**Lifestyle:** Lifestyle caters to a diverse customer base, including fashion enthusiasts, families, young adults, and individuals seeking beauty products and home decor.

**Central:** Central targets customers seeking stylish, high-quality, and often premium products across various categories. It is known for offering a luxury shopping experience.

### **5. Geographic Presence:**

**Lifestyle:** Lifestyle has a presence in various cities across India, with numerous stores in metro and tier-1 cities.

**Central:** Central has a presence in multiple cities and towns across India, often located in prime retail locations.

# **CHAPTER- 4**

## **➤ Customer Analysis**

## **4 Chapter- 4**

### **4.1 Customer Analysis:**

Customer analysis for Lifestyle International Pvt Ltd involves a comprehensive examination of the company's customer base, behaviors, preferences, and demographics. Understanding customers is crucial for effective marketing, product assortment, and service delivery. Here's an in-depth analysis of customer behavior at Lifestyle International Pvt Ltd:

#### **1. Demographic Analysis:**

Lifestyle serves a diverse demographic. This includes customers of various age groups, genders, income levels, and educational backgrounds.

The analysis involves segmenting customers into different categories, such as young adults, families, working professionals, and senior citizens, to tailor offerings and marketing strategies.

#### **2. Geographic Analysis:**

The retail chain has a presence in various cities and regions across India. Geographic analysis helps in understanding regional variations in customer preferences and market dynamics.

It also aids in assessing the effectiveness of store locations and expansion strategies.

#### **3. Psychographic Analysis:**

Understanding the psychographics of Lifestyle's customers involves looking at their lifestyle, values, attitudes, and interests. Customers may be fashion-conscious, value-driven, or trendsetters. This analysis helps in creating marketing messages that resonate with specific customer segments.

#### **4. Purchase Behavior:**

Lifestyle's customers exhibit varying purchase behaviors. Some may be frequent shoppers, while others shop seasonally or during promotional events.

Analyzing purchase behavior helps in planning inventory, sales events, and loyalty programs.

#### **5. Loyalty and Engagement:**

Customer loyalty is a key factor in the retail industry. Lifestyle's customer analysis includes identifying loyal customers, measuring their engagement with the brand, and devising strategies to retain and reward them.

## 6. Online vs. In-Store Behavior:

Understanding how customers prefer to shop, whether in physical stores or online, is essential. Lifestyle caters to both segments, and customer behavior analysis helps in optimizing the online shopping experience.

During the entire internship period we have to assign to analyse the customer and also observe the customer footfall in the store as compare to the mall.

We do two activities for customer Analysis;

- Mall to Store Observation.
- Customer feedback collection by Questionnaire format.

### I. Mall to Store Observation:

- Mall to store customer footfall observation is a key metric for retailers.
- It measures the number of people who enter in to the store as compare to the number of people comes to the mall.
- We conduct a observation on mall to store footfall ratio for Lifestyle.
- Total we observe 950 customers from different entry point to Lifestyle.
- We observe that 18% of customers are come to lifestyle as compare to Mall.
- In weekend the customer footfall is increases to 20% margin.
- But in other days the customer footfall in the store as compare to mall is 10-15%.
- Maximum customers are going to Food Court.
- In Esplanade the main competitors are Trends & Max.

Date	No of obs.	Customer footfall			
		Direct to LS	in %	To other Areas	in %
14-09-2023	100	14	14	86	86
15-09-2023	160	25	15.62	135	84.37
16-09-2023	230	47	20.44	183	79.56
17-09-2023	250	57	22.88	193	77.2
18-09-2023	140	20	14.19	120	85.71
20-09-2023	70	8	11.43	62	88.57
<b>Total</b>	<b>950</b>	<b>171</b>	<b>18</b>	<b>779</b>	<b>82</b>

## II. Home Center to Lifestyle footfall observation:

- We observe footfall of customers from Home Center to Lifestyle to know the margin of potential customer are coming from Home Center entry gate.
- We observe total 400 customers coming from Home Center.
- We found that 15% customers are buying the Lifestyle products, 66.5% people are not purchase any products from Lifestyle and 19.5% customers are only coming for billing of Home Center products.
- Billing of Home Center product is High in 11AM to 1PM.

Date	No of Obs.	Purchased		Not Purchased		only for billing	
		in number	in %	in no.	in %	in number	in %
07-09-2023	30	4	13.33	19	63.33	7	23.33
08-09-2023	55	9	16.36	35	63.64	11	20.00
09-09-2023	90	14	15.56	60	66.67	16	17.78
10-09-2023	120	22	18.33	74	61.67	24	20.00
11-09-2023	45	5	11.11	31	68.89	9	20.00
12-09-2023	60	6	10.00	43	71.67	11	18.33
Total	400	60	15.00	262	65.50	78	19.50

## III. Questionnaire Data Analysis:

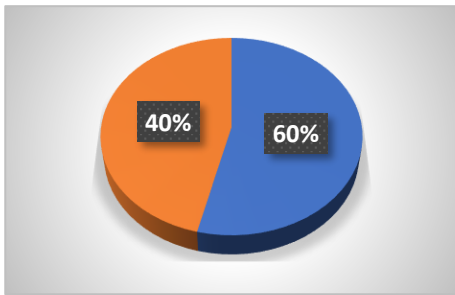
We use questionnaire method to collect the feedback of the customers. It contains total 13 numbers of questions and we have to interact with the customers and collect the answers.

During the 30 days we try to interact with 400 customers but we able to collect data from only 156 customers and analyse those and come to the conclusion which is briefly discuss below.



1. Are you a regular shopper at Lifestyle?

Ans: Out of 100%, 60% people are regular shopper of the lifestyle.



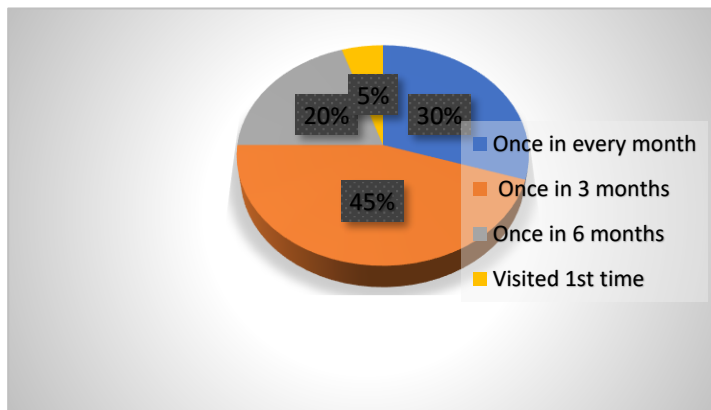
2. How frequently do you shop at Lifestyle?

Ans: Once in every month (30%)

Once in 3 months (45%)

Once in 6 months (20%)

Visited 1<sup>st</sup> time (3% - 5%)



3. What do you mostly shop at Lifestyle?

Ans: Women's

Men's

Kid's

4. Which are the other fashion retail outlets that you shop from?

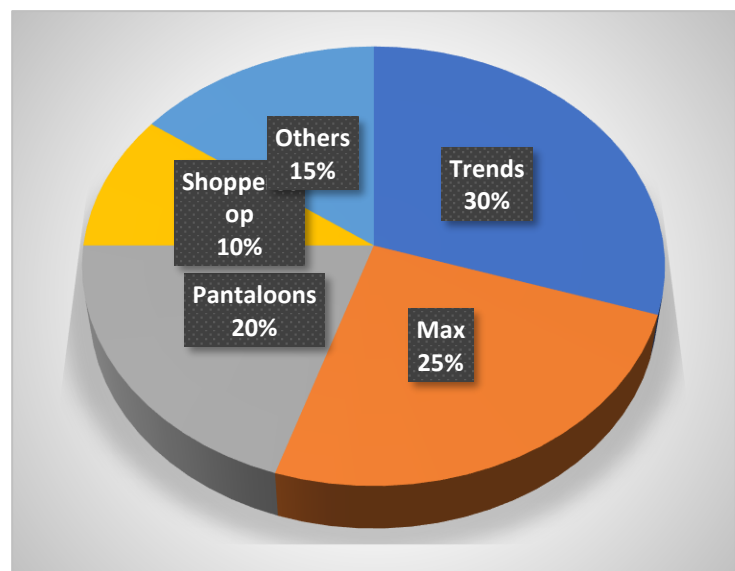
Ans: Trends (30%)

Max (25%)

Pantaloons (20%)

Shopper stop (10%)

Others & Exclusive stores (15%)

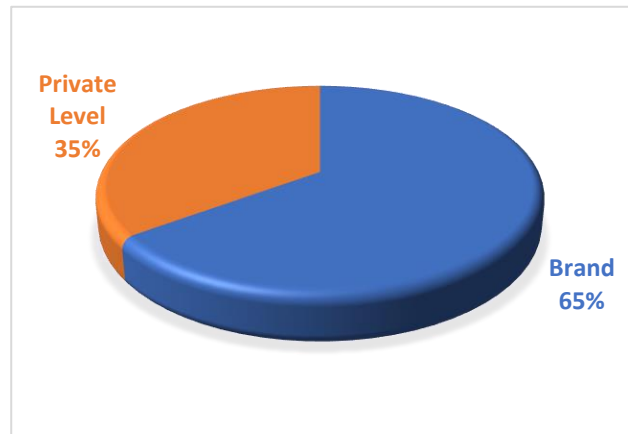


5. Can you please tell us top two reasons for shopping regularly from the brands?

Ans: Brands are purchased by people 65%

Private level purchase by people 35%

Basically people try to purchase brand products as compare to private level product. But people who are price conscious they always try to purchase private level product of Lifestyle because those are affordable price and value for money.



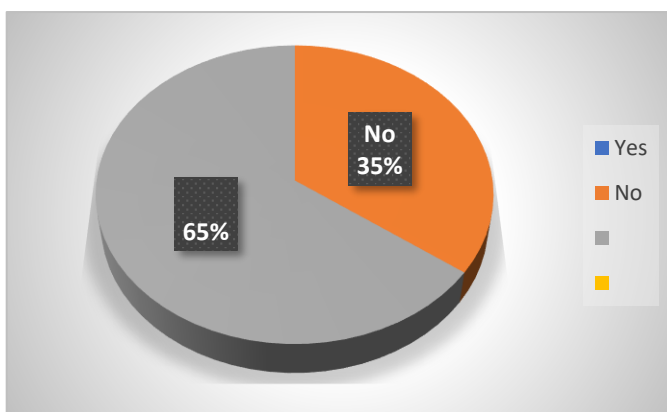
6. What are the key reasons to not shop regularly at Lifestyle?

- Trending products are not available
- People wants more offers and discounts
- Very limited range
- Required size are not available
- Some people wants synthetic material clothes

7. Visit lifestyle for particular purpose?

Yes (35%)

No (65%)



9. What were the reasons to not buy?

- Trending products are not available
- People wants more offers and discounts
- Very limited range
- Required size are not available
- Some people wants synthetic material cloths

10. Any suggestions that can help us improve at our offerings/service? What will make you shop more often at Lifestyle?

- New collections
- More availablity of stocks
- Add some more sports products
- Add some ethnic wear in men's concept
- More oversized not available

# **CHAPTER- 5**

## **➤ Actual Work done**

## **5 Chapter- 5**

### **5.1 Actual Work Done:**

#### **Corporate Visits:**

- During The 30 Days Internship period in Lifestyle Fashion retail, I was Assign the work of Corporate visits.
- In my work I visit different companies to aware about the Gift card Facility given by the Lifestyle Fashion retail.
- I have to meet the HR of the different companies and told them all the benefits of the Gift Card provided by the company.
- I visit different corporate sectors along with some Showrooms for aware about the gift card provided by the company.

#### **Learnings:**

- By Getting an opportunity of doing Internship In Lifestyle International Ltd. I was able to learn many things.
- As I am a fresher candidate & I have no previous experiences, so first thing is I got an corporate work experience.
- Secondly when I meet the HR of various companies and aware them about the Gift Card my explanation way is previously not good.
- By visiting different organization and talk with the HRs I was able to improve my communication & way of talking.

### **Companies Response:**

- When I meet the Hr or Head of the companies & Describe all about the Gift Card then they have different responses.
- In some cases they told me that, now we have no requirement but if we have any requirement we will contact.
- In some cases they told me that we not provide any gifts to our employees.
- In some case they told me the gifts are directly comes from our head offices.

### **Challenges:**

- When I Visit different companies for aware about the gift card I have to face some challenges.
- Firstly in some case the HR or Head was told me to wait for 20m-30m even they have no work.
- In some cases I was failed to meet the HR or Head, because the security not allowed me to talk with him or told me sir is busy.
- In some cases receptionists or security not provide the contact no. or name of the HR or Head.

### **Questionnaire Data collection:**

We use questionnaire method to collect the feedback of the customers. It contains total 13 numbers of questions and we have to interact with the customers and collect the answers.

During the 30 days we try to interact with 800 customers but we able to collect data from only 156 customers and analyse those and come to the conclusion which is briefly discuss below.

1. Are you a regular shopper at Lifestyle?

Ans: Out of 100%, 60% people are regular shopper of the lifestyle.

2. How frequently do you shop at Lifestyle?

Ans: Once in every month (30%)

Once in 3 months (45%)

Once in 6 months (20%)

Visited 1<sup>st</sup> time (3% - 5%)

3. What do you mostly shop at Lifestyle?

Ans: Women's

Men's

Kid's

4. Which are the other fashion retail outlets that you shop from?

Ans: Trends (30%)

Max (25%)

Pantaloons (20%)

Shopper stop (10%)

Others & Exclusive stores (15%)

5. Can you please tell us top two reasons for shopping regularly from the brands?

Ans: Brands are purchased by people 65%

Private level purchase by people 35%

Basically people try to purchase brand products as compare to private level product. But people who are price conscious they always try to purchase private level product of Lifestyle because those are affordable price and value for money.

6. What are the key reasons to not shop regularly at Lifestyle?

- Trending products are not available
- People wants more offers and discounts
- Very limited range
- Required size are not available
- Some people wants synthetic material clothes

7. Visit lifestyle for particular purpose?

Yes (35%)

No (65%)

9. What were the reasons to not buy?

- Trending products are not available
- People wants more offers and discounts
- Very limited range
- Required size are not available
- Some people wants synthetic material cloths

10. Any suggestions that can help us improve at our offerings/service? What will make you shop more often at Lifestyle?

- New collections
- More availability of stocks
- Add some more sports products
- Add some ethnic wear in men's concept
- More oversized not available

# **CHAPTER- 6**

## **➤ Suggestion & Conclusion**



## 6 Chapter- 6

### 6.1 Suggestions & Conclusion:

#### **FINDINGS**

- Mall to store foot-fall ratio is a key metric for retailer
- It measures the number of people who enter a store relative To the number of people who enter the mall as a whole.
- We conducted an observation on mall to store foot-fall ratio for Lifestyle.
- Totally we observed 2250 customers from different entry point to Lifestyle.
- We found that overall 17.47% customers are coming to Lifestyle from total mall foot-fall.
- In weekend foot-fall to Lifestyle cross 20% margin.
- But in other/normal days foot-fall vary in between 10% to 15%
- Maximum no. of customer is going to food court area.
- In Nexus Esplanade main competitor of Lifestyle in case of foot-fall are Max & Trend.
- M&S have no significant impact on Lifestyle foot-fall.
- Maximum numbers of customer are coming through front gate escalator.

#### **UGGESTIONS IN REGARDING MALL TO STORE FOOT-FALL RATIO**

The success of a retail outlet in a mall with a specific footfall ratio depends on various factors. Here are some suggestions:

- 1- Visual Merchandising: Create an attractive storefront and interior display to grab the attention of passing shoppers.
- 2- Seasonal Promotions: Plan promotions and sales events around holidays and seasons to attract more customers.
- 3- Customer Engagement: Implement loyalty programs, discounts, and incentives to encourage repeat visits and build a customer base.
- 4- Staff Training: If we provide a training program to in-house employees then it will be very helpful to attract more customers.
- 5- Data Analysis: Collect data on customer preferences and buying behaviour to make informed decisions about your store operations.
- 6- Customer Feedback: Listen to your customer feedback and make necessary improvements to enhance their shopping experience.
- 7- Social Media Marketing: Promote store on social media platforms to create awareness and engage with potential customers.
- 8- Customers Service: Offer excellent customer service to build a positive reputation and encourage word-of-mouth marketing.

#### **Conclusion:**

Concluding an internship in the retail sector brings with it a wealth of knowledge, experience, and insights. Here are some key takeaways and a concluding summary of the benefits of doing an internship in the retail sector:

**Diverse Learning Opportunities:** An internship in the retail sector exposes you to a wide range of skills, from customer service and sales techniques to inventory management and marketing. This diverse learning experience equips you with a versatile skill set that can be valuable in various career paths.

**Understanding Customer Behavior:** Working in retail allows you to interact with a diverse customer base, providing valuable insights into consumer preferences, buying patterns, and market

trends. Understanding customer behavior is a skill that transcends the retail sector and can be applied in many industries.

**Hands-On Experience:** Retail internships are typically hands-on, giving you the opportunity to apply theoretical knowledge in a real-world setting. This practical experience is invaluable for personal and professional growth.

**Teamwork and Communication:** Retail settings require effective teamwork and communication. Your internship likely provided you with the chance to collaborate with colleagues, resolve conflicts, and improve your communication skills.

**Time Management and Adaptability:** The fast-paced nature of retail demands excellent time management and adaptability. These skills are transferable to almost any job or industry.

## 7 Bibliography:

(1) Websites:

- (a) Landmark Group: <https://www.landmarkgroup.com/int/en/home>
- (b) Lifestyle International Pvt. Ltd.: <https://www.lifestylestores.com/in/en/>

(2) Company Report:

- (a) Lifestyle International Private Limited (2022) “Annual retail Performance Report”.