



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

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SUMMER INTERNSHIP PROJECT 2025

REPORT TITLE

A STUDY ON WAREHOUSE SUPPLY
CHAIN MANAGEMENT AND OMNI
CHANNEL AT PANTALOONS

SUBMITTED BY

Krishna Naik
MBA Batch: 2024-26
University Regn. No.: 2406258102

Faculty Guide

Dr. Dhananjay Beura
Prof. Marketing
BIITM, Bhubaneswar

Corporate Guide

Mr. Tapas Kumar Rout
Warehouse Manager
Pantaloon, Saheed Nagar
Bhubaneswar

CERTIFICATE OF INTERNAL GUIDE

This is to certify that **Krishna Naik** bearing university registration no **2406258102** of batch 2024- 26 has completed his summer internship at Pantaloons , Saheed Nagar Bhubaneswar from **5th June to 30th July** under the supervision of **Mr. Dhananjay Beura** 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 Internal Guide

Name: Mr. Dhananjay Beura

Designation: Prof.(Marketing)

CERTIFICATE OF COMPANY GUIDE



7th August, 2025

TO WHOM IT MAY CONCERN

This is to certify that Krishna Naik is a student of Master of Business Administration from Biju Patnaik Institute of Information Technology & Management Studies, Bhubaneswar has successfully completed an internship with Aditya Birla Fashion & Retail Ltd. as Supply Chain Management & Omni Channel intern in Pantaloons store of Saheed Nagar, from 5th June 2025 to 30th July 2025, under the guidance of Tapas Kumar Rout.

He has worked on the project "Role of Supply Chain Management & Omni Channel". During the internship, he has gained several learnings and developed considerable skills.

I hereby certify his overall work as excellent to the best of my knowledge.

Wishing him the best of luck in his future endeavors.

For Aditya Birla Fashion & Retail Ltd.,



Amit Basak
Deputy Manager

pantaloons

Aditya Birla Fashion and Retail Limited (formerly known as Pantaloons Fashion & Retail Limited)

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Corporate ID No.: L18101MH2007PLC233901

DECLARATION

I, **Mr. Krishna Naik** Bearing university registration no **2406258102** (2024-26 batch), hereby declare that the project report titled Study on **Warehouse Supply chain Management and Omni Channel** internship at Pantaloons, during the period 05/06/2025 to 30/07/2025 and is an original work done by me under the supervision of Mr. Tapas Kumar Rout . This report is being submitted to Biju Patnaik Institute of Information Technology and Management Studies, Bhubaneswar, affiliated to Biju Patnaik University of Technology, Odisha, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration. This project report has not been submitted to any other institute/university for the award of any degree or diploma.

Date :

Signature

Place:

EXECUTIVE SUMMARY

Title of the internship report is “A Study on Warehouse Supply Chain Management and Omni Channel at Pantaloons, Saheed Nagar” Bhubaneswar.

This study was conducted at pantaloons fashion and retail limited. The key focus areas of this project are retail warehouse design, and reliable control of warehouse operations. The operations in a warehouse are controlled by a warehouse management and control system (WMCS). For a warehouse to achieve high performance, the responsible WMCS must make use of a warehouse limited resources in an efficient manner. These systems are inherently complex due to the size of modern warehouses, the large variety of warehouse equipment, and the fact that these systems are tailored to fulfill very specific needs of different warehouse customers. The specificity of the delivery requirements drastically reduces the potential of reusing the same warehouse management and control functionality for different warehouses. This implies that the WMCS design process is time consuming. To address this problem, a central distribution center WMCS reference architecture has been adopted. This reference architecture standardizes the warehouse components, their interfaces, and their functionalities. The generic components and the skeleton behaviors defined in the reference architecture ensure reusability, which has a great impact on the WMCS development effort. The implementation focuses on a limited part of the system that contains the most important component Behaviors.

Data here we have collected by visiting the store and personally interviewing the manager that how their company operates or function. the main findings of this internship are that the daily operational challenges occur within the warehouse like inbound inventory based on the stock type (PT, NPT, Consignment), outbound inventory, buy online delivery from store (BODFS), maintain a Platinum standard warehouse, Checking Invoice, Lorry Receipt (LR) While accepting an Inventory. If Shortage occur creating discrepancy note, maintain security inbound register, checking weight while accepting the inventory and tally it with the invoice. If the inventory weight varies between then checking of inventory is required.

ACKNOWLEDGEMENT

I take this opportunity to convey my sincere thanks and gratitude to all those who have directly or indirectly helped and contributed towards the completion of the project.

First and foremost, I would like to thank Mr. Dhananjay Beura for his constant guidance and support throughout this project. His constant encouragement, monitoring and guidance helped in the completion of this project successfully.

I would be honored to extend my thankfulness to my external project guide Mr. Tapas Kumar Rout who has immensely helped me to complete the project.

I extend my special gratitude to Prof. (Dr.) Mihir Ranjan Nayak, Principal of Biju Patnaik Institute IT & Management Studies.

During the project, I realized that the degree of relevance of the learning being imparted in the class is very high. The learning enabled us to get a better understanding of the nitty-gritty of the subject which I studied.

I would also like to thank my batch mates for the discussions that I had with them. All these have resulted in the enrichment of my knowledge and inputs have helped me to incorporate relevant issues of the project.

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CHAPTER I

INTRODUCTION

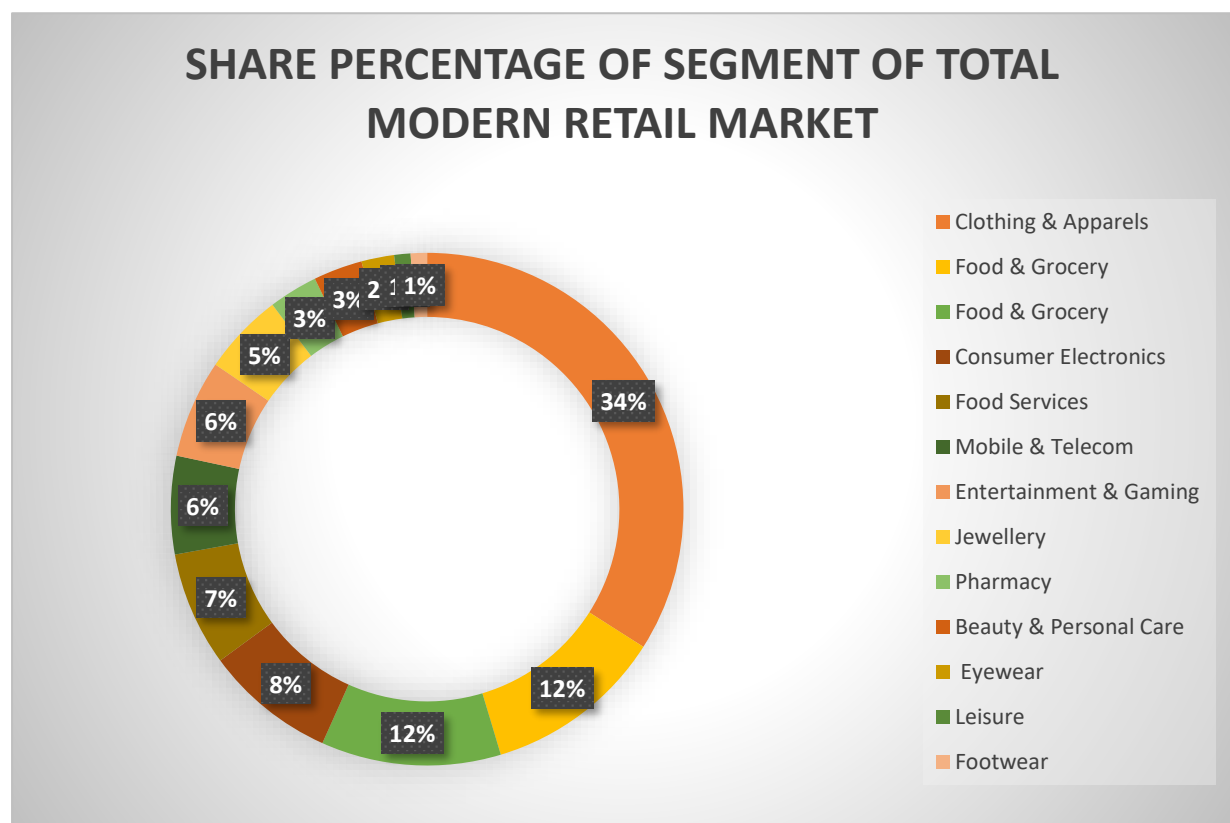
Indian retail industry has emerged as one of the most dynamic and fast-paced industries due to the entry of several new players. It accounts for over 10% of the country's gross domestic product (GDP) and around eight% of the employment. India is the world's fifth-largest global destination in the retail space. India ranked 73 in the United Nations Conference on Trade and Development's Business-to-Consumer (B2C) E-commerce Index 2019. India is the world's fifth-largest global destination in the retail space and ranked 63 in World Bank's Doing Business 2020. Retail involves the sale of goods from a single point (malls, markets, department stores etc.) directly to the consumer in small quantities for his end use. Retailers are the final link in the supply chain between manufacturers and consumers.

Retailing is important because it allows manufacturers to focus on producing goods without having to be distracted with the enormous amount of effort that it takes to interact with the end-user customers who want to purchase those goods. Wholesalers sell in large bulk quantities, without worrying about many of the aspects of retailing that consumers expect like visual merchandising, also they do not incur the added cost of selling merchandise to end-user customers - labor, rent, advertising, etc., which in retail is factored into the pricing of the merchandise. Retailing in India has come a long way with evolutionary patterns from corner shops, weekly markets, and village fairs, individual stores to malls, supermarkets and hypermarkets. During the initial stages, this sector was completely unorganized and it was then carried forward by the textiles industry through dealers.

The retail sector of India handles about \$250 billion every year, and is expected by veteran economists to reach to \$660 billion by the year 2015. The business in the organized retail sector of India is expected to grow at the rate of 15-20% every year, and can reach the level of \$100 billion by the year 2015. Even if we only consider the government's initiatives from 2021, the retail sector is in for fascinating times as we enter the new year. These actions would soon show their benefits; the transformation has already begun, paving the way for a more noticeable impact.

The adoption of digital payments pushed by the new framework for retail digital payments in offline mode has created a more accurate and efficient environment making it easier for customers to make purchases or complete transactions. Time is money, as they say, and the

digital transformation has ensured that the time saved is compounded by allocating additional resources to other parts of business improvement. 3 | Page India has occupied a remarkable position in global retail rankings; the country has high market potential, low economic risk, and moderate political risk India's net retail sales are quite significant among emerging and developed nations; the country is ranked third (after China and Brazil). Overall, given its high growth potential, India compares favorably with global peers among foreign investors. With investment of around US\$ 511.76 billion, the first half of 2016 witnessed the highest annual private equity (PE) in the retail sector, since 2008.



SCOPE OF THE STUDY

- Warehouse operation is becoming more critical activity in the supply chain to gain competitive advantage on customer service, lead time and cost. Therefore, the study was carried out to get a clear picture of warehouse operations and challenges faced by retail outlets.
- In recent market scenario, warehouse management system (WMS) plays a vital role, to achieve high performer and efficiency in serving the customer. This study would serve as the basis for understanding challenges faced due to warehouse operations and give a picture of effect of such operations on retailers like Pantaloons.
- It will be interesting to investigate challenges of supply chain management faced by other retailers as warehouse management is the essential part to cost efficiency.

OBJECTIVES THE STUDY

- To Study operational activities in the warehouse of pantaloons.
- To keep inventory at a sufficient high level to perform sales smoothly.
- To keep track of all the items so they can be found easily and correctly

RESEARCH METHODOLOGY

Primary Data: - I personally have collected from the various employees of warehouse department of Pantaloons during my internship period. The method used for collection of data is questionnaire method. The structured questions are sent to the employee and requested them to return back. The total number of structured questions was 6 which were based on the daily operational activity.

Secondary Data : This data is mainly collected from different types of sources such as:-

- Official documents
- Journals
- Reports
- Official site of the future group
- Website of the company

LIMITATIONS OF THE STUDY

This study was mainly conducted with the aim of understanding challenges of supply chain management with respect to warehouse operations. Despite its contribution, the study had several limitations.

- The research was done in one store so it was impossible to take a comprehensive view of challenges faced by other retail stores.
- As only Pantaloons in Bhubaneswar is dealt in the study, it may not represent the view of the total retail market.
- Not all areas of supply chain management were considered for the study. Therefore, a comprehensive comparison was not possible.
- The sample size of 30 was considered for the study where a larger sample size is required for future studies



CHAPTER II

COMPANY PROFILE

Pantaloons is one of India's most admired fashion retail brands, known for offering stylish, trendy, and affordable apparel. It is a part of **Aditya Birla Fashion and Retail Limited (ABFRL)**, the fashion and lifestyle arm of the Aditya Birla Group, one of the largest conglomerates in India. Established in 1997, Pantaloons has grown to become a household name in modern retail fashion, with a wide presence across the country. Pantaloons has **400+ stores in over 180 towns and cities** across India. It operates both **offline (retail outlets)** and **online (e-commerce platforms)**, adopting an **omni-channel retail strategy** to enhance customer experience.



Pantaloons is positioned as a **“one-stop fashion destination”** that provides quality, variety, and affordability under one roof. Its tagline *“In Love With Fashion”* highlights its focus on trendy collections for all age groups.

As a playground for fashion Pantaloons offers a **wide range of products** including:

- **Men's Wear:** Formal wear, casuals, ethnic, activewear, accessories
- **Women's Wear:** Western wear, ethnic wear, fusion, lingerie, accessories
- **Kids' Wear:** Apparel for infants, children, and teenagers
- **Footwear & Accessories:** Shoes, bags, belts, jewelry, and lifestyle products

Leading brands at Pantaloons

Pantaloons today retails over 200 licensed and international brands, including 24 exclusive brands. The Pantaloons exclusive brand bouquet includes Rangmanch, Ajile, Honey, Akkriti, Chalk, Annabelle, Trishaa, Alto Moda, Poppers, Chirpie Pie; besides, it also features brands licensed on a long-term basis: Bare, Rig, SF Jeans, Byford, JM Sports, Lombard and Candie's New York. The company launched six new brands in FY'15, including Alto Moda, SF Jeans, Candie's New York, Byford, Poppers and Chirpie Pie. Pantaloons also hosts Madura F&L's brands such as Louis Philippe, Van Heusen, Allen Solly, Peter England and People in menswear; Van Heusen and Allen Solly in women's wear, and Allen Solly Junior. It also retails partner brands such as John Miller, Celio, Spykar, Levis and Lee Cooper in menswear; Jealous 21, 109°F, AND, Chemistry and KRAUS in women's western wear; BIBA, Global Desi, and W in women's ethnic wear; Barbie and Ginny Jony in kids wear. Pantaloons is available on all leading e-commerce portals. Pantaloons enjoys a loyal customer base of 8.0 million (as of 30 June'17), which is one of the largest among apparel retailers in the country. It runs its own four-tier loyalty programme called "Green card". PFRL's comprehensive marketing strategy is a mix of traditional and new-age communication. It also exploits digital media to reach out to the Internet community. Additionally, it runs varied store and brand launch events and promotions, besides corporate tie-ups to enhance brand visibility and recall.

COMPANY'S VISION, MISSION AND VALUES

The Company's Vision is to be a premium global conglomerate, with a clear focus on each of the businesses. Our Mission is to deliver superior value to our customers, shareholders, employees and society at large.

Values:

- **Integrity:** Acting and taking decisions in a manner that is fair and honest. Following the highest standards of professionalism and being recognised for doing so. Integrity for us means not only financial and intellectual integrity, but encompasses all other forms as are generally understood.

- **Commitment:** On the foundation of Integrity, doing all that is needed to deliver value to all stakeholders. In the process, being accountable for our own actions and decisions, those of our team and those in the part of the organisation for which we are responsible.
- **Passion:** An energetic, intuitive zeal that arises from emotional engagement with the organization that makes work joyful and inspires each one to give his or her best. A voluntary, spontaneous, and relentless pursuit of goals and objectives with the highest level of energy and enthusiasm.
- **Seamlessness:** Thinking and working together across functional groups, hierarchies, businesses, and geographies. Leveraging diverse competencies and perspectives to garner the benefits of synergy while promoting organizational unity through sharing and collaborative efforts.
- **Speed:** Responding to internal and external customers with a sense of urgency. Continuously striving to finish before deadlines and choosing the be rhythm to optimize organizational efficiencies.

ABFRL

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.



History of Pantaloons

Madura Garments was established in 1988, acquired by the Aditya Birla Group in 1999 and was renamed Madura Fashion & Lifestyle in 2010. The garment activities of group holding company Aditya Birla Nuvo and another group entity, Madura Garments Lifestyle Retail, would be demerged into listed firm

Pantaloons Fashion & Retail Ltd (PFRL) under the scheme of arrangement. Madura owns and retails brands such as Louis Philippe, Van Heusen, Allen Solly, Peter England. In 2012, Aditya Birla Nuvo acquired major stakes in Pantaloons. In 2015, Pantaloons was renamed Aditya Birla Fashion and Retail Ltd. (ABFRL).

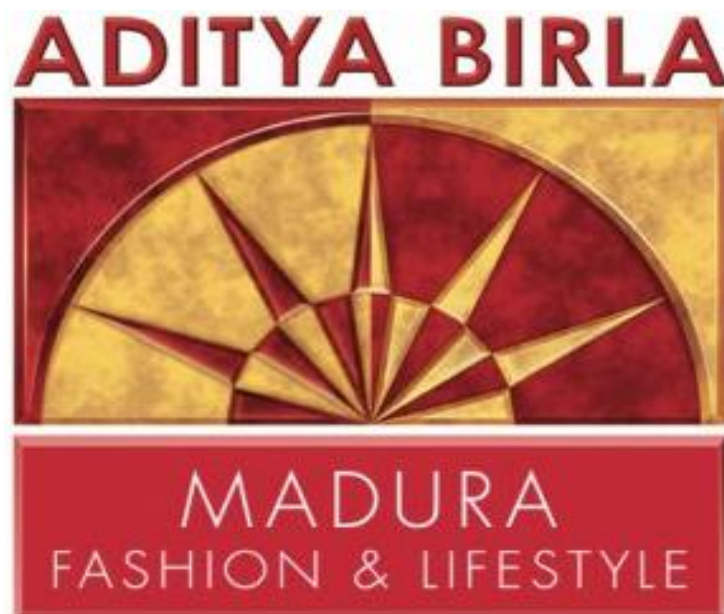
 AngelOne

SHARE MARKET

**ADITYA BIRLA FASHION AND RETAIL
RECEIVED BOARD
APPROVAL FOR THE
DEMERGER OF MADURA
FASHION & LIFESTYLE
BUSINESS**



Find Us On:    



Stores

As on 31 March 2023, ABFRL has a network of at least 3,977 stores with a presence across approximately 33,535 multi-brand outlets with 6,723 point of sales in department stores across India.

Operations

ABFRL portfolio includes several brands such as Louis Philippe, Van Heusen, Allen Solly and Peter England established for over 25 years. Pantaloon's brands cater to men, women and children with a mix of private labels and licensed brands in apparel and accessories. ABFRL holds online and offline rights to the India network of California-based fashion brand Forever 21. Its International Brands portfolio includes The Collective and select mono-brands such as Simon Carter, Hackett London, Ted Baker, Ralph Lauren, American Eagle, and Fred Perry.

Partnership, Merger & Acquisition

Starting in the 2010s, the company made multiple acquisitions and mergers.

Year	Type	Company Name	Notes	Valuation/Stake
2012	Joint Venture	Hackett	Hackett Limited is a British clothing brand for men and boys. Hackett is partnered with Madura Fashion owned by Aditya Birla Group.	50% stake
2016	Partnership	Ted Baker	Ted Baker is a British high-street clothing retail company, founded in 1988 in Glasgow, Scotland	-

2016	Acquisition	Forever 21	Forever 21 is a multinational fast fashion retailer headquartered in Los Angeles, California , United States. Only its Indian operations	\$26 mn
2017	Partnership	Simon Carter	Simon Carter Ltd. Is a British fashion design company specialising in men's accessories and menswear, founded in London in 1985	NA
2018	Partnership	American Eagle Outfitters	American Eagle Line is an American clothing and accessories retailer headquartered at SouthSide Works in Pittsburgh, Pennsylvania, founded in 1977.	N/A
2018	Partnership	Ralph Lauren	Ralph Lauren Corporation is an American publicly traded fashion company, founded in 1967 by American fashion designer Ralph Lauren	NA
2019	Acquisition	Jaypore	Jaypore is an Indian fashion women ethnic wear brand	₹110 crore
2019	Acquisition	TG Apparel & Decor	TG Apparel & Decor is an Indian clothing brand	N/A
2019	Acquisition	Shantanu & Nikhil	Shantanu & Nikhil is an Indian Fashion Designer	51% Stake
2021	Partnership	Sabyasachi	Sabyasachi is an Indian fashion & jewellery label	51% Stake (Rs 398 crore)

2021	Partnership	Tarun Tahiliani	Tarun Tahiliani is an Indian fashion & jewellery designer	33.5% Stake (Rs 67 crore)
2022	Partnership	Masaba Gupta	Masaba Gupta is an Indian fashion designer	51% stake
2022	Agreement to Sell	Reebok	Reebok is an American fitness footwear and clothing brand	N/A
2022	Partnership	Masaba Gupta	Masaba Gupta is an Indian fashion designer	51% stake
2022	Partnership	Galleries Lafayette	ABFRL enters into a strategic partnership with Galleries Lafayette, renowned globally for its flagship location at Boulevard Haussmann in Paris	50% stake
2023	Acquisition	TCNS Clothing Limited	TCNS Clothing is an Indian public limited company, owner of the women's branded apparel retailer	51% stake

COMPANY HIGHLIGHTS

Company Name	Aditya Birla Fashion and Retail Ltd
Headquarter	Mumbai, India
Sector	Retail, E-commerce

Founded	1997
Founder	Seth Shiv Narayan Birla
Area Served	India
Parent Company	Aditya Birla Group
Website	https://www.abfirl.com

CAPITAL STRUCTURE

Company Name	Aditya Birla Fashion and Retail Ltd
Net Worth 2021 in Indian Rupees	26.85 billion Indian rupees
Revenue	Rs. 5,249 crore (US\$690 million)
Total Equity	Rs. 249 crores

Brands Under Pantaloons

- A - Ajile, Allen Solly, Akkriti, Annabelle
- B - Byford, Bare Denim, Biba
- C - Candies, Chalk, Coolsters, Celio, Chirpie Pie
- D - Dreamz, Doodle
- E - Enamor
- F - Forever Glam, Faballey
- G - Global Desi

H - Honey

I - Indus Route

J - Jockey, John miller

K - Kraus

L - Living Scapes, Louis Phillipe

M - Miniklub, Monte Carlo

N- Neerus

O - Opium

P - People, Peter England, Pepe Jeans, Provogue

R - Rangmanch,

Rig S - Spykar, SF

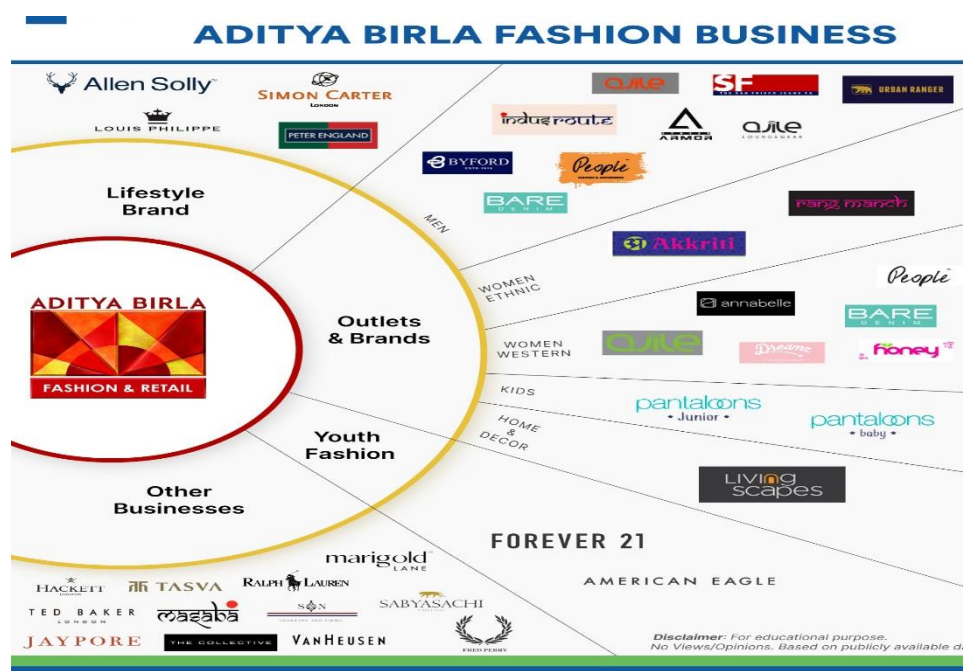
Jeans

T- The Man Company, Triumph

U - US Polo Assn, Urban Ranger

V - Van Heusen , VH Sport

W - W , Woodland



MANAGEMENT HIERARCHY IN THE RETAIL OUTLET



INDUSTRY ANALYSIS

PRODUCT

Pantaloons is one of the leading fashion retail brands in India. Pantaloons offers Apparel brands for Men, Women and Kids. Along with Apparel it also features accessories. Some of the most popular brands offered are Indus route, SF, BYFORD, BARE, Ajile, Honey, Poppers, chalk etc. Pantaloons offers accessories from watches to shoes, bags, jewellery and perfumes. The shops are designed in an aesthetically with Fashion". Pantaloons offer products from traditional outfits to high end western appealing way with excellent customer support. The tagline of Pantaloons is "In love middle class residing in Tier I, II and III cities of the country. They have dedicated outfits as part of its marketing mix strategy. The target group is the middle and upper outlets and also presence in shopping malls. They launch new products every festive season. Pantaloons have a dedicated website online that features collections-based seasons like "summer" collection, "Winter" collection etc.

PRICE

Pantaloons offer discounts during festive season. They also have end of year clear off sales. All the goods are procured from private small-scale producers and are bundled and sold under private Labels. Pantaloons follows relationship marketing where premium is charged for the in- store service offered by the shop.

PLACE

Pantaloons has a retail space of 1.7 million square feet, which is among the largest in India. The items are differentiated under headings suitably. Pantaloons currently has 130 fashion stores in 40 cities and towns in India.

PROMOTION

Pantaloons uses media like TV, print, online etc as part of its marketing mix promotional strategy. Pantaloons uses a diverse range of promotional activities to market its brands. Discounts are offered based on the type of card the user has purchased. This has helped in providing loyalty points which can be redeemed at every next purchase. Loyalty programs are one the best ways of promoting, especially in the retail apparel segment.

PEOPLE

Pantaloons values customer service and in-store service. Pantaloons have excellent customer engagement skills. The higher management consists of people sourced from reputed institutes and with years of excellent experience. Also, the sales people at Pantaloons stores are very well trained and equipped to handle queries of customers.

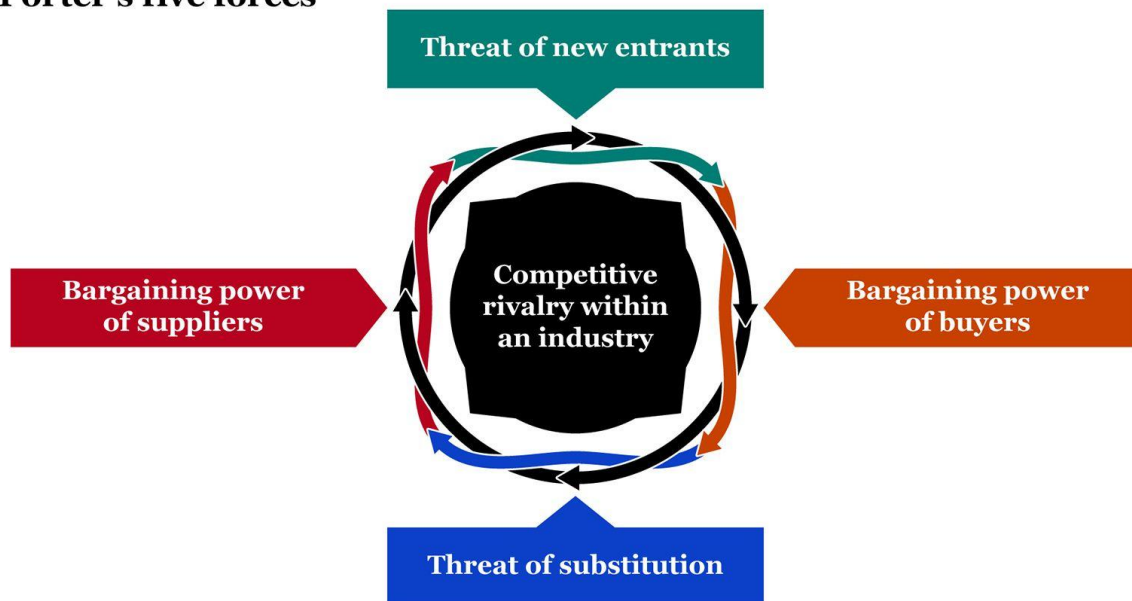
PROCESS

Pantaloons has installed SAP based software to track movement and sales of products through their retail stores. Pantaloons has several processes in place for smooth execution of its business. Also, the online model ensures online purchase, online payment and delivery at the customer doorstep.

PHYSICAL EVIDENCE

Pantaloon Stores are the biggest physical evidence of their brand. The uniqueness of store, store planning, color and design etc. are all unique across stores. The physical evidence also includes its loyalty cards, carry bags, etc.

Porter's five forces



THREAT OF NEW ENTRANTS

Setting up a new company requires high capital. So, the threat of new entrants is low.

THREAT OF SUBSTITUTES

The threat of replacements in the market poses a moderate danger level.

BARGAINING POWER OF BUYERS

The customers have high bargaining power as there are alternate stores available.

BARGAINING POWER OF SUPPLIERS

The bargaining power of suppliers is moderate.

DEGREE OF RIVALRY

There is an intense level of rivalry in the retail industry, so companies always need to come up with strategies to compete.



CHAPTER III

Competitor Analysis

Competitors of Pantaloons:

- Reliance Trends
- Vishal Mega mart
- Shoppers Stop
- Myntra
- Ajio
- Amazon
- Westside
- Myntra
- Flipkart

Reliance Trends:

<u>Strength</u>	<u>Weakness</u>
1) Strong backing of the parent company. 2) It owns various private label brands.	1) Product variety is available but more SKUs are not present due to inefficient back end infrastructure. 2) Poor inventory control at certain locations is a concern.

- Pantaloons offers more **brand variety** and a mix of premium + affordable; Trends is mainly value-fashion focused.



Vishal Mega Mart



<u>Strength</u>	<u>Weakness</u>
Very low pricing → Value for money appeal.	Perceived as a budget retailer (less aspirational).
Strong rural and semi-urban presence.	Limited premium fashion offering.

- Pantaloons is fashion-focused, while Vishal is a discount-driven retail chain (grocery + fashion)

Shoppers Stop

Strength	Weakness
Premium positioning, international brands.	Higher prices, not affordable for mass market.
Strong urban mall presence.	Limited presence outside metros.

- Pantaloons targets **mass + mid segment**, while Shoppers Stop mainly **premium urban customers**.

Myntra Online

<u>Strengths</u>	<u>Weaknesses:</u>
India's No. 1 online fashion platform.	Purely online → no physical try-before-buy.
Wide range of brands (national & international).	Heavy dependence on discounts.
Strong digital campaigns & sales (EORS).	

- Pantaloons has **offline strength + experience stores**, Myntra dominates **digital fashion space**.

Ajio E-commerce

<u>Strengths</u>	<u>Weaknesses</u>
Backed by Reliance → strong funding & growth.	Still smaller than Myntra in online fashion.
Private labels + mix of international brands.	Relatively new → weaker brand recall.
Attractive deals & fashion-forward collections	

- Ajio is **purely online**, while Pantaloons has **offline trust + family-oriented shopping**.

Amazon

<u>Strengths:</u>	<u>Weaknesses</u>
Largest customer base. Fast delivery, strong logistics	Fashion segment is weaker compared to electronics/grocery.
Huge selection across categories	Lack of curated fashion experience.

- Pantaloons offers curated in-store fashion, while Amazon is mass e-commerce with fashion as one of many categories.

Westside (Tata's Trent Ltd.)

<u>Strengths:</u>	<u>Weaknesses:</u>
Stylish private labels at reasonable prices.	Relatively fewer multi-brand options.
Strong brand image, premium yet affordable.	Relatively fewer multi-brand options.
Customer loyalty due to Tata's trust.	Smaller store count than Pantaloons

- Pantaloons offers **multi-brand + private labels**, Westside focuses mainly on **own brands**.

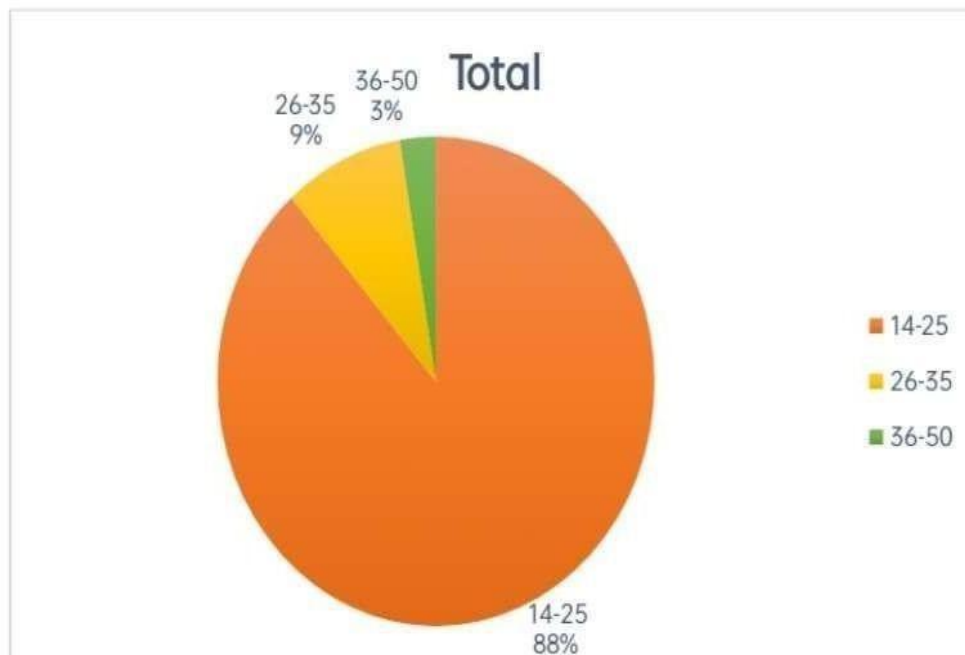
Flipkart (Fashion)

<u>Strengths</u>	<u>Weaknesses vs Competitors</u>
Strong offline presence with 370+ stores.	Weaker in online/digital fashion compared to Myntra & Ajio.
Balanced mix of private labels + multiple brands.	Limited premium segment focus compared to Shoppers Stop & Westside.
Trusted family shopping experience (affordable + stylish).	

Customer Analysis

1.AGE-

Row Labels	Count of Age
14-25	100
26-35	10
36-50	3
Grand Total	113



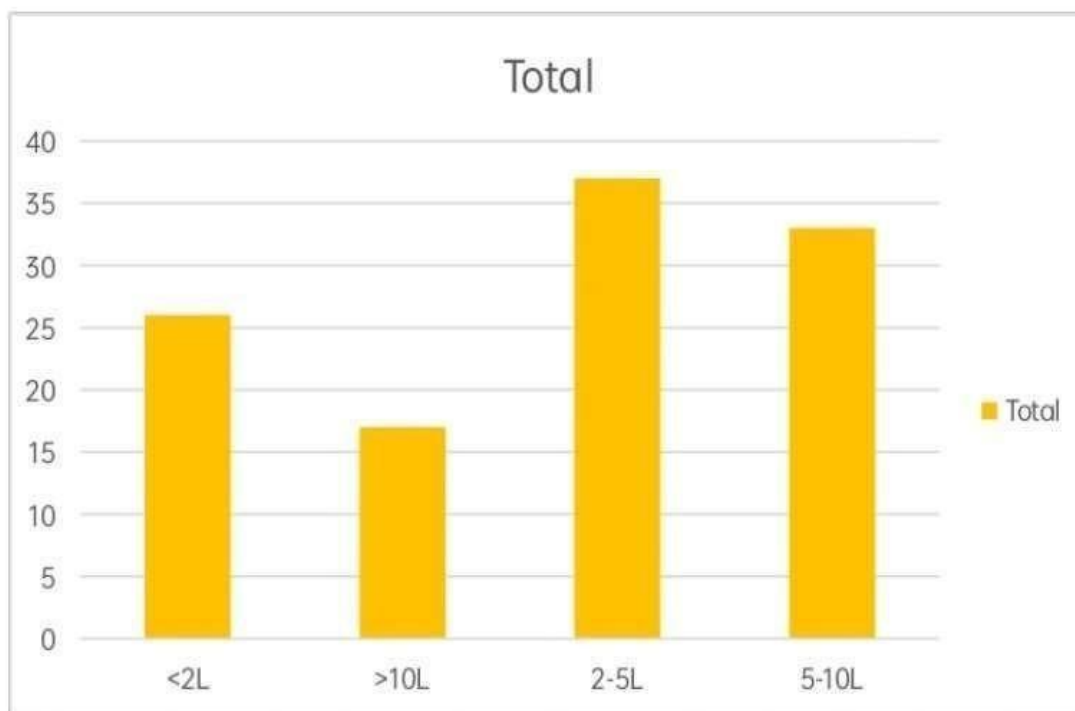
Interpretation-From age 14-25 there are 100 customers who visit Pantaloons.

From age 26-35 there are 10 customers who visit Pantaloons.

From age 36-50 there are 3 customers who visit Pantaloons.

2.GENDER

Row Labels	Count Gender	of
Female	56	
Male	57	
Grand Total	113	



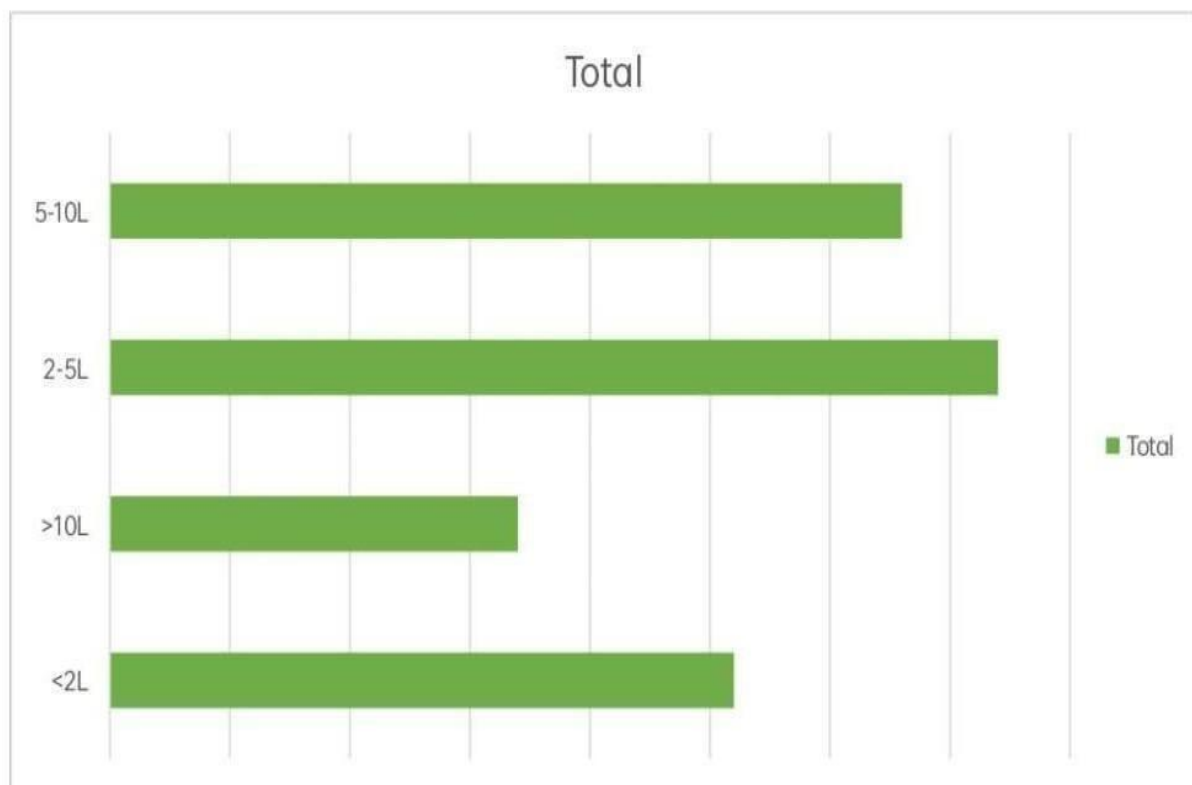
Interpretation:- Here female ratio is 56

And Male Ratio is 57

So both male and female customer visit frequently to the store.

3.OCCUPATION: -

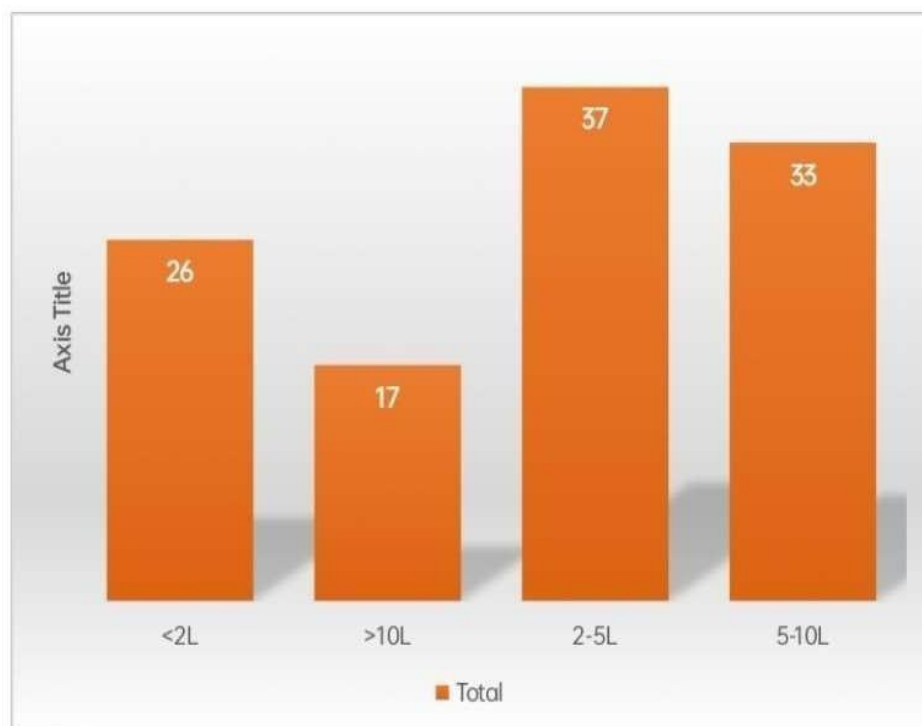
Row Labels	Count of Occupation
Home Maker	1
Job Holder (Private Sector)	18
Job Holder (Public Sector)	2
Others	1
Self-Employed	3
Student	88
Grand Total	113



Interpretations- From the above bar graph it is very clear that most of the people who were entering the store are students and next to students is working professionals, followed by the business people and House wives.

4.EDUCATIONAL QUALIFICATION

Row Labels	Count of Educational Qualification
Doctorate	1
Graduation	39
Higher Secondary	3
Matriculation	1
Post Graduation	65
Primary Education	4
Grand Total	113

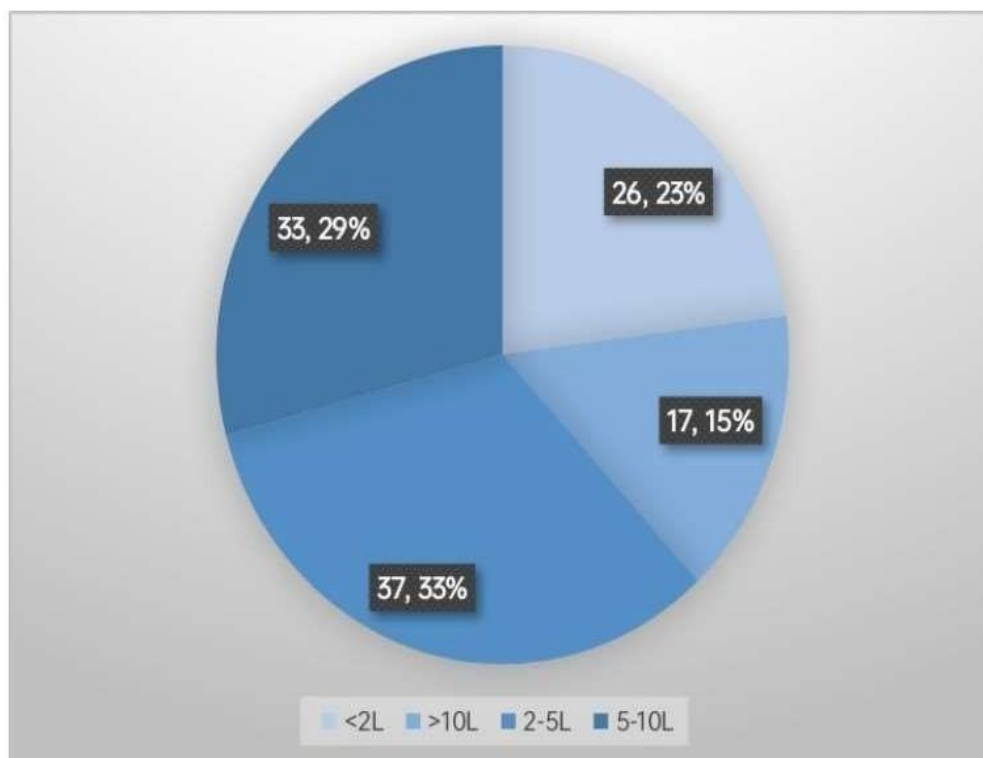


Interpretations- From the above data we get to know that basically the college students visit the store with their friends most of the time.

65% are the student ratio

5.ANNUAL FAMILY INCOME

Row Labels	Count of Annual Family Income
<2L	26
>10L	17
2-5L	37
5-10L	33
Grand Total	113



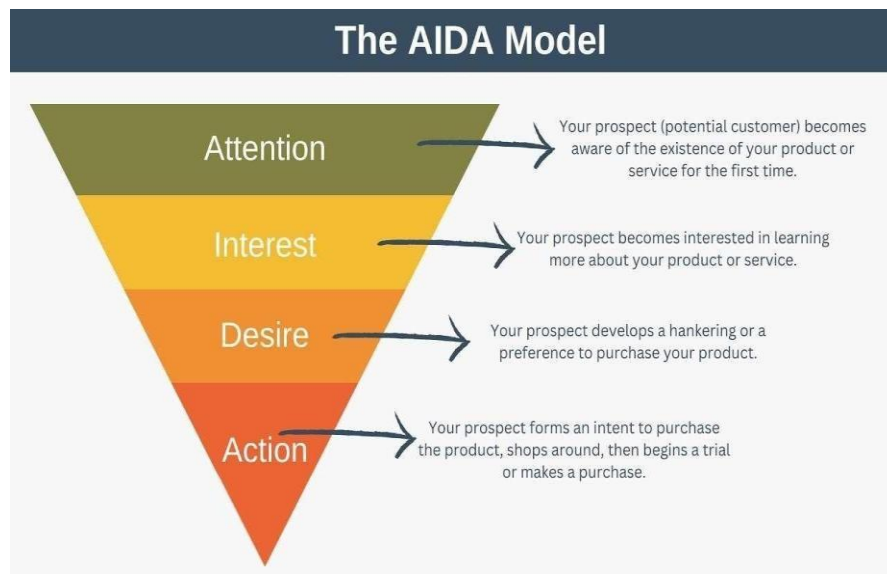
Interpretation- Here from above pie chart we get to know that

More than 2 lakhs-26%

Less than 10 lakhs-17%

2-5 lakhs-37%

5-10 lakhs-33%



For Pantaloons:

Attention or Awareness:

- Advertisement
- Window Display
- Signage
- Color Blocking
- Cross Display
- Mannequins



Interest

- Special Offers
- Pay Back Green Card
- Attractive
- Communicate Benefits
- Wash Care
- Brand Image



Desire

- Customer Need
- Fashion
- Occasion
- Behavior

Action

Monday - Friday

- Customer Entry- 300 to 600
- Total Sales- 40000 to 60000
- Total Bills- 80 to 125
- Total Quantity- 210 to 350
- Ticket Size- 1700 to 1800 (Total Sales / Total no. of bills)
- Basket size- 2.3 to 2.6 (Total no. of quantity / Total no. of bills)
- Conversion -19 to 20 % (Total Customer Entry / Total Bills * 100)

Saturday-Sunday

- Customer Entry- 800 to 1500
- Total Sales- 260000 to 500000
- Total Bills- 180 to 300
- Total Quantity- 460 to 600
- Ticket Size- 1700 to 1800 (Total Sales / Total no. of bills)
- Ticket Size- 1700 to 1900 (Total Sales / Total no. of bills)
- Basket size- 2.3 to 2.6 (Total no. of quantity / Total no. of bills)
- Conversion-19 to 20 % (Total Customer Entry / Total Bills * 100)
- Basket size- 2.6 to 2.7 (Total no. of quantity / Total no. of bills)
- Conversion-22 to 24 % (Total Customer Entry / Total Bills * 100)



CHAPTER IV

FINDINGS & ANALYSIS

Retailing and logistics are concerned with product availability. Many have described this as getting the right products to the right place at the right time. In this regard, warehouse operations plays a vital role in making product available for the customers. Pantaloons focuses on effective replenishment process. However, the retailers face challenges in warehouse operations. The data for this study was collected from 60 respondents who were staff members of Pantaloons, Bhubaneswar. Vital parameters of importance were studied to bring to characteristics of respondents.

Demographic characteristics:

Table 3.1: Respondents designation

Designation	Frequency	Per cent
Warehouse Assistant	2	3.3
Warehouse Manager	2	3.3
Pantaloons Sales Staff	56	93.4
Total	60	100

Source: Primary Data

The above table showed that 93.4% respondents surveyed were Pantaloons Sales Staff followed by Warehouse Assistant (3.3%) and Warehouse Managers (3.3%). It was found that majority of the respondents were Pantaloons Sales Staff as they are directly involved in warehouse operations carrying out the activities like counting of inbound materials, arrangement of stock etc.

Figure 3.1: Frequency by work experience



Source: Primary Data

The above chart showed that 30% respondents were having work experience of 6-12 month and 2-4 years followed by 1-2 years (20%), 0-6 months (15%) and more than 4 years (5%).

Descriptive Statistics:

Table 3.3: Categories of stock received

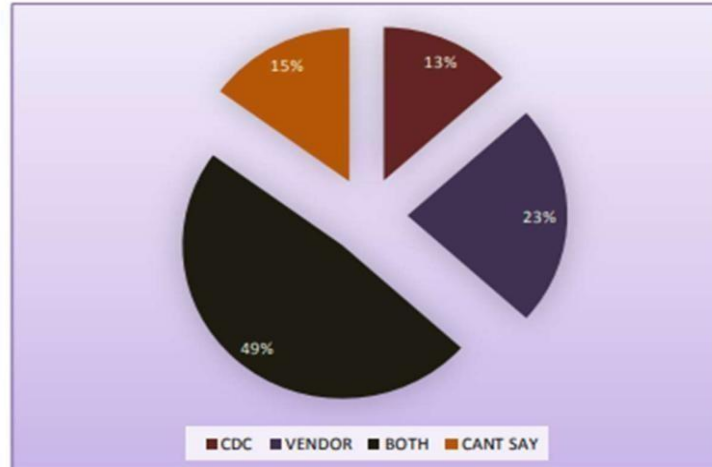
Categories	Frequency	Per cent
Central distribution centre	8	13
Vendor	14	23
Both	29	49
Can't say	9	15
Total	60	100

Source: Primary Data

The above table showed that 49% respondents opined that the stock received from both vendor and Central Distribution Centre, 23% received from only vendor and 13% received from Central Distribution Centre. There were 15% respondents not knowing the source from where they were receiving stock.

It was found from the figure below that majority of the respondents were having knowledge that the stock was received from vendor as well as Central Distribution Centre. It was surprising to figure out that many were not aware of the source of stock generation.

Figure 3.2: Categories of stock received



Source: Primary Data

*CDC-Central distribution centre

Frequency of stock received:

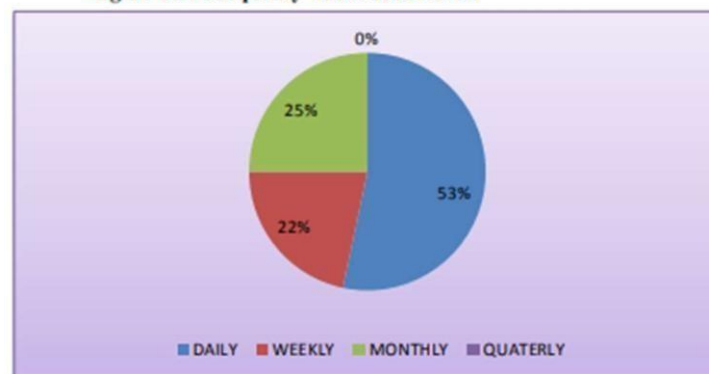
Table 3.4: Frequency of stock received

Duration	Frequency	Per cent
Daily	32	53
Weekly	13	25
Monthly	15	22
Quarterly	0	0
Total	60	100

Source: Primary Data

The above table showed that 53% respondents gave opinion that the stock was received at 33 | Page warehouse daily followed by monthly (25%) and weekly (22%). It was from the figure that the employees receive the products daily as the stock belongs to in- house product whereas others felt that the stocks weekly because they belongs to non apps category. 25% of the employees receive the stocks monthly because they belongs to vendor category.

Figure 3.3: Frequency of stock received



Source: Primary Data

Accurate inventory management is essential to customer satisfaction and employee productivity. The first step to having an accurate inventory is processing receipts accurately. In supply systems, items ordered and received plays a vital as it is a time consuming process. Based on this discussion, the following hypothesis is tested to find out differences in frequency of stock received from the sources of supplies.

Hypothesis: There is a difference in frequency of receiving stock at warehouse from various categories (sources) of supplies.

Table 3.5: Frequency of stock received from sources of supplies

Sources of supplies	Frequency of stock received			Total
	Daily	Weekly	Monthly	
CDC	29 (100%)	0	0	29 (100%)
Vendor	3 (33.3%)	2 (22.2%)	4 (44.5%)	9 (100%)
Both (CDC & Vendor)	0	5 (62.5%)	3 (37.5%)	8 (100%)
Can't say	0	6 (43%)	8 (57%)	14 (100%)

Source: Primary Data

The above table revealed that 100% respondents ordered received from CDC on a daily basis. 44.5% respondents stated that stocks received from vendor on a monthly basis followed by 33.3% on a daily basis and 22.2% on a weekly basis. 62.5% respondents stated that ordered received at warehouse from both the sources (CDC & Vendor) on a

weekly basis and 37.5% on a monthly basis. It was surprising to see that 43% respondents stated that ordered were received on a weekly basis and 57% on a monthly basis, but could not recalled the sources of supplies.

To verify the differences in frequency of receiving stock at warehouse from various sources single factor ANOVA used to test the hypothesis.

Table 3.6: ANOVA

<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	193.3333	2	96.66667	1.340111	0.341972	5.786135
Within Groups	360.6667	5	72.13333			
Total	554	7				

Source: Primary Data

The ANOVA test revealed that there is no significant differences in frequency of receiving stock at warehouse from various sources r at the 5% level. It clearly states that the null hypothesis is accepted as F-statistics of 1.34 on (2, 5) degrees of freedom for which p-value is 0.34. In other words, the frequency of stock received at warehouse in a uniform manner from sources of supplies .

Discrepancy analysis:

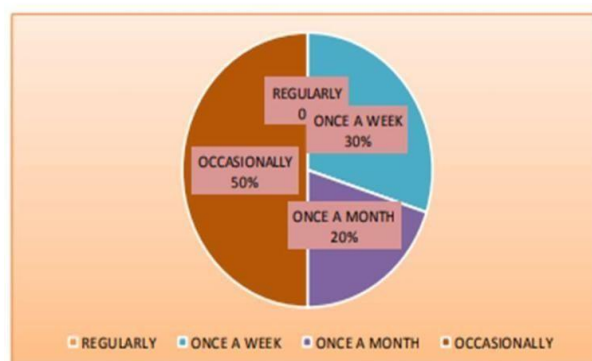
Table 3.6: Respondent opinion period of discrepancy

Period of Discrepancy	Frequency	Per cent
Once a week	18	30
Once a month	12	20
Occasionally	30	50
Total	60	100

Source: Primary Data

The above table showed that 50% respondents said that discrepancies were found occasionally, 30% found once in a week and 20% found once in a month. It can be interpreted that majority respondents found discrepancies occasionally whereas the respondents who faces discrepancy once in a week because they are mainly related to cosmetics apps.

Figure 3.4: Frequency of discrepancy



Source: Primary Data

Table 3.7: Opinion regarding process of filling discrepancy

Process of filling discrepancy	Frequency	Per cent
Friendly	35	58
Difficult	25	42
Total	60	100

Source: Primary Data

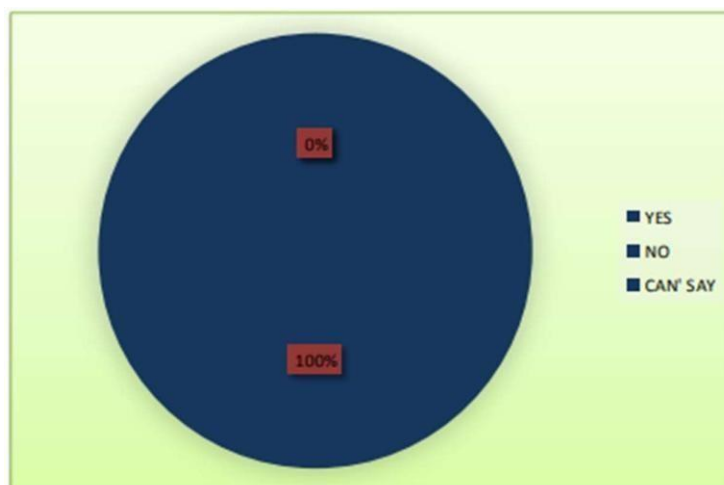
The above table showed that 58% respondents had an opinion that process of filling discrepancy from warehouse was friendly because they are related to in house product. Rest was found process of filling of discrepancy from warehouse to be difficult (42%) because they were related to vendors and non apps products. This shows the forwardness of the warehouse.

Sap software review:

Opinion	Frequency	Per cent
Yes	60	100
No	0	0
Can't say	0	0
Total	60	100

Source: Primary Data

The above table shows that 100% of the respondent found SAP was easy for their operation. Because it saved the time of the employees & work load.



Source: Primary Data

ACTUAL WORK DONE

- Maintaining daily basis record for audits.
- To do entries of the inbound and outbound inventories.
- To check weight of the NPT inventories and tally that weight with the invoice given by the delivery boy.
- Maintaining platinum standard warehouse.

LIMITATIONS

- There can be constraints while sharing information by the retailers for general and academic surveys. Hence more accurate information can be gathered only if such a survey is commissioned by large retailers for their own use.
- Due to the short span of time, limited information was gathered.
- Due to human behavior information may be biased.
- The pace of technological changes.



CHAPTER V

SUGGESTION

5 key rules that companies should incorporate to achieve more sustainable and circular supply chains:

1. More flexible sourcing networks.
2. Rebalancing apparel supply chain.
3. Embracing strategic supply partnerships.
4. Speed up digital innovation.
5. End-to-end visibility.

DIGITAL INNOVATION

Implementing digital innovation can reduce overproduction. By using digital systems and platforms, both factories and retailers receive real-time updates which can help overcome errors and thus overproduction.

END TO END VISIBILITY

To reduce the environmental impact caused by a supply chain, a company could take a closer look at the suppliers an organization is working with, their partners.

CONCLUSION

Retailing and distribution are concerned with product availability. It has been explained by many experts that retailing and distribution focus on making the right products available at right place at the right time. In this process, warehouse plays a vital role in stocking goods to meet vulnerable demands of consumers.

Pantaloon is having various distribution centers like Central Distribution Centre, Mother Distribution Centre, Regional Distribution Centre etc., where the products are distributed to the retail stores. In this regard, it was found that the stock received from the vendor as well as from the Central Distribution Centre. But it was surprising to observe that maximum number of employees were not aware of sources or categories of the stocks received at the warehouse. Therefore, the organization could have considered implementing IT modules so it may help determine location source and identify various stocks relating to SKU and its quantity.

In a retail sector, the most important part is replenishment of stock in right time and right place. Surprisingly, it was found that because of lack of knowledge and training, the replenishment has attained a greater lead time. The organisation would look into this case so that the respective departmental managers create the awareness among the 35 staff members for timely replenishment process which will lead to less stockout in the retail floor.

It is a known fact that the warehouse will always have full of packets in terms of cartons, boxes, racks and many more accessories which is required for carrying out warehouse operations effectively and efficiently. For this to achieve, the warehouse should have enough space to stack appropriate inventories. It was found that in the warehouse of Pantaloon, the space is limited as well as lack ventilation which is creating unhygienic conditions to work. This has demotivated the workers to work in warehouse. Pantaloon may look into this aspect of designing space and creating hygienic condition which will lead to a pleasant work environment.

The implementation of IT in warehouse operations will lead to reduce workload of the workers engaged manually. But it also requires proper maintenance of the IT tools to avoid problems in warehouse operations. But it was found that though the retailer implemented IT tools, many of these tools were giving problems like no proper input from barcode scanner, slowdown of SAP software, frequent server down etc. So the retailer may concentrate on proper maintenance of the equipment in scheduled manner to help smooth completion of the work.



CHAPTER VI

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Annexure

PERSONAL DETAILS

(These details are required for communication purpose and will not be disclose)

Name:

Position:

Sex:

Male ☐
Female ☐

Contact details

Mobile number :

E-mail:

Age :

20-30 ☐
31-40 ☐
41 and above ☐

Family Size :

2 ☐
2-4 ☐
4 and above ☐

QUESTIONNAIRE

1) What is the store capacity of your warehouse?

i) >15000 units ii) >25000 units iii) 35000 units iv) >45000 units

2) What is the annual demand?

i) >100000 units ii) >200000 units iii) 300000 units iv) >400000 units

3) What is the average carrying cost to carry the inventory?

i) >10% ii) >20% iii) 30% iv) >40%

4) What is the setup cost of the inventory?

i) >Rs1000 ii) >Rs2000 iii) >Rs3000 iv) >Rs4000

5) What is the average lead time?

i) >3 days ii) >5 iii) >7 days iv) >9 days

6) What is the ordering cost to place an order of 1 unit?

i) >Rs 2 ii) >Rs 3 iii) >Rs 4 iv) >Rs 5