



BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES SUMMER INTERNSHIP

REPORT 2021

A PROJECT REPORT ON

“STUDY OF BELOW THE LINE MARKETING UNDER SWAGATAM PROJECT ”

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

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 “Study of below the line marketing”. 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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EXTERNAL GUIDE

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

CERTIFICATE

This is to certify that project report titled “**Swagatam Project Below The Line Marketing**” is a Bonafede work of Mr. Suryadatta Subham under the guidance and supervision during the session of 2020-2022 and carried out in partial fulfilment for the award of degree of Master Business Administration.

MR. SANTOSH HOTA
(Store Manager)



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Dr. Bonita Mitra

(Prof, BIITM)

Place- Bhubaneswar

Date-



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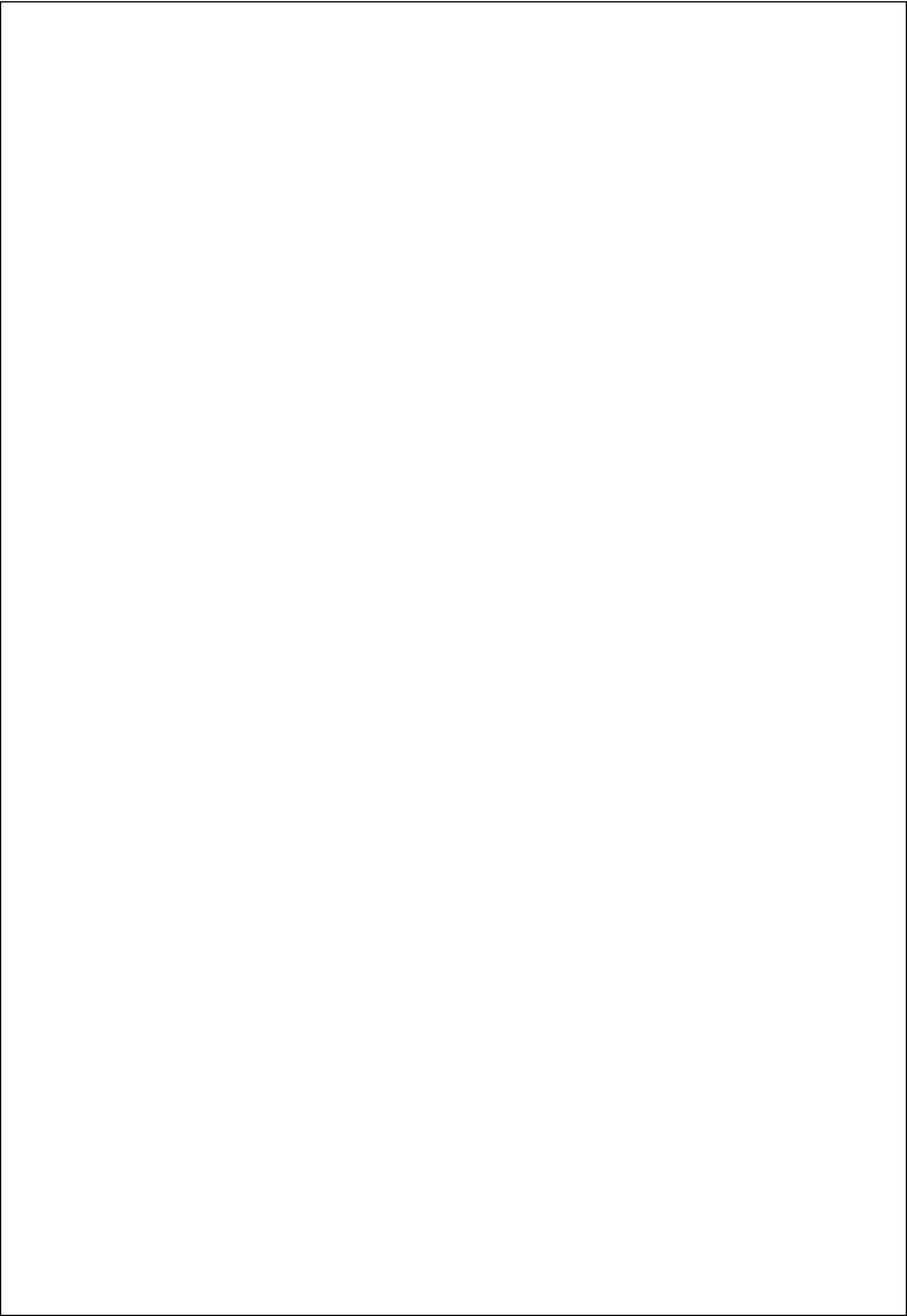
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DECLARATION

I, Mr. Suryadatta Subham hereby declare that the project work titled, “**Stydy of Below The Line Martketing under swagatam project**” is an original work done by me and submitted to Biju Patnaik University of Technology, Odisha in partial fulfilment for the award of degree of Master Business Administration is a recorded of the work done by me under the supervision of Prof. Bonita Mitra. This thesis has not formed before the basis of any degree, diploma or any similar titles.

Name- Suryadatta Subham

Regd. No. - 2006258229



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 external and 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.

INTRODUCTION OF THE TOPIC

Below-the-line advertising seeks to reach consumers directly, instead of casting a wide net to reach mass audiences. Rather than airing a national commercial during a hit network television show, a below-the-line campaign might instead focus on an in-store demonstration of a product, that consumers may wish to investigate in person. This allows for a more high-touch experience, where a salesperson can answer direct questions and better explain the products.

Furthermore, below-the-line methods make it easier to track conversions with intended consumers. Case in point: though there are multiple strategies for tracking the effectiveness of TV and radio ads, it's hard to gauge overall impact. Asking customers how they heard about a company, for example, can yield unreliable responses because people sometimes recall their experiences inaccurately. On the other hand, email and search engine marketing precisely track the links consumers click, in order to provide businesses with more exacting details.

Below-the-line marketing fosters superior customer engagement, which is critical in today's modern business landscape. While above-the-line methods are ideal for spreading general brand awareness, below-the-line tactics are preferable for fostering more meaningful relationships with potential customers.

Below-the-line advertising is an advertising strategy where products are promoted in media other than mainstream radio or television.

Below-the-line advertising campaigns include direct mail campaigns, trade shows, catalogs, and targeted search engine marketing.

Above-the-line methods are ideal for general brand awareness, while below-the-line tactics are preferable for fostering direct relationships with potential customers.

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 understand the below the line marketing in a ground level
- b. To understand the different products
- c. To find out the various schemes and offers rolled out time to time
- d. To understand visual merchandising in a close manner
- e. To understand different retail parameters

SCOPE OF THE STUDY

- The main scope of the study of below the line marketing is to learn
 1. How to create brand awareness
 2. How to reach your target audience
 3. Understand about customer delight
 4. How to create an impact on the audience

RESEARCH METHODOLOGY

Information is collected from following sources :-

Primary data

- Questionnaire
- Observation
- Interaction

Secondary data

- News paper
- Brokers
- Builders

LIMITATIONS OF THE STUDY

- The content is partially retrieved from sources like internet, previous surveys report and some anonymous articles.
- In the survey, respondents may be careless and may not give correct answer to the questions, because of any reasons.
- The data and the report have been collected & prepared respectively during the period of COVID-19 pandemic lockdown. So, sources of data collection were capped to a certain reach.
- Some part of the target population chose not to respond.

CHAPTER-2

- a. Company profile
- b. Industry analysis

PROFILE OF THE COMPANY



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.



MARKETING MIX

The concept of “marketing mix” is a tool used by businesses to promote and market their product. It is centred around the elements- product, price, place, and promotion. It thus holistically covers the major marketing strategies surrounding a business under the 4P’s.

Product Details:-



Product is the basic element of any and every organization. Some people go to the extent to comment that an organization is nothing but a collection of products.

The product line is defined as the varieties of the products that are produced by a company, or that is stocked by a retailer.

Collection of all the products and offering the company is known as product mix. The same products that are produced by the company are the ones that are sold by the retailer and kept in the retail store. Product mix refers to the length breadth and depth of the products.

Result of the product is the total number of products that are present in the product line while the breadth of the product refers to the number of product lines that are offered by the company and finally the depth of the product means the various varieties of a particular product in that particular product line.

The retail product mix is also called as a product assortment. Making sure that the availability of the product and inventory levels are according to the demands of the customer is very crucial for a retail store manager. Maintaining adequate inventory levels of product to meet the demands of the customer is very important.

Multiple strategies can be used in case of retail product mix such as

1. New product launches
2. Modification of existing product lines
3. Trading down or trading up
4. Assortment reduction or line elimination
5. Management of PLC

Price:-

One of the most important element or variables, and the retailing buying decision is price. The entire retail organization is dependent on the single factor; it was either make it or break it. It is also known as the biggest and easiest measurement, which is subject to change.

Rising helps the retail organization to complete its objective. This is also significant for new market entrant whose primary function is to establish their brand and then

enjoy the increasing profits as and when the brand gets acceptance from the customers. From the customer's point of view price is considered as one of the main reason to visit a particular retail store.

The pricing strategy in the case of the retail marketing mix should be consistent and consider the overall positioning of retailers sales, profits, and rate of return on investment.

The lowest price may not necessarily mean the best price. Profit is the difference between cost and price. This can be very high when an urgent situation is exploited by the salesman.

Cash flow, overall growth, and profitability are sort out by the retailers in order to survive the retail business. But in this case, pricing cannot be determined in isolation, and operating expenses and costs are equally important while establishing the retail price. Pricing the products is either based on the market at the cost of the product.

The profits that are generated are within this and is controlled by the government and oriented by consumer or competition. Before one can determine the price, it needs a certain consideration such as the position of the market the position of the product in the market the perception of the customer various stages of a product life cycle through which the product is passing along with the competitive strategy and the overall retail marketing mix.

Place:-



The availability of the product should be close to the place of consumption so that the prospects and the customers can buy it easily. A preferred brand by the customer who is not easily available at a location which is convenient to the customer that person made by some other brand in the same category thereby increasing the market share of the competition.

This is my the retailer has to and sure the availability of the product so that the customers can buy it whenever they require — the major components of place, in the retail marketing mix: physical distribution and marketing channels.

The elements of the marketing mix are affected by the channels decisions and involve a long term commitment of resources for them to run smoothly.

The intermediaries which are involved in the channel network independent organizations and their needs should be taken into consideration evaluating the alternatives of the channel. The marketing efforts success is dependent on a full-proof distribution network.

The stronger than another network, the better the success of the marketing effort. The elements of physical distribution involve warehousing, transportation, bulk packaging, material handling, etc.

Promotion: -

Once the budget of the retail store has been decided, the retailer should select an appropriate combination of public relations advertising, sale promotion, and personal selling. While this may be true in case of retailers, in case of small traders there are points which are limited because of limited availability of the funds, and they have to use advertising methods of promotional methods like direct mail holdings store displays fliers and other related publicity methods to attract the customers.

Retailers who have no problems with financing may opt for Print or television media in order to promote their Store. The promotional mix is the one which varies from retailer to retailer and country to country and also depends on technological advancement. It also depends on the nature of competition and the finances available with the retailer.

The promotional mix is designed by the retailer, which is in compliance with the objectives of the store, such as attracting the customers positioning of the organization and increasing the turnover.

It also is based on other objectives such as clearing of the seasonal merchandising with special offers and announcement of special events.

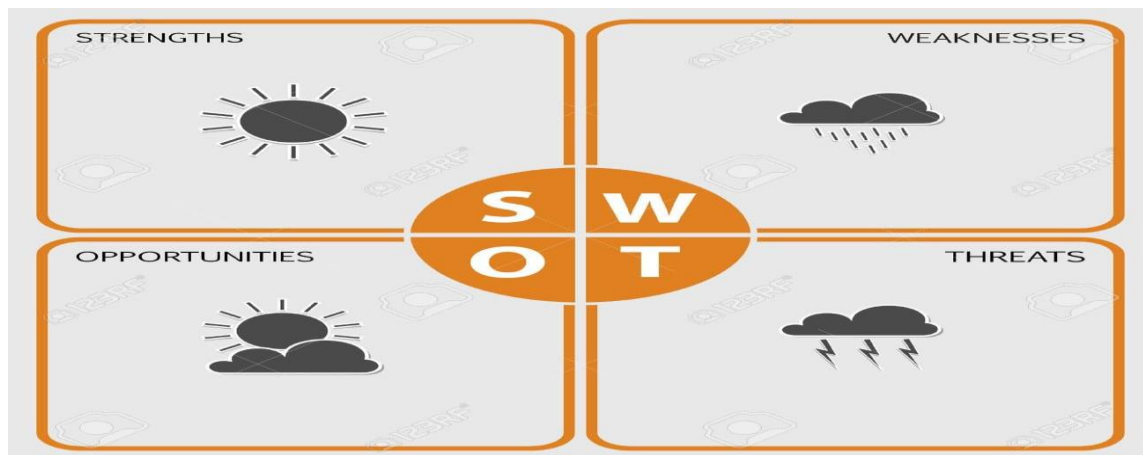
Retailers are known to spend the promotional budget on the development of advertising and advertising campaigns along with other promotional activities. The retailer is also known to have various methods of promotion in order to promote his goods.

The methodology of promotion that is used by the retailer should be compatible with the stored image and the budget that is allocated for promotion by the retailer.

The primary objective behind the promotional strategy is to influence the decision of purchasing. Hence the retailer has to ensure that proper budgets and time is allocated in order to make the promotional activity more effective.

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

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

Exclusive tie-ups with popular brands like Lifestyle, Apple, Motorola, and Xiaomi in the past as well as encouraging in-house brands like Citron, Digi flip & Mar etc.

Weakness

Weaknesses of Praxis Home Retail can either be absence of strengths or resources of 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 companyname 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.

INDUSTRY ANALYSIS

PORTER MODEL ANALYSIS OF HOMETOWN PRAXIS

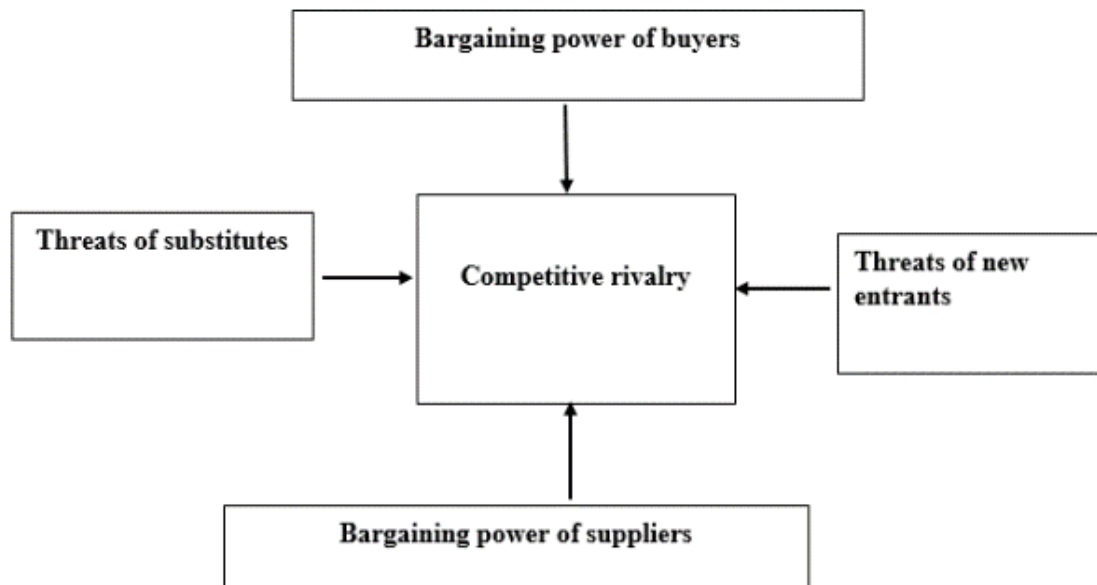
Porter Five (5) Forces Model was proposed by Michael E. Porter in 1979. The purpose was to assess and evaluate the competitive positioning and strengths of business organisations.

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. .

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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

<u>POLITICAL</u>	<u>ECONOMIC</u>
<ol style="list-style-type: none">1. Government of India(GOI) to boost rural economy and promote Digital India.2. GST, 'The Game Changer'	<ol style="list-style-type: none">1. Tightening FDI norms.2. 100% FDI in food retail.3. Removal of distinctions in different types of overseas investment.

<u>SOCIAL</u>	<u>TECHNOLOGICAL</u>
<ol style="list-style-type: none">1. Rise in number of online customers.2. Empowering youth through employment.	<ol style="list-style-type: none">1. Implementation of data analysis and cloud.
<u>LEGAL</u>	<u>ENVIRONMENT</u>
<ol style="list-style-type: none">1. Unethical commercial practices.	<ol style="list-style-type: none">1. Promotion of green environment.

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.

ACTUAL WORK DONE

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

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

IN STORE WORK: In our actual work done we had to do the in-store work also. We had to generate the lead from the walk-in customer also, like we had to identify the new buying home customer through walk-in customer. Also we had to study the walk-in customer mind and understand whether the customer is cold, warm, or hot customer and if the customer is warm customer we try to convert them into hot customer. We had to push the customer to buy the different product and upgrade of that product. We had to put a reminder call to the existing customer and tell all the offers available for the customer during festive season. Also we had to receive the complaint of the customer and solve as soon as possible.

DEPARTMENTS: In our store we are having different floor-wise department in ground floor and 1st floor we are having Home decor items and in 2nd and 3rd floor we are having furniture items and in 4th floor we are having Design and build, and Modular kitchen and also it includes Electricity item which are having in liquidation process.

GROUND AND 1ST FLOOR: Home decor and Office furniture items

2ND AND 3RD FLOOR: Furniture items like sofa, dining table and bed

4TH FLOOR: Design and build, Modular kitchen and Electricity items

CHAPTER-3

COMPETITOR ANALYSIS

HOMETOWN VS PEPPERFRY



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.

IKEA

IKEA is a furniture company that designs and sells many kinds of ready to assemble furniture,

home accessories and kitchen appliances. It is headquartered in the Netherlands. It is considered as the world's largest furniture designer.

It is a company which is value-driven and has a desire for the life at home. Ikea focuses on

products design that makes home a better place and that fits to the requirements of the residents. IKEA is seen across 48 countries across the world in about 390 stores. For the IKEA

furniture products to be reachable among many people, the products of Ikea are affordable and

are of good quality. IKEA produces about 9,500 products and they have about 172,000 employees working for the company.

IKEA's Strategy and Competitive Advantage :

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- **Offering the lowest prices. Cost effectiveness is one of the solid bases of IKEA competitive advantage. The global furniture retailer is able to offer low prices, for that thanks to a combination of economies of scale and technological processes.**
- **Uniqueness- Ikea try to establish a brand image that represent gentle, stylish, environmentally friendly furniture. Their good design does attract many people.**

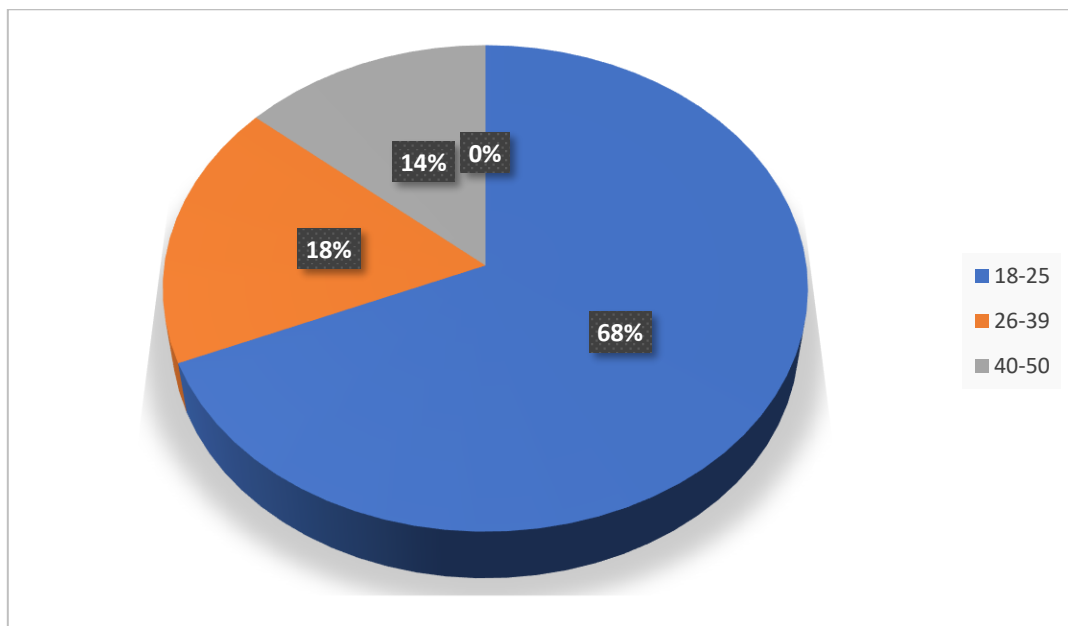


CHAPTER-4

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

I. AGE:-

AGE	FREQUENCY	TOTAL
18-25	6	12
26-39	9	18
40-50	35	70
TOTAL	50	100

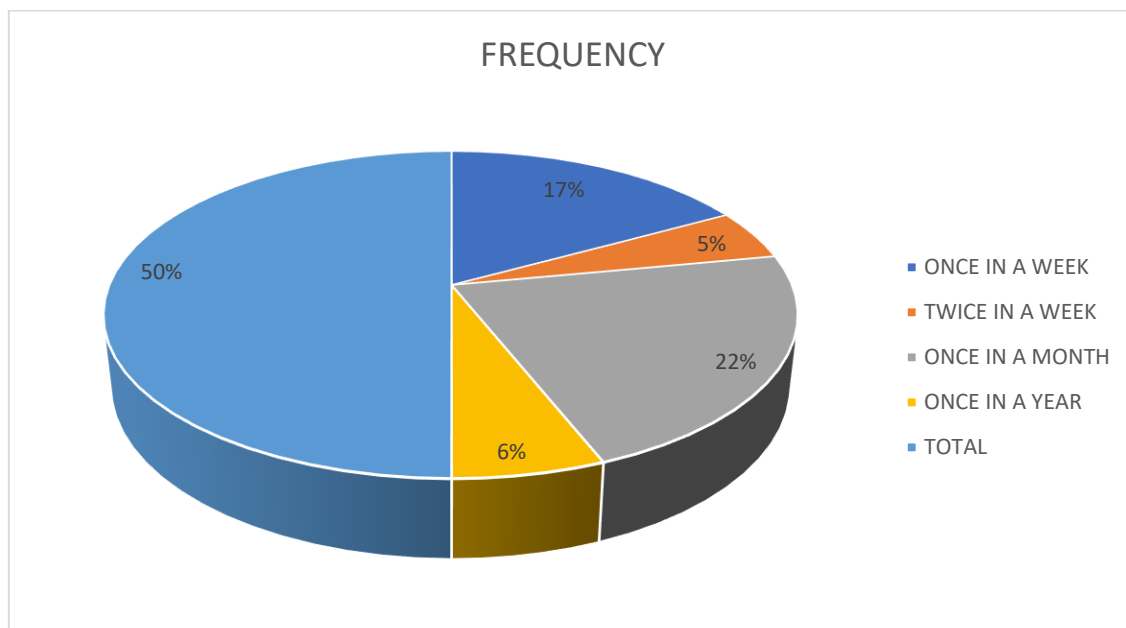


INTERPRETATION:-

It is found that 12% customers are in between 18-25 are grouped, 18% customers are in 26-39 age group and 68% 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



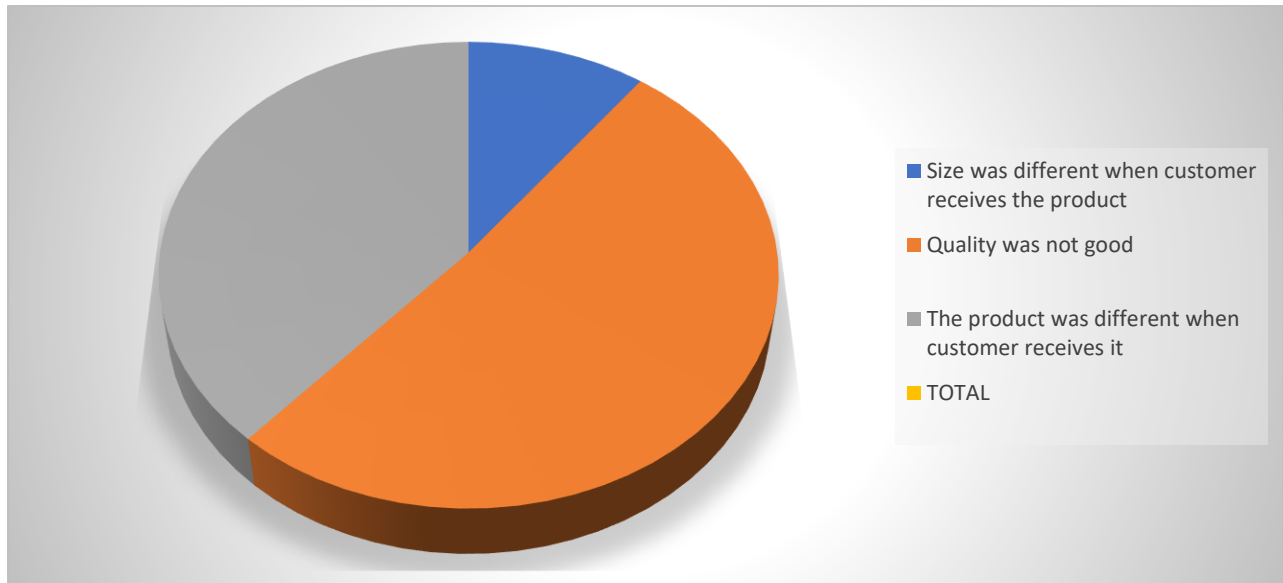
INTERPRETATION:-

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
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

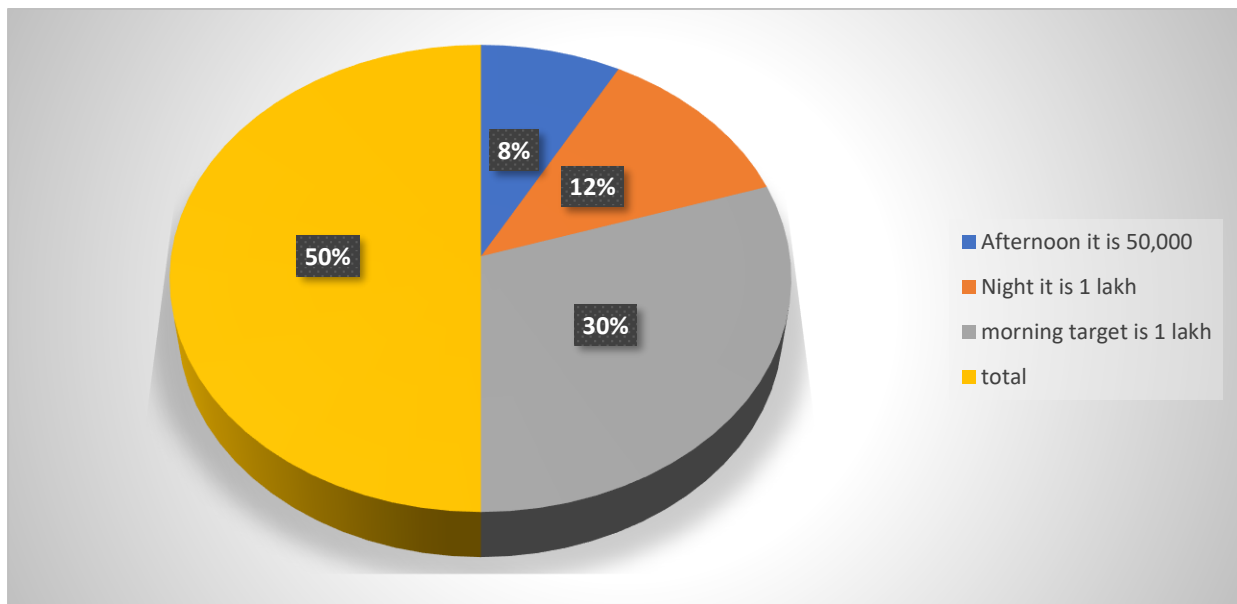


INTERPRETATION:-

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	12	24
Afternoon it is 50,000	8	16
Night it is 2 lakh	25	50
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.

FINDINGS:-

- 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.

- 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.

CHAPTER-5

RECOMMENDATIONS

RECOMMENDATIONS

- Develop some product ranges only for gifting purpose. :India has a huge gifting market; Home furnishing can take this opportunity by developing special product ranges only for gifting purpose with appropriate packaging with different range, different qualities and different events akso. This will be convenient to all the customers as they don't need to roam around the city for buying gifts for their friends and family members rather they will find everything related to gifting items in a single corner of the store.

- Event / Occasion Specific Collections

Occasion specific:

By occasion we mean here products related to any specific occasion e.g.

Wedding collection- Every person today wants to make there wedding ceremony to be a very special on the other hand they don't have enough time to go for shopping every little thing from

different stores. So making a special corner specifically for wedding collection would be a great

idea e.g. for decoration in theme wedding, in India we have a culture of gifting a set of furniture

to daughters on wedding.This idea will help the customers to find everything they want to buy

for making there wedding special more easily.

Baby shower collection , organising a big event on baby shower will become very easy for the customers if they will find everything under a single roof.

Silver and Golden wedding anniversary collection etc

Event specific: e.g. Diwali / Holi

Festivals are celebrated with much joy and zeal by lighting up lamps, candles or beautifully decorated lanterns. paper hanging around the house to make the place look vibrant. Thus home

furnishing stores can create a corner for these special lights, candles and all items related to

diwali in that part. With specific related items like fancy decorations with diyas, candles, flowerdecoration,torans,rangoli, idols of Ganesha and Goddess Laxmi and they may change the look of the house.

There are many ideas that can help the customers to enhance their house interior and exterior on this special festival.

- Should create awareness about home furnishing industry because people only know about furniture market,most of thr people in some areas still don't know about home furnishing stores. So, when we talk about home furnishing what comes to their mind is furnitures, they don't know the exact difference between the both. So, creating a awareness among them is very important.

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Websites Referred: -

www.hometownpraxis.com

www.futuregroup.com

www.youtube.com

Newspaper Referred:

- The Financial Express
- Times of India

ANNEXURE

I Ms./Mr. SURYADATTA SUBHAM 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 Home town you often buy?
- Are you a loyal customer for the Hometown?
- What makes you prefer Hometown rather than its competitor?

THANK YOU