

SUMMER INTERNSHIP REPORT ON

“STUDY ON CUSTOMER SATISFACTION AND IMPLEMENTING PROMOTIONAL ACTIVITIES FOR DRIVING IN MORE CUSTOMERS WITH REGARD TO RELIANCE TRENDS”

ESPLANADE MALL, BHUBANESWAR

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In partial fulfillment of award of the

degree Of

MASTER OF BUSINESS ADMINISTRATION



**BIJU PATNAIK INSTITUTE OF
INFORMATION TECHNOLOGY AND
MANAGEMENT**

DECLARATION

I hereby declare that the Summer Internship project entitled “**STUDY ON CUSTOMER SATISFACTION AND IMPLEMENTING PROMOTIONAL ACTIVITIES FOR DRIVING IN MORE CUSTOMERS WITH REGARD TO RELIANCE TRENDS ESPLANADE MALL, BHUBANESWAR**” submitted by me as a partial fulfillment for the award of Masters of Business Administration to Biju Patnaik Institute of Information Technology and Management , Bhubaneswar is original and genuine work carried out by me.

Date:

Place: Bhubaneswar

ASHIRBAD MOHANTY

CERTIFICATE

This is certify that **Ms. ASHIRBAD MOHANTY**, pursuing MBA from BIITM, Bhubaneswar bearing registration no: **2006258062** has successfully completed her dissertation report on “**STUDY STUDY ON CUSTOMER SATISFACTION AND IMPLEMENTING PROMOTIONAL ACTIVITIES FOR DRIVING IN MORE CUSTOMERS WITH REGARD TO RELIANCE TRENDS**” under my guidance for partial fulfillment of her **Masters in Business Administration** for the session **(2020-22)**

Date:

Place: Bhubaneswar

Signature of Internal Guide

ACKNOWLEDGEMENT

Apart from my own efforts, the success of any project depends largely on the encouragement and guidelines of many others. I take this opportunity to express my gratitude to the people who have been instrumental in the successful completion of this project.

I would thank the entire **Management of Reliance trends Limited** for giving me the wonderful opportunity to work on a 45Days internship project in their esteemed organization.

I am highly obliged to **Mr. Sanjib Ram (Store manager) and Ms Barodarani Sahoo (Department Manager)** for giving me this project and guiding me throughout my summer internship research. Their encouragement, time and effort motivated me to work sincerely in this project.

I would like to thank my project faculty guide **Prof. Kamesh Chivukula , BIITM Bhubaneswar** for his constant follow-up, support, encouragement and guidance to complete this project within the allotted time frame.

Place: Bhubaneswar

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EXECUTIVE SUMMARY

This study is intended to help Reliance Trends decide upon the steps to be taken care for customer satisfaction so that the growth of the company keeps on improving. Primary data have been used for analysis. However, secondary source have yielded preliminary information.

Research conducted was descriptive in nature. Descriptive research helped to develop the concept to clearly establish priorities, to divulge adequate information which helped in decision making and thus essential for making the study a success.

A structured questionnaire was used to obtain required information and to assess the customer satisfaction level and to find the ways through which the company can come up to the expectation of customer so that the optimum satisfaction level can be achieved. Simple random sampling is opted for this study. A sample size of 50 respondents was taken from Bhubaneswar. Data and every question in the questionnaire has been critically analyzed and then given the managerial implication. This analyzed data was later converted into bar diagrams for convenience. Later on the information were compiled to form a presentable report. Along with this, learned the basic store operation of Reliance Trends, Esplanade Mall. A better strategy to satisfy customer is only the way to gain customer attention and to penetrate more in own catchment area.

In conclusion Reliance trends was spending lot of money for promotional activities for driving more customers into the stores but was not concentrating on converting the people who entered the store into a final customers, service attitude of Employee, Product Assortment should be improvised. It is found in the research that customers are price sensitive hence Reliance trends should give those offers which can facilitate more money saving as the customers are price sensitive.

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INTRODUCTION

CUSTOMER SATISFACTION

Customer service is the provision of services to customers before, during and after a purchase. According to Turban “Customer service is a series of activities designed to enhance the level of customer satisfaction – that is, the feeling that a product or service has met the customer expectation.”

Its importance varies by product, industry and customer; defective or broken merchandise can be exchanged, often only with a receipt and within a specified time frame. Reliance Trends will often have a desk or counter devoted to dealing with returns, exchanges and complaints, or will perform related functions at the point of sale; the perceived success of such interactions being dependent on employees "who can adjust themselves to the personality of the guest," Customer service plays an important role in an organization's ability to generate income and revenue. From that perspective, customer service should be included as part of an overall approach to systematic improvement. A customer service experience can change the entire perception a customer has of the organization.

Customer support is a range of customer services to assist customers in making cost effective and correct use of a product. It includes assistance in planning, installation, training, trouble shooting, maintenance, upgrading, and disposal of a product.

A multi-task position drawing on extensive **CUSTOMER SERVICE** experience to advance a proven track record for developing and maintaining key accounts and improving departmental efficiencies.

Objectives of Customer Services

- Provide customers and staff with clear standards and expectations.

- Ensure all the customers contact reaches appropriate conclusions.

- Minimize incidences of repeat contact

- Seek to provide a seamless service for customers

- Provide equal and easy access to our services at a time, place and channel that meet the needs of residents, businesses and other stakeholders

- Cater for customers needs irrespective of age, gender, physical or financial ability, ethnic origin, race, religion or geographical location

- Provide a prompt, courteous and knowledgeable response to all customer enquiries.

- Equip our staff to provide customers with an excellent standard of service

- Enable our customers to provide feedback easily, through complaints, customer surveys, etc

- Use customer compliments, comments and complaints to drive improvements to service

- Improve the speed, quality and consistency of response to enquiries by having our information in a format that can be easily accessed

Customer Segmentation of Reliance trends

- Reliance trends target higher & upper middle class customers.
- The large and growing young working population is a preferred customer segment.
- Reliance trends specially targets working women & home markets who are the primary decision maker.
- Reliance also targets on the young population of the country as they will follow fashion mostly and of reliance promotes itself as the India's target fashion destination.

Good customer service is the lifeblood of any business. You can offer promotions and slash prices to bring in as many new customers as you want, but unless you can get some of those customers to come back, your business won't be profitable for long.

Good customer service is all about bringing customers back. And about sending them away happy - happy enough to pass positive feedback about your business along to others, who may then try the product or service you offer for themselves and in their turn become repeat customers.

The field of my research is **Customer Satisfaction** which focuses on customer's perceptions. Many firms are interested in understanding what their customers thought about their shopping or purchase experience, because finding new customers is generally more costly and difficult than servicing existing or repeat customers.

Such researches provide a wider scope to the firms in the terms of high customer satisfaction

Definition:

CUSTOMER SATISFACTION

Customer Satisfaction, business term of how the products and the services supplied by the company meet or surpass the customer expectation. It is the key performance indicator within the business. Customer satisfaction can greatly achieved by imparting Customer Relationship Management (CRM) in the company.

BUSINESS TECHNIQUES OF CUSTOMER SATISFACTION

- One of the key customer satisfaction techniques is the need to provide front line employees with the ability to respond to customer situations quickly without the need to ask for permission‘.
- Innovation drives customers' satisfaction. As customers' needs keep changing, an innovation-driven company is capacitated to exceed customers' expectations.
- To provide after sale services.
- Listen actively and carefully.
- Be patient, look from the customer's point of view and work from there. This point of view will always give you the best outlook on the situation.
- Always keep a smile on your face when dealing with customers which can lead to customer satisfaction. This positive attitude can rub off and turn a potentially negative situation into a positive experience

RECENT METHODS THAT TODAYS FIRM ADOPT TO INCREASE THE CUSTOMER SATISFACTION

In order to stay competitive and remain profitable, businesses have to focus on the quality of their customer service. Companies that invest time, energy and money into developing and nurturing quality so customers can have a satisfactory experience are going to be more profitable and better likely to experience more sustained growth over the long-term.

Customer-Centric Attitude

Operations should be customer-centric meaning that the customer's best interests should always be foremost. Service should be offered in a helpful way and with a smile. Both management and employees should show interest towards the customer and strive to give them a good experience. Today's companies must strive even harder than abiding by this golden rule of customer service.

Customer care

Is something which is done even after the product is purchased. Many companies are interested in knowing the reason why consumers have purchased the goods and services or even the goods are not purchased. Managers interested in customer care try to collect a database as to why the customers have purchased the competitors product and service and what will be the level of satisfaction if it is introduced in our product or service. And also to find the level of expectations and their level of dissatisfaction.

Customer focus

Is attained when everyone in the organization make efforts to focus the activities towards the satisfaction of the customers right from the stage of new product planning and to product modification to the stage of elimination of the goods and services everything revolves around the customers. All the activities are focused on the customer satisfaction.

Customer Service Training

Another strategy to improve customer satisfaction is to invest in customer service training. All employees should be on board with how to treat customers and help them gain a valued experience. The quality of customer service can easily make or break a business.

The experience the people have received is the most important aspect in selling pure services or services with tangible goods. Once the customers is satisfied with the service his loyalty towards that product or company is at its peak.

Companies today are doing a lot of self- introspection that they are really giving the said services to the customers.

Companies are spending more money and time to see that the services are evaluated and improved as per the expectations of the customers. In fact , the companies globally known for their services are always in the process of finding opportunities to improve on the quality of the services. Better results can be seen when the organizations makes use of external, internal, and interactive marketing.

Communication

Communication with customers is also important. It's a good idea to always provide customers with ways they can contact you and offer ways to contact them (if they choose). Offering e-mail, telephone line, web contact or other ways for customers to offer comments and/or complaints is of value.

Customer Relationship Management Software

Customer Relationship Management is a process of managing detail information about individual customer and carefully managing all the customers touch points with the aim of maximizing customer satisfaction and customer loyalty.

Customer Relationship Management Software. Customer relationship management (CRM) software has become a strategy many companies employ to help increase customer satisfaction. Through using CRM tools and accompanying philosophy, businesses can examine and analyze what customers want and strive to meet this demand before they even walk in the door.

BENEFITS

- CRM aims at individual customers. It tries to develop customers relationship by looking into his needs and requirements.
- CRM helps in two way communication by understanding the messages of the customers and responding to it. There by gaining customer loyalty.

- CRM helps to customize the products and thereby reducing the rate of customer defection.
- CRM tells the company what product or service the customer needs today and what it will need in future.

Ask for Feedback

Being interested in customer feedback is always a valuable practice to engage in to increase customer satisfaction. What better strategy and technique to find out how to satisfy your customers than to ask them?

Surveys, questionnaires, talking to customers as they shop, and then following up with calls or e-mails are all good ways to get feedback.

Quality Control

Quality is important to customer satisfaction and the level of quality directly plays into a business' ability to meet customer expectations. Quality should be monitored for both service and the type of products offered; as a part of this guarantees and the willingness to stand behind service and/or products is necessary.

Creating Customer Delight

Customer delight is when the standard of the goods and services are much higher than the expectations of the customers, this not only satisfies them but surprise and delight them. To create customer delight the company will not only increase the standard of service but will train its personnel to deliver in its best possible manner the services as expected by the customers.

Customer delight depends on the reliability factor of the company. This is the ability to perform what has been promised to the customer. Companies who focus on customer delights should be dependable and have accuracy in delivering the services to the customers.

Companies with much attitude of empathy and always paying individual attention to its customers which in turn builds customer delight. The advantage is manifold because it creates brand loyalty and customer loyalty.

Significance of Customer Satisfaction Research

In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.

Customer satisfaction not only to create loyalty among the customers but it increases the goodwill of the company by uplifting the market value of the brand.

Customer researches are conducted to answer the basic questions like

Who our customers are?

What do they like to buy?

When do buy and how do they buy?

It examines the taste, preferences and the attitude of the customers. Mostly it tends to become qualitative motivational research of customer behavior.

By conducting such researches the company can minimize its defects in the field of production and can deliver high quality of services in relation to its competitors. Such researches can be carried by conducting surveys through interviews and questionnaire methods. These questionnaire methods form a path of getting the customers positive and negative feedback. The company can then respond to feedback and can retain the existing customers as well preventing them from shifting to other brands.

A customer complaint could be the insight you have been seeking to learn why a certain product isn't moving. It can also be an indicator of personnel problems. If a customer mentions that an item does not work properly, you can research and try to recreate the problem, potentially finding a fix that will increase sales. A customer's complaint about an employee's lack of knowledge may reveal a need for more extensive training, while a grievance about poor customer service provides the chance to address it with your staff.

By doing so it creates confidence among the customers, leading to word-to-mouth publicity which is more effective rather than t.v. commercials

Promotional activities done by Reliance trends for driving more customers into the store:

Reliance trends is doing different types of promotional activities with a main aim of bringing in more customers into the stores.

Reliance is focusing on attracting customers through different types of walk in driven activities, some of the activities done by Reliance trends in the past 2 years are as below:

- Media plan
- Leaflets distribution
- Event plans
- Seasonal offers
- Sponsoring college fests and corporate launches.

1. Media plan:

Media plan involves communication through different media such as

- Print media
- Social media
- Radio
- Cinema
- Outdoor communication

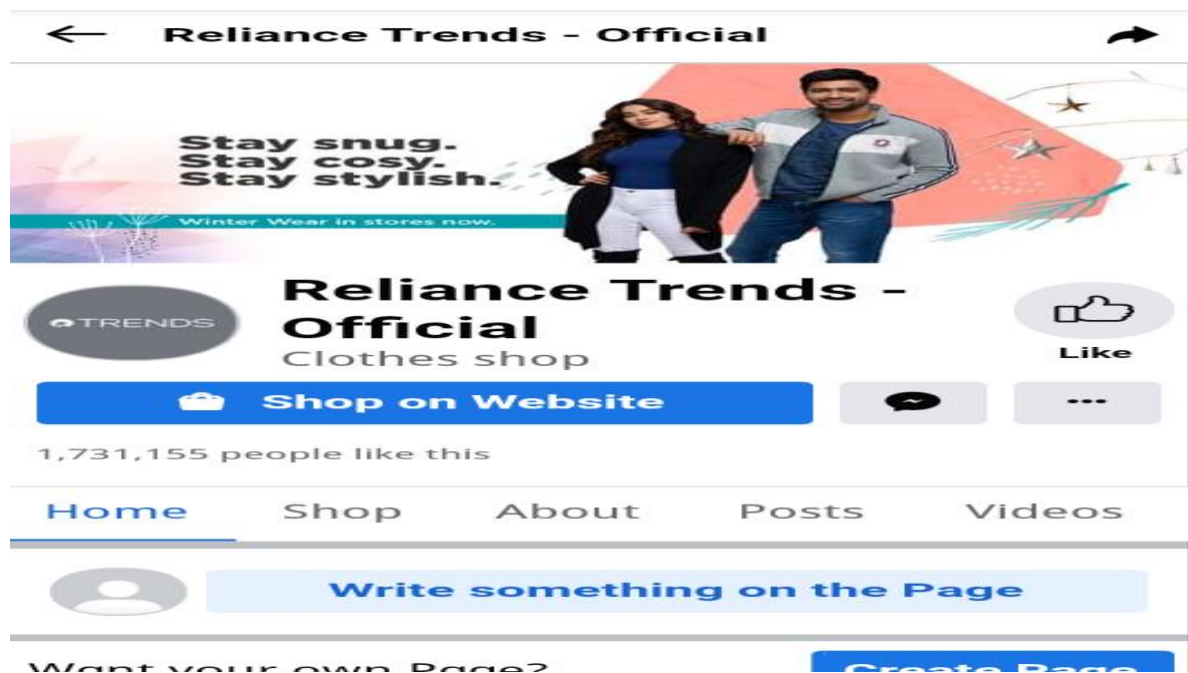
Print media:

Reliance trends is using the print media as one of its promotional activities, Reliance spends lot of money in printing its advertisements in the most major news dailies. The advertisements will be printed mostly on the weekends (Fridays, Saturdays and Sundays) in such a way that the advertisements will grab the reader's attention and making them to come into the stores, which will not only increase the footfall of the store but also increase the revenue by attracting the people to make a purchase.

Social media:

With the ever increasing usage of internet in the country, most of the population using the social networking sites such as Face book, twitter.

Reliance is having its own brand pages and groups in the face book, with the help of which Reliance is doing some campaigns in the social networking sites for promoting its brands, new offers and creating brand awareness to the people.



Radio:

Reliance trends is having its own radio channel called Radio trends which will announce the offers in the stores all the time, making the customers who enter the store to know about all the offers. Other than its own radio channel Reliance trends is using some other radio channels for its promotions. In the radio channels like Radio mirchi, Big fm, radio city, radio one, indigo etc.. Reliance is announcing its advertisements in a very high frequency in the major cities where there are Reliance trends stores with a main aim of bringing more customers into the stores.

Cinema:

Reliance trends is using cinema plan as one of its promotional activities, they are selecting the best multiplexes and single screen theatres in the catchment areas where the multiplexes and the single screen theatres are popular and more people will be visiting these multiplexes.

Cinema plan is being used in the most major cities like Delhi, Mumbai, Hyderabad, Chennai, Bangalore and these ads will be given mostly on the weekends (Fridays, Saturdays and Sundays).

Outdoor communication:

Reliance trends is using banners and hoardings as the outdoor communication. Reliance is placing the attractive banners and hoardings with its offers in the best catchment locations where the flow of population was very high.

Reliance trends also uses cluster hoardings in the key traffic junctions in the main cities in the way it will dominate the location and catch the attention of the people who are passing by the way.

Reliance
Growth is Life

TRENDS
GET THEM TALKING

SPRING SHOPPING FEST

**SHOP FOR ₹3499 AND
GET MERCHANDISE WORTH
₹2499 INSTANTLY FREE***

**+
COUPONS WORTH ₹3000 FREE***

HDFC BANK
We understand your world

**10%
Instant Discount***

*Min. transaction: ₹1000. Max. discount: ₹1000 on selected transactions. Offer valid on HDFC Bank credit cards only.

OFFER ALSO VALID IN

TRENDS FOOTWEAR **TRENDS WOMAN**

SEAL OF SAFETY
TRENDS
ASSURED

*Terms & Conditions Apply. Offer valid till stock lasts. Merchandise also available without this offer. Clipping or selling of 2 or more bills is not permitted. On Shopping for a minimum of ₹3499/- in a single bill at Trends stores, please produce the bill at the customer service desk of the Trends store to avail of the following benefits: ₹2000 Trends Coupons (Merchandise worth ₹5000 max) & ₹1000 Trends App/Gift Coupons (2 coupons worth ₹500 max). Please look for detailed terms & conditions, validity of the offer on the coupons issued for Trends, Trends@Home. Please ask store staff for further details.

2. Leaflets distribution:

Reliance use to hire some guys for distributing the leaflets and balloons in the selected catchment areas. They will do this mostly on weekends and at the time of special offers. This leaflets distribution is basically for increasing the footfall to the store and thereby converting the people who enter the store into the final customers. I have observed that many people who have taken the leaflets have entered into the stores.



3. Events plan:

Reliance use to hire some events organizing companies and they will do different types of events for attracting the customers to come into the stores.

- Scratch and win
- Get clicked with your loved ones.

Scratch and win

- Promoters will be holding bunch of balloons at the catchments & asking customers to pick any one of those bunch of balloons and break it.
- After breaking the balloons customers will get a scratch card which make them to get assured discount of 10% to 20%.
- Customers will visit the store, and shop for some amount to redeem the free discounts.

This will make more customers come into the store as they were getting free discounts

Get clicked with your loved ones

- Promoters will go to catchments ask the customers to get clicked with loved one & get a instant photo along with coupons.
- A stage will be kept in the store to click the customers.
- Promoters & printing machines will be kept to give instant photograph to customers.
- This will attract more customers to enter into the stores as they were getting the photograph for free of cost.
- Customers will also be given with a additional discount voucher which will allow customers to try some apparels inside the store.

4. Seasonal offers:

Reliance will also do more promotions for the seasonal festivals like children day, Fathers day, Valentines day, Mothers day, Independence Day etc with different types of discounts and offers related to that specific day of festival for bringing in more customers into the stores

OBJECTIVE OF THE STUDY

1. To study the satisfaction level of customers with regard of reliance trends.
2. To find out the buying behavior of the customers coming in to Reliance trends.
3. To study different types of promotional activities done by Reliance trends for driving more customers

SCOPE OF THE STUDY

This project study is helpful in following aspects:

1. It helps to understand the company's present situation
2. The study also enables a comparative of the customer satisfaction, that which helps every company to keep the existing customer and to build new customers.
3. To know the competitive level in present market.
4. To study about the promotional activities done by Reliance Trends, Esplanade Mall

RESEARCH METHODOLOGY

Title of the project:

STUDY ON CUSTOMER SATISFACTION AND IMPLEMENTING PROMOTIONAL ACTIVITIES FOR DRIVING IN MORE CUSTOMERS WITH REGARD TO RELIANCE TRENDS ESPLANADE MALL, BHUBANESWAR

Methodology adopted for study

- Observing the working of various departments
- Discussion with executives, managers and employees.
- Visiting and surfing websites of the company

Meaning

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

Area of study

The study is exclusively done in the area of marketing

Sources of Data

Primary Source- The primary data was collected by means of a survey. Questionnaires were prepared and customers of the Reliance trends at two branches were approached to fill up the questionnaires. The questionnaire contains 13 questions which reflect on the type and

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

Secondary Source- In order to have a proper understanding of the customer service of Reliance trends a depth, a lot of data is also collected from the official websites of the Reliance trends and the articles from various search engines like Google

RESEARCH DESIGN

The research design is exploratory till identification of customer services parameters. Later it becomes descriptive when it comes to evaluating customer perception of customer service of the Reliance trends.

Descriptive research, describes data and characteristics about the population or phenomenon being studied. Descriptive research answers the questions who, what, where, when and how.

RESEARCH SAMPLE

SAMPLING PLAN :

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

- Sampling Units: Customers of Reliance trends.
- Sample Technique: Simple Random Sampling.
- Research Instrument: Structured Questionnaire.
- Contact method: Personal interview

SAMPLE SIZE:

The work is a case of Reliance trends one of the Retail Sector industry together representing great per cent of the market share of Indian retail sector. The survey was conducted in the city of Bhubaneswar with one branch of Reliance trends, with 50 customers as respondent.

DATA COLLECTION TOOL

Data is collected from various customers through personal interaction. Some other information is collected through secondary data also. Data was collected through a structured questionnaire.

LIMITATIONS OF THE STUDY

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

INDUSTRY PROFILE

Industry Profile

Retail Industry in India

Retail industry as of June 2020

Introduction

The Indian retail industry has been thrown open to foreign majors and is packed with players who strive to offer great products and value-for-money to Indian consumers. The country holds vast promise for retailers with its burgeoning spending power and rising middle class.

The US\$ 500 billion market, growing at an annual rate of about 20 per cent, is largely dominated by small shops and stores as of now. The organised segment is in its nascent stage and has huge potential to harness in the sub-continent. Foreign giants like Walmart and IKEA have recently received the Government's nod to enter the Indian market, after making all the necessary compliances.

Market Size

- India's retail market is majorly dominated by the un organised sector. Organised segment accounts for 8 per cent of the total retail landscape, according to a study by Booz & Co and RAI.
- The Indian retail industry has expanded by 10.6 per cent between 2018 and 2019 and is expected to increase to US\$ 750-850 billion by 2019, according to another report by Deloitte. Food and Grocery is the largest category within the retail sector with 60 per cent share followed by Apparel and Mobile segment.
- The foreign direct investment (FDI) inflows in single-brand retail trading during April 2000 to December 2012 stood at US\$ 95.36 million, as per the data released by Department of Industrial Policy and Promotion (DIPP).

Online Retail

Internet is the buzzword in India these days. People have online access 24x7 through their laptops, iPads and mobile phones. As a result they have continued access to online retail markets as well.

Online retailers are emerging as important sales channels for consumer brands in India as more and more people, especially the young generation, are shopping online. From apparel to accessories, kids and infants' product lines and almost everything under-the-sun is available on the net these days. Apparel and accessory brands, such as Puma, Nike and Wrangler, have recorded a big increment in online sales in 2018, led largely by purchases from smaller towns and cities with consumers paying the full price for these products.

For instance, footwear brand Nike has tie-ups only with online retailers such as Myntra in a very unique initiative, it recently launched its new range of cricket gear on Myntra. Such partnerships turn out to be very successful as online retailers provide greater visibility than a physical store. "Our online store can carry around 10,000 options, while an offline store can carry only 20 per cent of a given range," said an official.

Online retail in India is projected to grow to US\$ 90 billion by 2030, accounting for over 5 per cent of the Indian retail industry, according to a report by advisory services firm Technopak. This forecast is encouraging more companies- big and small- to sell aggressively online. Experts believe that much of this growth will come from the rising purchasing power of consumers in smaller cities, who do not have access to brick-and-mortar stores stocking high-end brands.

Government Initiatives

The Cabinet Committee on Economic Affairs (CCEA) has recently approved Swedish furniture retailer IKEA's application to enter the Indian industry and set up a single brand retail venture in the country. FDI would be to the tune of Rs 10, 500 crore (US\$ 1.76 billion), making it the largest investment to be made by a foreign brand in the Indian retail sector.

Moreover, the Government may further simplify investment norms in multi-brand retail to please foreign retailers who intend to invest in India but are a little hesitant on certain clauses. Mr Anand Sharma, the commerce and industry minister, has re-iterated that any FDI proposal in multi-brand retail will be fast-tracked for sure.

Road Ahead

The overall Indian retail sector is expected to grow 15 per cent in 2017-22, with organised retail growing at 24 per cent or three times the pace of traditional retail (which is expected to expand at 8 per cent), according to the report by Booz & Co and RAI.

Deloitte also seconds this forecast and expects that organised retail, which constitutes eight per cent of the total retail market, will gain a higher share in the growing pie of the retail market in India. Various estimates put the share of organised retail as 20 per cent by 2030.

COMPANY PROFILE

Reliance in retail

Reliance Retail Limited (RRL) is a subsidiary of Reliance Industries Limited, which is based in Mumbai. RRL was set up in 2006 and marks the foray of the Reliance Group into organized retail. RRL has been conceptualized to include growth for farmers, vendor partners, small shopkeepers and consumers. It is based on Reliance's backward integration strategy, to build a value chain starting from farmers to consumers.

Business Divisions

Reliance Retail Ltd. has a number of company-owned outlets along with a franchisee format that would be in collaboration with Kirana shop owners. Its various divisions are:

a) Reliance Smart

It is designed to be an all under one roof supermarket that again caters to household needs.

b) Reliance Fresh

It was the first amongst various format stores to be launched by Reliance Retail Ltd. The ideology behind the initiative has been to bring "Farm to fork" thereby removing middle men and benefitting both farmer and consumer. The stores would typically be of an area of around 3,000-5,000 sq ft. Each store is to provide fresh fruits, vegetables and also products of Reliance Select and other related groceries.

c) Reliance Super

It will be a smaller version of the hypermarket format. It is to offer over 10,000 products in various categories like grocery, home care, stationery, pharmaceutical products, apparels & accessories, FMCG, consumer durables & IT, automotive accessories and lifestyle products. Reliance Super stores are to be large supermarkets with an area of 4,000 to 10,000 sq. ft. and will not sell fruits and vegetables like Reliance Fresh.

d) Reliance Timeout

With over 56,000 products Reliance Timeout will offer customer an extensive range of merchandise in books, music, stationery, toys and gifts. It is to a format based on the ideology to provide a place where a consumer can unwind and relax, browse and buy a book, sample some music, choose a gift, and buy a toy or some exclusive stationery for themselves. Reliance Timeout will offer a comprehensive range of products in these categories along with an attempt to create a fascinating customer experience with a warm, lively ambience.

e) Reliance Digital

It is a consumer electronics concept mega store. It is designed to be a one stop shop for all technology solutions in the field of consumer electronics, home appliances, information technology and telecommunications. The stores are to cover an area of more than 15,000 sq. ft. and offer a variety of over 4,000 products spread across 150 brands along with solution bundles to meet diverse customer needs. The staff will counsel and guide customers not only to buy products but also provide complete solutions to ensure consumers buy the right product at the right price. It will continue to offer Reliance One, a common membership and loyalty program across all formats, which follows the philosophy 'Earn Anywhere, Spend Anywhere'. It shall also provide finance options for purchases. Reliance Digital is to be a large format store spread across 15,000 to 35,000 sq. ft. and is scheduled to come up in 70 cities in India in the near future.

f) Reliance Wellness

It is a chain of specialty wellness stores that would offer pre-emptive, curative as well as health and beauty solutions. The store is to add value to people's lives, by providing products and services that will proactively work to enrich people's body, mind and spirit. It is to house world class products under one roof and also educate consumers on their health needs, thus enabling them to take charge of their health. It will sell international and national brands like H2O, Neutrogena, Olay, Sports Nutrition, etc. They will also house alternate medicine, health books & music. The stores are to showcase Wellness Events, Seminars, Workshops and Advisory camps on contemporary wellness issues like diabetes, hypertension, fitness, diet and nutrition, weight management and skin care.

g) Reliance Footprints

It is a specialty footwear store that would offer over 25,000 pairs of formal, casual, ethnic, party wear and sports wear in men, women and children footwear. The store is to be spread over 7,500 square feet and be dedicated to footwear, handbags and accessories. The design of Footprint was conceptualized by Pavlik of USA which is one of the best design houses in the world keeping in mind the taste and preferences of the Indian consumer. It shall offer brands from Europe and America like Josef Siebel, Rockport, Hush Puppies, Lee Cooper Clarks, Levis, Nike, Adidas, Piccadilly, Dr. Scholl's and more. For kids, Crocs and Disney will be showcased. The store plans a pan-India presence by opening over 15 more specialty stores.

h) Reliance Jewels

It is a stand-alone fine jewellery format. It is to be a one stop shopping destination for fine jewellery. Reliance Retail ventured into gems and jewellery trade with the aim of launching 300 stores all over India within a 3 year time frame. With a growing demand for jewellery and lower competition. The gold jewellery range shall include Kolkata Filigree, Rajkot minakari jewellery, Kundan from Jaipur, Temple jewellery from Kerala, Jadau from Amritsar and more. In Diamond jewellery, Reliance Jewels will offer the finest quality of diamonds and the widest range of daily wear, party wear and wedding designs.

i) Reliance Trends

It is a specialty apparel store that will sell men, women and children's garments. The store will carry the best of national and international brands like John Players, Peter England, Indigo Nation, Wrangler, Reebok, and Lee, apart from in-house brands. The store layout is to compliment the evolving taste and preference of fashion savvy consumers, giving them an opportunity to view /shop with ease, along with well trained customer service associates, to compliment the entire shopping process. Reliance trends is operation with 123 stores across the country, providing employment to so many people and planning to launch many new stores



Company Profile

Company	: Reliance Retail
Subsidiary Company Founded	: Reliance Trends 2007
Headquarters	: Mumbai
Chairman and Managing Director	: Shri Mukesh Ambani
Stores at Bhubaneswar city	: Reliance Trends at Esplanade Mall, Janpath Road , Patia, Puri Cuttack Road, Symphony Mall, Utkal Galleria, DN Regalia, Garage Square.

The Apparel, Luggage and Accessories division of reliance retail has announced the launch of their first Apparel speciality store “Reliance Trends”.

All the Reliance Trends stores located at different places across Bhubaneswar offer some of the best Indian and International brands with each store’s area of more than 15,000sq.ft. of shopping area, and has been designed and furnished by the best of the international design agencies to offer a high style and lavish experience to the Indian consumer.

The store layout compliments the evolving tastes and preference of fashion savvy consumers, giving them an opportunity to view/shop with ease, along with an army of well trained customer service associates to compliment the entire shopping process.

Riding on the tremendous success of Reliance Mart at various locations across India, the apparel division of Reliance Retail is well on track to democratise fashion and make it attainable to the masses.

This is being possible by the extraordinary design pool of Indian and International designers, integrating the international design trends and preferences of the Indian consumers.

The company is offering solutions to common maintenance problems through its state of the art innovative products like Ever White Shirts, Anti Stain Trousers, Wrinkle free range of garments, aromatic clothes for infants and quick-dry sports wear that ensures optimum moisture management.

Product quality has been ingrained into the DNA of Reliance Trends and is integral to the mission of “Grahak Devo Bhava”. The quality system are designed, implemented and monitored as per international standards by a highly competent team of professionals.

To deliver the customer the best value for their money, only those products that demonstrate an exemplary safety and quality meeting both implicit and explicit needs of the consumer are approved for purchase.

Some of the quality standards that are being followed are American Association of textiles, chemists and colourists. American Standard, ISO and BIS methods.

For the first time in organised retail, Reliance Trends is introducing **Made to Measure** tailoring service offering customised fits to all the customers buying fabric from the store at prices compatible to neighbourhood tailors.

Reliance Trends is offering a homogenous mix of private label of brands across men’s, women’s and children’s category to fulfil every customer’s requirements.

The **Network** range of garments comprises of formal office wear and collection for men and women, while the **Netplay** range, showcases a smart casual collection for the evolving workplace. The **DNMX** range has been developed with a clear focus on the youth of India, offering them exclusively crafted fashion garments like Denims, T-shirts etc.

An exclusive label **Panda** has been developed for infants and toddlers, while the **FRENDZ** range of garments would compliment the wardrobes of the growing generation of boys and girls.

Apart from these private labels, the store is also offering some of the most renowned brands in the country like Levis Strauss Signature, Peter England, Indigo Nation, American Tourister, John Players etc. Some designer labels either directly or through their sub brands most of these exclusively for Reliance Trends.

Taking forward the voice of Shri Mukesh Ambani, Chairman & Managing Director, Reliance Industries Ltd, Reliance Trends delivers unmatched affordability, quality and chain of products and services to the consumer. Reliance Retail continues to fine tune its offering and listening to its customers and learning from them. This as the Chairman envisions, will be the beginning of transformation of Indian Retail with benefits for the consumer

Product Profile

1) Women's Wear

Indian wear	Formal wear
SemiFormal wear	Casual wear
Dress material	Lingerie

2) Men's wear

Formal wear	Semi Formal wear
Casual wear	Sports wear
Men's wear fabric	Under garments

3) Kid's wear

Infants	Toddlers
Girls 2-8 years	Girls 8-14 years
Boys 2-8 years	Boys 8-14 years

4) Accessories

Handbags	Socks
Handkerchiefs	Sports Goods

Private labels by Reliance Trends

- **Rio** - a vibrant range of snazzy trends for young women
- **Fig** - fashion wear for discerning, independent & working women
- **Avaasa** - a range of Indian wear for women offering the finest collection of Salwar Kurtas, Churidars and a fast-evolving Mix n Match range of garments
- **Fusion** – a range of fusion wear for women where east meets west & style meets comfort
- **Hushh** - the lingerie line for women offers an extensive range of innerwear and sleepwear
- **Frendz** - range of garments that complements the wardrobes of the growing generation of boys and girls
- **Pureza** – a collection of pure Cotton & Linen shirts for men
- **Network** – offering a range of garments which comprises of formal office wear collection for men and women
- **Netplay** - range showcases a smart casual collection for the evolving workplace
- **The DNMX** - range has been developed with a clear focus on the youth of India, offering them exclusively crafted fashion garments like Denims, T shirts etc.
- **Performax** - the specialized sportswear or active wear brand, which supports performance in sporting activity
- **Graviti** - the innerwear range for men offering the best of inner and lounge wear
- **Point Cove** – Kidswear brand that features bold colors bringing the California spirit to India

External Brand in Reliance Trends

- **Aurelia**
- **Souchii**
- **Juniper**
- **Go colors**
- **Kraus**
- **Lee Cooper**
- **Duke**
- **Peter England**
- **Jockey**
- **Sin**
- **Flying Machine**
- **Proline**
- **Crimsoune Club**

Group vision

Democratize fashion, enrich quality of life of Indian households by giving them access to quality , fashionable clothing at extreme value.

Group mission

To be the India's largest apparel retailer and the dominant player in retail space.

USP

Q: Best Quality
F: Latest Fashion
T: Patented Technology
V: Value for Money

SWOT ANALYSIS

STRENGTH:

- Lower Price
- Coupons, Voucher
- Promotional Products
- Good Quality
- Value to money
- Understanding the customer needs
- Offer on national holiday like 15 august , 26 jan ,16 junetc
- Ultimate offer (offer for the whole year)

WEAKNESS:

- Repeated Collections
- Not Much of new designs

OPPORTUNITIES:

- New Products : Expanding Beyond Clothing To Include More Shoes, Handbags
- Catalogs
- Removing The Products Which Are Not Selling Much

THREATS:

- There Is A Competition From Stores Like Life Style, Pantaloons, Shopper's Shop Etc.,
- Many Stores Have To Open

COMPETITOR ANALYSIS

Major Players in Indian Retail Industry:

- Shoppers' Stop:

Strength	Weakness
Brand image Quality of the products High conversion rates due to increasing footfalls	Not very focused on promotion Follows low risk strategy, where the company is going very steady, which might be very slow process for growth to company

- Westside

Strength	Weakness
Leveraging brand recognition in new segmentation	Investing into customers oriented services and supply chain

- Pantaloons

Strength	Weakness
Largest market share and capitalization Reputation for value for money, convenience and wide range of all in one store Invest time and money in training people and retaining them	Does not function internationally Faces more competitions

- Lifestyle

Strength	Weakness
Customer loyalty schemes with membership given to customers Shopping convenience for people and family shopping option all under one roof	Has not yet captured the complete market, quite a lot of segments need to be captured

- Provogue

Strength	Weakness
Celebrity advertising campaigns It has set up 40 showrooms mainly in metro cities	No provision for kids wear Lack of showrooms in mini metro cities

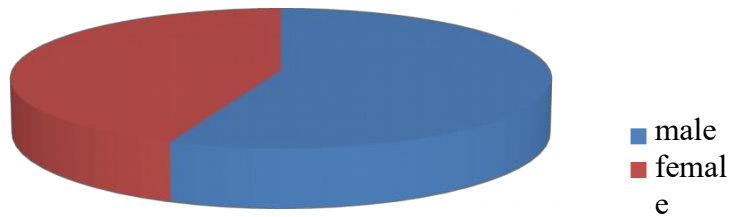
International retailers:

There has been greater influence of brands like Wal-Mart, Tommy Hilfiger, Carrefour, Marks & Spencer's, Nike, etc in the big cities of India for long.

DATA ANALYSIS

1. Gender

Particulars	Frequency	Valid Percent
Male	28	56.0
Female	22	44.0
Total	50	100.0



Analysis:

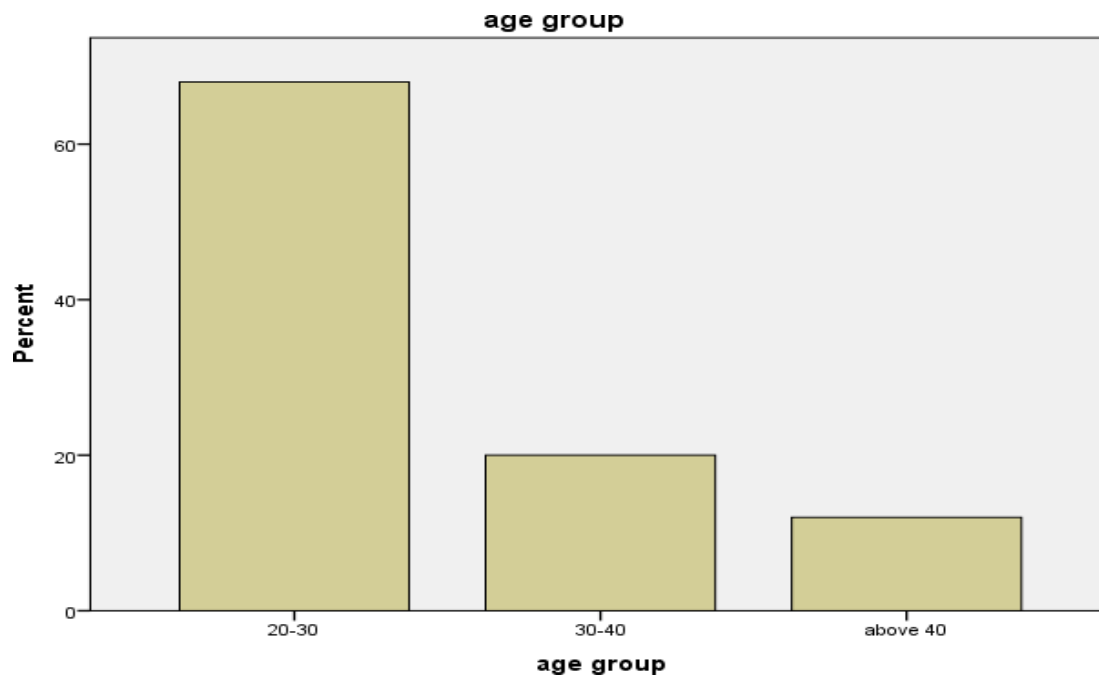
From the above table and the pie graph it is clearly observed that the number of males entering into the reliance trends stores are more when compared to that of females. But from the taken sample of 50 respondents, the number is quite same.

Interpretation:

From the taken sample of 50 respondents the number of males is higher than the number of females but the number is quite same, so reliance should not neglect on any gender as both are entering into the stores in almost same numbers.

2. Age group

Particulars	Frequency	Valid Percent
20-30	34	68.0
30-40	10	20.0
above 40	6	12.0
Tota l	50	100.0



Analysis:

From the above figure and the table it is clearly observed that most of the people entering into the reliance trends store belong to the age group of 20-30 years

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Interpretation:

As it is clear that the people of age group between 20-30 years are visiting the stores mostly. So reliance trends have to concentrate on attracting more people of this group. All the promotions should be done in the way to influence the people of this age group to come into stores. Also people of this age group will follow the fashion trends, and Reliance trends stands itself as India's Largest Fashion Destination.

3. Occupation:

Particulars	Frequency	Valid Percent
Student	22	44.0
working professional	17	34.0
Business	6	12.0
House wife	5	10.0
Total	50	100.0



Analysis:

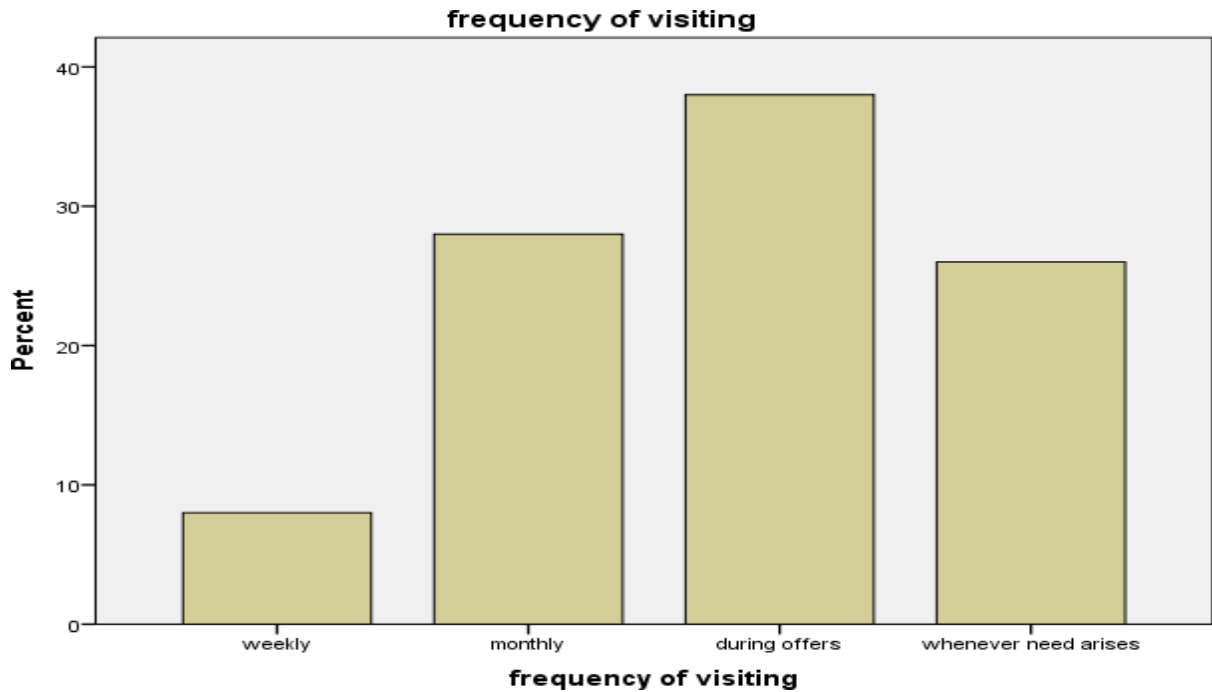
From the above bar graph it is very clear that most of the people who were entering the store are students and next to students is working professionals, followed by the business people and House wives.

Interpretation:

Reliance was getting its targets customers and it has to concentrate more on doing different types of promotions for attracting the remaining classes of customers.

4. How frequently do you visit reliance trends store.

Particulars	Frequency	Valid Percent
Weekly	4	8.0
Monthly	14	28.0
during offers	19	38.0
whenever need arises	13	26.0
Total	50	100.0



Analysis:

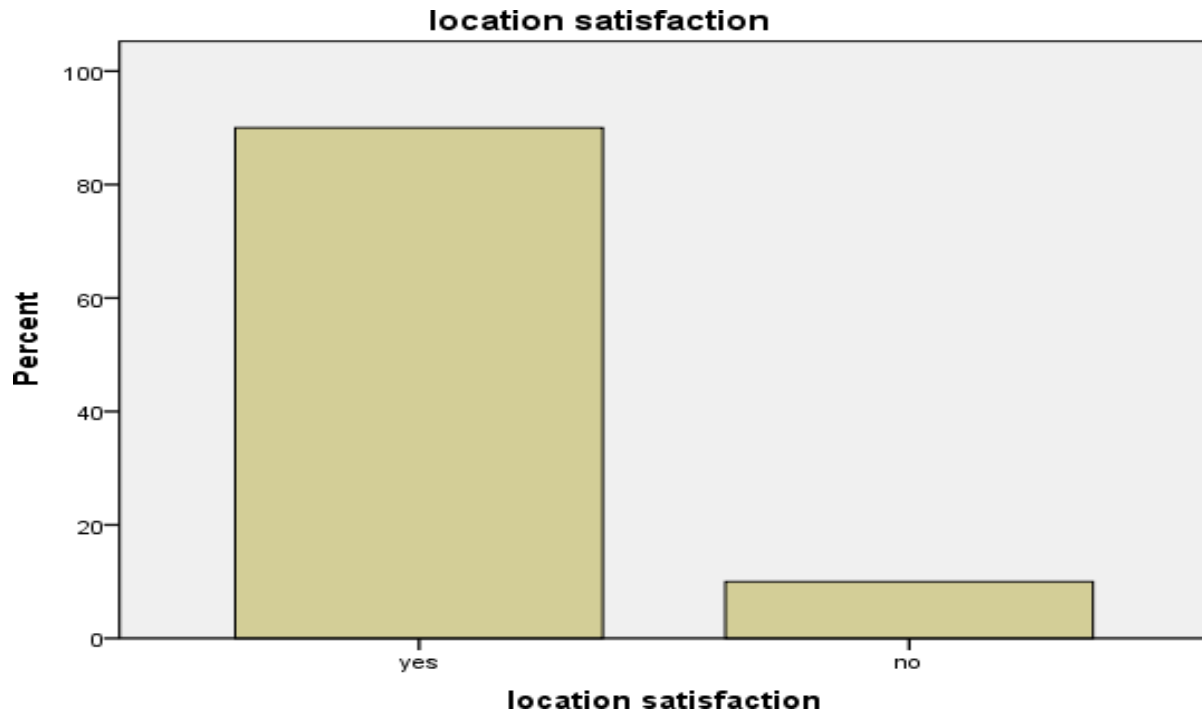
From the above graph it is observed that 38% people entering the stores at the time of special offers , 28% people are coming to reliance trends stores monthly and 26% are coming whenever they need and just 8% people were coming into the stores on weekly basis.

Interpretation:

Most of the people coming into the stores during special offers and some are coming monthly and when ever need arises for them. So, Reliance have to concentrate on maintaining the relationship with the customers in such a way that it should retain its customers

5. Are you happy with the location of reliance trends stores in the city

Particulars	Frequency	Valid Percent
Yes	45	90.0
No	5	10.0
Total	50	100.0



Analysis:

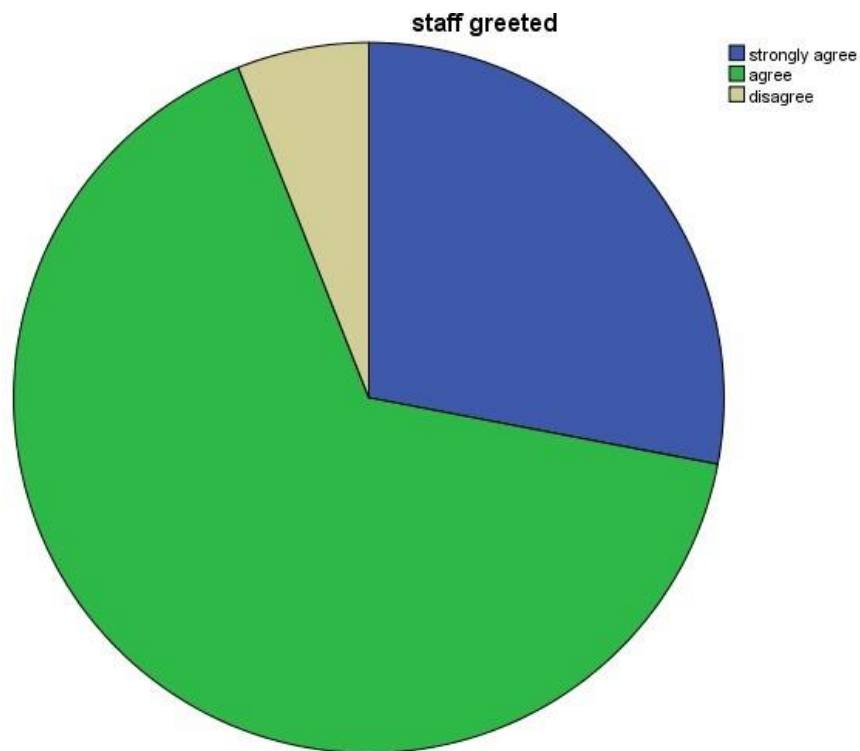
From the above figure it was clear that maximum people 90% feel that they were happy with the location of the stores in the city and remaining 10% were not happy with the location.

Interpretation:

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

6. Staff greeted you and offered to help you.

Particulars	Frequency	Valid Percent
strongly agree	14	28.0
Agree	33	66.0
Disagree	3	6.0
Total	50	100.0



Analysis:

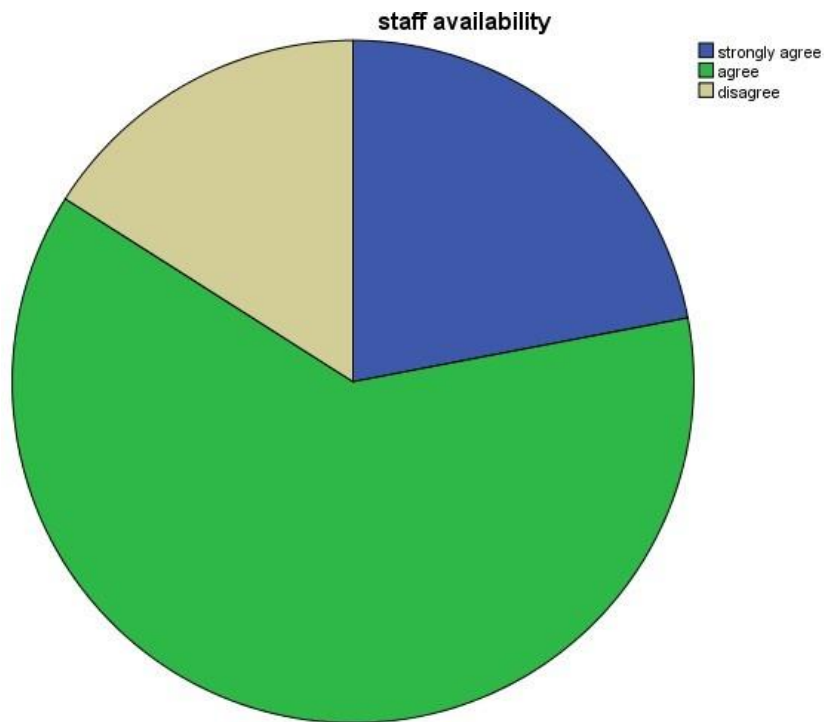
From the above table and figure it is clear that 66% of people agreed that staff greeted them and offered to help them, 28% have strongly agreed, only 6% were disagree.

Interpretation:

From the total of 50 respondents no one has given the response as strongly disagree and very less have given disagree so, it is very good that no one have negative response regarding this. So reliance trends can concentrate on training the employees in a better way for assisting different types of customers, employees must be made to communicate in the language which was understandable to the customers.

7. Staff was available in a timely manner.

Particulars	Frequency	Valid Percent
strongly agree	11	22.0
Agree	31	62.0
Disagree	8	16.0
Total	50	100.0



Analysis:

More than 60% of the respondents agreed that staff was available to assist them in timely manner and 22% of respondents have strongly agreed and just 16% of respondents disagreed.

Interpretation:

From the above data it is clearly understood that very few customers feel that staff was not available in timely manner and the maximum of the respondents feel that staff was available

8. Do the store provides convenient parking for customers.

Particulars	Frequency	Valid Percent
Yes	33	66.0
No	17	34.0
Total	50	100.0



Analysis:

66% of the respondents feel that they have convenient parking space and 34% of respondents feel they don't have convenient parking space.

Interpretation:

Almost all the reliance trends store are having enough parking space but some people are feeling that they don't have convenient parking. This may be because parking vehicles in the parking space is not properly managed. if the parking space is not available for customers there may be chance that they may get negative impression on entire Reliance trends.

9. How did you come to know about reliance trends.

Particulars	Frequency	Valid Percent
Newspapers	8	16.0
Leaflets	9	18.0
banners and hoardings	16	32.0
friends and relatives	17	34.0
Total	50	100.0

Analysis:

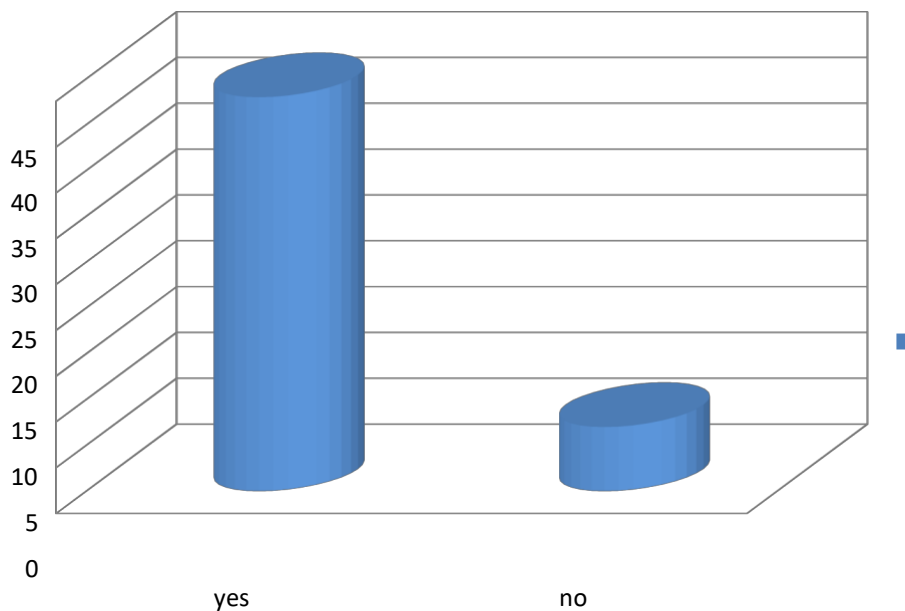
From the above data it was clearly observed that 34% of people came to know about reliance trends through their friends and relatives and 32 % of people through banners and hoardings, through leaflets is 18% and through newspaper advertisement is 16%.

Interpretation:

Reliance trends is getting mouth publicity with out any cost to company, many customers came to know about reliance trends from their friends and relatives. Branners and hoardings also helps reliance trends to bring customers. We cannot neglect the number of customers coming by seeing the advertisements in news papers and by receiving pamphlets, they both confine a total of 34%. So we can concentrate on doing these activities more effectively

10. Would you like to recommend reliance trends to your friends and family?

Particulars	Frequency	Valid Percent
Yes	43	86.0
No	7	14.0
Total	50	100.0



Analysis:

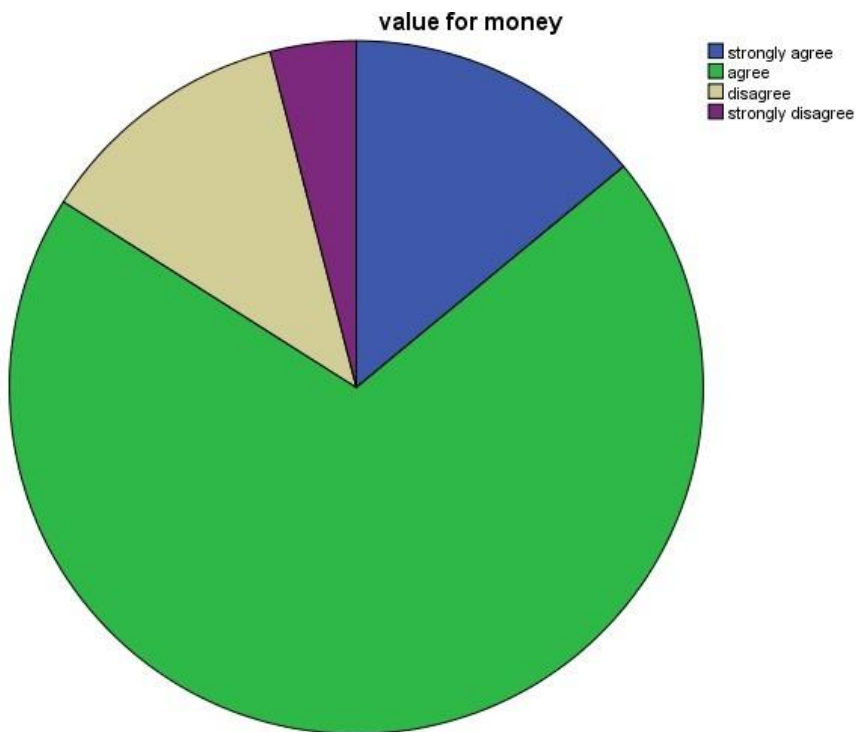
86% of respondents said that they would like to recommend reliance trends to their friends and relatives, only 14 % said that they would not like to recommend reliance trends.

Interpretation:

It is very good for reliance trends that 86% of people who are coming into store like to visit the store again and also they would like to recommend reliance trends to others. So reliance trends can concentrate on the remaining people who are not likely to recommend reliance trends to others by assisting them in providing what they want.

11. The offers available in the store are good value for money.

Particulars	Frequency	Valid Percent
strongly agree	7	14.0
Agree	35	70.0
Disagree	6	12.0
strongly disagree	2	4.0
Total	50	100.0



Analysis:

From the above data table it is clear that 70% of respondents feel that the merchandise offered by reliance trends was good values for money and 14% feel that they strongly agree and only 12% of respondents disagree and 4% strongly disagree.

Interpretation:

84% feel that the offers available in the store are good value for money. So maximum people find the pricing and offers in the reliance trends stores was good.

12. where do you usually shop for if not reliance trends.

Particulars	Frequency	Valid Percent
Max	13	26.0
mega mart	8	16.0
Brandfactory	12	24.0
life style	6	12.0
Pantaloons	7	14.0
Others	4	8.0
Total	50	100.0

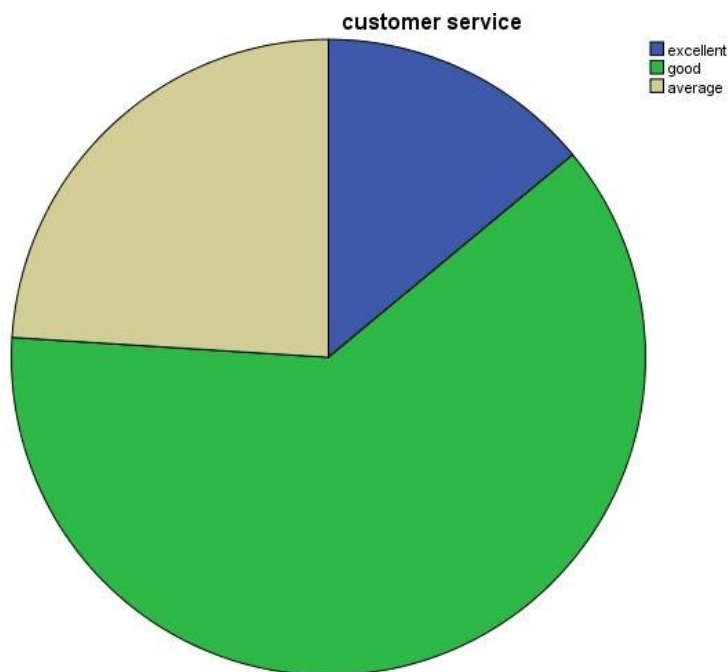


Analysis:

From the above data it is observed that 26% prefer shopping in max, 24% prefer to shop in brand factory, 16% in Mega mart, 14% in pantaloons, 12% in lifestyle and 8% in other types of retail apparel stores.

13. How do you rate your experience in Reliance trends with regard to
a)Customer service

Particulars	Frequency	Valid Percent
Excellent	7	14.0
Good	31	62.0
Average	12	24.0
Total	50	100.0



Analysis:

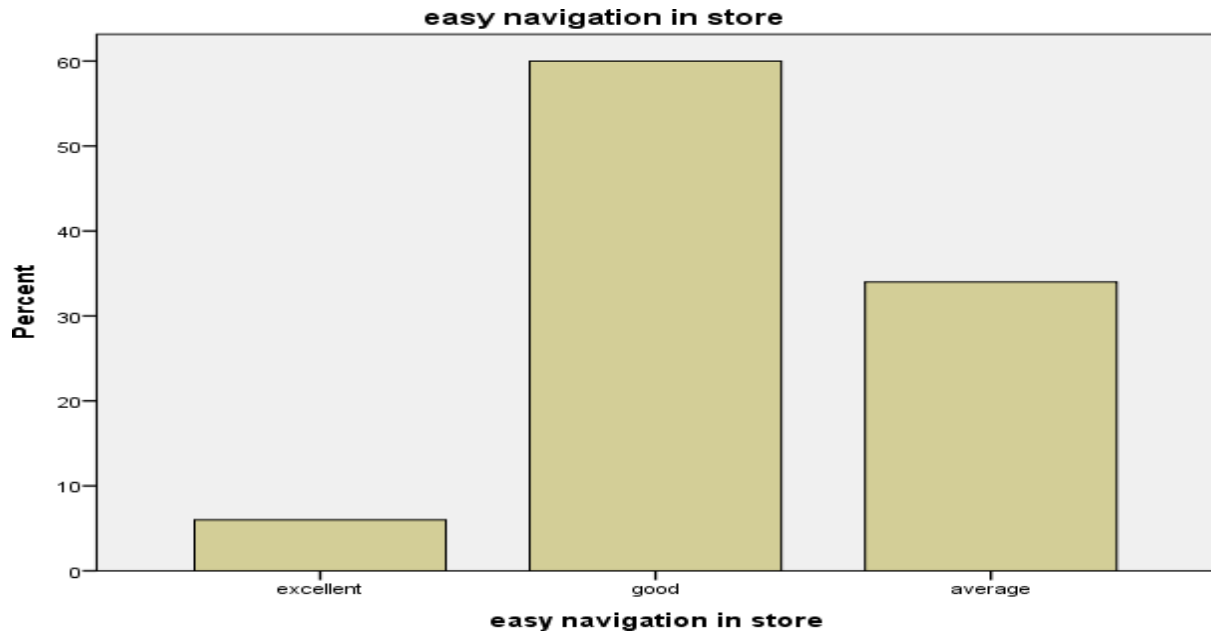
From the total respondents of 50, 62% feel that customer service at reliance trends was good, 24% of respondents feel it is average and 14% of respondents feel that it is excellent.

Interpretation:

From the analysis we can understand that no one customer from respondents feel that customer service at reliance trends is poor. Maximum of the respondents feel that customer service at reliance trends is good. Reliance trends can do better customer service for satisfying the remaining customers who feel it is not good.

b) Easy navigation

Particulars	Frequency	Valid Percent
Excellent	3	6.0
Good	30	60.0
Avg	17	34.0
Total	50	100.0



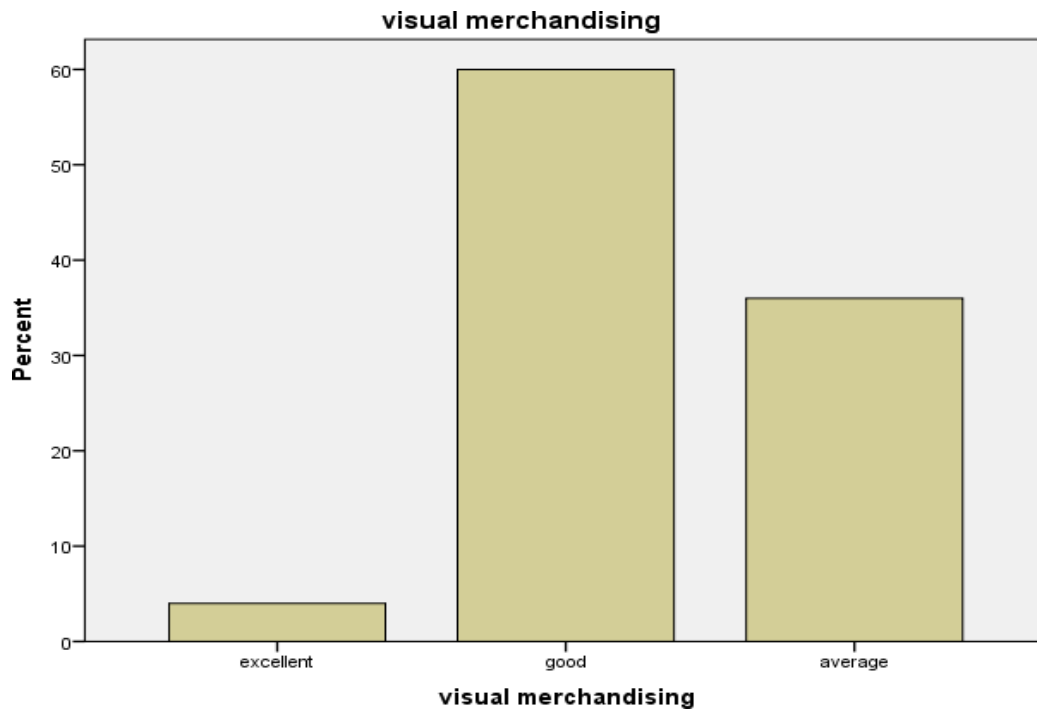
From the data it is clear that 60% of respondents feel that easy navigation in the store is good, 34% feel that it is average and 6% feel it is excellent.

Interpretation:

From the analysis it can be interpreted that 60% of respondents feel that they can move all around the store to find what they want. No one customer responded that easy navigation in the store is poor but very less number of customers feel that easy navigation in the store is excellent so, Reliance trends can arrange the store in such a way that it can allow the customers to move around the store in finding what they want.

c) Visual Merchandising

particulars	Frequency	Valid Percent
excellent	2	4.0
good	30	60.0
average	18	36.0
Total	50	100.0



Analysis:

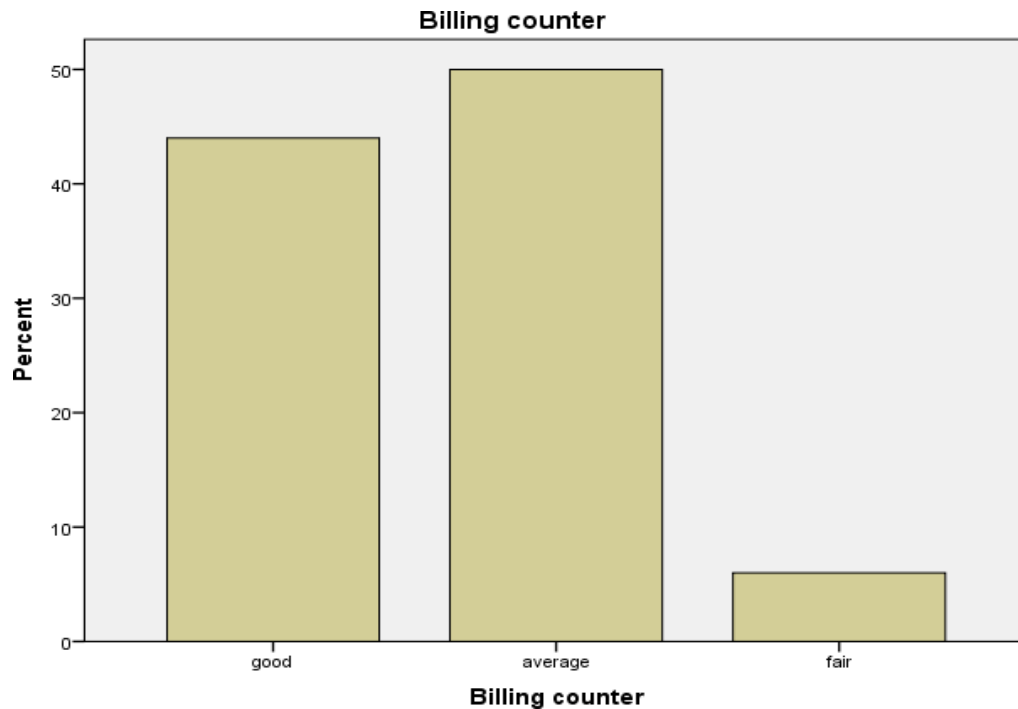
From the data it can be clearly observed that the 60% of respondents feel that visual merchandising is good and 36% feel it is average and just 4% of respondents feel that it is excellent.

Interpretation:

From that analysis it can be interpreted that 60% of respondents feel that the visual merchandising in Reliance trends is good and it attracts them to come into the store and try the merchandise. So, for the remaining customers who feel visual merchandising is not so nice in Reliance trends, it can improve on arranging their merchandise in an attractive way which will bring in more customers.

d) Billing counter experience

Particulars	Frequency	Valid Percent
Good	22	44.0
Avg	25	50.0
Fair	3	6.0
Total	50	100.0



Analysis:

From the above data it can be observed that 50% of respondents feel that their Billing experience in reliance trends is average. 44% of respondents feel it is good and 6% feel it is fair.

Interpretation:

It can be interpreted that not even half of the respondents feel that their billing experience in reliance trends is good and 50% of people feel it is average. So, it can be clearly observed that there was negative impression on the billing. Reliance trends can increase the number of billing counters in the store and keeping the experienced staff for doing the faster billing and to reduce the waiting time for customers.

FINDINGS AND **RECOMMENDATIONS**

Summary of Findings

Most of the customers were looking for more well known brands, where Reliance trends concentrating on their own private labels.

A feedback book was kept near the billing counter, but very less customers were writing in the feedback book.

All the merchandise was not arranged according to their sizes.

Some types of works like rebranding the different stalls in the store, electric works happening in the store in the working hours creating disturbance to the customers.

Customers in the kids section feel that the collections for kids have to be increased.

Some customers in the kids section said that the bottom wear for kids have to be more colourful but the kids bottom wear in the store are plain colours, all are almost similar models.

Some customers are asking for the footwear. Reliance was loosing some customers who were coming into the store for buying the footwear.

Alteration time have to be reduced. Many customers are waiting in the store for alteration.

Reliance was spending lot of money on promotional activities, but monitoring of promotional activities was very less.

RECOMMENDATIONS

All the sizes must be made available in the stores. So Reliance will not lose out some customers.

More popular brands have to be kept in the store, more customers were asking for that brands.

Customers must be asked by the staff to fill applications related to different offers in the stores.

All the customers must be asked to write their feedback in the feedback book which was kept near the billing section.

All types of works which were happening in the stores have to be done before or after the working hours of the store.

Collections in the kids wear section can be increased.

Alteration time can be reduced by hiring additional tailors or by doing the work fastly. So that customers waiting time for the alteration can be reduced.

Promotional activities or marketing activities have to be monitored properly. So that they can help Reliance trends to get more customers.

CONCLUSION

From the above findings the following are the conclusion on customer satisfaction with regards to Reliance Trends. From the study we conclude that all the customers are not fully satisfied with not only Reliance Trends but also with the remaining competitors of reliance trends, customers are finding some faults with every apparel stores.

The customers entering into the store are happy with the offers available in the store that the offers are good value for their money. But from my observation i can conclude that Reliance trends was spending lot of money for different types of marketing and promotional activities for driving more customers into the stores, but Reliance was not concentrating on converting the people who entered the store into a final customers.

After conducting a thorough survey and research on Reliance Trends it is observed that it has been perceived as a good brand. It has good customer loyalty and also attracts a large number of new customers. It also offers its customer a unique shopping experience a few brands can offer. It also got an advantage of its locations situated in commercial locations. There are a good number of Reliance Trends stores located across the city which makes it easy for customers to access the store. Customers seemed to be happy when it came to the layout of the store, the merchandise, and cleanliness of the store, ambience, etc.

Consumers have high expectations from Reliance Trends regarding pricing; they expect good collection of clothes at much cheaper price. A lot of awareness programs may help in getting better footfalls.

The future for Reliance Trends indeed seems to be bright and it should continue to do well as seems apparent from the response of the customers.

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ANNEXURE

ANNEXURE

I am undertaking a research project on customer satisfaction with regard to 

Your

feedback will be useful for my project. I assure that all the information from you will be kept confidential and will be used only for my project. Kindly give your feedback.

Name: Occupation:

Gender:

Age Group:

Email: Mobile:

1. How frequently do you visit reliance trends store.

(a)weekly (b)Monthly (c) During offers (d)Whenever need arises

2. Are you happy with the location of Reliance trends stores in the city . (a)Yes (b) No

3.Staff greeted you and offered to help you.

(a)Strongly agree (b) Agree (c) Strongly disagree (d) Disagree

4. Staff was available in a timely manner

(a)Strongly agree (b) Agree (c) Strongly disagree (d) Disagree

5. Do the store provides convenient parking for customers. (a)Yes (b)No

6.How did you come to know about reliance trends.

(a)Newspaper (b)Leaflets (c)Banners&hoardings (d)friends and relatives

7.Do you like to visit reliance trends store again (a)yes (b)no

If no Please specify reason _____



8. Would you like to recommend reliance trends to your friends or family (a)yes (b)no

If no Please specify reason _____

9. The offers available in the store are good value for money.

(a)Strongly agree (b) Agree (c) Strongly disagree (d) Disagree

10. where do you usually shop for if not reliance trends. please mention here

11. How do you rate your experience in Reliance trends with regard to 1)Customer service

a) Excellent (b)Good (c)Average (d)Fair
(e)Poor 2)Easy navigation

a) Excellent (b)Good (c)Average (d)Fair
(e)Poor 3)Visual Merchandising

a) Excellent (b)Good (c)Average (d)Fair (e)Poor
4)Billing

counter (b)Good (c)Average (d)Fair (e)Poor

a) Excellent

12. Any suggestions or comments on how trends can give you a better shopping experience.

Thank you