



**Biju Patnaik Institute of Information
Technology & Management Studies**



**A STUDY ON ANALYZING
PROMOTIONAL TACTICS IN RETAIL
SECTOR**

AT

CENTRAL FASHION MALL



**SUMMER INTERNSHIP
REPORT 2022**

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INTERNAL GUIDE CERTIFICATE

This is to certify that the report entitled “**A STUDY ON ANALYZING PROMOTIONAL TACTICS IN RETAIL SECTOR**”. It has been prepared by **Ms. Manaswini sahoo** under my supervision and guidance **Dr. Ankita Agarwal**, Asst Prof. in Marketing Management, BIITM for the fulfillment of summer internship program of Master in Business Administration. Her fieldwork is satisfactory.

(Signature guide)

Dr. Ankita Agarwal,
Asst Prof. in Marketing cum skills Development,
BIITM

EXTERNAL GUIDE CERTIFICATE

This is to certify that this piece of work entitled “**A STUDY ON ANALYZING PROMOTIONAL TACTICS IN RETAIL SECTOR**” (Bhubaneswar, Odisha) submitted to partial fulfillment for the degree of MBA is a record of studies and project work carried out by student of MBA program 2020-2022 of BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT, BBSR.

Signature

NAME: Ms. Manaswini Sahoo

REGD NO:2006258113

ACKNOWLEDGMENT

First of all, I thank God almighty for his abundant grace and mercy which enabled us in the finalization of this internship and organizational study. The support and help of a few people not only enabled us to complete my internship and organizational study successfully, but also made it a worthwhile experience. I thank the management for providing all the infrastructure and facilities. I am grateful to dean **Dr. Mihir Ranjan Nayak**, of **Biju Patnaik Institute of Information Technology & Management Studies**, for providing us the best facilities and atmosphere for the development and implementation of our project.

I thank **Mr. K Chandrasekhar**, Head of Placement & Training department for his encouragement and support, also I thank my mentor **Dr. Ankita Agarwal** for his valuable suggestions and support.

I express my deep sense of gratitude to **Mr. Athish M**, Store Manager Central retail store, Bhubaneswar for giving me an opportunity to do an internship in the company and special thanks to my internship guide **Mr. Kunjabihari Sathpathy**, Marketing Assistant Central retail store, Bhubaneswar for guiding me throughout the Industrial Training.

I also remember with gratitude, all the employees of Central Mall, who provided me with information and support from various departments during the training period.

Name of the Student

Manaswini Sahoo

Regd. No- **2006258113**

DECLARATION

I, **MANASWINI SAHOO**, student of Biju Patnaik Institute of Information Technology & Management Studies, do hereby declare that this STUDY ON ANALYZING PROMOTIONAL TACTICS IN RETAIL SECTOR conducted at “**CENTRAL MALL BHUBANESWAR**” has been submitted in partial fulfilment of the requirement of the 3rd. semester for the award of the degree **BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES**, and this is a record of original work, done by me under the guidance of the faculty **Asst. Prof. Dr. Ankita Agarwal**.

I also declare that this report is the result of my own efforts and has not been submitted earlier to any other university or institution for the award of any degree/diploma/certificate or published any time before.

Place:

Date:

Signature of the student

CERTIFICATE OF COMPLETION

This is to certify that [Ms. Manaswini Sahoo](#), student of Biju Patnaik Institute of IT & Management Studies, Bhubaneswar, has successfully completed her Summer Internship Program 2021 conducted by CENTRAL MALL from 28th Sept 2021 to 28th Oct 2021 on project entitled, "A STUDY ON ANALYZING PROMOTIONAL TACTICS IN RETAIL SECTOR"

During her summer internship program, the performance of her was excellent, based on our evaluation.

We wish her a bright future.

Date:

(Signature of Internal Guide)

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INTRODUCTION

Internship and organizational study are a part of MBA program which a student has to undergo two months training during the course of study. It narrows the gap between theoretical knowledge and practical situations. An intern has to prepare a report at the end of the internship period but the main objective of the internship is to get the hands-on experience of the real-world organization. This will allow the students to be prepared for the upcoming corporate challenges by experiencing real time working environment.

Upon subsequent research to find the best suitable organization to match my area of interest; I selected the Marketing Department of a Fashion Mall supremely known for giving more importance for its customers, employees and for its well-defined quality services- Central Mall, a unit of Future Lifestyle Fashions which is owned by Future Group. The study and internship done at Central Mall gave me an insight into the various operational levels of the organization. It gives practical knowledge about the functioning of the Fashion Mall that underlines the theoretical knowledge. During the period of two months, I was able to experience the various function of different departments in the Central Mall. I tried to cover all major functions of marketing Management- Transportation, Storage, Planning, Advertising, Promotion, etc.

SCOPE

The report is based on the study conducted at Central Fashion Mall. The following are the scope of the internship cum organizational study.

- The study mainly focused on the overall understanding of the Marketing Department of Central Fashion Mall.
- The study also aims to know about the functions and procedures in various departments in the organization.
- Beyond the theoretical knowledge of the study, it is helpful for me to get acquaintances with the working of Marketing Department.

- The study helped me to measure the effectiveness of offers among the customers at Central Fashion Mall.
- It aims to understand the skill of the Marketing team to convince a customer to buy the product.

SIGNIFICANCE

- The significance of the study and internship is that it helps to gain knowledge and experience and also provided the opportunity to study and understand the prevalent policies and procedures in the Marketing department.
- It also helped to gain knowledge about the Fashion Retail industry.

PERIOD OF STUDY

The period of study was one month from Sept 28th to Oct 28th

OBJECTIVES

PRIMARY OBJECTIVE

- To gain an overall understanding about the Fashion Retail sector.
- To understand the activities of Central Fashion Mall.
- To gain practical experience in the jobs carried out in the Marketing Department of Central Fashion Mall.
- Identifying the different marketing strategies adopted by the Marketing team.

SECONDARY OBJECTIVES

- To compare the theoretical knowledge of Marketing with the practical experiences carried out at Central Fashion Mall.
- To familiarize with the organization's operation and activities, management style and to realize the gap between the theoretical knowledge with the real-world scenarios.
- To gain ideas from experienced people working for marketing department.
- To understand the challenges faced by marketing department.
- To study the functional departments, exist in the organization.

METHODOLOGY

DESCRIPTIVE STUDY

Descriptive research can be explained as a statement of affairs as they are at present with the researcher having no control over variable. Moreover, descriptive research may be characterized as simply the attempt to determine, describe or identify what is, while analytical research attempts to establish why it is that way or how it came to be.

SOURCES OF DATA

➤ PRIMARY SOURCES

- **Observation:** By observing the working environment.
- **Discussion sessions:** Discussions with the Marketing Manager, Marketing Assistant, HR Manager, Other Senior officers and also with the employees.

➤ SECONDARY SOURCES

- **Company website:** Visiting the website of the company.

LIMITATION

The limitations were:

- Busy schedules of the Marketing Manager and Marketing Team.
- Busy working environment since it was an old branch and the number of Customers were high.
- Customer interaction was limited as Customers were busy purchasing and don't like to be intercepted.



CENTRAL
BRAND.NEW

FLF

FUTURE
LIFESTYLE
FASHIONS

future group

**Co-Founders
Of The New**

Company Profile

Industry	FASHION RETAIL
Founded	2004
Founder	Kishore Biyani
Headquarters	Knowledge House, Shyam Nagar Off Jogeshwari-Vikhroli Link Road Jogeshwari (East), Mumbai
Number of locations	36 Retail Malls (2019)
Area served	India
Website	https://centralandme.com/

Company Name	FUTURE GROUP INDIA
Ownership Type	PUBLIC
Registered Address	Knowledge House, Sham Nagar Off Yogeshwar- Vikhroli Link Road Yogeshwar (East), Mumbai
Category	Company limited by shares
Sub Category	Non-Government Company
Corporate Identification Number (CIN)	L51909MH2007PLC268269
Year of Establishment	1987
Age of Company	32 Years
Primary Location	MUMBAI

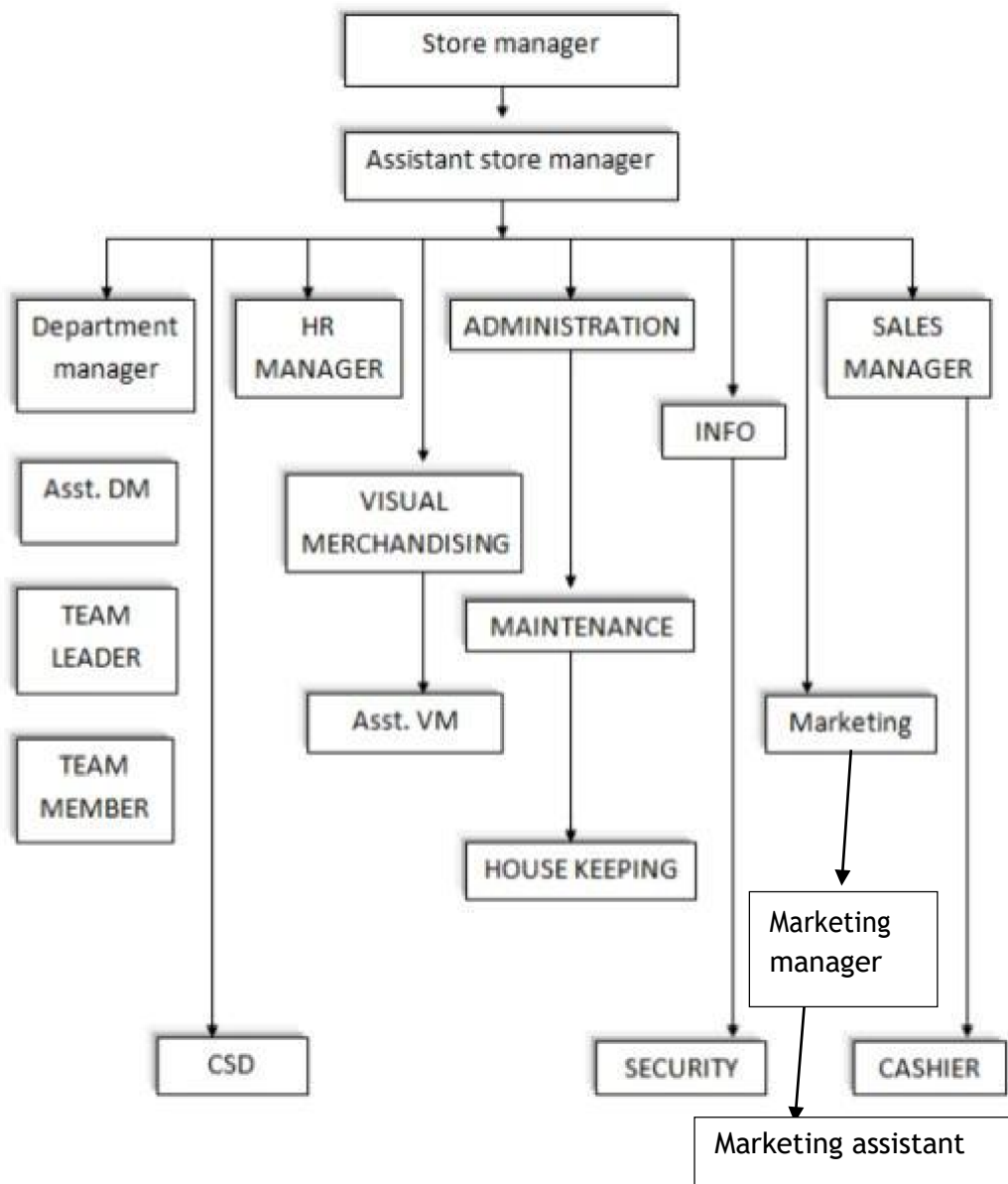
CENTRAL

CENTRAL was built keeping in mind the proposition of offering the consumer the benefits of shopping, eating and celebrating, right in the heart of the city. Central is the best example of pooled insights and processes leading to new discoveries. A noticeable initiative was the formation of key brand relationship teams for the top ten performing brands in terms of revenue and profits. This resulted in maximized returns for both the store as well as the brand owners. As on June 2007, there were 4 Centrals operational in Bangalore, Hyderabad, Pune and Vadodara spread over nearly 0.60 million sq. The fourth Central mall spread over nearly 150,000 square feet was launched in Vadodara in January 2007.

Central also initiated the creation of a seamless technology integration experience between the merchandise management and brands retail team, as a pilot study. The important aspect of Inventory Management is also being addressed more effectively with the pilot implementation of RFID (Radio Frequency Identification Device) across some categories in all Central stores. This technology enhancement is expected to have a positive impact on inventory handling and reconciliation and will gradually include most merchandise categories.

The existing stores will be upgraded through addition of new product categories. Efforts are also being made to forage alliances with other established international brands.

ORGANISATIONAL STRUCTURE OF



FUTURE GROUP

Future Group is India's leading business group that caters to the entire Indian consumption space. Led by **Mr. Kishore Biyani**, the Future Group operates through six verticals: operates through six verticals: Retail, Capital, Brands, Space, Media and Logistics.

Apart from Pantaloons Retail, the group's presence in the retail space is complemented by group companies, Indus League Clothing, which owns leading apparel brands like Indigo Nation, Scullers and Urban Yoga, and Galaxy Entertainment Limited that operates Bowling Co, Sports Bar and Brew Bar and

The group's joint venture partners include French retailer ETAM group, US-based stationary products retailer, Staples and UK-based Lee Cooper. Group Company, Planet Retail, owns and operates the franchisee of international brands like Marks & Spencer, Next, Debenhams and Guess in India.

The group's Indian joint venture partners include, Manipal Healthcare, Talwalkar's, Blue Foods and Liberty Shoes.

Future Capital Holdings, the group's financial arm, focuses on asset management and consumer credit. It manages assets worth over \$1 billion that are being invested in developing retail real estate and consumer-related brands and hotels. The group has launched a consumer credit and financial supermarket format, Future Money and soon plans to offer insurance products through a joint venture with Italian insurance major, General.

The group is currently developing over 50 malls and consumption centers across the country and has formed a joint venture company focusing on mall management with Singapore-based CapitaLand,

One of Asia's largest property companies Future Group's vision is to, "deliver Everything, Everywhere, Every time to Every Indian Consumer in the most profitable manner." The group considers 'Indian-ness' as a core value and its corporate credo is - Rewrite rules, Retain values.

"Future" – the word which signifies optimism, growth, achievement, strength, beauty, rewards and perfection. Future encourages us to explore areas yet unexplored, write rules yet unwritten; create

new opportunities and new successes. To strive for a glorious future brings to us our strength, our ability to learn, unlearn and re-learn our ability to evolve.

The motto of Future Group, to not to wait for the Future to unfold itself but **create future scenarios** in the **consumer space** and facilitate consumption because consumption is development. Thereby, it will affect socio-economic development for their customers, employees, shareholders, associates and partners.

Their customers will not just get **what** they **need**, but also get them **where, how** and **when** they need. They are not just posting satisfactory results; they are writing **success stories**.

Future Group is one of the country's leading business groups present in retail, asset management, consumer finance, insurance, retail media, retail spaces and logistics. The group's flagship company, Pantaloons Retail (India) Limited operates over 10 million square feet of retail space, has over 1,000 stores and employs over 30,000 people. Future Group is present in 61 cities and 65 rural locations in India. Some of its leading retail formats include, Pantaloons, Big Bazaar, Central, Food Bazaar, Home Town, Ezone, Depot, Future Money and online retail format, futurebazaar.com.

Future Group companies includes, Future Capital Holdings, Future General India Indus League Clothing and Galaxy Entertainment that manages Sports Bar, Brew Bar and Bowling Co. Future Capital Holdings, the group's financial arm, focuses on asset management and consumer credit. It manages assets worth over \$1 billion that are being invested in developing retail real estate and consumer-related brands and hotels.

VALUES

- **INDIANNESS:** confidence in ourselves.
- **LEADERSHIP:** to be a leader, both in thought and business.
- **RESPECT & HUMILITY:** to respect every individual and be humble in our conduct.
- **INTROSPECTION:** leading to purposeful thinking.
- **OPENNESS:** to be open and receptive to new ideas, knowledge and information.
- **VALUING AND NURTURING RELATIONSHIPS:** to build long term relationships.

MISSION

We share the vision and belief that our customers and stakeholders shall be served only by creating and executing future scenarios in the consumption space leading to economic development. We will be the trendsetters in evolving delivery formats, creating retail realty, making consumption affordable for all customer segments for all classes and for masses. We shall infuse Indian brands with confidence and renewed ambition. We shall be efficient, cost- conscious and committed to quality in whatever we do. We shall ensure that our positive attitude, sincerity, humility and united determination shall be the driving force to make us successful.

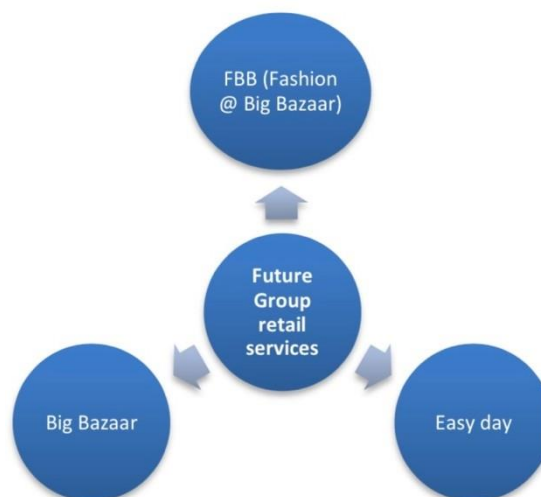
BUSINESSES

Future Group is a corporate group and nearly all of its businesses are managed through its various operating companies based on the target sectors.

These are as follows:

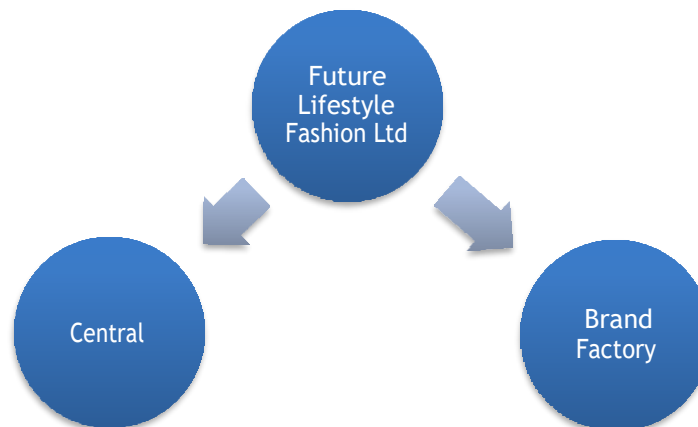
- **Future Retail Ltd**
- **Future Lifestyle Fashion Ltd**
- **Future Consumer Limited (earlier known as Future Consumer Enterprise Limited)**

FUTURE GROUP RETAIL SERVICES



Fashion @Big Bazaar

FUTURE LIFESTYLE FASHIONS



CENTRAL

Central was built keeping in mind the proposition of offering the consumer the benefits of shopping, eating and celebrating, right in the heart of the city. Central is the best example of pooled insights and processes leading to new discoveries. A noticeable initiative was the formation of key brand relationship teams for the top ten performing brands in terms of revenue and profits. This resulted in maximized returns for both the store as well as the brand owners. As on June 2007, there were 4 Centrals operational in Bangalore, Hyderabad, Pune and Vadodara spread over nearly

0.60 million sq.ft. The fourth Central mall spread over nearly 150,000 square feet was launched in Vadodara in January 2007.

Central also initiated the creation of a seamless technology integration experience between the merchandise management and brands retail team, as a pilot study. The important aspect of Inventory Management is also being addressed more effectively with the pilot implementation of RFID (Radio Frequency Identification Device) across some categories in all Central stores. This technology enhancement is expected to have a positive impact on inventory handling and reconciliation and will gradually include most merchandise categories. In FY 2008 Central is poised to expand its footprint to new cities with the opening of 3 more malls.

The existing stores will be upgraded through addition of new product categories. Efforts are also being made to forge strategic alliances with other established international brands.

SWOT ANALYSIS

STRENGTH

- Everyday low price, which will attract consumers and had a wide benefit to the company.
- It offers a family shopping experience, where entire family can visit together. .
- Experienced work force
- Good promotional plan

WEAKNESS

- Too many offers at times confuse the customers.
- General perception of the customers “Low price – low quality “
- Less mall activities and events
- Less parking facility due to customer parking during show times in Inox cinemas on the 4th floor of Central.

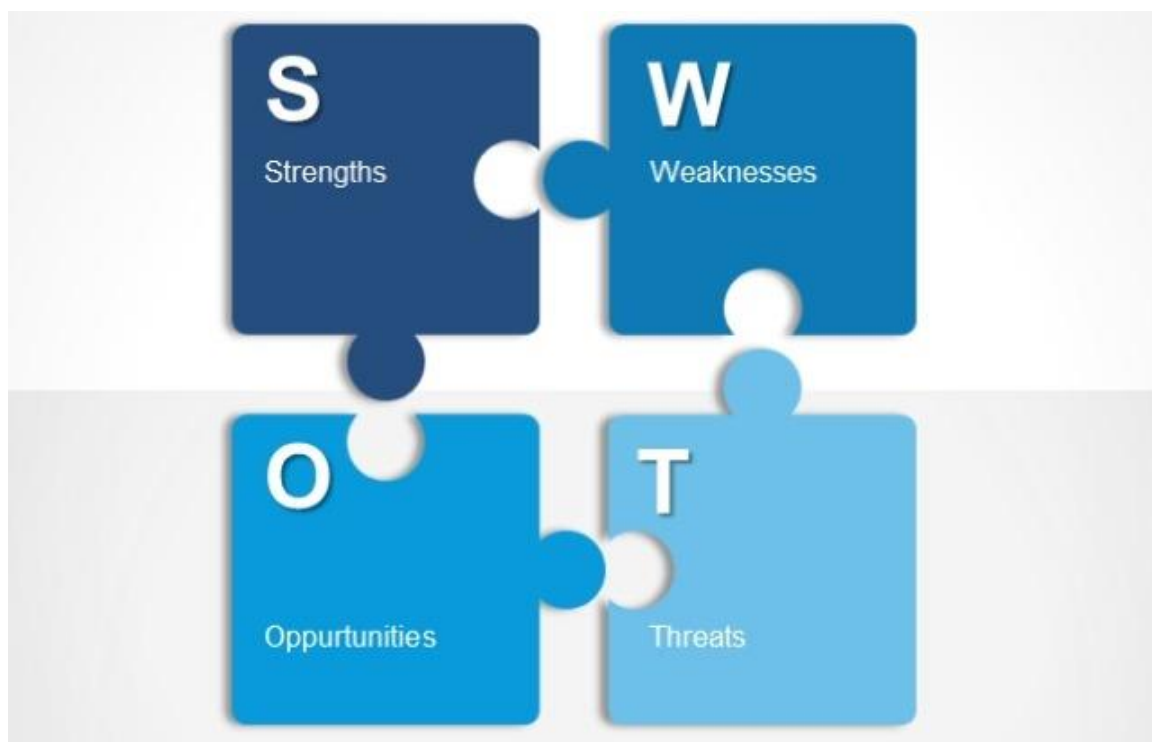
OPPORTINITIES

- Expansion of the product range.
- Rapid increase in the mall culture of India
- Introduction of offers which will attract both lower and middle class of the society.

- Provide customers with purchase points in Future pay wallets, which can be redeemed on any purchases.

THREATS

- Online Retailers
- Change in customers taste and preferences.
- High price of branded products will not attract the lower class of the society.



ROLE AND FUNCTIONS OF THE DEPARTMENT

MARKETING DEPARTMENT

Marketing can be described as any activity that is carried on with the specific purpose of conveying information about the use, quality and value of a product or service in order to promote or sell the product or service. Marketing is the way to announce the availability of a commodity, service, idea or a brand to the world in such a way that people are interested in it and wish to acquire it and use it. It serves the purpose of plugging the gap between the public's requirement and the products that are available.

A marketing department promotes your business and drives sales of its products or services. It provides the necessary research to identify your target customers and other audiences. Depending on the company's hierarchical organization, a marketing director, manager or vice president of marketing might be at the helm. In some businesses, a vice president of sales and marketing oversees both the marketing and sales departments with a strong manager leading each department.

It's important to keep a strong marketing department intact regardless of the economy so you remain visible and keep sales strong.

Research is Vital

Research is a pillar of all marketing activities. Without demographic research, product developers don't know what features to design into products that will appeal to customers. Publicists won't know what publications customers read or what industry topics journalists are covering. Research is used to measure buying habits, product use and opinions of your business as well as your competitors.

The better your research, the less money you will waste – for example, by buying ads that won't reach your customers or making a product that no one will buy.

Connecting Customers to Products

A functional marketing department implements customer relationship management functions to track and predict what customers want in their products. It connects the customer to the product with hard data as well as emotional, qualitative information that can help product designers differentiate your

products from those of a competitor. This information also helps marketing promotions by highlighting these differences in marketing materials. A marketing department sets prices for products that recoup development and promotional costs while generating revenue for the company.

Promotions and PR

Marketing departments carry out promotional strategies for products and services, and some may also incorporate promotional activities, such as public relations, for the business as a whole. The promotions staff assists the sales force with sales promotions; offers public relations support for product launches, trade shows and other events; purchases advertising that illustrates product benefits and features; and pitches the product to media outlets. Promotion activities range from creating awareness of a product to persuading customers to try and then buy the product.

New Business Development

Marketing works closely with sales in generating new business. Employees entice prospects to engage with your company in some way, even if it's just visiting the website, and then uses incentives to get customers to continue thinking about the product so that the sales team can convince them to buy the product. This is called generating leads. Not every lead turn into a paying customer, so business development is ongoing. It can also include identifying new markets for existing products or discovering a need that current customers have for a modified version of an existing product

HIERARCHY OF THE MARKETING DEPARTMENT

Figure depicts the structure of the Marketing Department of Central Fashion Mall.



DECISION MAKING PROCESS

In Central 3, Marketing Manager has the supreme power. All the key decisions in the department are taken care by the GM in his absence Assistant Manager is the next power source. But in my branch there where one assistant marketing manager in the floor but all the major decisions are taking with the concern of the Marketing manager in the back office, who is responsible for the managerial decisions.

DEPARTMENTAL CORE COMPETENCIES

- Develop multi-channel marketing plans.

- Measure the success of marketing initiatives.
- Customer focus.
- Managing Sales support services.
- Product Marketing.
- Align marketing with sales efforts.
- Demand generation.
- Availability of major international brands.
- Inox cinemas in the same infrastructure.
- Food courts
- Future pays mobile application.

4.1 KEY RESOURCES

Marketing Research

Marketing department is responsible for all marketing research. Research is essential to understand the consumer needs and also to identify the market for the products that the company hopes to sell. Marketing research also helps to identify the strengths and weaknesses of the business and its competitors. This eventually helps a business to eliminate its weakness, work upon its strength and to exploit the weaknesses of the competitors to wean away the customers from the competitors. The entire enterprise benefits from market research and the insights it generates.

Product Development

Marketing department helps to create products that customers need or want and improve upon the ones that already exist to create better value for the customers. It is the job of the marketing department to analyze the sales of products already in the market, look for opportunities to introduce new products where there are gaps or change and improve products that are hard to sell. Marketing personnel provides information to product development team about the customer preferences, so that

new products can be developed based on the customer insight provided by the marketing team. The marketing team is also responsible for determining the price of a product based on its research and for launching the product into the market.

Advertising and Promotional Campaigning

Once the enterprise has a product to sell, it is the responsibility of the Marketing Department to promote the product and the brand. This will be performed through the help of the creative team by creating campaigns, events, advertisements, as well as promotional material. Such promotional material is used to promote the product, services, and brand to the public in order to create awareness and to convert prospects into customers. The marketing department is provided with a budget for promotion, and it has to design its promotional activities within the budget. The marketing department also manages the social media marketing for businesses. It does so with the help of social media experts who design and implement the strategy to promote the business and its product on the internet, create a buzz and utilize that buzz to attract customers and improve sales.

Business Development

In order to create new business, marketing and sales departments have to work together. The marketing team devises ways to engage prospects. This may be facilitated through advertisements in the media or internet via the website or the social media. It uses information and incentives to keep the prospects interested and provides an opportunity for the sales department to convince the prospect to buy the product. So, the marketing department creates or generates leads for the sales department to pursue. Not all leads convert to customers. The process of lead generation and creating new marketing avenues is a continuous process, and the marketing department is responsible for it.

DEPARTMENTAL OBJECTIVES

Marketing department has its own importance in attracting customers to their products. Offers set by the Marketing team are the driving force of their business. They also believe that their employees work together to create customer delight and a place where each employee understands their responsibilities and delivers their jobs to the highest degree of professionalism. As an

organization, they shall make every effort to develop and generate more sales.

All the Marketing initiatives are built on the following core values and beliefs:

- Creation of Demand
- Customer Satisfaction
- Market share
- Generation of profits
- Creation of goodwill and public image

KEY RESULT AREAS

- Customer engagement
- Development of sales.
- Generation of demand for all the brands.

JOB DESCRIPTIONS

In 1 months of my internship, I worked at Central Fashion Mall in the Marketing Department. It gives a great industrial exposure and detailed idea about the functions of Marketing Department and to learn about the fashion retail industry.

- Future pays mobile application

Future pay is India's most convenient digital wallet to shop across Future Group outlets such as Big Bazaar, Brand Factory, Central, Fib, and Food Bazaar &Ezone. It also allows the user to manage all the loyalty accounts at user's fingertips. Features

- 1) Easy to use and absolutely secure
- 2) Use on-the-go with the mobile phones and avail exclusive offers at Future Group Stores
- 3) User can link multiple loyalty cards in one single app itself
- 4) Helps the user to track transactions and balances virtually
- 5) Future pay allows its user to add money to the wallet using net banking, credit/debit card or even by cash at Future Group store

- Customer feedbacks on the happiness sale which recently happened in the central. Google sheets was generated and I was assigned to ask customers to fill the questionnaire. On the basis of those answer's, the marketing team will make changes in the promotional plans in future.

THEORETICAL BACKGROUND

Marketing

Marketing Kotler and Armstrong (2008), interpret marketing as “a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.” Although there are several definitions of the main function of marketing, the core message is that of attracting consumers. Attracting consumers can be achieved through satisfying consumer's needs and wants. Although the message is simple, this process can be complex as consumer-buying patterns are changing, while consumers are also becoming more

knowledgeable about product offerings, resulting in them becoming more analytical

The Marketing Mix

The marketing mix comprises of product, price, promotion and place. These controllable variables can be altered and adjusted to suit the organization's objectives. It is, therefore, vital for organizations to make use of this strategic planning process, and to match the needs of the consumer with the organization's marketing strategy. The marketing mix tools are a set of tools, which organizations use to realize their marketing strategies.

Objective: -

- To critically analyze the marketing mix offered by central mall, Bhubaneswar.
- To observe and identify strategically important customer behavior.

Sub – Objective: -

- To examine different component of marketing mix.
- To study the effectiveness of different marketing strategy applied by central mall
- To study the effect of change in marketing tactics on customers behavior.

Research Design: - Research problem- To capture the customer's response for Marketing Mix offered By Central Research Methodology: - Primary & conclusive

Research tools used: -

I. Customer Questionnaire A & B to be filled by customers and administered by Manaswini sahuo.

1. Sample Size - 300 (A), 200 (B)
2. Sampling Technique – Judgmental
3. Place of Survey – Inside the mall
4. Timing of Survey - 1.00 PM to 8.00 PM (on 11th, 18th, 19th and 20th and 25th of October

II. Check List to be filled and Administered by Manaswini Sahoo through observation without disturbing / asking question to Customers.

1. Sample Size – 300(150 male and 150 female)
2. Sampling Technique – Judgmental + convenient
3. Place of observatory Survey – Inside the Mall

4. Timing of observatory Survey – 1.00 PM to 8.00 PM

III. Interview of Department Managers + 50 sales staffs Statistical Tools Used: - Chi square Analysis+ Mean

=>We identified 3 different type of customers in mall based on their behavior

- Perfectionist (Mr. & Ms.)
- Aggressive (Mr. & Ms.)
- Free Roamer (Mr. & Ms.)

The marketing mix, which is also called the 4P's

Product mix

Products can be divided into two sections, namely consumer products, which are 32 for personal use or enjoyment, and business products, which are bought for resale or use in a business.



Branding

Branding is the process through which a product is given a name, logo and design. Organizations use branding to create a perception about the product and to set it apart from their competition. Consumers now have the task of choosing the brand of product that they would like to buy, and there are several factors that affect this decision process.

CATEGORIES AT CENTRAL: - MEN'S WEAR, KIDS WEAR, WOMEN'S WEAR, JEWELERIES, WRIST WATCHES, FOOTWEARS, SPORTS WEAR.

MEN'S (Brands) Formal Wear & Casual Wear: - • Van Hussein • Rig • Louis Phillip • Sepia • Park Avenue • Bare • Wills Lifestyle • Success • Levies' • Lombard • All • Turtle • UMM • Urbana • John Player • Spyker

• Black Berry's • Lawman • Arrow • Integrity • Raid & Taylor • Bare • Arrow • Park Avenue • Jack and jones

Kids wear brands • Chalak • Rig Kids • Ruff • UCB • Giny & Gony • USPA • Allen-solly • Bare • Catwalk • Inc.5 • Clark • Funkskool • Biba Girls • Pink and Blue

Women wear Ethnic Wear: - Casual Wear: - Formal wear: - • Biba • Rig • Skuller • Trisha • Sepia • Van-heussain • W • Bare • Provogue • Rangmanch • Levie's • Annable • Global desi • All • Wills Lifestyle • Mahhi • UMM • Allen-soley • Sheq • Jealous 21 • Aakriti • Lee-cooper • Aurealia • Veromoda • Only

Price mix

Price differs from the other three elements, since it is the only marketing element that generates direct turnover. Marketers should seek to find the optimum balance between cutting costs and making maximum profits, without negatively influencing the volume of production (Kotler, 1999:33). Price is the only element in the marketing mix that creates direct revenue. When planning the price of a product there are several pricing strategies, which should be considered. These are: (1) penetration pricing (2) skimming pricing; (3) competition pricing; (4) product line pricing; (5) bundle pricing; (6) psychological pricing; (7) premium pricing; and (8) optional pricing.



Pricing is a great motivator and one of the most important factors of consumer's decision making process.

Optional drips Pricing: - This is often a partitioned presentation of prices in the context of product bundling, price bundling, or both. It involves presenting prices separately for each component of a multicomponent product bundle (e.g., refrigerator, ice-maker, and warranty) or as a consolidated total price for the bundle.

Ex: -1. Dell laptops were available with extended 3-year warranty on payment of Rs 3000. 2. Anti-virus was available on payment of Rs 450 /- with Sony VIO. etc.

- buyer anchors on the piece of information he or she considers most important (e.g., base price) and then adjusts insufficiently for one or more items (e.g., the surcharge), thus underestimating the total price.
- In addition, attending to more than one price requires more cognitive effort. As a result, consumers may ignore the surcharge completely, by either not noticing it or noticing it but not incorporating it into the base price.
- drip pricing may also reduce the extent to which people search around once they have started the purchasing process for a particular product.

Reference pricing: - It is a price that is communicated to the consumer as being the 'normal', most commonly charged, or un-discounted price. These can be of Different type but in CENTRAL Mall, Gurgaon advertised reference prices (ARPs) is being used which provide an external reference against which an offered price can be judged.

Example: - 1. JACK & JONES Denim is at Rs 4,500 now at 3,500/-only 2. Samsung Galaxy S @ Rs 8500/- now at 7,400/-

It was well observed that during normal decision making (including estimating value), an initial value (an anchor) serves as a mental benchmark or starting point for estimating 'real' value. A reference price may therefore serve as an anchor that consumers make adjustments to in order to reach their final price estimate.

Bait pricing: - This covers a range of practices, but essentially involves consumers being enticed with a discount, but subsequently ending up purchasing a more expensive product because there are very few, or indeed no, items available at the discounted price.

The 'commitment and consistency' principle can be accounted for such customer's behavior. Thus, bait sales may result in consumer detriment where consumers have been enticed with discounts and are then reluctant to continue searching elsewhere even where the offer is no longer available Caveats: Not all commitments are equally effective in producing consistent future action. Commitments are most effective when they are active, public, & require effort.

PROMOTION MIX



The Promotion Mix refers to the blend of several promotional tools used by the business to create, maintain and increase the demand for goods and services. The Promotion Mix is the integration of Advertising, Personal Selling, Sales Promotion, Public Relations and Direct Marketing. The marketers need to view the following questions in order to have a balanced blend of these promotional tools.

About **CLP (Central Loyalty Program)** “Part of India’s largest multi-partner loyalty program, ensuring you earn points faster than any other program currently running in India”

Benefits

- The Points you earn can be redeemed at CENTRAL or any of the partners outlets.
- Promotions that will offer you bonus points, special offers and online point redemption,

For example,

- On shopping of Rs 100 @ Central, Central loyalty card holder will get 4 points.
- One point is worth of 0.25 paisa.
- Exclusive Friday Offer Earn Offer – Flash your Card, Shop and earn double the points only on Friday. (2x offer) Burn offer – Redeem your points and get 20 % of the points redeemed back.
- Payback customer loyalty card
- Gifts voucher
- To organize events
- Payback customer loyalty card: - it is a card as its name suggest what, pay back- central pay 1 Rs. Back to their customer while they shop for worth 100 Rs. Only from the central as well from their partners.
- After spending 100 Rs. Customers get 4 points and each point is equal to 25 paise.
- That points are vary at the different stores or partners.
- Central gives extra points at a particular day (Friday).
- Central did tie up with several partners and it is of three types: -
 - National partners
 - Online partners
 - Regional partners

Some signage which I clicked from central Bhubaneswar.

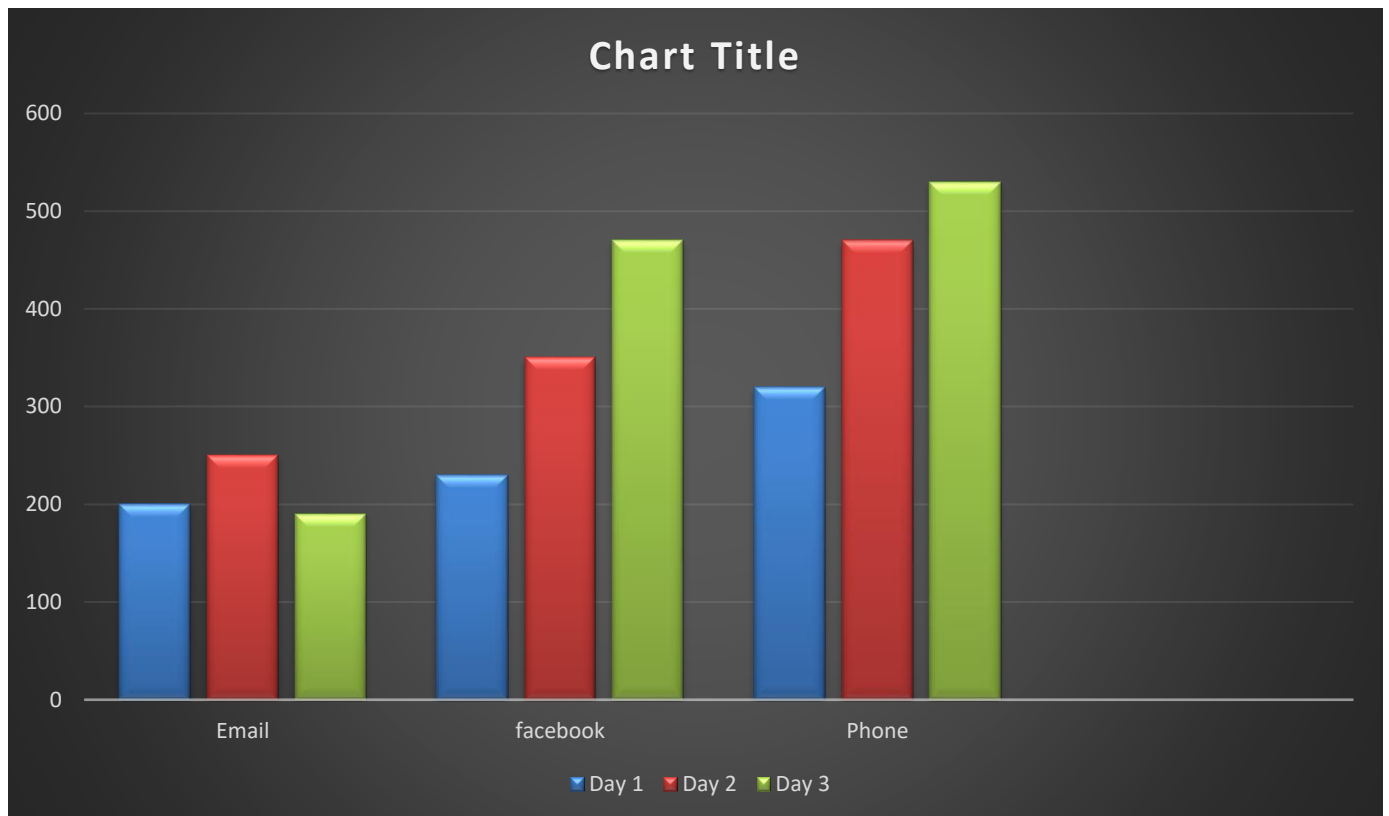


At the time of deepavali these special offers were given to customers..

Some other promotional activities done through social media...



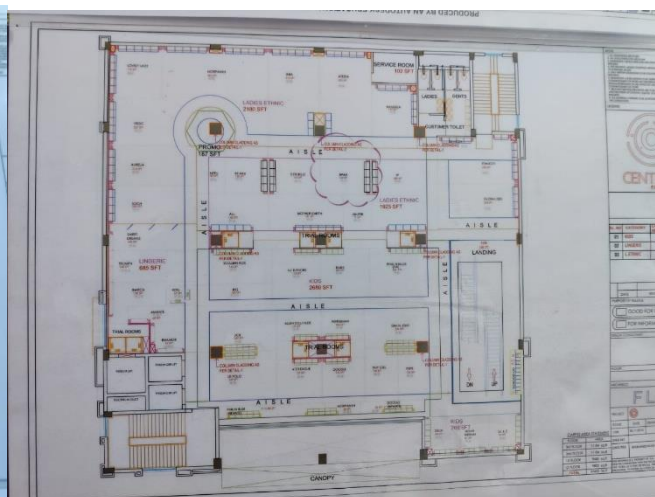
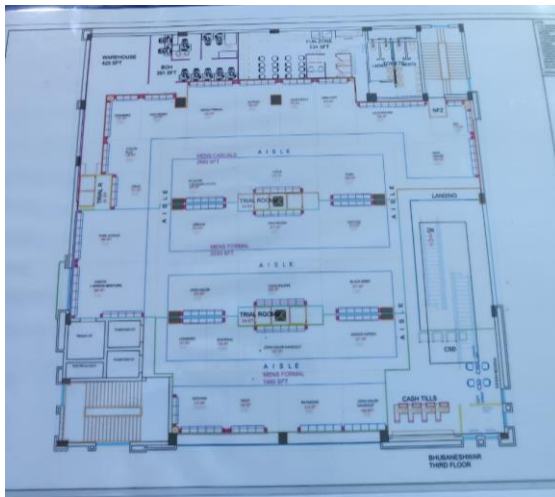
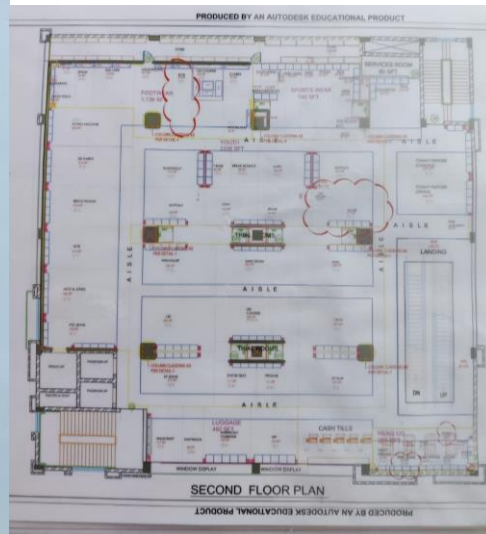
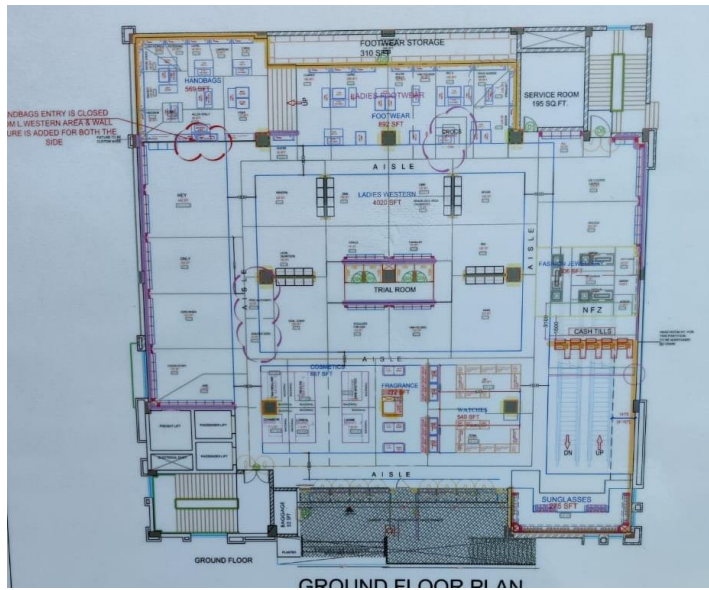
Data analysis of customers visited to store via promotion.



PLACE MIX



Interior map of Central Bhubaneswar...



PEOPLE MIX



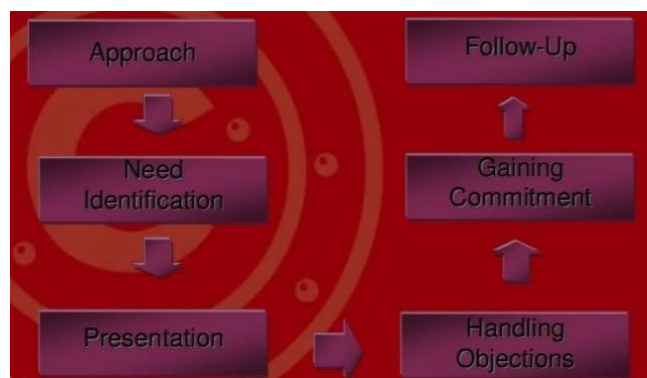
Observation: -

- Two types of salespersons (based on joining in central): - I. Less than 3 month II. More than 1 year
- Most of them are 12th pass.
- Observations about category 1 salesperson I. Shy (lack effective communication skill) ii. Little product knowledge (merchandise, fit, fabric, style, trend) iii. Body language (not impressive) iv. Smartly Dressed v. Low confidence level
- Observation about Category II salesperson I. Have good knowledge about product placement, price range, availability of demanded product in other brands, demanded style, current trends, and key concern area (i.e., unavailability of color, size, fit, fabric) II. Negative attitude for communication was observed (reluctance to talk). III. "I know everything" attitude is also being seen in few of them. IV. Most of them have shared a common problem of unavailability of right product.

Key Concern Area for training: -

- Product Knowledge
- Expected Customer behavior in particular category
- Brand awareness
- Interaction (communication)
- Personality development
- Trends and Forecast
- Reporting System

Selling process



Top 7 Rules for Handling Customer Grievances

To respond to a customer who has several legitimate complaints company must keep these seven rules firmly in mind.

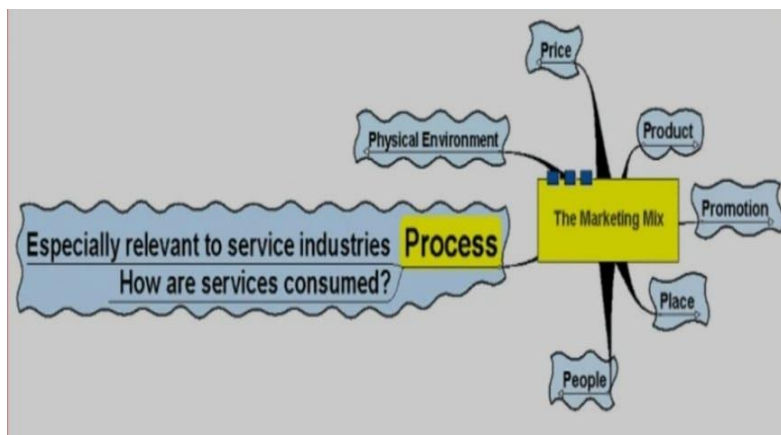
- Rule One: Listen with understanding & sympathy. This diffuses anger and demonstrates your concern. Tell the customer something such as "I am sorry you have been inconvenienced. Tell me what happened so that I can help you". It is vital to show a sincere interest and willingness to help. The customer's first impression of you is all important in gaining co-operation.
- Rule Two: No matter what or who caused the problem, never, ever blame or make excuses. Instead, take full responsibility and the initiative to do whatever you can to solve the problem as quickly as possible.
- Rule Three: Paraphrase and record what the customer tells you. Whenever you hear an important point say "let me make sure I understand; you were promised delivery on the 10th and you did not receive the product until the 1st of the following month. Is that correct?"
- Rule Four: Find out what the customer wants. Do they want a refund, credit, discount or replacement? The customer is complaining because he/she has a problem and wants it solved as quickly as possible. Find out what their problem is so you can work towards it and not towards a solution they do not want.
- Rule Five: Propose a solution and gain the customer's support. When the customer tells you what he or she wants the solution is usually obvious. State your solution in a positive manner. "I will be happy to give you a full credit for

it or other merchandise. Is that acceptable for you?” If it is acceptable, act promptly.

Rule Six: Grievances If the customer does not like your solution, ask what they would consider a fair alternative. Never let a customer lose face. If you cannot meet their request, say so, but never say they are wrong, and never get into an argument with a customer. It is vital to be considerate of the customer’s feelings and to be courteous. Sometimes the customer knows full well that there is nothing you can do. All the customer really wants is someone to hear and respect his or her point of view, and you can always give them that.

• **Rule Seven:** Follow up within a few days to ensure that the customer is completely satisfied. This last tip should ensure that the relationship is strengthened and you may well gain additional business. Do remember that, a customer’s loyalty is only as strong as the success of their last contact with you. Always remember that it takes 5-10 times to get a new customer than keeping the existing one.

PROCESS MIX



Central service: On the value-added front, Central has taken customer service to the next level by offering its customers a whole new range of service.

Gift central: Gift central is the value-added service which helps to:

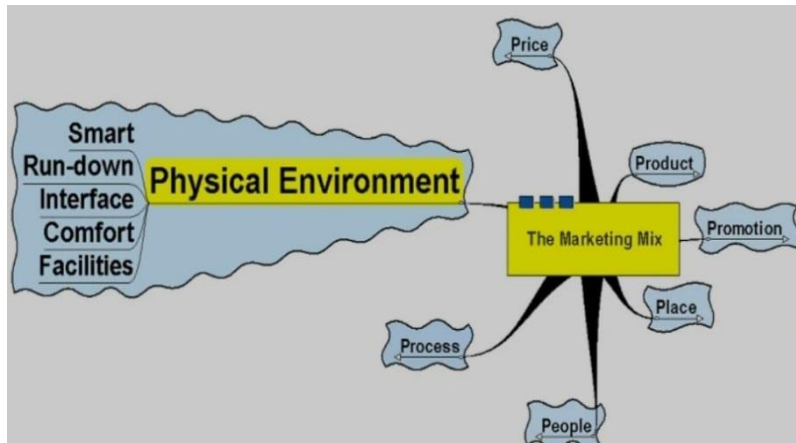
- Save time.
- Reason of smile.
- Money saving shopping.

Radio central: This service has been added for the customers entertainment only. It is Under Control of CSD (Customer Service Desk) It starts from 11.30 AM and stops at 9.30 PM and CSD manager is responsible for smooth operation of this facility.

It includes following: - Announcement of Offers. Music played in Mall

- I. Broadcast of Future TV through LCD TVs installed on each floor of Mall Information Given through Broadcast of Future TV are: -.
- II. Latest offers in Central. Information about Gift Voucher. Horoscope of the day. Weather Forecast. Latest Fashion Tips. Unknown facts about some celebrities. Review of Movies and about upcoming movies.

PHYSICAL ENVIRONMENT MIX



Physical Environment of Central Mall, Bhubaneswar was being appreciated by most of the customers. Fixture are being used in combination of Red and White colors, which gives glamorous and Luxury Feel to Customers. Though music is important part of physical environment as it helps in changing the mood of customer but it hardly plays very vital role in consumer's decision making process. As it being clear from finding of the research that only 40 % respondent said that they have listen the song and out of which only 52% were able to point out at least I song correctly. Even more 35% respondent were not able to identify the change when music was being stopped playing and 33% identified it in their last attempt (In 3rd attempt) In another research being conducted in central it comes out as interesting result that more than 65% customers spend at least 5 minutes on each floor.

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

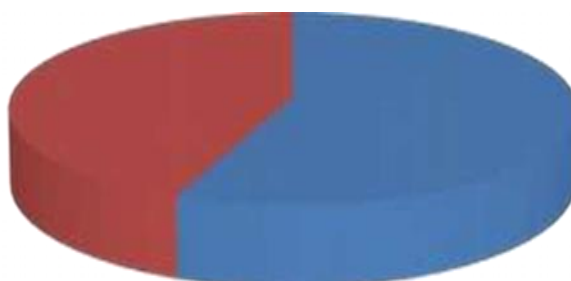
- Prorogue

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

DATA ANALYSIS

1. Gender

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



■ male ■ female

Analysis:

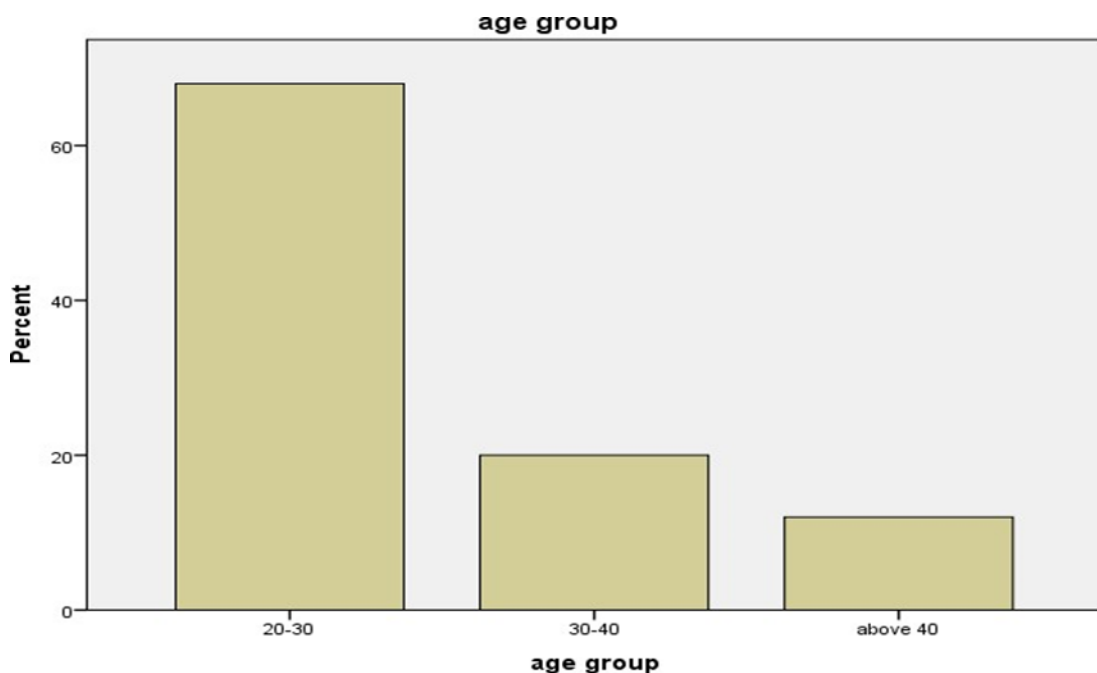
From the above table and the pie graph it is clearly observed that the number of males entering into the reliance trends stores are more when compared to that of females. But from the taken sample of 50 respondents, the number is quite same.

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
Total	50	100.0



Analysis:

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

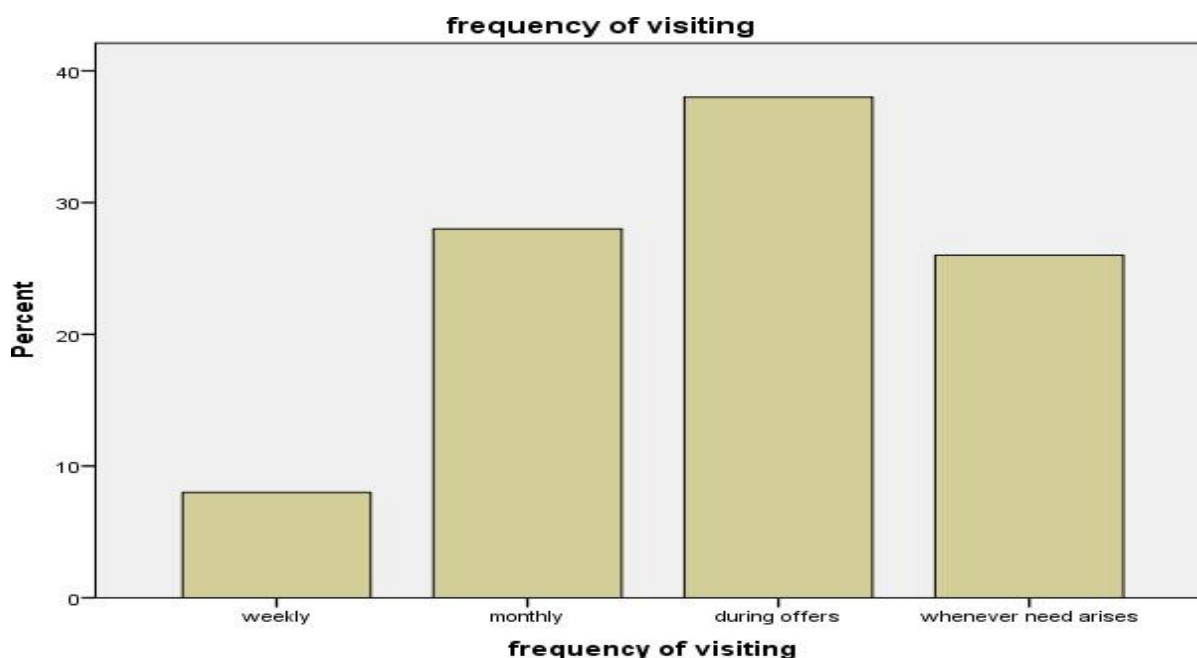
Interpretation:

As it is clear that the people of age group between 20-30 years are visiting the stores mostly. So Central 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 Central Mall stands itself as India's Largest Fashion Destination and family store.

3. How frequently do you visit Central Mall?

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, Central have to concentrate on maintaining the relationship with the customers in such a way that it should retain its customers.

4.How did you come to know about Central mall?

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%.

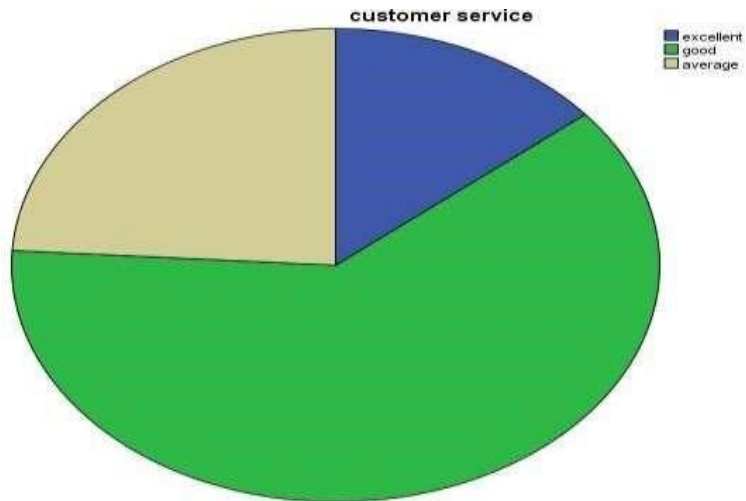
Interpretation

Central Mall is getting out publicity without any cost to company, many customers came to know about central store from their friends and relatives. Branners and hoardings also helps central mall bring customers. We cannot neglect the number of customers coming by seeing the advertisements in newspapers and by receiving pamphlets, they both confine a total of 34%. So, we can concentrate on doing these activities more effectively.

5. How do you rate your experience in Central 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:

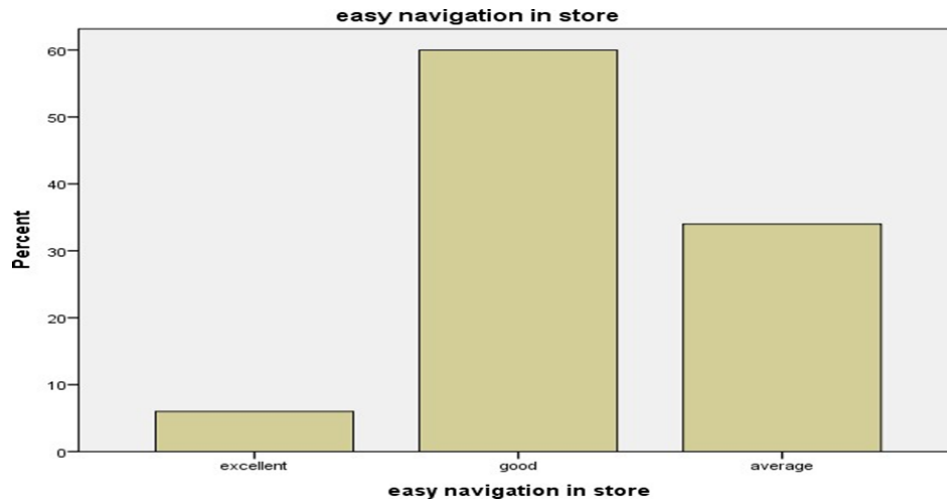
From the total respondents of 50, 62% feel that customer service at Central store was good, 24% of respondents feel it is average and 14% of respondents feel that it is excellent.

Interpretation:

From the analysis we can understand that no one customer from respondents feel that customer service at central is poor. Maximum of the respondents feel that customer service at central 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
Excel Ent	3	6.0
Good	30	60.0
Avg	17	34.0
Total	50	100.0



Analysis

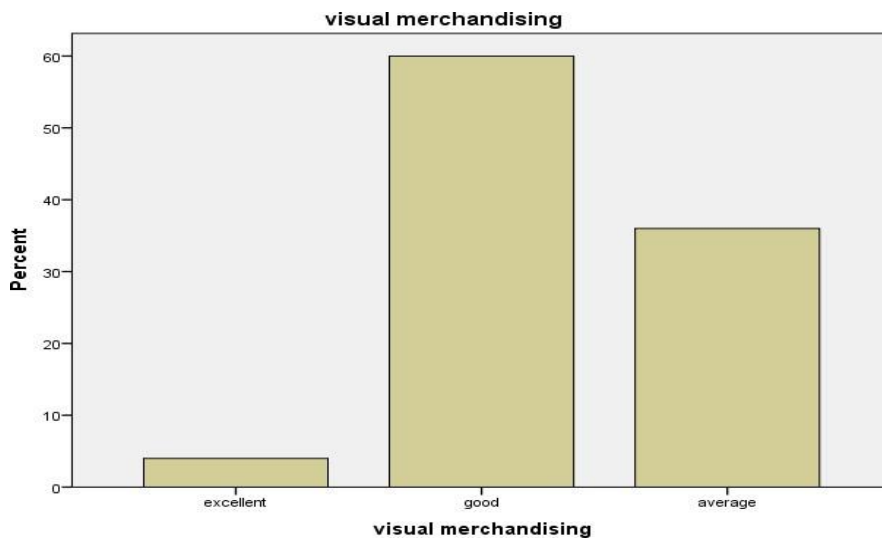
From the data it is clear that 60% of respondents feel that easy navigation in the store is good, 34% feel that it is average and 6% feel it is excellent.

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 a smaller number of customers feel that easy navigation in the store is excellent so, central store 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 central mall 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 central mall, it can improve on arranging their merchandise in an attractive way which will bring in more customers.

FINDINGS AND SUGGESTIONS

FINDINGS

- ❖ Most of the customers feel more comfortable on offline purchase than online purchases.
- ❖ Some of the promotional tools taken by the Marketing team is been well remembered by the customers when they come again for a purchase.
- ❖ Trial offers are applied one week before the announcement of Main offer.
- ❖ Sign boards have more impact on the customers and is been discussed with their peer groups, relatives, friends, etc.
- ❖ Majority of the people have the tendency to wait for the day Happiness Sale Day after the announcement of its dates.
- ❖ Social media promotional measures have higher influence on the minds of the customers.
- ❖ 25% increase in the sales occurred on the days of happening of happiness sale.
- ❖ Sales Target for each brand has been increased up to 20% on every sale day.

SUGGESTIONS.

- ❖ The price of the products must be set in order to suit the lower-class customers also.
- ❖ In most of the customers, offers are memorable so company should come up with more attractive offers in future.
- ❖ Social media advertisements have a positive effect on the customers, so company may design the advertisements in a more creative way.
- ❖ As more people opt for offline purchase, customer satisfaction should be given more importance.

CONCLUSION

Central Mall is a major shopping complex for today's customers. It is a place where customers find variety of products at a reasonable price. Central Mall has a good reputation of itself in the market. It has positioned itself in the market as a discounted store. It holds a huge customer base. The majority of customers belong to middle class family. The teenagers and youth generation also likes shopping and moving around Central Mall. Volume sales always take place in Central Mall. Impulse buying behavior of customers comes in to play most of the times in Central Mall.

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 Central Mall. was spending lot of money for different types of marketing and promotional activities for driving more customers into the stores, but central was not concentrating on converting the people who entered the store into a final customer.

Advantage to Central Mall is that it has been strategically located at the center point of a strategically developed sectors of Bhubaneswar, being in the center makes it affordable for the SAIL employees living in the different sectors to purchase their monthly Central Mall at higher discounts compared to general retail store.

After conducting a thorough survey and research on Central Mall 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 Central 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 Central Mall 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 Central Mall indeed seems to be bright and it should continue to do well as seems apparent from the response of the customers

Internship conducted in Central Fashion Mall gave me clear idea of operations in Marketing Department. Most of the organization consider Marketing team to come up with new sales ideas, offers, Marketing technique, etc. which helps in the accomplishment of the organizational goals. It is through the combined effort of the people that material and majority resources are efficiently utilized for the attainment of common objectives. The organizational study and Internship were conducted to gain knowledge about the Fashion Retail industry and to learn in detail the Marketing Departments activities and functions at Central Mall, Bhubaneswar.

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