



BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES

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**A PROJECT REPORT ON
“Swagatam Project An Awareness Programme”**

**A FINAL SIP REPORT SUBMITTED
TO**

**BIJU PATNAIK UNIVERSITY OF TECHNOLOGY
ODISHA**

**(For the Partial Fulfilment of the requirement of the degree of MBA
2020-2022)**

**SUBMITTED BY
RATIKANTA KAR**

BPUT RED NO.:2006258162

**UNDER THE GUIDANCE OF
PROF. BONITA MITRA
Professor Of BIITM**



**BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT
STUDIES**

(Recognized by AICTE, New Delhi & Affiliated to BPUT, Rourkela)

BHUBANESWAR

PREFACE

The courses of MBA require one to under a summer internship with the end of the 2nd semester, so as to get a practical knowledge and understanding the aspects of all the theories read. It helps us to make the best use of our skills and intelligence so as to make a better research report. It is really the most important thing during the course of our study. The purpose of my research project was “To create Awareness about Hometown products and services”. It was a continuous learning experience as I got to know the performance appraisal process, how they are conducted and beneficial.

ACKNOWLEDGEMENT

It is my privilege to thank all of them who have supported me in carrying out this dissertation successfully.

Firstly I would to express my sincere thanks to two separate concerns, BIITM And HOMETOWN PRAXIS, the former for arranging and guiding me to start the dissertation and the latter for extending their noble help for its formation and completion.

I express my sincere gratitude to my internal guide DR. BONITA MITRA for extending guidance and direction in preparing this dissertation, without whose cooperation the project would not have been completed.

I would like to thank and appreciate to the company HOMETOWN PRAXIS and my guide Mr. SANTOSH HOTA who has devoted his vivid knowledge and valuable time to my benefit.

I also acknowledge the contribution of all the members of HOMETOWN PRAXIS, who in all together provide me and inspiring working environment.

In the same breath, I thank all my friend who helped me in completing the report and providing me with a lot of information essential for it.

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CERTIFICATE

This is to certify that project report titled “**Swagatam Project An Awareness Programme**” is a Bonafide work of Mr. Ratikanta Kar under the guidance and supervision of Dr Bonita Mitra, BIITM, Bhubaneshwar carried out in partial fulfilment for the award of degree of MBA 2020-2022. This project work is original and not submitted earlier for the MBA of any degree/ Diploma or associate of any other university/Institution.

Prof.Dr.Pratap Kumar Tripathy

(Principal, BIITM)

Place- Bhubaneshwar

Date: -



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MR. SANTOSH HOTA

(Store Manager)

(External Guide)



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Dr. Bonita Mitra

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Date: -



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DECLARATION

I, Mr. Ratikanta Kar hereby declare that the project work titled, “**Swagatam Project An Awareness Programme**” is an original work done by me and submitted to Biju Patnaik University of Technology, Odisha in partial fulfillment for the award of degree of Master Business Administration is a record of the work done by me under the supervision of Dr. Bonita Mitra. This thesis has not formed before the basis of any degree, diploma or any similar titles.

EXECUTIVE SUMMARY

We are the pioneers in home retail in India. We started our journey in 2007 with our first store in Noida as a one-stop shop destination for home solutions. We offer a clearly defined home offering with a wide assortment in furniture, homeware, customised solutions in kitchen and wardrobes and home improvement. We strive to add value to our customers by providing personalised interior design consultation and services for homes and offices. We extended our presence online in 2016 with a specially curated assortment of product offering catering to the specific needs of the new-age online customers.

Today we have a strong presence with 49 stores across 29 cities. Our expansion plan is long-term and we plan to grow both online and new stores across in existing and new markets like Nasik and Guwahati. We want to offer great quality home products and services to as many people as possible.

Hometown - our business idea supports our vision and is born out of a passion for design and quality, and the commitment to make beautiful homes and better life for our customers through our stores and online presence.

Our product assortment is wide; wide in function and style. We offer everything needed to furnish a home from furniture, homeware, décor and furnishings, modular kitchen, kitchenware, bathroom accessories and design and build consultation and services.

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CHAPTER 1

- a. INTRODUCTION
- b. OBJECTIVE
- c. SCOPE
- d. METHODOLOGY
- e. LIMITATION

INTRODUCTION TO INTERNSHIP

Internship is fixed period of practical exposure in working for organisation with or without payment for the work done there.

According to MBA part of the syllabus at the student's internship, both the externals of the internal of the guide in the course of an act is done in 30 Days. By doing it in the best probable way, so that in practice the academic concepts required to increase the training. It is for field work culture of an association that provides authorization to.

"HOMETOWN PRAXIS" internship at the firm's goods and services for analysing and thoughtful the customer's necessities focused. Targeting to the new buying home customer and make aware about the product and services that we are providing to them.

OBJECTIVE OF THE STUDY

The final and foremost objective of this study is the partial fulfilment of the master degree in business administration.

- a. To make awareness about Hometown through Swagatam Project
- b. To generate the lead and to acquire new customers through Swagatam project.
- c. To identify Target Customers.
- d. To Drive the Sales Force.
- e. To create Awareness and promote Brand Value of Hometown Among Target Customers
- f. To convert the warm lead into hot lead by the use of Salesforce Software
- g. To identify the conversion rate.
- h. To study the customer mind and understand whether the customer is a warm customer or hot customer.
- i. To check the quantity and price of stock through SAP software.
- j. To Check whether the products are placed at their proper place or not.
- k. To get feedback from customers related to products and services of Hometown.

Estd. 1999



SCOPE OF THE STUDY

- The main scope of the study of Swagatam Project is to learn about different retail parameters. Which are on the following
 1. Up selling
 2. Cross selling
 3. Ticket size
 4. Basket size
 5. Conversion rate

Estd. 1999

RESEARCH METHODOLOGY

Information is collected from following sources :-

Primary data

- Questionnaire
- Observation
- Interaction

Secondary data

- News paper
- Brokers
- Builders

Estd. 1999

Internship provides us a great opportunity to change intern into full-time employment:

More than 15 % employers are interns as per the survey; the candidates are already adopted with the environment that has finished their internship. They are familiar with the working rules and regulation of the corporate. So the Management and employers both will have interest to make the interns full-time employers. So they can provide the best result than the other candidate.

Internship provides a good chance to associate with the professionals:

During an internship we will get an opportunity to reveal professional relationships within the corporate or outside the corporate.



Estd. 1999

CHAPTER-2

a. Company profile

b. Industry analysis

PROFILE OF THE COMPANY



Estd. 1999

Hometown - our business idea supports our vision and is born out of a passion for design and quality, and the commitment to make beautiful homes and better life for our customers through our stores and online presence.

Our product assortment is wide; wide in function and style. We offer everything needed to furnish a home from furniture, homeware, décor

and furnishings, modular kitchen, kitchenware, bathroom accessories and design and build consultation and services.

Rewrite Rules, Retain Values – this simple idea has been at the core of our business since the inception of Future Group. Today, a wide portfolio of brands in food, FMCG and fashion, complement the country's pioneering modern retail networks.

More than 600 million customer visits are recorded across the 2,000 Future Group retail stores, covering over 24 million square feet of space in over 400 cities and towns. Millions more interact with group's brands and businesses through ecommerce sites, social media and mobile apps like FuturePay and EasyDay Club.

Future Group's food value chain operates with its nation-wide network, reaching the smallest towns and cities with its sourcing and manufacturing units, and integrated distribution systems. Tasty Treat, Golden Harvest, Karmiq, Kara, Sunkist, ThinkSkin, Mother Earth, Kosh, Nilgiris are among the leading brands from the Future Group.

In fashion, our manufacturing facilities produce garments designed and sourced by a talented team of trend-spotters, designers and merchandizers. Brands like Lee Cooper, John Miller, CoverStory, Indigo Nation, Scullers, Knighthood, DJ&C, Bare, UMM, and Ancestry are some of our key brands.

The flagship retail brand Big Bazaar is ranked among the most valuable Indian brands (Interbrand), and among the most trusted brands (Nielsen). Leading department store network, Central, smart prices retailer, Brand Factory, and popular fashion destination FBB are also a part of the group, along with a growing chain of small neighbourhood stores, EasyDay and Heritage Fresh, and convenience stores WH Smith and 7-Eleven.

SWOT ANALYSIS OF THE COMPANY

SWOT analysis lists down the Strengths, Weaknesses, Opportunities & Threats of a company – hence the acronym SWOT.

Strength

Strengths of Praxis Home Retail

Strengths are the firm's capabilities and resources that it can use to design, develop, and sustain competitive advantage in the marketplace

- **Success of new product mix** - Praxis Home Retail provides exhaustive product mix options to its customers. It helps the company in catering to various customers segments in the Furniture & Fixtures industry.

- **Brands catering to different customers segments within Furniture & Fixtures segment** - Praxis Home Retail extensive product offerings have helped the company to

penetrate different customer segments in Furniture & Fixtures segment. It has also helped the organization to diversify revenue streams.

- **Market Leadership Position** - Praxis Home Retail has a strong market leadership position in the Furniture & Fixtures industry. It has helped the company to rapidly scale new products successes.

- **Talent management** at Praxis Home Retail and skill development of the employees - Human resources are integral to the success of Praxis Home Retail in Furniture & Fixtures industry.

- **Track record of innovation** - Even though most players in the Consumer Cyclical strive to innovate, Praxis Home Retail has successful record at consumer driven innovation.

- **Strong brand recognition** - Praxis Home Retail products have strong brand recognition in the Furniture & Fixtures industry. This has enabled the company to charge a premium compare to its competitors in Furniture & Fixtures industry.

High Volume & Range of Products

Hometown has a plethora of quality product options to choose from in every category they sell.

Exclusive tie-ups with popular brands like Gallicha, Obsession, Kurl On, Nap Cloud in the past as

In house brands like Living Essence, Laura , Jasmine etc.

Weakness

Weaknesses of Praxis Home Retail can either be absence of strengths or resources or capabilities that are required but at present the organization doesn't have. Leaders have to be certain if the weakness is present because of lack of strategic planning or as a result of strategic choice.

- **Niche markets and local monopolies** that company's like Praxis Home Retail able to exploit are fast disappearing. The customer network that Praxis Home Retail has promoted is proving less and less effective.

- **Business Model** of Praxis Home Retail can be easily imitated by the competitors in the industry. To overcome these challenges company needs to build a platform model that can integrate suppliers, vendors and end users.

- **High turnover of employees** at the lower levels is also a concern for the Praxis Home Retail . It can lead to higher salaries to maintain the talent within the firm.

- **Extra cost of building new supply chain and logistics network** - Internet and Artificial Intelligence has significantly altered the business model in the Consumer Cyclical industry and given the decreasing significance of the dealer network Praxis Home Retail has to build a new

robust supply chain network. That can be extremely expensive.

- **Low investments into Praxis Home Retail's customer oriented services** - This can lead to competitors gaining advantage in near future. Praxis Home Retail needs to increase investment into research and development especially in customer services oriented applications.
- **Gross Margins and Operating Margins** which could be improved and going forward may put pressure on the Praxis Home Retail financial statement.

Opportunities

Opportunities are potential areas where the firm can identify potential for - growth, profits, and market share.

- **Increasing customer base in lower segments** - As customers have to migrate from un-organized operators in the Consumer Cyclical industry to licensed players. It will provide Praxis Home Retail an opportunity to penetrate entry level market with a no-frill offering.
- **Rapid Expansion of Economy** As the US economy is improving faster than any other developed economy, it will provide Praxis Home Retail an opportunity to expand into

the US market. Praxis Home Retail already have know-how to operate into the competitive US market.

- **Lowering of the cost of new product launches** through third party retail partners and dedicated social network. Praxis Home Retail can use the emerging trend to start small before scaling up after initial success of a new product.

- **Accelerated technological innovations and advances** are improving industrial productivity, allowing suppliers to manufacture vast array of products and services. This can help Praxis Home Retail to significantly venture into adjacent products.

- **Lower inflation rate** - The low inflation rate bring more stability in the market, enable credit at lower interest rate to the customers of Praxis Home Retail. This will increase the consumption of Praxis Home Retail products.

- **Trend of customers migrating to higher end products** - It represents great opportunity for Praxis Home Retail, as the firm has strong brand recognition in the premium segment, customers have experience with excellent customer services provided by Praxis Home Retail brands in the lower segment. It can be a win-win for the company and provides an opportunity to increase the profitability.

Threats

Threats are factors that can be potential dangers to the firm's business models because of changes in macro economic factors and changing consumer perceptions. Threats can be managed but not controlled.

- **Growing technological expertise** of local players in the export market - One of the biggest threat of tie-up with the local players in the export market for Praxis Home Retail is threat of losing IPR. The intellectual property rights framework is not very strong in emerging markets especially in China.

- **Changing demographics** - As the babyboomers are retiring and new generation finding hard to replace their purchasing power. This can lead to higher profits in the short run for Praxis Home Retail but reducing margins over the long run as young people are less brand loyal and more open to experimentation.

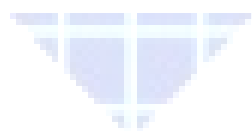
- **Competitors catching up with the product development** - Even though at present the Praxis Home Retail is still leader in product innovation in the Furniture & Fixtures segment. It is facing stiff challenges from international and local competitors.

- **Trade Relation between US and China** can affect Praxis Home Retail growth plans - This can lead to full scale trade

war which can hamper the potential of Praxis Home Retail to expand operations in China.

- **Saturation in urban market and stagnation in the rural markets** - For Praxis Home Retail this trend is an ongoing challenge in the Furniture & Fixtures segment. One of the reasons is that the adoption of products is slow in rural market. Secondly it is more costly for Praxis Home Retail to serve the rural customers than urban customers given the vast distances and lack of infrastructure.

- **Distrust of institutions** and increasing threat of legal actions for Praxis Home Retail - As the WTO regulations and laws are difficult to enforce in various markets. Legal procedures have become expensive and long drawn process. It can lead to less investment into emerging markets by Praxis Home Retail thus resulting in slower growth.



Estd. 1999

INDUSTRY ANALYSIS

PORTER MODEL ANALYSIS OF HOMETOWN PRAXIS

Porter Five (5) Forces Model was proposed by Michael E. Porter in 1979. The purpose was to assess and evaluate the competitive positioning and strengths

of business organisations. The model has three horizontal competitive forces (Threat of Substitute)

e Products or services, the threat of new entrants and rivalry among existing firms) and two vertical forces (Bargaining power of buyers and bargaining power of suppliers).

These forces shape the competition within any industry. The overall industry competitiveness declines when these forces reduce profitability. Porter found SWOT analysis lacking in rigour. Many new companies use the Porter Five (5) Forces Model to decide whether it is profitable to enter in a particular industry.

Here is the pictorial presentation of the Porter Five (5) Forces Model:

HOMETOWN PRAXIS Porter Five (5) Forces Analysis

What is Porter Five Forces? How Praxis Home Retail can use it?

Managers at Praxis Home Retail (India) can use Porter Five Forces as a strategic management tool to do industry analysis . It will help Managers at Praxis Home Retail in mapping the various competitive forces that are prevalent in Consumer Cyclical industry in both local markets and international markets. .

How Praxis Home Retail (India) can use Porter Five Forces

Rigorous application of Porter 5 Forces can help managers at Praxis Home Retail to understand -

Rivalry among existing players in the Furniture & Fixtures,

Bargaining power of buyers of Praxis Home Retail,

Bargaining power of suppliers of Praxis Home Retail,

Threat of new entrants in the Furniture & Fixtures industry,

Threat of substitute products and services in the Furniture & Fixtures industry.



Porter Five Forces that Determine Furniture & Fixtures Industry Structure



The Porter Five Forces that determine the industry structure in Furniture & Fixtures are -

1. Bargaining power of buyers of Praxis Home Retail and Consumer Cyclical sector – If the buyers have strong bargaining power then they usually tend to drive price

down thus limiting the potential of the Praxis Home Retail to earn sustainable profits

2. Threat of substitute products and services in Furniture & Fixtures sector – If the threat of substitute is high then Praxis Home Retail has to either continuously invest into R&D or it risks losing out to disruptors in the industry.

3. Bargaining power of suppliers in Furniture & Fixtures – If suppliers have strong bargaining power then they will extract higher price from the Praxis Home Retail. It will impact the potential of Praxis Home Retail to maintain above average profits in Furniture & Fixtures industry.

4. Rivalry among existing players in Furniture & Fixtures industry – If competition is intense then it becomes difficult for existing players such as Praxis Home Retail to earn sustainable profits.

5. Threat of new entrants in Furniture & Fixtures industry – if there is strong threat of new entrants in the Furniture & Fixtures industry then current players will be willing to earn lower profits to reduce the threats from new players

Why Porter Five Forces analysis is important for Praxis Home Retail?

Managers can use Porter Five Forces model to analyze the competitiveness faced by Praxis Home Retail in Furniture & Fixtures industry. Porter five forces analysis of Praxis Home Retail will help in understanding and providing solution to – nature & level of competition, and how Praxis Home Retail can cope with competition.

Even though from outside various industries seem extremely different but analyzed closely these five forces determines the drivers of profitability in each industry. (Managers can use Porter Five Forces to understand key drivers of profitability of Praxis Home Retail in Furniture & Fixtures industry.

Porter 5 Forces, Competitive Forces & Industry Analysis

The core objective of strategists and leaders at Praxis Home Retail is to help the organization to build a sustainable competitive advantage and thwart competitive challenges from other players in the Furniture & Fixtures industry.

Step 1 – Defining relevant industry for Praxis Home Retail. For the purpose of this paper Praxis Home Retail does mostly its business in Furniture & Fixtures industry.

Step 2 – Identify the competitors of Praxis Home Retail and group them based on the segments within the Consumer Cyclical industry.

Step 3- Assess the Porter Five Forces in relation to the Furniture & Fixtures

industry and assess which forces are strong in Furniture & Fixtures and which forces are weak.

Step 4 - Determine overall Consumer Cyclical industry structure and test analysis for consistency

Step 5 – Analyze recent and future changes in each of the forces in the Furniture & Fixtures industry. This can help in predicting the trend in overall Consumer Cyclical sector.

Step 6 – Identify aspects of industry structure based on Porter Five Forces that might be influenced by Praxis Home Retail competitors and new entrants in Furniture & Fixtures industry.

How Porter Five Forces framework can be used for developing strategies for Praxis Home Retail ?

To achieve above average profits compare to other players in Furniture & Fixtures industry in the long run, Praxis Home Retail needs to develop a sustainable competitive advantage. Furniture & Fixtures industry analysis using Porter Five Forces can help Praxis Home Retail to map the various forces and identify spaces where Praxis Home Retail can position itself.

PESTLE ANALYSIS OF HOMETOWN PRAXIS

Political Factors that Impact Praxis Home Retail

- Governance System – The present governance system in India has served its purpose for the long time and I don't think much will change in the process even though it may throw up leaders that can lead divergent policy making from the historical norm. Praxis Home Retail has to keep a close eye on the industry wide government priorities to predict trends.
- Armed Conflict – There are no imminent threats to India from the disruption in the business environment because of military policies, terrorist threats and other political instability. Praxis Home Retail has experience of handling operations in difficult circumstances.
- Government of India has come under increasing global pressures to adhere to World Trade Organization's regulations on Furniture & Fixtures industry.
- Government resource allocation and time scale – The India new government policies can improve the investment sentiment in the Consumer Cyclical sector. Given the wider acceptance of the suggested policies among population, it is safe to assume that the time scale of these policies will be longer the mandated term of the present India government.

Economic Factors that Impact Praxis Home Retail

- Government intervention in the Consumer Cyclical sector and in particular Furniture & Fixtures industry can impact the fortunes of the Praxis Home Retail in the India.
- Economic Performance of India – I believe the economic performance of India in the near future 5-10 years will remain stable given – government expenditure, stable demand because of disposable income, and increasing investment into new industries.

- Economic Cycles – The performance of Praxis Home Retail in India is closely correlated to the economic performance of the India's economy. The growth in last two decades is built upon increasing globalization and utilizing local resources to cater to global markets.
- Inflation rate – The easy liquidity in the market post the great recession of 2018 will lead to increasing inflation in the India economy.
- Exchange rate – The volatile exchange rate of India can impact Praxis Home Retail investment plans not only in the short term but also in the long run.

Social Factors that Impact Praxis Home Retail

- Power structure – There is an increasing trend of income inequality in India. This has altered the power structure that has been persistent in the society for over last 6-7 decades.
- Societal norms and hierarchy – the society of India is different from the home market of Praxis Home Retail. It should strive to build a local team that understands the societal norms and attitudes better to serve the customers in India.
- Gender roles – The gender roles are evolving in India. Praxis Home Retail can test various concepts to cater to and support these evolving gender roles in India society.
- Demographics – For the Consumer Cyclical products, Praxis Home Retail has demographics on its side. India is a young country and growing. Praxis Home Retail can use this trend to cater to various segments of the population.
- Media outlets play a critical role in influencing the public opinion India. Both traditional media and social media are rapidly growing in India. Praxis

Home Retail can leverage this trend to better market and position its products.

Technological Factors that Impact Praxis Home Retail

- Maturity of technology – The technology in the Furniture & Fixtures sector is still not reached maturity and most players are vying for new innovations that can enable them to garner higher market share in India.
- Latest technology based innovations implemented by competitors of Praxis Home Retail – This can provide a good insight into what the competitors are thinking and where Furniture & Fixtures business model future is.
- Lowering cost of production – The latest technology is fast lowering production and servicing cost in the Consumer Cyclical sector. Praxis Home Retail has to restructure its supply chain to bring in more flexibility to meet both customer needs and cost structures.
- Empowerment of supply chain partners – Technology has shortened the product life cycle and it has enabled suppliers to quickly develop new products. This has put pressure on Praxis Home Retail marketing department to keep the suppliers happy by promoting diverse range of products. It has added to the cost of operations of the Praxis Home Retail.

Environmental Factors that Impact Praxis Home Retail

- Recycling is fast emerging as a norm rather than a good thing to do in India economy. Praxis Home Retail has to make plans to adhere to regulations and expectations in the Consumer Cyclical sector.
- Waste management especially for units close to the urban cities has taken increasing importance for players such as Praxis Home Retail. India government has come up with strict norms for waste management in the urban areas.

- Environmental norms are also altering the priorities of product innovation. In many cases products are designed based on environmental standards and expectations rather than catering to traditional value propositions.
- Extreme weather is also adding to the cost of operations of the Praxis Home Retail as it has to invest in making its supply chain more flexible.
- Customer activism – Greater awareness among customers have also put environmental factors at the center of Praxis Home Retail strategy.

Legal Factors that Impact Praxis Home Retail

- Employment law in the India and how they are impacting the business model of the Furniture & Fixtures. Can these conditions be replicated or bettered in international market?
- Health and safety norms in the India and what Praxis Home Retail needs to do to meet those norms and what will be the cost of meeting those norms.



CHAPTER-3
COMPETITOR ANALYSIS

Estd. 1999



HOMETOWN VS PEPPERFRY

Estd. 1999

ABOUT PEPPERFRY

Pepperfry competes with other online furniture and lifestyle stores such as Urban ladder, Hometown, Housefull, Durian, etc. Leading e-commerce companies such as Flipkart, Amazon, Snapdeal, and Shopclues have also started offering furniture online, which is a new challenge for Pepperfry.

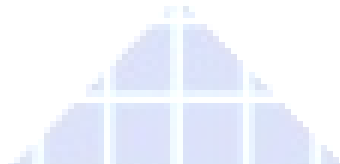
Pepperfry is a leading online home and lifestyle store, offering a wide range of furniture and home decor products. Pepperfry was founded in 2011 by two friends, Ambareesh Murty and Ashish Shah. Pepperfry is headquartered in Mumbai and has offices, studio stores and warehouses in various cities in India such as Delhi, Gurgaon, Chandigarh, Ghaziabad, Jodhpur, Lucknow, Kolkata, Bhopal, Ahmedabad, Vadodara, Mumbai, Pune, Hyderabad, Goa, Bengaluru, Kochi, and Chennai. Pepperfry offers more than 1.2 lakh products to choose from across various categories such as furniture, decor, lamps & lighting, furnishings, kitchen, dining, housekeeping, and hardware & electrical. Pepperfry has also launched its furniture rentals service, which is available in top 8 cities in India.

Funding:

Pepperfry is a well-funded startup and has received around \$158 million through five rounds of funding. Top investors include Goldman Sachs, Norwest Venture Partners, Bertelsmann Investments, and Zodius Capital. The company is looking for more funds to improve its product and service offerings and to expand its presence in new towns and cities.

Acquisitions:

Pepperfry has not acquired any businesses till date. However, it is open to any bankable opportunities that may come along.



HOMECENTER Since 1995, Home Centre has brought the joy of homemaking to millions of customers. Starting off with a single store in Sharjah, UAE, today the brand has over 100 stores worldwide. Over the years, Home Centre has earned a reputation for delivering outstanding value, continuous innovation and exceptional customer experience. Home Centre offers an extensive and impressive range of furniture, modular furniture, home furnishings, home accessories, bed and bath products and kitchenware. Home Centre's in-house team of stylists and buyers draw inspiration from global trends to bring stylish and affordable furniture and homeware to a wide spectrum of homes ranging from the traditional to the modern. Home Centre India has been awarded as the most admired retailer in the home and office improvement category for 3 consecutive years from 2014 to 2016. In 2010, Home Centre unveiled a reinvented brand identity to commemorate 15 years of retail experience. The Home Centre store in Mirdif City Centre, Dubai was the first to inaugurate the new customer-friendly format, with a more contemporary ambience. Despite undergoing a major overhaul to its brand identity, Home Centre remains committed to providing exceptional value to its customers. With a wide network of close to 90 stores across the Middle East and India, Home Centre occupies 4 million sq. ft. of retail space. In 2015-16 the business is foraying into newer markets and expanding in North Africa and CIS countries. Home Centre has consistently ranked among the top 50 brands in the Middle East Global Brand Simplicity Index. Home Centre has also been conferred the

Superbrand status for three years in a row in the UAE (2010-12), Kuwait (2010) and in Jordan (2012) as well. Home Centre India won the Global Innovation Awards for 2014-2015 and has also been awarded the IMAGES Most Admired Retailer of the Year: for the Home & Office Improvement category at the 11th Images Retail Awards in 2014. Home Centre is part of the Landmark Group of companies, an international, diversified retail conglomerate that encourages entrepreneurship to consistently deliver exceptional value since 1973. Home Centre's in-house team of stylists and buyers draw inspiration from global trends to bring stylish and affordable furniture and home furnishing to a wide spectrum of homes from

ACTUAL WORK DONE

My title of the project was "SWAGATAM PROJECT" where our targeted customers were new buying home customers. There I did small canopy activities in front of the apartment to generate the leads for the Swagatam project and to get an order in bulk. Also I did store work and identified the new buying home customers for the Swagatam project. Also I had to study the customers' mind and identify whether the customer is cold, warm, or hot customer and if the customer is a warm customer we try to convert them into a hot customer.

I had to go outside and find the lead for the customer. We were targeting to the new buying home customer. I had to do a below the line marketing like I had to do a small canopy activities in front of the apartment to generate the leads for the Swagatam project just to get the order in bulk. I did tie ups with the builders with a monetary benefit to get the contact details of new home buyers. Also I had to do a direct survey by interacting with the customer and builders for stand alone home, duplex, and apartment.

In my actual work done I did the in store work also. I generated the lead from the walk in customer also, like I identified the new buying home customers through walk in data. Also I studied the walk in customer mind and understand whether the customer is cold, warm, or hot customer and if the customer is a warm customer I try to convert them into a hot customer. I usually push the customer to buy the different product and upgrade of that product. I had to put a reminder call to the existing customer and tell all the offer available for the customer during festive season. Also I had to receive the complain of the customer and solve as soon as possible.



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CHAPTER-5

- **DATA ANALYSIS**
- **FINDINGS**

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I. AGE:-

AGE	FREQUENCY	TOTAL
18-25	35	68
26-39	9	18
40-50	7	14
TOTAL	50	100

INTERPRETATION:-

It is found that 68% customers are in between 18-25 are grouped, 18% customers are in 26-39 age group and 14% customers are in 40-50 age group.

II. How often people shop from Hometown?

DURATION	FREQUENCY	PERCENTAGE
ONCE IN A WEEK	17	34
TWICE IN A WEEK	5	10
ONCE IN A MONTH	22	44
ONCE IN A YEAR	6	12
TOTAL	50	100

INTERPRETATION:-

It is found that 34% shops once in week, 10% twice in a week, 44% once in a month, 12% once in a year

III. Why customer return the product?

COMMENTS	FREQUENCY	PERCENTAGE
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The color of the product is different from the look-off	11	22
Size was different when customer receives the product	4	8
Quality was not good	20	40
The product was different when customer receives it	15	30
TOTAL	50	100

INTERPRETATION:-

It shows that 11% of the pie shows the color of the product is different from the look-off 4% of the product Size was different when customer receives the product 20% was the quality and 15% The product was different when customer receives it

IV. Target achieved in return center in One day.

Target	Frequency	Percentage
Morning target is 1 lakh	25	60
Afternoon it is 50,000	8	18
Night it is 1 lakh	12	22
Total	50	100

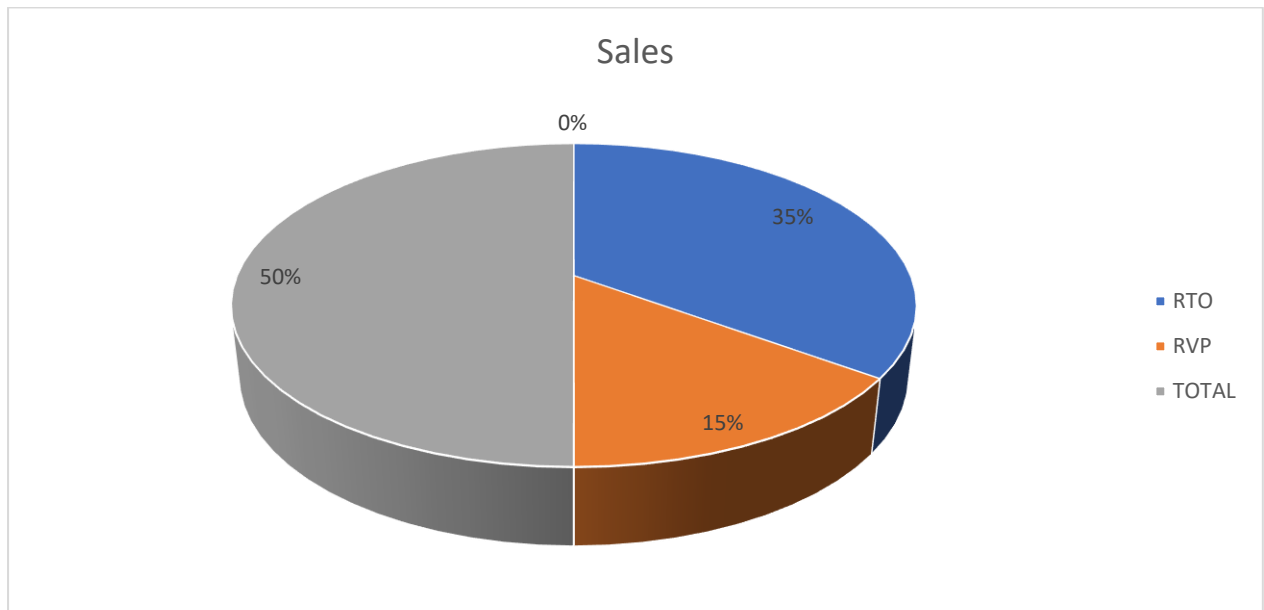
INTERPRETATION:-

The pie chart shows that 60% target is fulfilled in the morning, 18% in the afternoon and 22% in the night.

V. Number of Rvp and RTO products in the center.

NUMBER OF PRODUCTS	FREQUENCY	PERCENTAGE
RTO Products	35	75
RVP products	15	25
Total	50	100

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INTERPRETATION:-

35% is the RTO product and 15% is RVP product.

FINDINGS:-

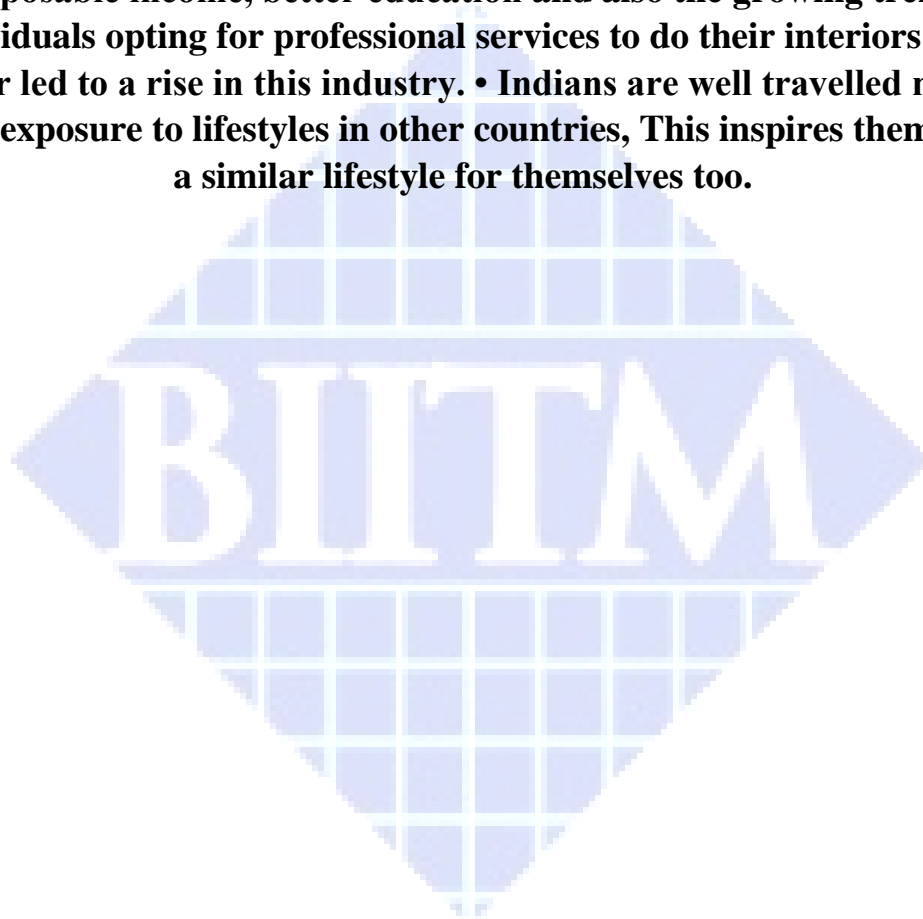
- Indian market is moving beyond the classic segmentation of Metros, mini Metros, capitals of large states, and then tiered definition of cities
- Purchasing power is rapidly spreading pan-India
- With universal reach of media, consumer and market trends getting advertised across India almost in real time, with little lag between all the states in India, and then between Metros and rest of India.
- Gone are the days when the people placed orders for the furniture of their choice. The present trend has been preference to readymade furniture. The customers now use the occasion to go out with their families to see for themselves and buy the furniture which meets their desires. (It was found that some per cent of the public still have their furniture made by local carpenters.)
- One more reason for the choice of readymade furniture is that there is no guarantee of after sales service when one is local carpenter.

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CONCLUSION

People have started taking their home as the reflection of themselves and so, a lot of people are now spending more on both furniture and fixtures and on home decor. • Working women are spending a lot on home fashion.

• Disposable income, better education and also the growing trend of individuals opting for professional services to do their interiors have together led to a rise in this industry. • Indians are well travelled now and have an exposure to lifestyles in other countries, This inspires them to have a similar lifestyle for themselves too.



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ANNEXURE

I Ms./Mr. RATIKANTA KAR a student of MBA under BIJU PATNAIK INSTITUTE OF INFORMATRION TECHNOLOGY AND MANAGEMENT STUDIES conducting the project work for my partial fulfillment of the degree. Kindly Cooperate with me for filling questionnaire.

- Name
- Age
- Address
- Phone Number
- How often you shop from Hometown?
 - a. Once in a week
 - b. Twice in a week
 - c. Once in a month
 - d. Once in a year
- How would you rate the quality of product?
 - a. Excellent
 - b. Good
 - c. Average
 - d. Poor
- Do you know who our competitor is?
 - a. Yes
 - b. No
- Which of the following brands from Hometown you often buy?
 - a. Spunk
 - b. Peter England
 - c. Etc.
- Are you a loyal customer for the Homwtown?

- What makes you prefer Homwtown rather than its competitor?



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