



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

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

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SUMMER INTERNSHIP PROJECT 2024

REPORT TITLE

Competitive Positioning of Pantaloons in the
minds of retail customers in Bhubaneswar

SUBMITTED BY

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MBA Batch: 2023-25

University Regn. No.: 2306258003

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CERTIFICATE OF FACULTY/INTERNAL GUIDE

This is to certify that Mr. Abhinav Choudhary bearing university registration no. 2306258003 of 2023-25 batch, has completed his summer internship at Pantaloons from 01.06.2024 to 15.07.2024 under the supervision of Mr. Atique Khan (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: Ms. Sushruti Panda

Designation: Asst. Prof. (Mktg)
cum Placement Trainer

DECLARATION

I, Mr. Abhinav Choudhary Bearing university registration no. 2306258003 (2023-25 batch), hereby declare that the project report titled ‘Competitive Positioning of Pantaloons in the minds of retail customers in Bhubaneswar’ is based on my internship at Pantaloons (Saheed Nagar), during the period 01.06.2024 to 15.07.2024 and is an original work done by me under the supervision of Mr. Atique Khan (Corporate Guide) and Asst. Prof. Sushruti Panda (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 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

ACKNOWLEDGEMENT

I wish to pledge and reward my deep sense of gratitude for all those who have made this project come alive. I am gratefully indebted to my internal faculty guide, Asst. Prof. Sushruti Panda at Biju Patnaik Institute of IT & Management Studies, Bhubaneswar, for encouraging me and for her constant support throughout the course of the project and for helping me complete it successfully.

A special note of gratitude goes to my external guide Mr. Atique Khan, manager at Pantaloons for providing me an opportunity to work in this corporate exposure and for his support and guidance in this endeavour.

I wish to thank all the people who have helped me to work on my project.

EXECUTIVE SUMMARY

The organization that I choose for my internship project is Pantaloons (Saheed Nagar), Bhubaneswar. These 45 days period of my internship in such a huge retail organization gave me a real time exposure to know about the organizational working process. I did replenishments of stock, folded clothes, and learnt human management skills from department and store manager. I learnt how to interact with customers, how to sell the products to customers, and how to deal with different types of customers. This project is about retail, history, the background, various brands for different customer segments, various types of analysis and strategies of pantaloons. It also talks about the comparison and the performance as against its competitors, different types of customers and questionnaire analysis about feedback regarding the shopping preferences of in-store Pantaloons customers and opinion regarding improvement of service at Pantaloons. It also contains some personal suggestions for improvement in Pantaloons. From the questionnaire data, I found that Pantaloons is ahead of competition in most aspects.

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CHAPTER- I

INTRODUCTION

Retailing is the process of selling merchandise to consumers that offer value and engagement through a successful exchange of goods and services.

The retail industry has transformed and evolved over the last several decades, with the exponential growth coming through technological development. This includes traditional bricks and mortar stores, e-commerce and online retailers. The fashion retail industry shapes and influences what we wear, what we look like and how we live.

Positioning in marketing is all about creating a clear image for your brand or product in the minds of consumers. It's like staking out your territory on a mental map. You want to be known for something specific, whether it's high quality, affordability, innovation, or convenience. By highlighting your unique strengths and how you address customer needs compared to competitors, positioning helps you stand out and influences buying decisions. Think of it as the strategic handshake between your brand and your target audience.

In the retail industry, positioning goes beyond just a brand image. It's about crafting a distinct identity for your store within the marketplace. This involves a strategic mix of factors that shape how customers perceive you.

Here's the breakdown:

- **Target Audience:** Who are you trying to attract? Young families? Eco-conscious shoppers? Luxury enthusiasts? Understanding their needs and preferences is crucial.
- **Product & Price:** What are you selling and at what price point? Do you offer a curated selection of high-end goods, compete on value with everyday essentials, or focus on a niche market with unique products?
- **Place & Ambiance:** This is where physical and online stores come in. A high-end boutique might have a personalized, intimate atmosphere, while a discount retailer prioritizes efficient product layout. Even online stores curate their virtual experience.
- **Customer Service:** How do you interact with customers? Do you emphasize knowledgeable salespeople or a self-service approach? Exceptional customer service can be a major differentiator.

By strategically combining these elements, retailers create a position that resonates with their target audience. For instance, a grocery store might position itself as a one-stop shop for organic produce, catering to health-conscious consumers.

Effective positioning helps a retailer stand out from the crowd, build customer loyalty, and ultimately drive sales.

About Pantaloons:

Vision: To passionately satisfy Indian consumer needs in fashion, style, and value across wearing occasions in apparel and accessories through solid brands and a high-quality consumer experience, with the ultimate purpose of delivering superior value to all our stakeholders.

Mission: To deliver superior value to our customers shareholders, employees and society at large

Core activities: Pantaloons focuses on several core activities to be a leading fashion retailer in India:

1. Retailing Fashion Apparel & Accessories:

- They offer a wide range of clothing and accessories for men, women, and children.
- This includes both their own private label brands (like Agile) and partnerships with established national and international brands.

2. Multi-Brand Strategy:

- Pantaloons caters to a wide customer base by offering a variety of brands at different price points.
- This allows them to attract budget-conscious shoppers seeking value alongside those looking for premium labels.

3. Providing an Omni-Channel Shopping Experience:

- Pantaloons operates a network of physical stores across India, but they also have a strong online presence.
- This allows customers to shop conveniently, either in-store or through their website.

4. Competitive Pricing and Promotions:

- Pantaloons is known for offering competitive prices and frequent promotions.
- This includes discounts, sales, and loyalty programs to attract customers and

encourage repeat business.

5. Creating a Positive Shopping Experience:

- Pantaloons strives to make shopping enjoyable for customers.
- This might involve well-maintained stores, helpful staff, and a curated selection of products that cater to current trends.

OBJECTIVES:

- To know about basics of Retail industry
- To gain retail industry knowledge.
- To understand more about the customers and their feedback.

METHODOLOGY:

Primary data: Primary data is the first hand information. For this project work, the primary data is collected through questionnaires from the consumers of the Pantaloons, Saheed Nagar.

Data Collection Method: A questionnaire was prepared for collecting the data from the consumers. Proper care was taken to ensure that the questions were brief and to the point.

Secondary data: Secondary data is the second hand information which is already published in books and magazines. For this project work, secondary data was used to show the competitors performance and other metrics for proper data analysis.

Sources of secondary data:

www.statista.com

www.selfstudy365.com

www.wikipedia.com

SCOPE:

1. This report helps to know about the positioning of Pantaloons in the mind of retail customers vis-a-vis the competitors.
2. The study was restricted only to the customers who visited at pantaloons.
3. Findings are related to Bhubaneswar only.
4. Respondents may give biased answers for the required data. Some of the respondents did not like to respond.
5. This research is also helpful in knowing the preference/ loyalty of customers towards pantaloons.
6. General purchase behaviour of customers like frequency of purchases, demographics (like age, gender and city of residence)
7. Overall improvements that can be made in the shopping experience at Pantaloons.

CHAPTER- II

COMPANY PROFILE & INDUSTRY ANALYSIS

About ADITYA BIRLA FASHION AND RETAIL LTD

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of Rs. 12,418 Cr. and spanning a retail space of 10.8 million sq.ft. (as on March 31, 2023), Aditya Birla Fashion and Retail Limited (ABFRL) is India's first billion-dollar pure-play fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

ABFRL emerged after the consolidation of the branded apparel businesses of Aditya Birla Group comprising ABNL's Madura Fashion division and ABNL's subsidiaries - Pantaloons Fashion and Retail (PFRL) and Madura Fashion & Lifestyle (MFL) in May 2015. Post the consolidation, PFRL was renamed Aditya Birla Fashion and Retail Ltd. ABFRL brings together the learnings and businesses of two renowned Indian fashion icons, Madura Fashion & Lifestyle and Pantaloons creating a synergistic core that will act as the nucleus of the future fashion businesses of the Aditya Birla Group.

As a fashion conglomerate, ABFRL has a strong network of 3,977 brand stores across the country. It is present across 33,535 multi-brand outlets and 6,723 points of sales in department stores across India as on March 31, 2023.

It has a repertoire of leading brands such as Louis Philippe, Van Heusen, Allen Solly and Peter England established for over 25 years. Pantaloons is one of India's leading fashion retailers.

ABFRL's International Brands portfolio includes - The Collective, Amongst, India's largest multi-brand retailer of international brands and has long term exclusive partnerships with select brands such as Ralph Lauren, Hackett London, Simon Carter, Ted Baker, Fred Perry, Forever 21, American Eagle, Reebok and Galeries Lafayette. Van Heusen Innerwear, Athleisure and Active wear is establishing itself as India's most innovative and fashionable brand. The Company's foray into branded ethnic wear business includes brands such as Jaypore, Tasva & Marigold Lane. ABFRL has strategic partnerships with Designers 'Shantnu & Nikhil', 'Tarun Tahiliani', 'Sabyasachi' and 'House of Masaba'.

In addition, to cater to the needs of digitally native consumers, ABFRL is building a portfolio of Digital-first brands under its technology led 'House of D2C Brands' venture TMRW. TMRW is on a path to building a portfolio of Digital First brands in partnership with founders of emerging brands in the E-Commerce market. With a

focus on Fashion & Lifestyle categories, TMRW is building a portfolio of the most loved consumer brands that tap into the significant growth potential in India and globally.

HISTORY OF ADITYA BIRLA FASHION AND RETAIL LTD

The Company was incorporated as Peter England Fashions and Retail Limited on April 19, 2007 under the Act under CIN No. U1810MH2007PLC233901 and obtained the certificate of commencement of business on May 14, 2007. The name of the company was changed to Pantaloons Fashion & Retail Limited on April 23, 2013.

The Corporate and Registered Office of the Company is at: 701-704, 7th Floor, Skyline Icon Business Park, 86- 92, Off. Andheri-Kurla Road, Marol Village, Andheri (East), Mumbai-400059, India.

The registered office was changed from Regent Gateway, Plot No 5B, Doddanekundi Village, KIADB Industrial Area, ITPL Road, Bangalore, Karnataka- 560048, India to Indian Rayon Compund, Veraval, Junagadh- 362266, Gujarat to A-4, Aditya Birla Centre, S. K. Ahire Marg, Mumbai - 400 030, Maharashtra.

Pantaloons, the newly acquired business by The Aditya Birla Group, one of India's leading multinational conglomerates, is a powerhouse of fresh fashion and innovation. While weaving its magic across lifestyle segments, Pantaloons caters to the discerning and trendy Indian consumer.

Pantaloons stores have an abundance of choices across categories that range from western to Indian wear, formal to party wear and active wear for men, women and kids. To further add to the customer's innumerable choices that reflect style, attitude, and comfort, Pantaloons has extended its horizons to fashion accessories like fragrances, footwear, handbags, watches, sunglasses and much more.

With a chain of 344 fashion stores across 170+ cities and towns, Pantaloons is constantly extending its foot-prints into the rest of modern India.

Pantaloons which was previously controlled by the Future Group has now been taken over by Aditya Birla Nuvo Limited ['ABNL']. ABNL is a part of the prestigious Aditya Birla Group, a \$40 billion Indian multinational, operating in 36 countries across the globe with over 133,000 employees.

The Aditya Birla Group ranks high in the League of Fortune 500 Corporations of the world with a strong mix of talented and capable personnel comprising of 42 different

nationalities, who are credited with anchoring the organization and scripting one brilliant success story after another.

Structure:

ABFRL, or Aditya Birla Fashion and Retail Limited, has a structure that combines centralized leadership with decentralized business units. Here's a breakdown of the key aspects:

Centralized Leadership:

- A Board of Directors headed by Chairman Kumar Mangalam Birla oversees the entire company's strategy and governance.
- Functional heads like Chief Executive Officer (CEO), Chief Financial Officer (CFO), and Chief Human Resource Officer (CHRO) manage core functions like finance, human resources, and brand development for the entire organization.

Decentralized Business Units:

- ABFRL operates through several business segments, each with its own CEO:
 - Innerwear & Athleisure Business
 - Ethnic Business
 - International Brands
 - TMRW House of Brands (focuses on digital-first brands)
- These business units manage their respective brands, product lines, and marketing strategies.
- This structure allows for specialization and caters to the specific needs of each fashion segment.

Capital Structure: Aditya Birla Fashion and Retail Ltd (ABFRL) has a capital structure that relies on a mix of equity and debt financing.



Fig. 1: Pantaloons (Saheed Nagar), Entrance

Pantaloons, a division of Aditya Birla Fashion and Retail Ltd. is a preferred fast fashion destination with over 370+ stores spread across 180+ cities & towns in the country. With its new retail identity, store design and a wide range of trendy merchandise, Pantaloons has become the playground for its customers to come and explore fashion.

As a brand, Pantaloons is vibrant, expressive and fun loving. The brand speaks to the fashion aspirant millennials who are trend seekers and are on the lookout to be at their

fashionable best. Pantaloons believes in delivering an experience that is exciting, friendly and uplifting for its customers and helps them look and feel great!



Fig. 2: Women Western Section



Fig. 3: Home Decor Section



Fig. 4: Kids Section

BRANDS OF PANTALOONS

MENS:

1. **Ajile-** With an active lifestyle collection, Ajile offers a range of T-shirts, Shorts, Joggers, Track Pants, Sweatshirts and Jackets.
2. **Ajile Loungewear-** Ajile Loungewear provides a comfortable fit and a premium finish with the exceptional design details using super soft and breathable fabric.
3. **Bare Denim-** Known for its wide range of jeans in classic and vintage washes. Bare Denim has a perennial range of Vintage Biker T-shirts and Polos to match classic denim styles.
4. **ByFord-** Smart casuals for leisure and workwear too. Byford, offers a wide range of Shirts, Polos and Chinos perfect for everyday wear.
5. **Indus Route-** Indus Route offers elegant and trendy ethnic styles for men. Provides Kurtas and Bottomwear, Nehru Jackets and Pathanis.
6. **People-** Styling your looks from preppy and campus ensembles to date nights with the latest colours, silhouettes, fits and fabrics. A high - energy collection of T-shirts, Shirts, Denims, Jackets and more designed for the youth and young at heart.
7. **SF Jeans-** SF Jeans brings to you a range of signature Denims crafted in the most premium fabrics and cut in a range of fits. Find your fit and complete the look with our classic Shirts, Jackets, logo T-shirts or mix it up with a range of character T-shirts for an easy upgrade.
8. **Urban Ranger-** Inspired by the West Coast American lifestyle and designed for a adventurous spirit, Urban Ranger serves you effortless getaway looks. The collection features on-trend details, fabrics and silhouettes across an exclusive range of super-soft T-shirts, laundered Polos and all-day Casual Pants.

WOMEN ETHNIC:

1. **Akkriti-** Indian at heart and global in spirit, the collection offers Indo-western Silhouettes in an eclectic mix of colours, fabrics, and designs; making it a great option for combining tradition and style.

2. **RangManch-** Rangmanch offers contemporary, craft-inspired Indian wear for the modern and elegant woman. It has a wide array of Kurtas and ethnic bottom wear that you can mix-and-match to create stylish ensembles for occasions, ranging from everyday casuals to work and celebration wear.

WOMEN WESTERN:

1. **Ajile Women-** The label offers athleisure wear, loungewear and ‘Work From Home’ collection in comfortable fabrics with an energetic feel, ranging from T-shirts, Shorts and Track Pants for lounging, the gym or simply an easy and leisurely day.

2. **Annabele-** The label offers season-less, effortless and smart work wear styles for today’s modern woman. Annabelle Club caters to a range of must-have ensemble.

3. **Bare Denim Women-** Brings the latest trends in denim fits, washes and fabrics. Build your everyday wardrobe with the latest trends refreshed throughout the year in Tops, T shirts, Dresses and more.

4. **Dreamz sleepwear-** One-stop destination for comfortable, everyday essentials, soft and cosy Sleepwear for women of all age groups.

5. **Honey-** The label offers timeless, feminine and flattering Silhouettes across a wide range of styles with an easy throw and go appeal.

KIDS:

1. **Pantaloons Baby-** We’ve got your baby’s comfiest styles designed for them; from their first turn to their cute crawls, naptime to playdates, birthdays and all their festival favourites. Our collections are as soft as mom’s hugs and as safe as dad’s embrace. Beautiful colours, cute graphics and trendy silhouettes are signatures of Pantaloons Baby. Our aww-dorable collection awaits you.

2. **Pantaloons junior-** Pantaloons Junior provides comfortable and cool kids wear. Designed to appeal to their changing sensibilities our collections feature vibrant colours, interactive graphics, character merchandise and much more.

HOME & DECOR:

1. **Living Scapes-** Beautifully curated stories inspired by trends and traditions are available across a range for your Bed, Bath, Living and Dining. Our collections offer

an array of Bed Linen, Soft Luxurious Towels, Smart Table Linen, Dressy Cushion Covers and more. Offers an array of products from table accessories such as Trays, Coasters and Bottles to Decorative Boxes and Platters. Gleaming Planters, Vases, Candles and Votive to bring in shine and freshness indoors.

LIFESTYLE BRANDS

1. **Allen Solly**- Allen Solly has redefined the rules of corporate dressing - ditching blacks, greys and whites. Allen Solly offers a versatile collection of western wear for women in India. Allen Solly Juniors with its wide range of clothing helps kids have fun with colours and prints for every lifestyle occasion. The "Tuxedo Wedding" Campaign this year announced Allen Solly's foray into Suits, Blazers and Tuxedos primarily designed for Occasion wear.

2. **Louis Philippe**- From weddings, business meetings to wardrobe essentials such as blazers and chinos, there's something for everyone. Welcome to the world of Louis Philippe - a statement woven in perfection, stitched together by passion and styled to perfection.

3. **Simon Carter**- Simon Carter's uniqueness is in its sophisticated and stylish designs, straddling a full range of men's clothing and accessories. With the Royal Family among its admirers, an award winning retail identity and exuberant merchandise, the brand's exciting journey in India had begun.

4. **Van Heusen**- Van Heusen is India's No. 1 premium lifestyle brand for professionals. Van Heusen is not only the most preferred workwear brand, but also effortlessly straddles across the entire spectrum of dressing, ranging from casuals, ceremonial, party wear to the recently launched activewear.

YOUTH FASHION

1. **American Eagle**- Focused on young casual consumers, the brand is both inclusive and empowering, with a purpose to show the world that there is real power in the optimism of youth. In the recent years, the brand has taken great strides towards promoting sustainability with its Real Good line of products, which are made with the planet in mind - durable, eco-friendly and made to last.

2. **Forever 21-** Forever 21 is the destination for Millennials and Gen Z looking for accessible runway styles. At Forever 21, we believe that fashion is for people of every color, shape and size and the reason being we are committed to providing a wide range of trends and styles inclusively to all. We want our customers to be able to have fun, to express themselves and to be, actually themselves!

PESTLE ANALYSIS OF RETAIL INDUSTRY

Macro environmental factors affecting the clothing industry are those which lie outside small companies and their competitors. Business owners have less control of these external factors, and their impact in changing them is minimal. Instead, small companies must adapt to these macro environmental factors, which include consumer characteristics, technology, government influence and the economy. The way small companies adapt to macro environmental factors determines both their ability to differentiate themselves from key competitors and overall success.



Fig. 5: PESTLE Analysis

➤ **LEGAL AND POLITICAL FACTORS**

A number of legal and political macro environmental factors affect small businesses in the clothing industry. The industry has repeatedly been affected by issues such as workers' rights and child labour laws. Union workers in clothing manufacturing plants may picket their employers, especially if their wages or medical benefits are less favourable than workers in comparable industries. Workers picketing their clothing employers impacts production. This can cause delays for retailers in getting spring or fall fashions on time. Activists who are not employed by the companies may also picket retailers who purchase clothing from countries known for violating child labour laws. This negative publicity may impact small clothing retailers' sales and profits. Also, a trade embargo against another company's imports would force clothing wholesalers to find different suppliers.

- Shop and Establishment Act
- Standards of Weights and Measures Act
- Provisions of the Contract Labour (Regulations and Abolition) Act
- The Income Tax Act
- Customs Act
- The Companies Act

➤ **ECONOMIC FACTORS**

Economic factors can have both positive and negative impacts on the clothing industry. During economic boom periods, people have more disposable income. Hence, they may buy more clothes, increasing sales for clothing manufacturers, wholesalers and retailers. However, recessions have the opposite effect. Sales for these various clothing entities may be significantly lower. Consequently, retailers may be stuck with large amounts of inventory. And they may have to sell the clothing at substantially reduced prices. Clothing manufacturers and retailers may also need to sell lower-priced clothing brands to compete with more generic brands. Consumers often shop for cheaper brands when they have less disposable income.

➤ SOCIAL FACTORS

Consumer micro environmental factors include cultures, norms, lifestyle, demographics and population changes. These factors affect the clothing industry in different ways. For example, a small clothing manufacturer needs to create styles that appeal to those of different cultures, especially if those cultural groups represent large enough segments of its market. Contrarily, clothing manufacturers, wholesalers and retailers avoid creating too many clothing items that fall outside the norms of society, such as styles worn 100 years ago. An aging population may increase the demand for larger jeans and pants sizes, such as relaxed or looser-fitting styles. Generally, many people become more sedentary when they get into their 40s and 50s. Consumers' waistlines expand so they need larger sizes and more room for comfort.

➤ TECHNOLOGICAL FACTORS

Technological micro environmental factors affecting the clothing industry include availability of resources, demand and production. For example, the scarcity of certain materials, such as leather, may force retail and wholesale clothing companies to sell more faux or substitute leather products. Retailers may increase the prices of cotton clothing if they encounter shortages of this raw material, as they must pay their manufacturers more. The introduction of new clothing styles by a competitor can shift demand away from older fashions. Hence, a small clothing manufacturer may need to discontinue certain clothing lines and produce new ones that meet the needs of consumers. Moreover, clothing companies may add more advanced equipment in their plants like robots, which may force companies to fire some workers.

Clothing Retail Industry in India: A Market Analysis

The Indian clothing retail industry is a vibrant and rapidly growing sector. Here's a breakdown of key aspects:

Number of Players:

- The market is highly fragmented with a vast number of players.
- This includes large national chains like Aditya Birla Fashion and Retail (ABFRL), Reliance Retail, and Shoppers Stop.

- There are also numerous regional players, independent stores, and a thriving network of small and medium-sized enterprises (SMEs).

Total Market Size:

- The Indian clothing retail market is estimated to be around \$108 billion (as of 2023) and is projected to reach \$223 billion by 2021 (according to various sources).
- Online retail is a growing segment, but brick-and-mortar stores still dominate the market.

Relative Share of Players:

- Large national chains hold a significant but not dominant share, with each player having its own target audience and market segment.
- Smaller regional players and independent stores cater to local preferences and offer a more personalized shopping experience.
- The online space is witnessing increasing competition, with established e-commerce platforms like Flipkart and Amazon vying for market share with fashion-focused platforms like Myntra and Nykaa.

Nature of Competition:

- The Indian clothing retail market exhibits characteristics of oligopolistic competition with some elements of monopolistic competition.
- Oligopoly: A few large players have a significant market share, but there are also numerous smaller competitors.
- Monopolistic Competition: Differentiation plays a major role, with brands offering a variety of styles, price points, and brand experiences to attract customers. Perfect competition (large number of buyers and sellers with homogenous products) is not applicable here due to product differentiation and brand identity.

Differentiation Strategies:

- Players differentiate themselves through various strategies:

- **Target Audience:** Focusing on specific demographics (e.g., youth, working professionals, budget-conscious shoppers).
- **Product Mix:** Offering a unique range of styles, brands, or private label collections.
- **Brand Image:** Building a strong brand identity associated with certain values (e.g., affordability, quality, trendy fashion).
- **Shopping Experience:** Creating a pleasant in-store or online shopping experience with efficient logistics and customer service.
- **Marketing & Promotions:** Utilizing targeted marketing campaigns and promotions to attract and retain customers.

Additional Points:

- The rise of online retail has intensified competition, forcing traditional brick-and-mortar stores to adopt omnichannel strategies (blending online and offline experiences).
- Sustainability and ethical production practices are becoming increasingly important differentiators for some brands.
- The Indian government's policies like FDI relaxation in retail can attract new players and further intensify competition.

Conclusion:

The Indian clothing retail industry is a dynamic and competitive market. Understanding the various players, their differentiation strategies, and the competitive landscape is crucial for success in this sector.

PORTER'S 5 FORCES



Fig. 6: Porter's 5 forces

1. Bargaining power of customers:

The first important force is the bargaining ability of buyers, who can choose to push down prices, not buy products, or switch retailers. In the case of the fashion industry, buyer power is a relatively large force.

While clothes shoppers are typically individuals with little to none *direct* bargaining power (as compared to huge companies, buying in bulk, who might be the main clients in other industries), they have many alternative locations to shop for apparel and little incentive to stay with one particular company, giving them plenty of indirect bargaining power.

2. Bargaining power of suppliers:

In the fashion retail industry, supplier power is a relatively small and insignificant force. Most apparel companies source their products from third world manufacturers who receive just fractions of the profit. Suppliers have little control over the fashion industry as, unfortunately, they are dispensable and can always be swapped out. As a

result, input prices for this industry are relatively low and will stay there until the global development gap closes up significantly.

3. Competitive Rivalry:

The fashion industry is an interesting one when it comes to analyzing through the intensity of competitive rivalry. There are large numbers of retailers who sell very similar products, but there's also the concept of *brands*, which allow some companies to sell apparel for ridiculous rates. Nowadays there is little innovation in this space, so the market is quickly becoming saturated with very similar products. In this sense, the fashion industry is a very difficult one to get into, and is almost becoming a 'race to the bottom' - not good news for retailers!

4. Threat of New Entrants:

There is little that is unique to bring to the table in this industry, so this force is also somewhat small. However, new entries might find unique ways to popularize their own products (which might not even be particularly special), and as such build novel brands- perhaps through clever use of social media. The fashion industry in its current state is 'high risk, high reward' for new entrants- it's not too difficult to get a foot in the door and copy others, but will the markets care for those products?

5. Threat of substitution:

Fortunately for those in the fashion retail industry, there is little to substitute clothes. This force is almost negligible- all 'substitution' in the fashion industry is really just competition. To sum up, the fashion industry seems difficult to successfully dive into, and bleak for companies already within this space.

This Five Forces analysis has shown that while there are few threats and little supplier bargaining power, it is not good that the market is effectively nearing saturation. Buyers have large amounts of indirect power to bargain with i.e. plenty of choices and lots of competitors make it hard to sustain a place in the market.

ANSOFF GROWTH MATRIX



Fig. 7: Ansoff Growth Matrix

MARKET PENETRATION GROWTH STRATEGY BY THE FIRM:

Pantaloon lies in the Market Penetration phase because it has its share in the market since many years and the products which they have been offering exist long time back. Pantaloon is continuously expanding their product line even faster after their acquisition by Aditya Birla Group.

SWOT ANALYSIS



Fig. 8: SWOT Analysis

SWOT ANALYSIS OF PANTALOONS

STRENGTHS:

- It is India's largest retailer having 100 plus fashion stores across 86 locations in India.
- It is always updated with changing consumer preferences.
- It manages a high number of purchase orders.
- Pioneer in the industry, largest market share and capitalization.
- Reputation for value for money (competitive pricing), convenience and a wide range of products.
- Highly strategic human resource management and development.
- Most trusted and respected brand by the consumers.
- Being financial strong helps pantaloons retail India deal with any problems, ride over any dip in profits and perform their rivals.
- Development & innovations are high at pantaloons India with regards to a product, consumers preferences and lifestyle changes which keeps it's ahead of its competitors.

WEAKNESSES:

- It serves mass consumer base but still skilled labour force is not adequate. • Pantaloon's does not function internationally, which has an effect on success, as they do not reach consumers in overseas markets.
- Since Pantaloon's Retail India Ltd sells products across many sectors, it may not have the flexibility of some of its more focussed competitors.
- Easy business lines face competition from specialty companies. Fashion segment, shoppers stop, trends, lifestyles.

OPPORTUNITIES:

- Increase in footfalls by increasing digital marketing promotions.
- New products and new segments.
- Selling through different channels.
- Huge untapped market
- Rural retailing
- Opportunities to continue with its current strategy of large, super centres

THREATS:

- Increase in trend of online shopping.
- Government policies.
- Strong competition from unorganized retail sector in India.
- Extra competition and new competitors entering the market could unsteady Pantaloon's Retail India
- A slow economy or financial slowdown could have a major impact on Pantaloon's Retail India business and profit
- Consumer's lifestyle changes could lead to less of a demand for its product/ services.
- Price wars between competitors, price cuts and so on could damage profits for Pantaloon's Retail India.

CHAPTER- III

COMPETITOR ANALYSIS

Pantaloon being a strong player in the Apparel Retail market faces competition from the following entities:

- Reliance trends
- Life Style
- Max
- Shoppers Stop
- Westside

Key differences between Pantaloon and some of its major competitors in the Indian clothing retail market:

Target Audience:

- **Pantaloon:** Primarily targets families and budget-conscious shoppers. They offer a wide variety of clothing for men, women, and children at affordable prices.
- **Shoppers Stop:** Caters to a slightly more premium segment, offering a mix of established brands and private labels. They target fashion-conscious consumers seeking a curated shopping experience.
- **Max Fashion:** Focuses on trendy and fast fashion at competitive prices. They appeal to young adults and budget-conscious shoppers who prioritize the latest styles.
- **Westside (owned by Tata Group):** Targets a mid-range segment, offering a good balance of fashion and value. They cater to working professionals and families.
- **Lifestyle:** Offers a premium shopping experience with a mix of international brands, private labels, and homeware products. They target affluent customers seeking a curated selection of fashion and lifestyle products.

Product Mix:

- **Pantaloon:** Offers a broad range of apparel (including private labels) for all ages and genders. They might also stock basic accessories like belts and scarves.

- **Shoppers Stop:** Carries a wider selection of established brands alongside private labels, with a focus on trendy styles and designer collaborations. They might also have a larger selection of footwear and accessories.
- **Max Fashion:** Focuses on trendy clothing with a fast turnaround on styles. Their product mix might be more limited compared to others.
- **Westside:** Offers a curated selection of clothing, footwear, and accessories with a focus on quality and style at a reasonable price.
- **Lifestyle:** Provides a diverse product mix encompassing apparel, footwear, accessories, cosmetics, and homeware items from a variety of brands.

Brand Image & Shopping Experience:

- **Pantaloons:** Known for its value proposition and affordability. The shopping experience might be more basic and focused on functionality.
- **Shoppers Stop:** Aims to create a more upscale and trendy shopping experience. They offer loyalty programs and in-store services like personal stylists.
- **Max Fashion:** Focuses on trendy and fast fashion at competitive prices. The shopping experience might be more fast-paced and self-service oriented.
- **Westside:** Offers a balance of fashion and value with a focus on a comfortable shopping experience. They might have in-store stylists or consultation services.
- **Lifestyle:** Provides a premium shopping experience with a focus on curated collections and customer service. They offer loyalty programs, in-store events, and sometimes even cafes or restaurants.

Price Point:

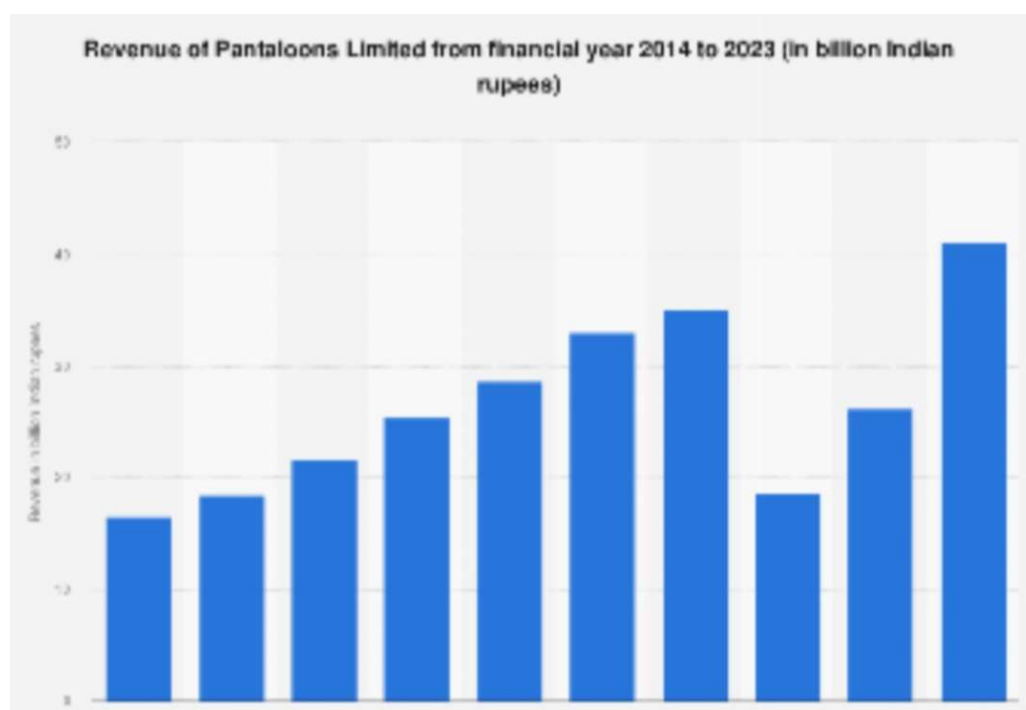
- **Pantaloons:** Generally considered the most budget-friendly option among these competitors.
- **Shoppers Stop:** Offers a mix of price points, with some designer collaborations pushing the higher end.
- **Max Fashion:** Known for its competitive prices and trendy clothing at an affordable cost.
- **Westside:** Falls in the mid-range price segment, offering good value for money.
- **Lifestyle:** Generally the most expensive option due to the premium brands and curated product mix.

Online Presence:

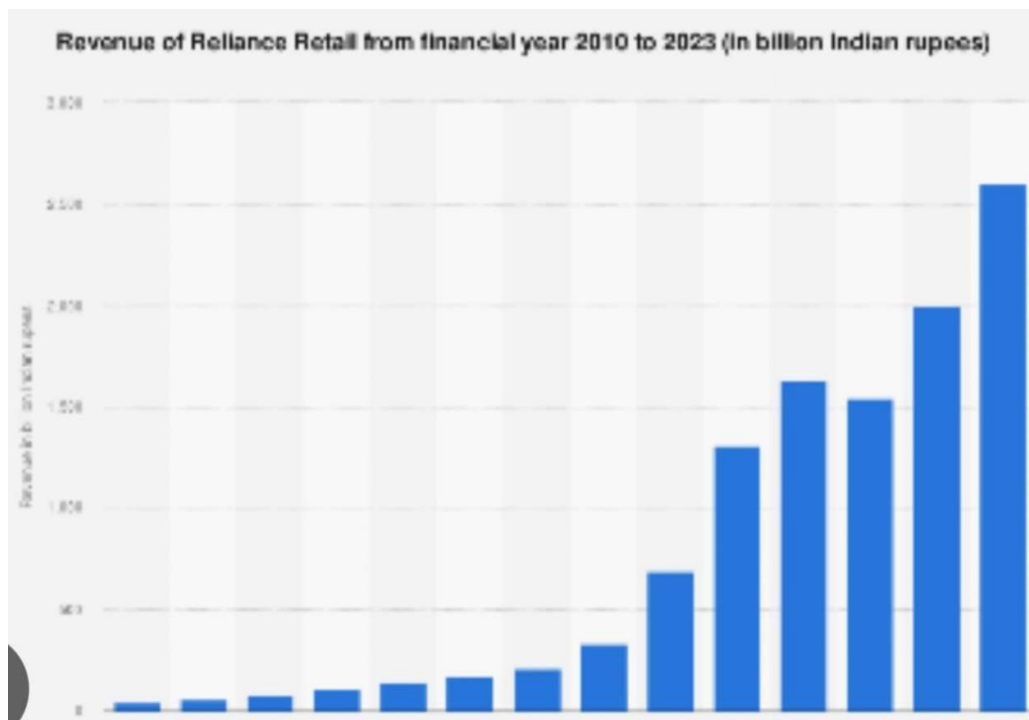
- **Pantaloon:** Has an online presence but might not be as robust as some competitors.
- **Shoppers Stop:** Maintains a well-developed online store with a wide selection of products.
- **Max Fashion:** Has a strong online presence with a user-friendly platform for online shopping.
- **Westside:** Offers online shopping through their website and e-commerce platforms.
- **Lifestyle:** Provides a well-developed online store with a seamless shopping experience.

Conclusion:

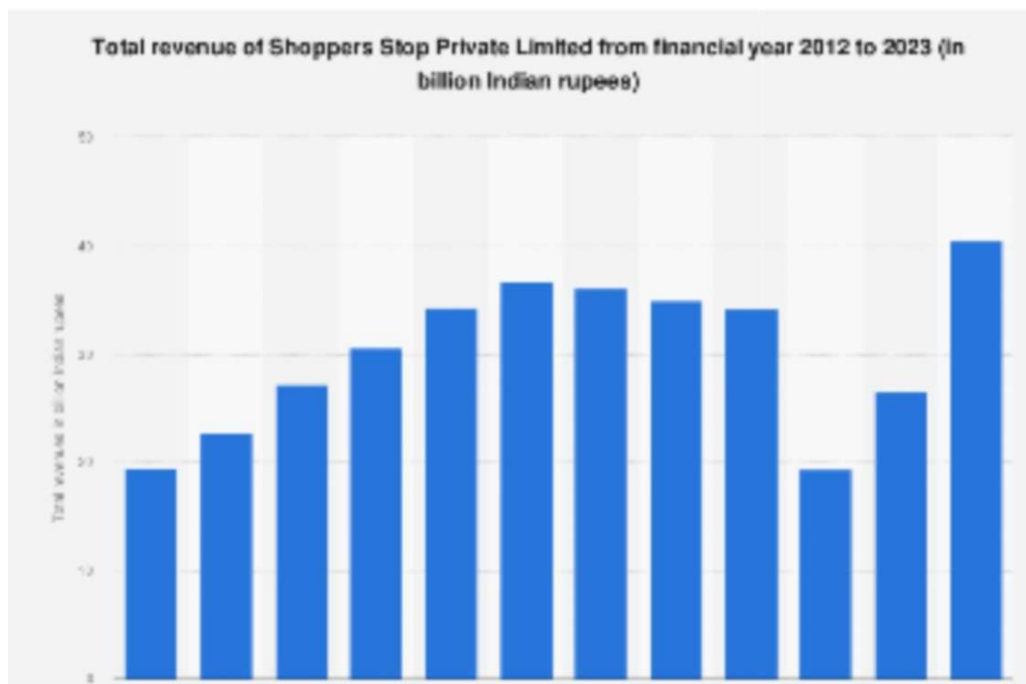
Choosing between Pantaloon and its competitors depends on your specific needs and preferences. If you prioritize affordability and a broad range of clothing for the family, Pantaloon might be a good choice. For a more curated shopping experience with trendy styles, Shoppers Stop, Max Fashion, or Westside could be better options. If you seek a premium shopping experience with a mix of brands and homeware products, then Lifestyle might be the best fit.



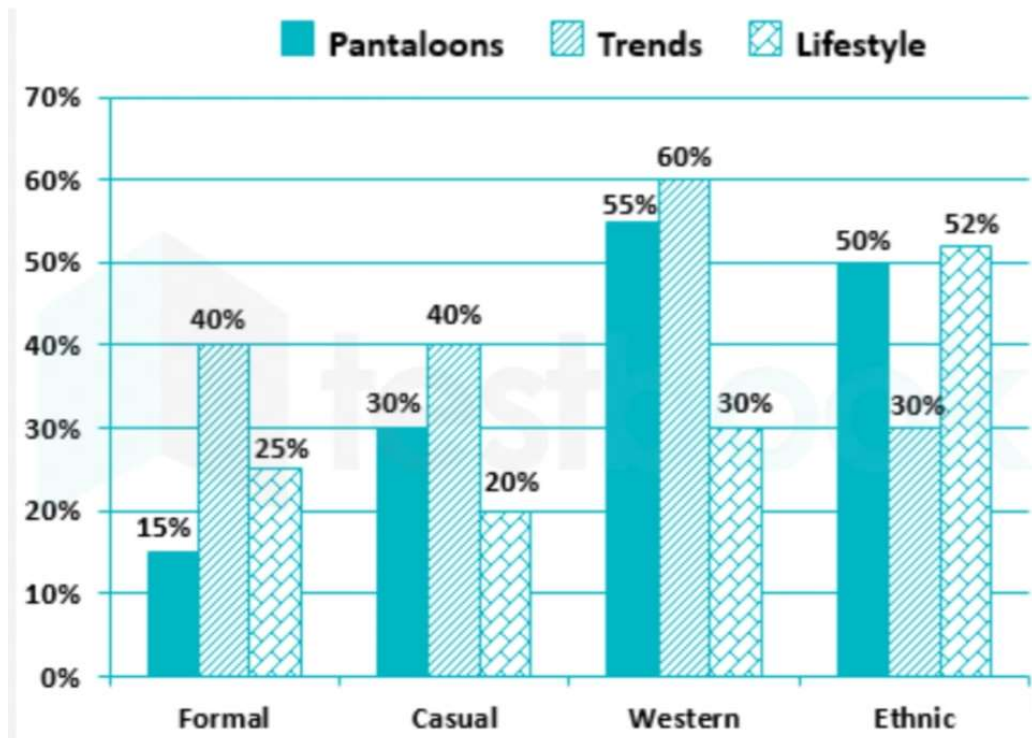
Graph showing revenue of Pantaloon from FY 2014-2023 (in billion INR)



Graph showing revenue of Reliance Retail from FY 2010-2023 (in billion INR)



Graph showing revenue of Shoppers Stop from FY 2012-2023 (in billion INR)



Graph showing the sales percentage of various departments between competitors

CHAPTER- IV

CUSTOMER ANALYSIS

Customer: A customer is an individual or business that purchases another company's goods or services. Customers are important because they drive revenues; without them, businesses cannot continue to exist. All businesses compete with other companies to attract customers, either by aggressively advertising their products, by lowering prices to expand their customer bases, or by developing unique products and experiences that customers love.

It is important for pantaloons to know what his target market is. Which Segment he is catering. And then to understand its customer type. The various types of customers in pantaloons are given below:

1. **Tired consumer:** These are non-productive. Such consumers are usually just bored. They are hit by work fatigue and find solace in visiting malls for a change. The idea is to get away from the drudgery.

2. **Attired consumer:** These are the productive type. They come to malls purposefully with the intention of buying their own attire. Be it jeans, shirts, salwar kameez, a watch, a belt or shoes the attired consumer will buy it all. They do not think twice before spending and would occasionally even go to the extent of buying jewellery. Malls are said to be reacting pretty strongly to this clan.

3. **Retired consumer:** This set of consumers as highly productive, but claims that they are not taken seriously by malls that gun for the younger crowd. Sales persons at malls are not seen to be paying too much attention to these consumers. But the fact is, they have both time and money. As far as children are concerned, their responsibilities are over. They have the buying power. All they want is respect. If they don't get it at malls, they would be very happy to go back to their old, neighbourhood departmental store. Though the retired consumer can be productive, malls are not taking advantage of this kind of consumer.

4. **Admired consumer:** These are basically window shoppers. They would window shop from outside a shop or inside a shop. But they rarely make purchases. Therefore, they are the non productive types. Malls are hopeful that the admired consumer would transform into the attired consumer. But only time will tell.

5. **Aspired consumer:** They are highly productive. They come with the deliberate intention to buy quality products. They aspire to upgrade each time they come to a mall, be it in foods, information technology or fashionable attire. The aspired consumer always wants to know what's new.

6. **Desired consumer:** These are not productive, but could become so in time to come. They have an ardent desire to buy things at a mall, but do not have the buying power. They would go from mall to mall to look around and treat their eyes, but would finally end up at the food court. Malls see a future in these desired consumers.

7. **Fired consumer:** They are the fighter-cocks who indulge in occasional tiffs with sales persons. Their favourite line is - 'call the manager'. Such consumers usually disrupt the atmosphere and, maybe, the mood of serious shoppers as well.

8. **Hired consumer:** Ever since malls have come up, market research has gained importance. It is important to understand what consumers like in a mall, why they are there, what is it that they would like changed? The hired consumers only not interested to buy anything they only search. They are not there to make purchases, and thus, they are the unproductive types.

CONSUMER SEGMENTS

SEGMENTATION

❖ By Age & Gender:

Age segmentation means focusing on the age range most valuable to your product or service. Marketing demographic age brackets are usually 18-24, 25-34, 35-44, 45-54, 55-64, and 65 and older.

Gender segmentation can be both wise and unwise. Kids' toys are sometimes needlessly gendered. Often, children play with toys that cross traditional gender boundaries. However, clothing is a product segment where gender plays a necessary role. Clothing will fit one gender differently than another. As age increases, so do divides in gender behavior, paving the way for marketers to study the different characteristics and purchasing habits of each.

- Men's wear
- Women's wear
- Kid's wear

❖ By Clothing Style:

The style of clothing is different from person to person. Some people may like casual for all time use or some people may like to wear according to occasion. So it is different in case of individuals.

- Formal wear
- Casual wear
- Ethnic wear
- Sports wear
- Party/Designer wear

❖ By occupation:

Occupation segmentation slices up your target market by job function, job seniority, and job title.

- Student

- Business
- Private employee
- Government employee

❖ By income:

Income segmentation slices up your target market by income range. By knowing how much discretionary income your potential customers have, you can market to the people who can actually afford your product or service, set your prices according to their income, and design pricing tiers for each slice of your target market.

- Less than 15000
- 16000- 30000
- 31000- 45000
- 46000-60000
- Above 60000

AIDA MODEL of pantaloons

ATTENTION/AWARENESS	INTEREST
<ul style="list-style-type: none">• Advertisement• Window Display• Signage• Color Blocking• Cross Display• Mannequines	<ul style="list-style-type: none">• Special offers• Attractive price• Communicating benefits• Brand image
DESIRE	ACTION
<ul style="list-style-type: none">• Customer needs• Occasion• Behaviour• Fashion	<ul style="list-style-type: none">• Making purchase• Adding products to online shopping cart• Loyalty program enrolment• Sharing positive experiences

CHAPTER- V

ACTUAL WORK DONE, ANALYSIS AND FINDINGS

CUSTOMER ANALYSIS AND INTERPRETATION

For the customer analysis total 68 respondents are taken as sample size. The analysis is based on:

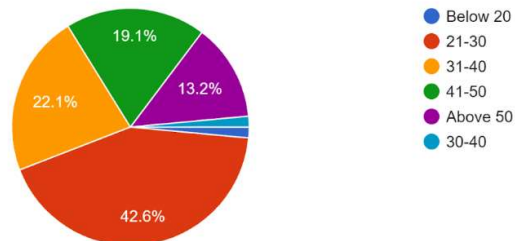
- Age Group
- Shopping frequency
- Brand preferences
- etc

1. Table 1: showing the age group of customer.

Questionnaire	No. of respondents
Below 20	1
21-30	29
31-40	16
41-50	13
Above 50	9
Total	68

Graph 1: Showing age wise classification.

Age
68 responses



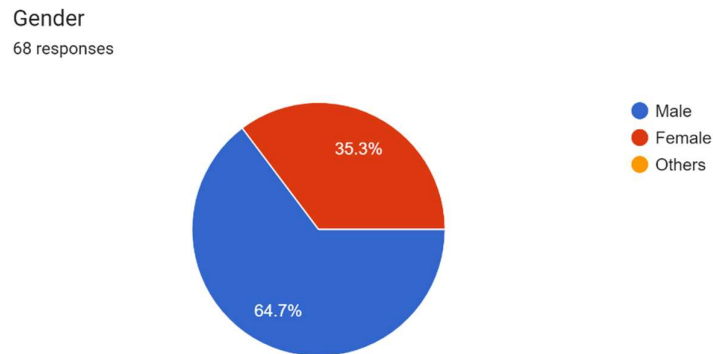
Analysis: From the above table we can see that most respondents belong to the age group of 21-30, followed by 31-40, 41-50, above 50 and the least being below 20.

Interpretation: The highest age group who does shopping is from 21-30 and the least is below 20.

2. Table 2: showing the gender of customers.

Questionnaire	No. of respondents
Male	44
Female	24
Total	68

Graph 2: Showing gender of respondents



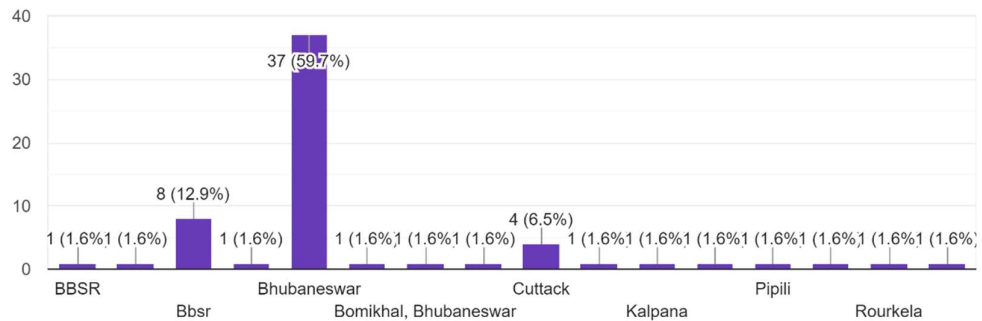
Analysis: From the above table, it is analyzed that 24 are female respondents and 44 are male respondents.

Interpretation: More number of males do shopping than females. (This doesn't reflect a true picture because when the data collection device was handed over to middle-aged females, many of them either refused to fill up the form or else handed over the device to their male companions.)

3. Place of Residence:

Place of Residence

62 responses



Analysis: Around 78% of respondents said that they reside in Bhubaneswar.

Remaining all respondents stay within Odisha with only one from Delhi.

Interpretation: Most of the shoppers are the local residents of Bhubaneswar.

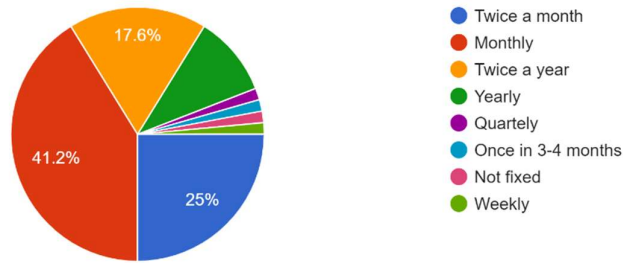
4. Table 3: showing shopping frequency

Questionnaire	No. of respondents
Twice a month	17
Monthly	28
Twice a year	12
Yearly	7
Others	4
Total	68

Graph 3: showing shopping frequency

How often do you shop?

68 responses



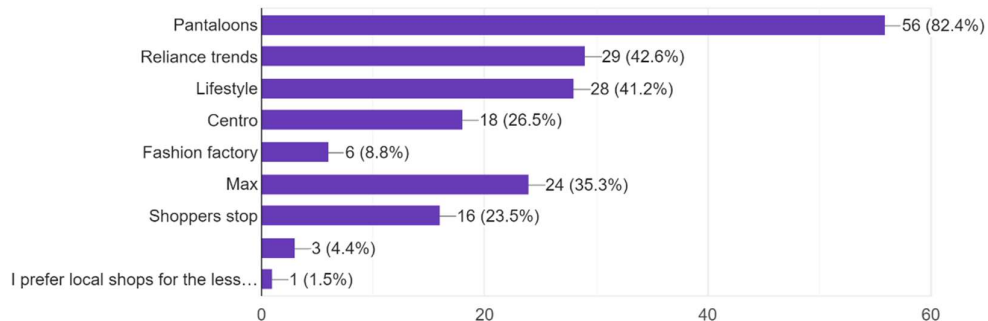
Analysis: Most respondents shop monthly, followed by twice a month.

Interpretation: Highest shoppers are monthly means there is a large opportunity to generate revenue from frequent shoppers by refreshing collections and making loyalty programs to keep them coming back.

5. Graph 4: Preferred store for shopping

Which of the following store(s), would you prefer when you go shopping?

68 responses



Analysis: Most respondents prefer Pantaloons, followed by Reliance Trends, Lifestyle, Max, Centro and Shoppers stop. Very few prefer Fashion factory. Some prefer local stores

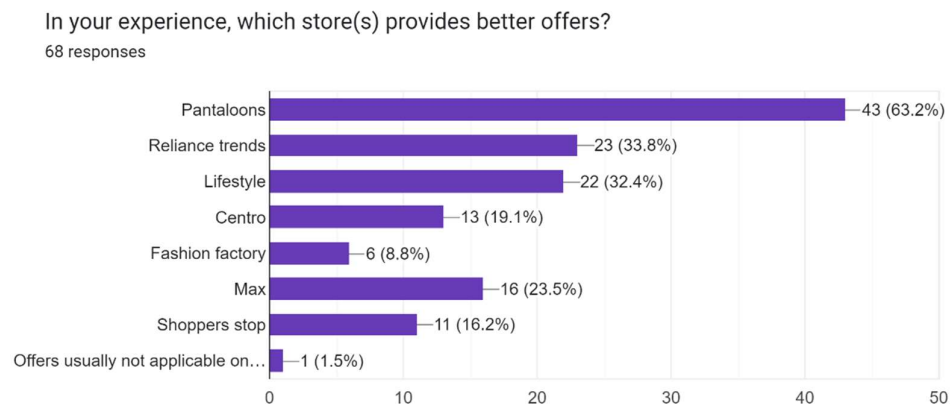
Interpretation: Pantaloons was found to be most popular among the respondents, which means that Pantaloons should continue its marketing strategy to be ahead in positioning.

6. Reason for selecting preferred store for shopping

Most respondents said:

- Quality
- Variety of brands and collection
- Better discounts
- Good service

7. Graph 5: Store providing better offers



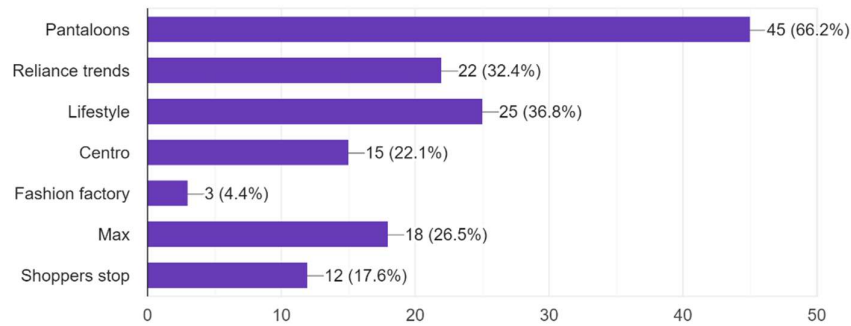
Analysis: Most respondents prefer Pantaloons, followed by Reliance Trends, Lifestyle, Max, Centro, Shoppers stop and Fashion factory.

Interpretation: Pantaloons should continue providing good offers, so as to stay at the top of customers mind.

8. Graph 6: Store providing the most variety and most sizes available.

Which store(s) has better variety and most sizes available?

68 responses



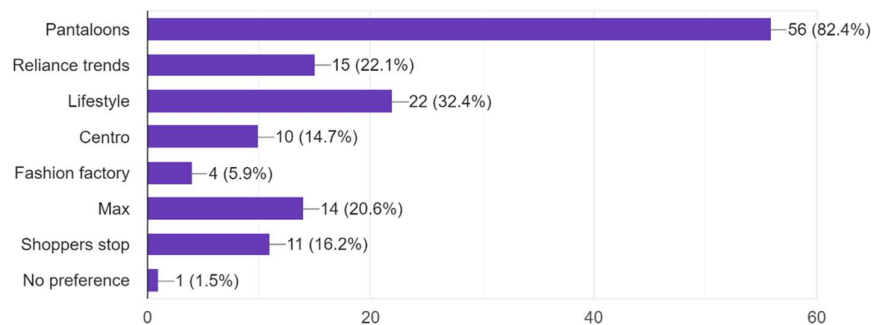
Analysis: Here also, most respondents prefer pantaloons, followed by Lifestyle, Reliance Trends, Max, Centro, Shoppers Stop and Fashion factory.

Interpretation: Pantaloons has found to have the most variety and most sizes available among its competitors. Here, Pantaloons has done a very good job in providing variety and size availability.

9. Graph 7: Store having very good ambience, inviting and active staff

Which store(s) have very good ambience, inviting and active staff?

68 responses



Analysis: Here, Pantaloons has a lead on its competitors by a huge margin. The only store reaching close to Pantaloons is Lifestyle.

Interpretation: This is a sort of clear competitive strength of Pantaloons. (While collecting the responses, some customers said that Centro was filled with too many products and seemed like a local store, with little space to move freely)

10. Awareness about the benefits of the premium annual membership "Insignia" provided by pantaloons?

Analysis: Many of the respondents were unaware about "Insignia". Some who were aware, just knew about the 10% discount, but were unaware about the other benefits provided. Some even said that they don't want to buy membership, when the size is unavailable.

Interpretation: Pantaloons needs to be more vocal about the insignia membership in its communications to the public, as this membership is a loyalty program to get more and more customers to the stores. Also, the size availability needs to be improved as some customers are not ready to buy the membership due to the non-availability of their size of clothes.

11. Additional brands which customers would want to see at Pantaloons

Some of the answers were:

- Calvin Klein
- Armani, Tommy Hilfiger
- Rare Rabbit
- Killer
- Nike, air jordan
- Introduce some new stylish wear

Interpretation: Customers (especially the young population) want some more high end, expensive brands to be available at Pantaloons

12. Any improvements or changes customers would like to see

Some of the answers were:

- More variety and stock
- Size availability
- Better exchange policy
- Parking facility
- Lower waiting time at billing counter

13. Additional features or services which would like to be experienced at pantaloons?

Some of the answers were:

- Better aisle management to navigate store
- Large size availability of every dress
- Young & peppy brands
- Get some international brands

14. Inconveniences faced while shopping at Pantaloons

Some of the answers were:

- Size availability
- Offers not clear
- Clothes under offer show no or different offer at the billing counter.
- Facilities to regular customers not clear.
- Exchanging clothes is a hassle at offline stores.
- Too loud music in men's department. Staff did not lower volume even after complaining
- We were told conflicting return policies during the sale. Employees need to be properly informed about the terms of sale and return.

Problems/challenges faced:

I found that there is an issue of size availability in clothes, because no matter how much ever sizes you maintain, there will be some customers who will complain about the size unavailability. I found that some of the stock which came fresh and got sold out very fast, were needed more in inventory because many customers were missed because of non-availability of the sizes, soon after the sizes of the initial lot got finished. I found that arrangement of the section every week as per the Store Display manual took away a lot of time of the staff and moving so many products from one place to another caused hand pain. I found a problem that there was at times some changes in offer price after the coding and tagging was done. Due to the limited server capacity of “Clique Me” app, the app did not work properly when there were too many users of the app during the time of Sale period, when there was a lot of footfall on the floor. As a result, we had to either deny the stock availability or manually go and search for the stock in backend, which consumed a lot of precious time.

Chapter- VI

CONCLUSION AND SUGGESTIONS

Before joining Pantaloons, I had idea about the retail sector just as a consumer. I found that in retail, the staff have always to keep standing and they can sit only during the breaks. There, I had to fold and hang around 80-100 clothes daily. We had meetings every day, where we were briefed about the targets. The department manager cleared our doubts. Our tasks at the store were replenishment of the stocks, arranging the clothes size wise and section set up. I also came to know about customers' behaviour and different type of customers. I got knowledge about customer perception and choices. I also learnt a bit about how to do matching of bottoms with the kurtas and tunics. I came to know what are the reasons for exchange and the exchange policy. I came to know that the organization is using SAP software which makes work easier. I have also worked in the backend to know about stock segregation as per the offers. In short, I gained overall knowledge of how retail industry works. This internship experience will surely help me in my future career.

Suggestions:

1. To potential niche customers, who come looking for XS sizes (specially), can be turned into loyal customers, if we can make an addition in the clique app to list the products which have XS size available. Generally, they are already very conscious about their size availability. They themselves say that, in whichever stores they go, and most of the products they choose, doesn't have the XS size available. So, if we can capitalise on this and show them products where they don't have to hear "No" for their size requirements, they can refer to their friends and family. We can also highlight the strength in the tele-calling.
2. Scissors need to be kept to cut the threads which keep hanging from the clothes as it looks bad. When asked for scissors to any employee, they say that they don't have scissors and tell to move the clothes to the back. But moving the clothes to the back has a certain limit and it automatically come to the front when the rest stock is sold or shuffled by the customers.
3. The plastic S M L sticker for core products to provide faster service to customers. Even though they are provided from the factory, they get removed during trials by customers. Not having that means it takes a lot of time both for

customers or staff to check the size availability.

4. Keeping AC at 26 and not 24 as anyways the temperature doesn't reach 26 (in the first floor at least). This will help in reducing the electricity consumption because what I know is that lower the temperature, higher is the electricity consumption because the compressor has to work harder, to make the temperature reach faster to the set temperature.
5. Sometimes we found that the stock which is showing in the app is lower than the actual stock. So there should be a provision in the app where we can request to increase the stock and it can be increased once a week after verification.
Even though stock checking would be done once or twice a year, placing orders by looking at the inventory level on the computer would unnecessarily increase the holding cost. Though the increased holding costs may seem insignificant when one department is taken into consideration, but when all departments combined together, the sum might be a big amount.
6. The stocks which sell out faster in the initial days of arrival need to be ordered and made ready as soon as possible. Due to this, even if the cost of transportation would be high for lesser quantity stocks but at least the inventory turnover and annual turnover will be higher.
7. Whenever the store staff are ordered to work overtime, they need to be given some incentive for that overtime because they already remain exhausted from the daytime work. Overtime is generally done during the time of sales and at that point of time, we need some motivation in the staff to show empowerment to customers which will drive the sales.
But at that point of time, if they are not having the drive for selling, then it will directly affect the sales.

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ANNEXURE
QUESTIONNAIRE

Age *

Below 20

21-30

31-40

41-50

Above 50

Gender *

Male

Female

Others

Place of Residence

(In which town/city/village you reside?)

....

How often do you shop? *

Twice a month

Monthly

Twice a year

Yearly

Other:

Which of the following store(s), would you prefer when you go shopping? *

Pantaloons

Reliance trends

Lifestyle

Centro

Fashion factory

Max

Shoppers stop

Other:

Any reason for the above answer *

....

In your experience, which store(s) provides better offers? *

Pantaloons

Reliance trends

Lifestyle

Centro

Fashion factory

Max

Shoppers stop

Other:

Which store(s) has better variety and most sizes available? *

Pantaloons

Reliance trends

Lifestyle

Centro

Fashion factory

Max

Shoppers stop

Other:

Which store(s) have very good ambience, inviting and active staff? *

Pantaloons

Reliance trends

Lifestyle

Centro

Fashion factory

Max

Shoppers stop

Other:

Are you aware about benefits of the premium annual membership "Insignia" provided by pantaloon? *

....

Any more brands which you would like to see at pantaloon?

....

What are the improvements or changes which you would like to see in any of the shopping mall in general or pantaloon store in particular?

....

What additional features or services which you would like to experience at pantaloon?

....

What were the inconveniences faced while shopping at pantaloon or any other clothing store (like size availability issue, staff behaviour or staff not attending you, offers were not clear)?

....