



BIJU PATNAIK INSTITUTE OF IT &
MANAGEMENT STUDIES,
BHUBANESWAR.

MBA



SUMMER INTERNSHIP REPORT 2022

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FACULTY GUIDE

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Estd. 1999

Biju Patnaik Institute

of Information Technology & Management Studies

**A
PROJECT REPORT
ON
“SALE PROMOTION AT PANTALOONS
ROURKELA, ODISHA”**



BY

SWARUCHI SAMAL

UNDER THE GUIDANCE OF

DR. ANKITA AGARWAL

SUBMITTED TO

**BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT
STUDIES (BIITM), BHUBANESWAR
YEAE 2022**



TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Swaruchi Samal** of “**Biju Pattnaik Institute of Information Technology and Management Studies**” has done her project on “**Impact of Employee motivation on customer service an exploratory analysis of retail sector**” under the guidance of Dr. Ankita Agarwal during the period of 1st October-21 to 15th October-21 in Pantaloons Rourkela Forum Galleria.

Her conduct during the internship period was appreciable.

We wish all success to her in her future endeavours

Abdul Rashid
Store manager
Aditya Birla Fashion & Retail Limited



Aditya Birla Fashion and Retail Limited (formerly known as Pantatoons Fashion & Retail Limited) Rourkela Civil town Ship Forum Galleria , Raghunathpali Rourkela Odissa-7690040. India

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PREFACE

Practical training is the part of our study in MBA it is compulsory for each student to take training for 45 days in any business sector and prepare the project report on that service sector.

The training has been undertaken at “PATALOONS FASHION & RETAIL LIMITED” for the knowledge of practical study of unit. This report contains the true knowledge of practical. It covers all the various department like marketing department, financial department and personal department.

I have prepared the report of “PATALOONS FASHION & RETAIL” on the basic of information which we wanted from this company.

DATE:

PLACE: Rourkela

ACKNOWLEDGEMENT

The preparation report is my own work, but I have taken help from many persons. I thankful to all those persons who helped me out in this work.

We express our deepest gratitude to the manager of “PANTALOONS FASHION & RETAIL LIMITED” and all the members who provided all the necessary information.

He gives us all the important information. I am grateful and thanking Mr. Abdul Rashid who helped me out for work. Without him ever ready help whole hearted guidance, never ending encouragement and enthusiasm. It was difficult to bring this report to its present form.

DECLARATION

I SWARUCHI SAMAL (2006258236) hereby declare that the report for summer internship project e entitled “customer satisfaction” pantaloons fashion & retail limited is a result of my work and my indebtedness to other work publications, reference, if any, have been duly acknowledged. If I am found guilty of copying from any other report or published information and showing as my original work, or extending plagiarism limit, I understand that I shall be liable and punishment by the university, may include “fail” in examination or any other punishment that university may decide.

Place

Date

Executive Summary

I have been assigned a task as a project related to Sale promotion at pantaloons. The project title is “SALE PROMOTION AT PANTALOONS ROURKELA, ODISHA”

This project report throws light on the reasons behind customer of choosing of pantaloons Rourkela for the purchase of apparels and various other products. Pantaloons as a retail brand are one of the fast-growing players in the Indian industry retail and offers a deep insight to the industry.

For completion of this report, a survey was conducted and for fulfilment of questionnaire, a sample size 100 was selected. Among those who were interviewed consist of housewives, professional, even students. Through the sample size taken was small but it was varied to overcome all the odds. A structured questionnaire was constructed to measure the responses of the responses of the respondents on suitable scale so that it could be analyzed. Primary data collection was done via questionnaires and secondary data collection through company website.

Through survey, effect of various factor like ambience of the store, discount and convenience came in light and the reason of consumers choosing pantaloons over retail became visible.

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PART-I INDUSTRY INFORMATION

INDIAN RETAIL INDUSTRY



RETAIL INDUSTRY

Retail is the process of selling goods or services to customers with the help of the multiple channels of the distribution to earn maximum profit. In other world retail is the to identified and satisfy demand through a supply chain.

The term “retailer” is basically applied where a service provider fills the small orders of a large number of individuals who are end users rather than large orders as small number of wholesale, corporate or government clientele. Shopping generally in terms of to purchase a product.

Retail shops were transformed from rude booths to the sophisticated shopping malls of the modern ear. Most of the retailers basically make different strategic level decisions including the type of the store. When the strategic retail mix plan is place retail mix which includes product, price, place, promotion.

The 21st century is the digital century and in the time of digital age the retailers are seeking to reach boarder markets by selling with the help of the multiple channel distribution, including both bricks and mortar and online retailing. With the help of the Digital technologies the payment of goods or services are also change. Retiling support services include the provision of credit, delivery services, advisory services, stylist services and a range of other services.

Forms of non-shop retiling include online retailing and mail order.

The Indian industry has emerged one of the most dynamic and fast-paced due to the entry of several new players. It accounts for over 10 per cent of the country gross domestic product (GDP) and around 8 per cent of the employment. India is the world's largest global destination in the retail space. Indian retail industry has the second

largest population with affluent middle class, rapid urbanization and solid growth of internet.

MARKET SHARE

India retail market is expected to increase by 60 per cent to reach US\$ 1.1 trillion by 2020, on the back of factors like rising incomes and lifestyle changes by middle class and increased digital connectivity. While the overall retail market is expected to grow at 12 percent per annum, modern trade would expand twice as fast at 20 percent per annum and traditional trade at 10 percent. Indian retail market is divided into “organized retail market contributes 93 percent of the total sector”.

India’s Business to Business (B2B) e-commerce market is expected to reach US\$ 700 billion by 2020. Online retail is expected to be at par with the physical stores in the next five years and has grown 23 percent to \$17.8 billion in 2017. India’s total potential of Business to Consumer (B2C) is estimated to be US\$ 26 billion, of which \$3 billion can be achieved in the next three years from 16 product categories, according to a study by Federation of Indian Chambers of Commerce and Industry (FICCI) and Indian Institute of Foreign Trade (IIFT).

INVESTMENT SCENARIO

The Indian retail trading has received foreign direct investment (FDI) equity inflows totaling US\$ 1.14 billion during April 2000- December 2017, according to the department of industrial policies and promotion (DIPP).

GOVERNMENT INITIATIVES

The government of India has taken various initiatives to improve the retail industry in India. Some of them are listed below.

The government of India may change the foreign direct investment (FDI) in rules in food processing, in a bid to permit e-commerce companies and foreign retailers to sell made in India consumer products.

RETAIL IN INDIA

The India retail industry is the fifth largest in the world comprising of organizing and unorganized sectors Indian retail industry is one of the fastest growing industry, especially for last two years. Though initially the retail industry in India was almost unorganized, however with change of taste & preference of the customers, the industry is getting more demand, the industry is expected to grow from 35000 crore in 2004-05 to 109000 crore in 2010

According to the 8th annual GLOBAL RETAIL DEVELOPMENT INDEX (GRDI), Indian Retail industry is most promising emerging market for investment. In 2007 the Retail trade in India had a share of 8-10% in the gross domestic product of the country. In 2009 it rose to 12%. It is expected to reach by 22% in 2010-2011.

According to the report by NORTH BRIDGE per capita the Indian retail industry expected to grow to US\$700 billion by 2010-11. By the same time the organized retail sector will be 20% of the total market share. It can be mentioned here that the share of the organized retail sector in 2007 was 7.55% of the total retail market.

As democratic country with high growth with high growth rates consumer spending has risen sharply and there is significant increases in the disposable income of the people. Consumer spending 75% in the last 7-8 year. Organizational retail accounts for 5% of the market, is expected to grow at a CAGR OF 40% from US\$20 billion in 2007 to US\$107 billion by 2013.

The Indian retail market is highly competitive and major players such as Wal-Mart, Tesco entering the industry is set to grow even further. It is thus important to see how well which players in the organized retail industry manages to pull consumers in their stores especially in the retail more focus is on repeated sales and sustain the customers for long time.

GLOBAL SCENARIO OF RETAIL INDUSTRY

Retailing is the largest industry globally and is second largest in the United States both in the number of establishment and in the number of employees. Retailing is the activity which involve selling of goods directly to the consumer and act as an intermediary between the producer and the customer. It has played a major role in increasing the productivity and its best impact is seen on countries such as USA, UK, Mexico, China, etc. Retailing is the biggest industry with the sale of 7.2 trillion and it employs more than 22 Americans retail generated a shareholders return of 18%.

Top retailers worldwide are:

Wal-Mart store	U.S.A
Carrefour group	France
The Kroger co.	U.S.A
Metro	Germany

Wal-Mart is the largest player in the retail industry and is the world's largest employer with one million associates. Wal-Mart has become the successful retail brand due to its ability market dominance.

According to global retail development index international retailers are now more adapt to tackling the individual challenges which require different strategies to be successful. There has been huge transformation in the retail industry as the retailers have gained understanding about the market struggle with shifting changes in economic and political trends.

GROWTH OF THE INDUSTRY

With the advancement of the technology the scope the retail industry has widened attracting investors across the global and has high growth potential. There has been remarkable development in the last decade and has been rapid evolution of the online retail sector. Theonline retail is expected to be reaching US\$70billion by2020.

- There has been an increase in purchasing power of the consumer due to easy availability of credit which has given a push to higher value items and encouraged repeatedpurchases.
- There has been clear shift in consumer mindset in buying. They are more educated and well informed, they have become more experimenting and are willing to try and buy productswhich they have not been used as yet.
- The expansion of middle class has led to higher purchases of luxury products and brand consciousness. Significant growth in discretionary income and changing lifestyles areamong the major growth drivers of Indian retail industry.
- With GST taking its shape, it has helped the retailers simplify its tax structure. Thiswill lead to better supply chain structure, better cash flows.

PATR II ORGANIZATION INFORMATION



Introduction of Pantaloons Retail Ltd.



Mr. Aditya Vikram Birla

Our legendary leader.

**His ideals guide us. Integrity, Commitment, Passion,
Seamlessness and Speed**

Originally incorporated as Manz Wear Private Limited on October 12, 1987. The company's name was changed to Manz Wear Limited on September 20, 1991, future to PANTALOOON FASHIONS (India) LIMITED on September 25, 1992 and to pantaloons retail Limited on July 7 1999. Pantaloons comes from the Italian word pantalone, which in turn was derived from a character in a seventeenth century comedy play. In 1992 an initial public offer (IPO) was made in the month of May. The first open India's family store showroom in 1997 in Kolkata. In 2001 bigbazaar, Is se sasta aur accha kahi nahin, India's first hypermarket chain launched and in 2002 Food Bazaar,

the supermarket chain is launched. And in 2007 future Group crosses the \$1 billion turnover. In 2013 pantaloons opens its first flagship store in Chandigarh, pantaloons launches its 1st store in Dehradun, its 2nd store is opened in Vadodara and its 75th store launched in Amritsar. Pantaloons launched woman's Wednesday in Chandigarh. The pantaloons voted India's No.1 Trusted Apparel Retailer for 2013.

In 2014 pantaloons opens its 6th store in Bangalore, they open its first store in hubli, in this year pantaloons lunches Fashion Friday At its new look store High Street Phoenix, and In meerut pantaloons launched its first store. In 2014 pantaloons lunches its new look store in Chennai with kollywood diva, priya anand. Pantaloons launch its first store in muzaffarnager. In 2015 pantaloons Fashion & Retail Ltd has forayed into a commercial arrangement with Flipkart. And they are also approved the composite scheme, subject to the necessary statutory and regulatory approvals. In 2016 Aditya birla fashion and retail signs deal with quirky British designer wear brand Simon carter. ABFRL's Madura F&L lunches' buddy' from State Bank of India across its 1200+ stores. In 2017 Aditya Birla fashion wins American eagle rights for India.

The company was incorporated as peter England fashion and retail limited on April 19, 2007 obtained the certificate of commencement of business on May 14, 2007. The name of the company was changed to pantaloons fashion & retail limited on April 23, 2013.

The corporate and registered office of the company is at 701-704, 7th floor, skyline icon business park, 86-92, Off. Andheri-Kurla road, Marol village, Andheri (East), Mumbai-400030, Maharashtra.

Pantaloons, the newly acquired business by the Aditya Birla group, one of India's leading multinational conglomerates is a powerhouse of fresh fashion and innovation. While weaving its magic across lifestyle segments, Pantaloons caters to the discerning and trendy Indian consumer.

Pantaloons stores have an abundance of choice across categories that range from western to Indian wear, formal to party wear and active wear for men, women and kids. To further add to the customers innumerable choices that reflect style, attitude, and comfort, pantaloons has extended its horizons to fashion accessories like fragrances, footwear, handbags, watches, sunglasses and much more.

The Aditya Birla group ranks high in the league of fortune 500 corporations of the world with strong mix of talented and capable personal comprising of 42 different nationalities, who are credited with anchoring the organization and scripting one brilliant success story after another.

2015- Aditya Birla fashion & retail ltd has forayed into a commercial arrangement with flip kart-pantaloon fashion & retail ltd had approved the composite scheme, subject to thenecessary statutory and regulatory approvals.

Pantaloon stores have an abundance of choices across categories that range from western to Indian wear, formal to party wear and active wear for men, women and kids. To further addto the customer's innumerable choices that reflect style, attitude, and comfort, Pantaloon has extended its horizons to fashion accessories like fragrances, footwear, handbags, watches, sunglasses and much more.

With a chain of 71 fashion stores across 35 cities and towns, Pantaloon is constantly extending its foot-prints into the rest of modern India.

The group has pulp and plantation interests in Canada and Laos. Its two companies i.e. Aditya Birla Nuvo Ltd. and Grasim Bhiwani Textiles Ltd. which is a subsidiary of Grasim Industries are in textile business.

The Aditya Birla Group ranks high in the League of Fortune 500 Corporations of the world with a strong mix of talented and capable personnel comprising of 42 different nationalities, who are credited with anchoring the organization and scripting one brilliant success storyafter another.

This compelling combination has helped Pantaloons retain its place on the style radar of every consumer's wardrobe. Pantaloons stores have an abundance of choices across categories that range from western to Indian wear, formal to party wear and active wear for men, women and kids.

2016 - Aditya Birla Fashion and Retail signs deal with Quirky British Designer wear brand Simon Carter - ABFRL's Madura F&L launches 'Buddy' from State Bank of India across its 1200+stores. 2017 - Aditya Birla Fashion wins American Eagle rights for India.

Company profile

Name of the organization	Pantaloons Fashion& Retail Limited
Address	Forum Galleria Mall, Raghunathpali, Civil Township, Rourkela, Odisha 769004
Ph.no	076050 29914
Size of the organization	Large scale
Working hours	9 hrs
Logo	
Slogan	In love with life In love with fashion

Type	Public
Traded as	BSE: 535755 NSE: PFRL
Industry	Retail
Founded	1997
Headquarters	Mumbai, Maharashtra, India
Number of locations	86
Area served	India
Key people	Mr. Ashish Dikshit (Managing Director)
	Sangeeta Pendurkar (CEO)
	S. Visvanathan (CFO)
	Suraj Bahirwani (COO)
Products	Department Stores
Revenue	₹2,552 crore(US\$380 million) (FY 16 - 17)
Number of employees	5300
Parent	Aditya Birla Group
Website	pantaloons.com

Our Vision

To be a premium global conglomerate, with a clear focus on each of the business.

Our Mission

To deliver superior value to our customer, shareholder, employees and society at large.

Our Values:

Integrity	honesty is every action
Commitment	deliver on promise
Passion	emerged action
Seamlessness	boundary less in letter spirit
Speed	one step ahead always.



INTEGRITY

COMMITMENT

PASSION

SEAMLESSNESS

SPEED

Pantaloon Home Product

Brands at Pantaloon.....

Exclusive Brands
GIVE PANTALOONS THE EDGE



Introduction to Functional

PRODUCT

Pantaloon is one of the leading fashion retail brands in India for men, women and kids from traditional and western it also offers accessories. The tag line of pantaloon is “in love with fashion”.

PRICE

Pantaloon offers value for money strategy to all its customer. Pantaloon offers discounts during festive season and end of season sale (EOSS).

PLACE

Pantaloon offers sales through omni channel. They have an online presence where items can be ordered from their home website. The website of pantaloon is designed in accordance with keeping e-commerce strategies on place.

PROMOTION

Pantaloon uses a diverse range of promotional activities to market its brands. They use media like TV, print, online etc as part of its marketing mix promotional strategy.

Discounts are offered based on the type of card the user has purchased. This has helped in providing loyalty points which can be redeemed at every next purchase.

Department

1. FINANCIAL DEPARTMENT

There are various types of payments received by pantaloon at the time of sale and they have also tie-up with certain wallets in order to receive the payments. The type of payments by the company are as follows.....

- CASH
- Cheque (only at the time of purchase of gift voucher)
- credit voucher-issue
- free charge
- Mobikwik
- gift card
- e-gift voucher
- gift voucher corporate
- accord coupon
- Sodexo coupon
- UBI card
- Green card

- AMEX card (American express card)
- Bajaj finance

2. HUMAN RESOURCE DEPARTMENT

Human resource management at Pantaloons Fashion & Retail Limited Rourkela is well organized and Self-motivated team of retail industry. The world 'employee' is excluded from Pantaloons dictionary.

• RECRUITMENT SOURCES

• INTERNAL SOURCES

Persons who are already working in an organisation constitutes are 'internal sources' retrenched employee. Retired employees are internal sources of recruitment.

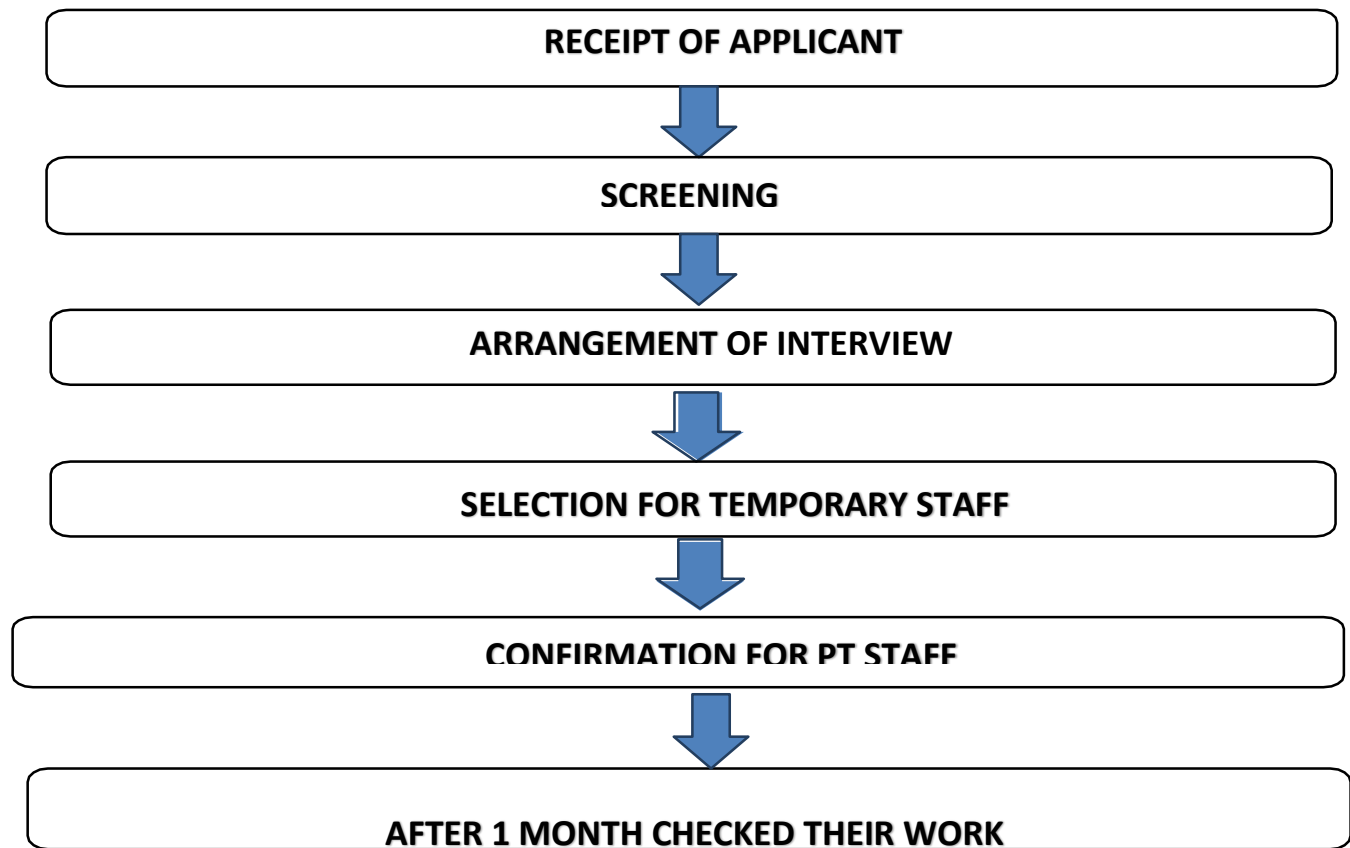
• EXTERNAL SOURCES

External sources include advertisement, campus, interview, through agency, waiting list etc. in Pantaloons Fashion & Retail Limited Rourkela for recruitment of the employee company take support of waiting list and even if needed sources are used.

• SELECTION METHOD

Selection of people is easy but selection of right people is difficult task.

- Determine whether the applicant meets the qualification for a specific job.
- To choose the applicant who is most likely to perform well in that job.
- The stages are including in the selection processes are as...



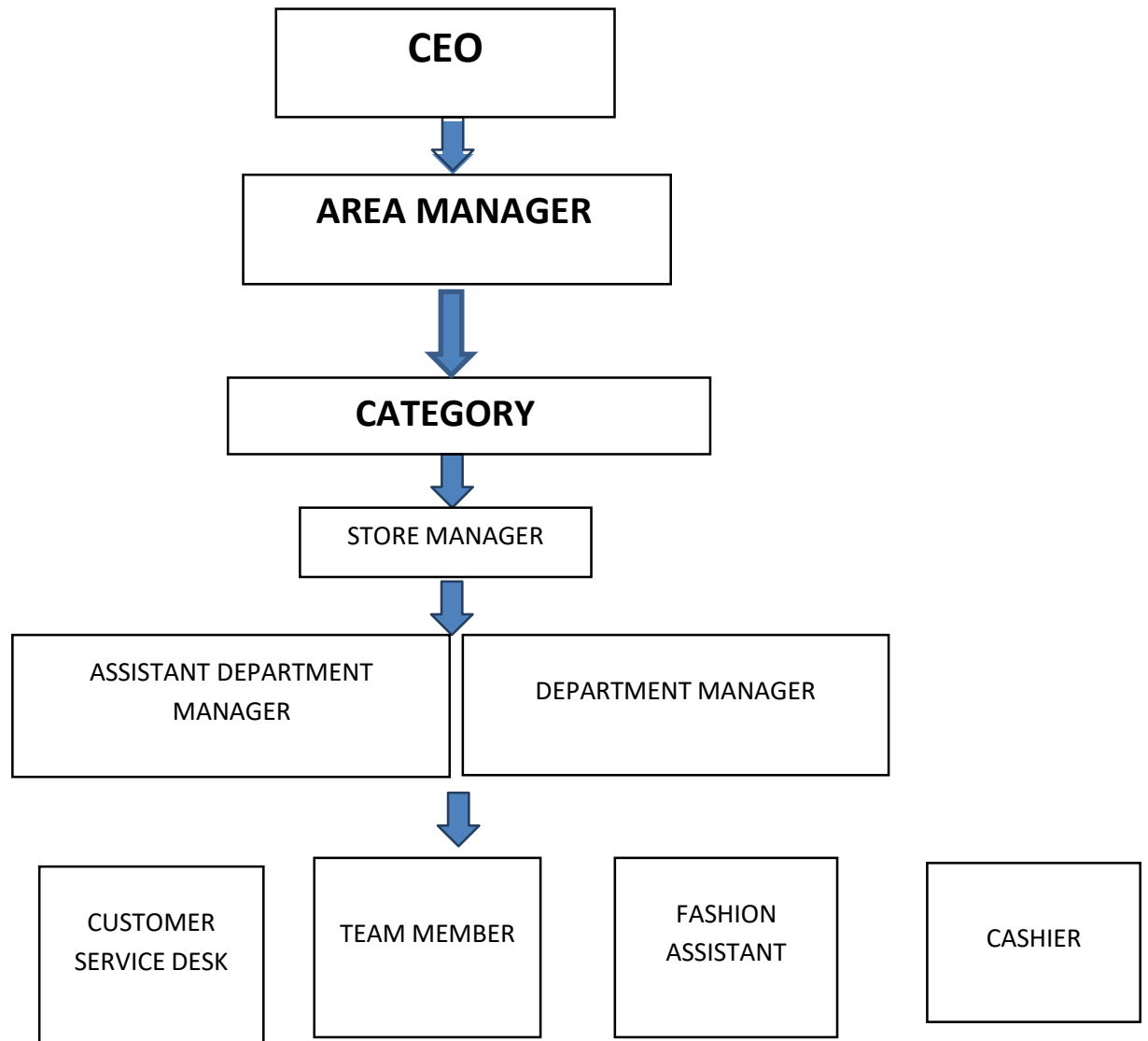
3. MARKETING DEPARTMENT:

They basically communicate the value of product to the customers for that this department is divided in three teams ATL (Above The Line), BTL (Below The Line) and LOYALTY. In ATL they are covering large Geographical area by advertising from Radio, TV and National news papers and in BTL they are covering particular targeted area by organising fashion events and shows. In LOYALTY they are distributing Cards and coupons to customer first to check loyal customer and then start analyse about loyal customer's next need and offer it to customer on discount. It is one of innovative department and generating new idea.

4. OPERATION DEPARTMENT:

They work to make sure that employers' businesses run effectively smoothly and professionally. This includes all those who work in the organisation from the management to assembly line workers up to the guys loading and offloading trucks in manufacturing and retail distribution .

Organization Structure



STRENGTH

- Pioneer in the industry, largest market share and capitalization
- Reputation for value for money (competitive pricing),
- convince and a wide range of products all in one store.
- Being financially strong helps pantaloons retain india deal with any problems, rideany dip in profits and perform their rivals.

WEAKNESS

- Pantaloons do not function internationally, which has an effect on success, as they donot reach consumers in overseas markets.
- Since Pantaloons Retail India Ltd. Sell products across many sectors, it may not havethe flexibility of some of its more focused competitors.

OPPORTUNITIES

- Opportunity exist for PRIL to continue with current strategy of large, super centres.
- Population of country is growing where the scope of market is kept on increasing forretail store.

THREATS

- Being number one means that you are the target of competition. (extra competitionand new competitors entering the market could unsteady Pantaloons Retail India)
- A slow economy or financial slowdown could have a major impact on PantaloonsRetail India business and profits.

PART III- PRIMARY STUDY

What is Sales promotion?

Sales Promotion is Very important component of the marketing, the promotion mix .It focuses on encouraging the potential customers to buy the products or services of an organisation, by enhancing its value.

Sales promotion is one of the five aspects of the promotional mix. The other 4 parts of the promotional mix are advertising, personal selling, direct marketing and publicity/public relations. Media and non-media marketing communication are employed for a pre- determined, limited time to increase consumer demand, stimulate market demand or improve product availability. Examples include contests, coupons, freebies, loss leaders, point of purchase displays, premiums, prizes, product samples, and rebates.

Sales promotion is one of the five aspects of the promotional mix. (The other 4 parts of the promotional mix are advertising, personal selling, direct marketing and publicity/public relations.) Media and non-media marketing communication are employed for a pre- determined, limited time to increase consumer demand, stimulate market demand or improve product availability. Examples include contests, coupons, freebies, loss leaders, point of purchase displays, premiums, prizes, product samples, and rebates.

“ Sales promotion incentive offering and interest creating activities which are generally short term marketing events other than advertising, personal Selling, publicity and direct marketing. the purpose of sale promotion is to stimulate, motivate and influence the purchase and other desired behavioural responses of the firm customers.”

Sales promotion offers a direct inducement to act by providing extra worth over and above what is built into the product at its normal price. These temporary inducements are offered usually at a time and place where the buying decision is made. Not only are sales promotions very common in the current competitive market conditions, they are increasing at a fast pace. These promotions are direct inducements. In spite of the directness, sales promotions are fairly complicated and a rich tool of marketing with innumerable creative possibilities limited only by the imagination of promotion planners. Sales promotion is often referred to by the names of ‘extra purchase value’ and ‘below-the-line selling.

DEFINITION OF SALES PROMOTION

Philip Kotler(1936) “Those marketing activities other than personal selling, advertising, and publicity that stimulate consumer purchasing and dealer effectiveness, such as display, shows, demonstrations, expositions, and various other non-current selling efforts, not in ordinary routine.”

Objectives of Sale promotion **Activities**

1) To introduce New Products: To induce buyers to purchase a new product, free samples may be distributed or money and merchandise allowance may be offered to business to stock and sell the product.

2) To Help the firm Remain Competitive: Sales promotions may be undertaken to meet competition from a firm.

3) To Educate Customers: Educating customers simplifies the efforts of sales force and motivates them for larger purchases.

4) To create awareness about product:

It has been found that most of the sales promotion techniques are highly effective in exposing customers to products for the first time and can serve as key promotional components in the early stages of new product introduction. Additionally, as part of the effort to build product awareness, several sales promotion techniques possess the added advantage of capturing customer information at the time of exposure to the promotion.

5) To create interest among customers:

Researchers have shown that sales promotions are very successful in creating interest in a product. In actual, creating interest is often considered the most important use of sales promotion. In the retail industry, appealing sales promotions can significantly increase customer traffic to retail outlets. Internet marketers can use similar approaches to bolster the number of website visitors.

Another important way to create interest is to move customers to experience a product. Several sales promotion techniques offer the opportunity for

customers to try products for free or at low cost. This exercise can convert visitors into customers.

6) Source of Information:

Usually sales promotion techniques are planned to move customers to some action and are rarely simply informational in nature. However, some sales promotions do offer customers access to product information. For instance, a promotion may allow customers to try a fee-based online service for free for several days. This free access may include receiving product information via email.

7) To stimulate Customers' demand:

After informing the initial basic knowledge, the most important use of sales promotion is to build demand by convincing customers to make a purchase. Special promotions, especially those that lower the cost of ownership to the customer (e.g., offering heavy discount), can be employed to stimulate sales for a small period.

8) Brand Building:

Building brand value is one of the main objective of sales promotion. A sales promotion may be done to attract attention towards a new product/brand or some services that has been launched by the retailer and to induce trial purchase. It has been practiced by some retail companies like Pantaloon reward good or “privileged” customers with exclusive promotions schemes, such as email “exceptional deals” and price cut while cash payment.

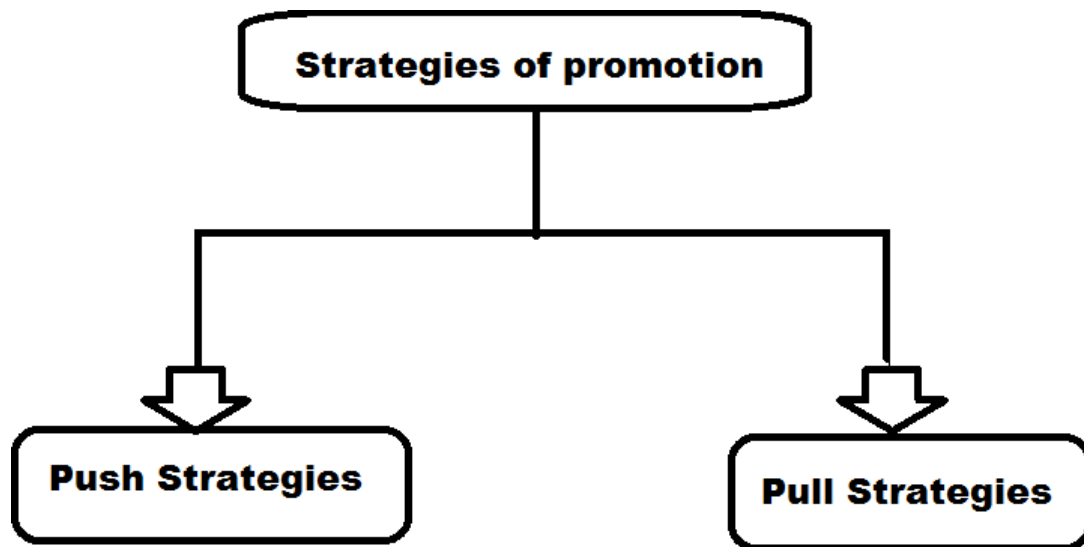
9) To Facilitate coordination:

Sales promotion can be easily used to facilitate coordination and proper link between advertising and personal selling.

10) To Induce Present Customers To Buy More:

Present customers may be induced to buy more by knowing more about a product, its ingredients, and use based online service for free for several days. This free access may include receiving product information via email.

Strategies of promotion



- 1) **Push Strategies:** A push strategies involves convincing trade intermediary channel members to “push” the product through the distribution channels to the ultimate consumer via promotion efforts. The company promotes the product through a reseller who in turn promotes it to yet another reseller or the final consumer.
 - The brand clutter or brand identity is weak.
 - Product differentiation is not available.
 - The budget for promotion is low.
 - Brand loyalty low.
 - Marketing channels are short and direct.
 - Access to advertising media is not possible

- 2) **Pull Strategy:** A strategy attempts to get consumers to “pull” the product from the manufacturer through the marketing channel. The company focuses its marketing communications efforts on consumers in the hope that it stimulates interest and demand for the product at the end-user level.
- Brand identity is strong.
 - Brand loyalty is high.
 - Promotion budgets are high.
 - Category of the product is high involvement product.
 - There is perceived product differentiation.
 - Retail includes self service, i.e., supermarket culture

TOOLS OF SALE PROMOTION

♣ Consumer Sale Promotion:

1) Price Off Offer:

Under this Offer , products are sold at a price lower than the original price. This type of scheme is designed to boost up sales in off season and sometime while introducing anew product in the market.

Ex: Buy 2 men T-shirts at Rs. 599/- and 1 T-shirt at Rs. 399/- (MRP: Rs.399/Tshirt).

•

Buy 2 men T-shirts at Rs. 749/- and 1 T-shirt at Rs. 499/- (MRP: Rs.499/Tshirt).

•

Buy 3 men round neck T-shirts for Rs. 399/- (MRP: Rs.199/Tshirt).



The advertisement features a red background with a white border. At the top, the word "SALE" is written in white capital letters on a black banner. Below it, the text "BUY 3, GET 2 FREE*" is written in large, bold, white capital letters. In the center, the Peter England logo is displayed, consisting of a green and red rectangle with the words "PETER ENGLAND" in white. Below the logo, the tagline "BE EVERYTHING YOU LOVE" is written in white capital letters. At the bottom, a grey banner contains the text "FLAT 40% OFF* ON WINTER WEAR AND SELECT SUITS AND BLAZERS*". Below this banner, the Aditya Birla Group logo is shown on the left, and a block of fine print and contact information is on the right. The fine print includes details about the offer's availability, terms, and contact numbers for trade and showrooms in Delhi and NCR.

SALE

BUY 3, GET 2 FREE*

PETER ENGLAND

BE EVERYTHING YOU LOVE

FLAT 40% OFF* ON WINTER WEAR AND SELECT SUITS AND BLAZERS*

Offers available online at: TRENDiV.com/peterengland or on the app. ☎ 080 - 45300025 to download.

Available across all Peter England Exclusive Stores, Leading Menswear Outlets, Select Planet Fashion & Departmental Stores. Visit www.peterengland.com to locate a store nearest to you or call 1800 425 3050 (toll free).

For Trade & Showroom Enquiries Delhi & NCR: Rajesh Kayala, Ph: 09911009846 / Rohan Garg, Ph: 07705882264; Gurgaon/Faridabad: Sachin, Ph: 9871793574.

ADITYA BIRLA GROUP

[/peterenglandofficial](https://www.facebook.com/peterenglandofficial) [/PeterEngland_](https://www.instagram.com/PeterEngland_) [/peterenglandofficial](https://www.youtube.com/peterenglandofficial)

2) Discounts:

Under this, the products are sold at a discounted Price with percentage discounts on the original price. This of scheme is designed to boost up sales in off-season.

Example

- 50% off on all the men formal shirts and trousers.
- 50% off on all the women dress and top.
- 50% off on all the kids t-shirts and jeans.



ADITYA BIRLA GROUP

Shop **even more.**

#DOO MORE
SALE

29th JUNE - 1st JULY

UPTO **60% OFF*** OR
PAY ₹ **4000***
GET ₹ **8000**
WORTH MERCHANDISE

pantaloon's

*5% extra will be charged on discounted price towards GST.
*Conditions apply

3) End of season sale:

End of season sale or stock Clearance sale is been conducted at pantaloons factory outlets. They are offering surprising discounts if you buy 2 any items of garments and you will get 3 more with your choice absolutely free. These offer are given as celebration of New year.



4) Seasonal offers:

Pantaloon provides the customer with various discounts and price-off offer at the stores and factory outlets on the seasons like winter and monsoon. This type of scheme is designed to boost up sales in these seasons.

MONSOON HUNGAMA!

199 ^{was} **now 79**

249 ^{was} **now 99**

499 ^{was} **now 199**

899 ^{was} **now 399**

1199 ^{was} **now 499**

1499 ^{was} **now 599**

Fresh stocks added

PANTALOON FACTORY OUTLET

WINTER SALE

UP TO 50% OFF

GET GREAT DISCOUNTS ON WINTER WEAR

pantaloon

BUY 2 GET 3 FREE

LADIES & KIDSWEAR

BUY 2 GET 2 FREE

MENSWEAR

celebrate this New Year with

PANTALOON FACTORY OUTLET

5) Festive offer:

Pantaloon has come up with festive offer during Diwali and Christmas by giving gifts for purchases that are made at the store for cheaper price. If you shop for Rs.4500 you get a strolley bag worth Rs. 1299 for Rs.149 only. If you shop for Rs.2400 and above you get a lemon set, which is said to be imported, worth Rs.649 for Rs.99 only.



Exciting offers on New Arrivals.

BUY 2 - GET 4

Shop for Rs. 1800/- & get an Imported 28 piece Glass set worth Rs. 799/- for Rs. 249/- ONLY

PANTALOON FACTORY OUTLET

Ahmedabad • Bangalore • Baroda • Chennai • Cochin • Hyderabad
Kolkata • Mumbai • Nagpur • Pune • Thane

6) New Year offer:

Pantaloon offer gifts for purchases that are made at the store during the New Year for a cheaper price. If you shop for Rs.3500 You get a Imported Men T-shirt Rs.1500 only. If you shop for Rs.2500, you get a 3 night and 4 day holiday package for a couple on an International cruise.

Buy 2-Get 4

Shop for Rs.2000 & get additional 20% Discount

Shop for Rs. 1800/- & get an Imported 28 piece Glass set worth Rs. 799/- for Rs. 249/- ONLY

Maha Diwali Offer

PANTALOON FACTORY OUTLET

• Ahmedabad • Bangalore • Baroda • Chennai • Cochin • Hyderabad
• Kolkata • Mumbai • Nagpur • Pune • Thane

*Conditions apply

7) Discount coupons:

Pantaloon offer 50% discount on its large of range of apparels. The coupon is valid for limited purchase.



8) Gift Vouchers:

Pantaloon fashion offer many pantaloons vouchers ranging different denomination like Rs.3000. These pantaloons vouchers are exchangeable with the products by the customers at all the pantaloons showroom India. To the customers for the products of value of Rs. 500 at all showroom of pantaloons all over India. This voucher is valid for all apparels only.



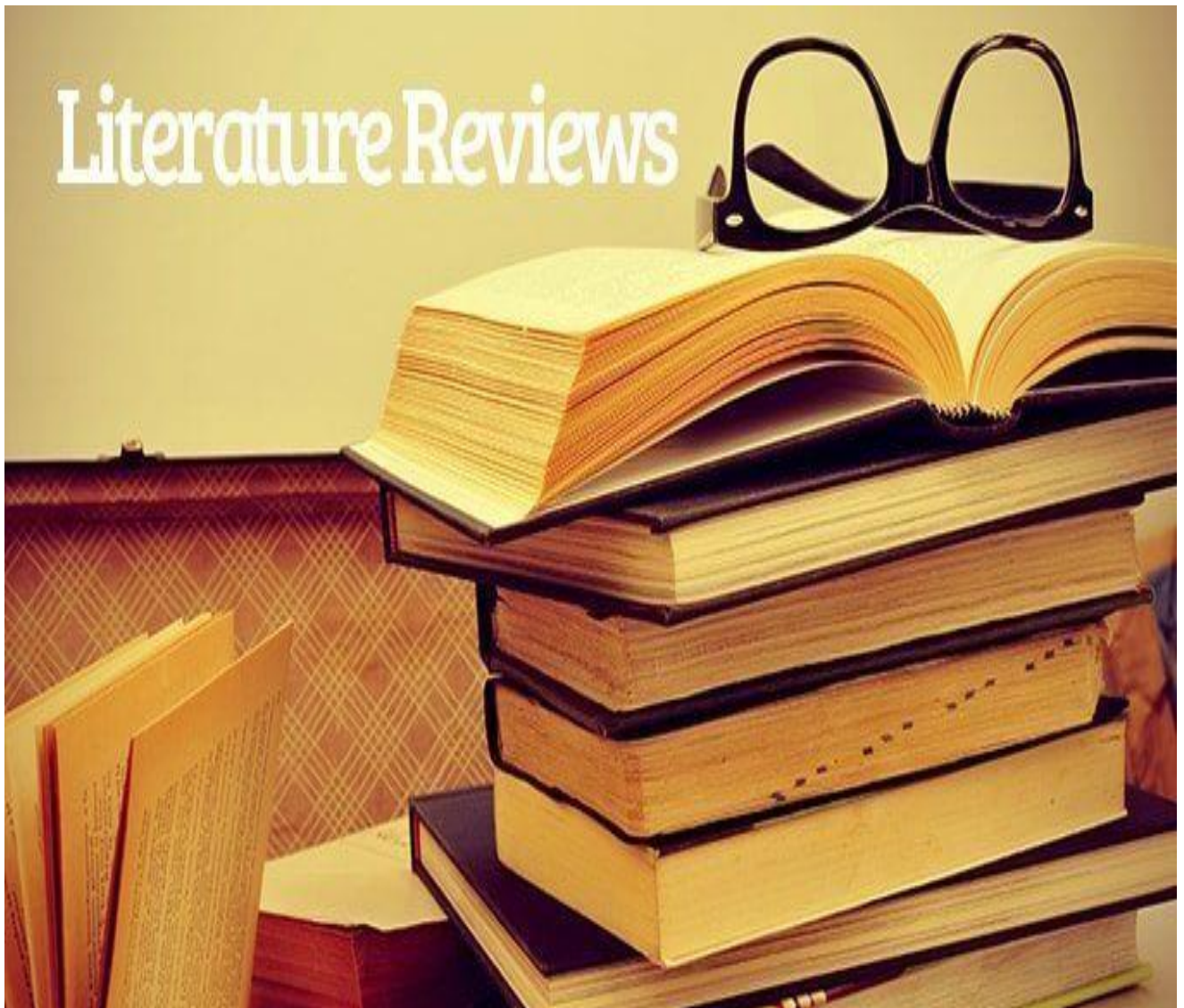
9) Pantaloons loyalty Program (Green card):

Green Card is a passport a whole new world new of exclusive benefits and privileges to the customers.

- Instant discounts for every time you shop at pantaloons.
- Exclusive shopping day to get hold of latest merchandise.
- Regular Updates on collections and promos via catalogues, SMS and Calling.
- Extended exchange periods and complimentary drops for alterations.
- Exclusive billing counters and much more.



Literature Review



TITLE: Sales Promotion and Consumer Response/ Preference:

Blattberg, Peacock, and Sen (1976, 1978)

describe 16 purchasing strategy segments based on three purchase dimensions: brand loyalty (single brand, single brand shifting, many brands), type of brand preferred (national, both national and private label), and price sensitivity (purchase at regular price, purchase at deal price). There are other variables that may be used to describe purchase strategies, examples are whether the household purchases a major or minor (share) national brand, store brand, or generic, or whether it is store-loyal or not.

TITLE :Sales Promotion Types and Preferences:

Thaler
(1985)

At this point, it is useful to define what mean by the terms "expected price" and "price promotion." it is viewed that the price consumers' use as a reference in making purchase decisions as the price they expect to pay prior to a purchase occasion. Further, the expectedprice may also be called the "internal reference price" (Klein and Oglethorpe 1987) as opposed to an external reference price such as the manufacturers' suggested list price.

TITLE :Perceived Discount:

Olson and Jacoby (1977)

Consumers evaluate and encode information provided to them, and it is their perception of the information and not the information itself that affects their behaviour. "External stimuli do not exert direct effects upon behaviour but only indirect effects.

TITLE: Consumer price formation: reference prices

The price's knowledge and has been one of most frequent research issues on the consumer behaviour for more than 40 years. Strong efforts have been made to define the concept of reference price, from those who consider it from an external perspective as the price that is announced, to those who regard it as an average of the prices the consumer has previously paid, from an internal perspective.

TITLE: Studies On Consumer Promotions

Majority of the studies on sales promotion encompass consumer sales promotion strategies of marketers. Consumer sales promotion techniques are also called 'pull strategies' as they attract or pull customers towards the promoted brand or promoted store as the case may be. According to one study, consumer sales promotions.

TITLE: Other Studies on Promotion

Kureshi, Sonal and Vyas, Preeta (2005)

Lo2 examined the practices, perceptions of net users and avenues of consumer sales promotions through this medium. To gain insight into current practices, consumer sales promotion on general, specialised and e-commerce sites were studied. An online survey of 161 net users was carried out to examine perceptions of net-based promotions over ten dimensions. According to them the most frequently promoted product categories across sites were apparel, airlines, and books. Price-off followed by free gift offer was the most commonly used type of promotions.

**TITLE: Studies on Consumer
Perception**

Kumar, KM. Krishna (2006)

22 studied consumer's perception about promotional strategies adopted by marketers of fastmoving consumer goods in Kerala. The level of awareness about various sales promotion strategies, their attractiveness to consumers and their effectiveness in creating brand awareness, trial purchase, repeat purchase and brand loyalty were some of the issues addressed.

Background of the study

The advertised mediums such as Newspaper, magazines, calling, SMS, hoarding, friends/family. It promotion activity for marketing a commodity. It usually provides information about the advertising firm, its product qualities, place of availability etc.

It obvious that there is no elements such as paid, non personal, mass media, act of persuasion makes advertising to be controlled means of mass communication. May take anyform-visual oral to promote product. The advertising wish to convey to target audience.

The study is attitudinal characteristics seek to the literature of couponing. The study also aimsto examining the relationship between consumers attitudinal.

Problem statement

To find out the Sales Promotion level of customer those who purchase the products in pantaloons. Consumer behaviour research is the scientific study of the processes . Retailing has changed the fortune of several companies across the world in this booming retail.

The purchase of good or services includes a number of factors that could affect each decision. There is a widespread recognition that consumer behaviour is the key to contemporary marketing success

Research Objectives

This marketing research aims to study:

1. To identify the problems faced by the customers at Pantaloons and suggest suitable measures to the company.
2. To measure the sale promotion level of overall shopping experience at pantaloons.

SCOPE OF THE STUDY

RESEARCH HYPOTHESIS:

Null Hypothesis (H0): The customer is satisfied to purchase products in pantaloons and also their service.

Alternative Hypothesis (H1): Customer are not satisfied to pantaloons products and their service.

PART: IV RESEARCH METHODOLOG

MEANING:

The systematic method consisting of enunciating the problem , formulating a hypothesis,collecting the facts or data, analysing the facts and reaching certain either in the form of solution towards the concerned problem or in certain generalisations for some theoreticalformulation.

INTRODUCTION:

This report throws light on the satisfaction level of customer at pantaloons Rourkela. For completion of this report a survey was conducted and for fulfilment of questionnaire, a sample size of 100 was selected. Different researchers have defined research in various waysdue to its wide scope.

RESEARCH DESIGN

- Descriptive research design
- Casual research design

1) DESCRIPTIVE RESEARCH

Descriptive research emphasises on explaining the phenomenon by providingfactual and accurate information. It is very suitable for research in education.

It is also known as statistical research, describes data and characteristics about the population or phenomenon being studied. However, it does not answer question about e.g.how/when/why the characteristics occurred, which is done analytic research.

2) CAUSAL RESEARCH:

A research design in which the major emphasis is on determining cause-and-effectrelationship.

Here, I am taking **DESCRIPTIVE RESEARCH** as my research design because ithelps me to describe my topic with more details.

MEANING:

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RESEARCH DESIGN

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4)CAUSAL RESEARCH:

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Here, I am taking **DESCRIPTIVE RESEARCH** as my research design because ithelps me to describe my topic with more details.

SOURCE OF DATA

1) PRIMARY DATA:

The data collected by the researcher himself for finding the solution of a particular problem or situation, is known as primary data. This type of data is characterised by its originality as it is freshly collected.

DATA COLLECTON INSTRUMENT:

There are some data collection instruments which are as under:

1. Questionnaire
2. Checklist
3. Distribution
4. Interview
5. Observation
6. Records
7. Experimental Approach
8. Survey Approach

Here, I m taking QUESTIONNAIRE as DATA COLLECTION INSTRMENT because it willhelp me to ask some question to customer regarding my research, through which I can easily analyse the data.

POPULATION

Pantaloons

customer,Sample

size 100.

Sampling Method : Simple Random sampling

SAMPLING

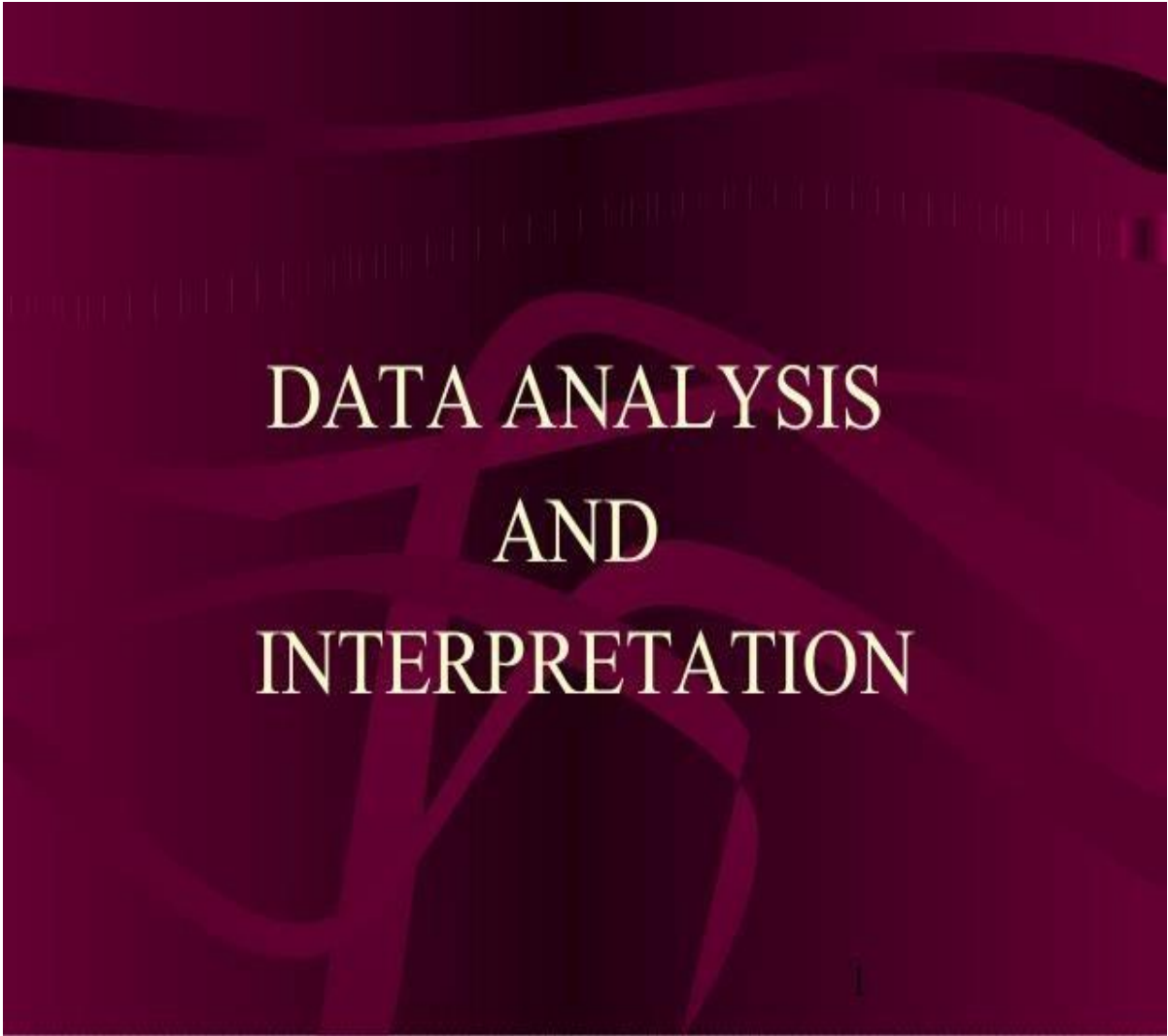
Sampling allows concentrating our attention upon a relatively smaller number of people and hence, to devote more energy to ensure that the information collected from them is accurate.

A technique which is fundamental for behavioural research is known as sampling and without using it, research work is not possible.

It is impracticable and impossible to study the whole population due to practical limitations of cost, time and other factors that are indispensable and operative in studying the whole population.

For the sole reason of making the research finding economical and accurate, the concept of sampling has been introduced.

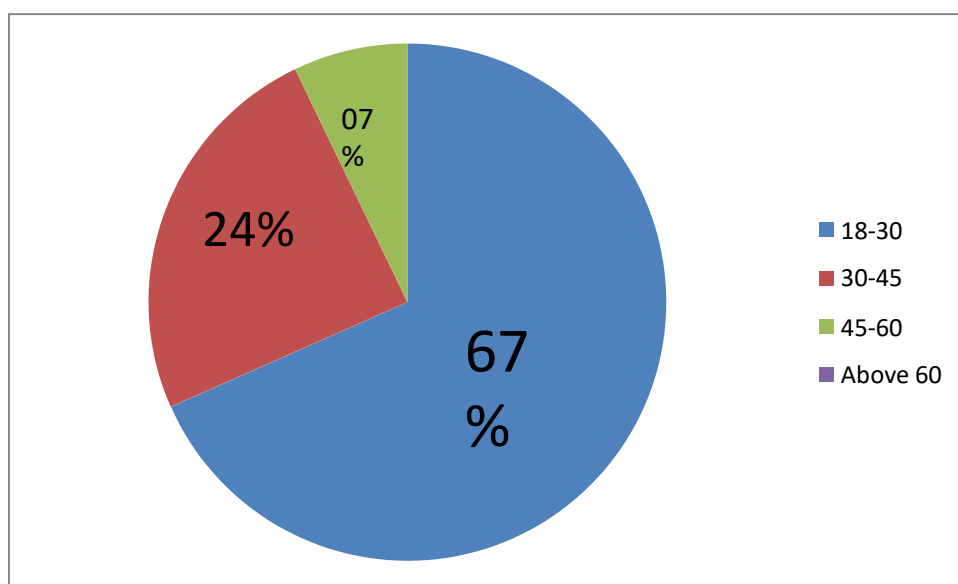
DATA ANALYSIS & INTERPRETATION



DATA ANALYSIS AND INTERPRETATION

1) Age:

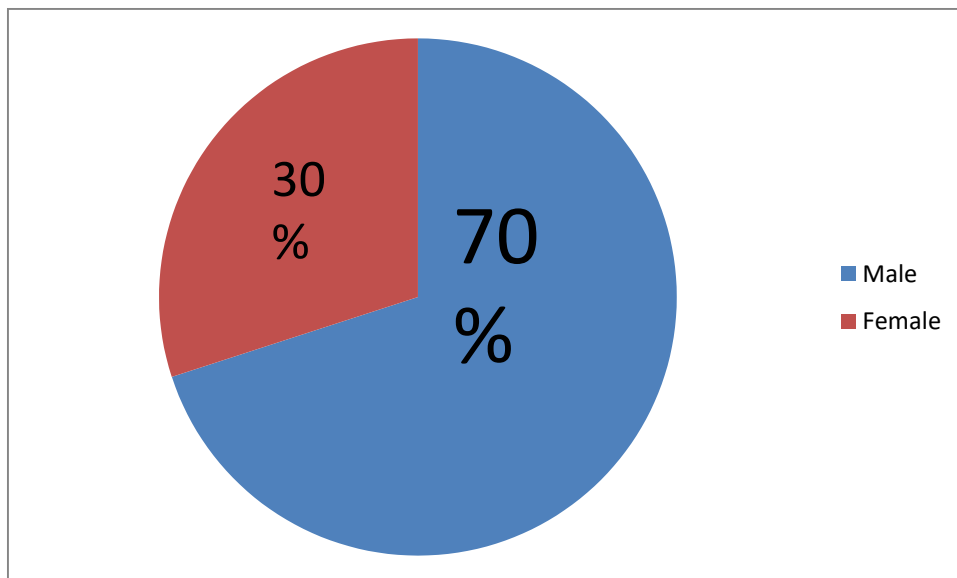
Particulars	No. of Respondents
18-30	67
30-45	24
45-60	07
Above 60	00



According me, age 18-30 67%, 30-45 24 %, age 45-60 07 % in pantaloon Rourkela

2) Gender:

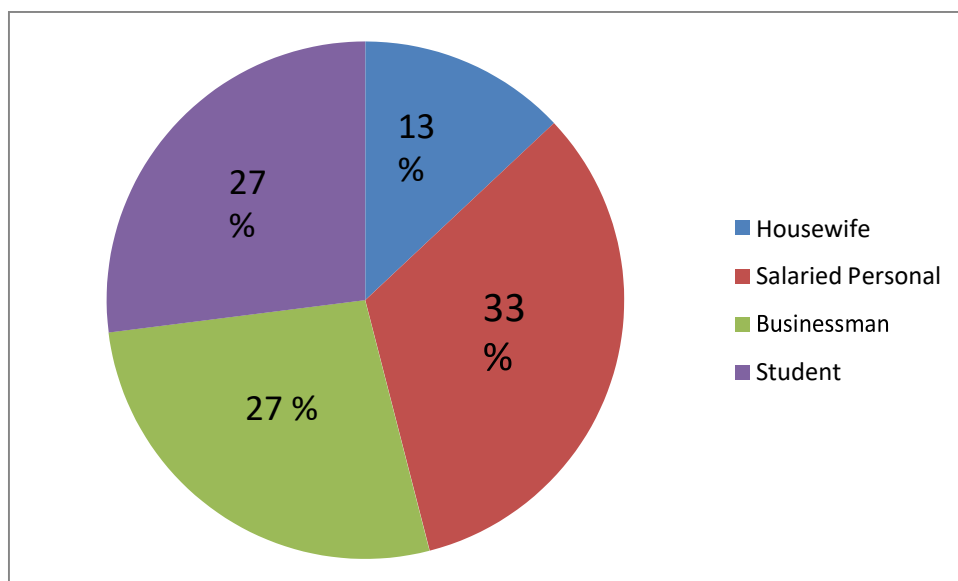
Particulars	No. of Respondents
Male	70
Female	30



According me. Male 70 %, female 30 %.in pantaloon Rourkela.

3) Occupation

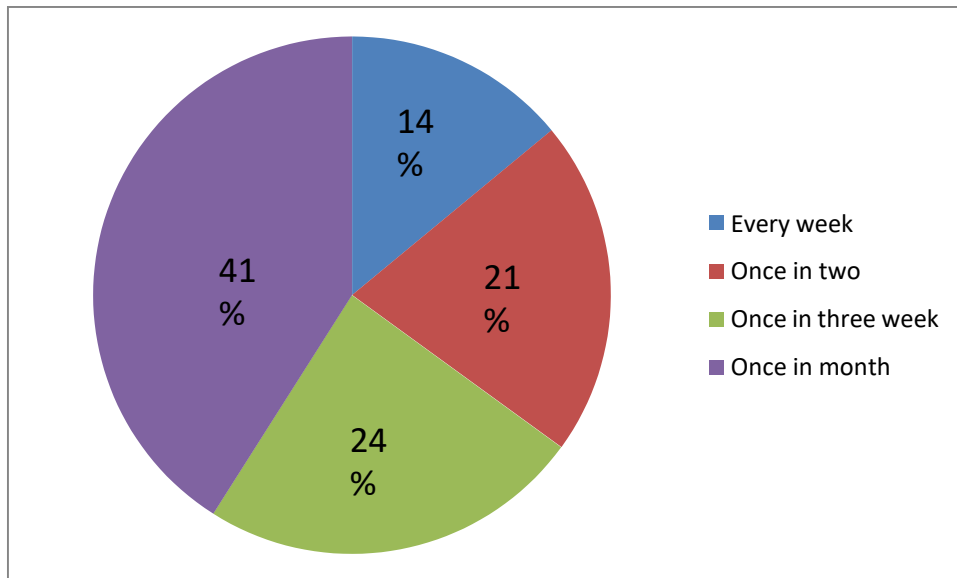
Particulars	No. of Respondents
Housewife	13
Salaried Personal	33
Businessman	27
Student	27



According me, housewife 13 %, Salaried person 33 %, Businessman 27 % and student 27 % in pantaloona Rourkela.

4) How Frequently do you visit Pantaloon store?

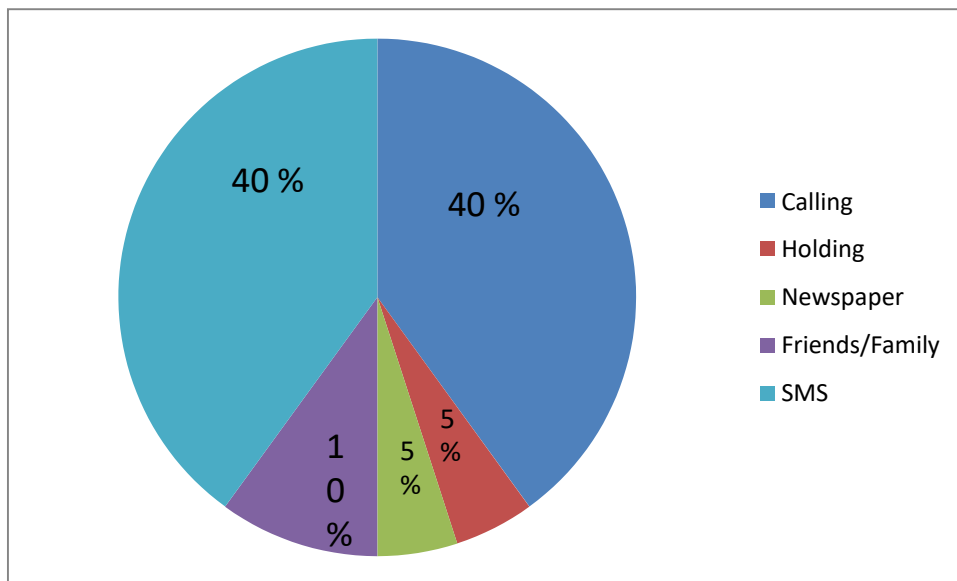
Particulars	No. of Respondents
Every week	14
Once in two	21
Once in three week	24
Once in month	41



From the above chart we can Every Week 14 %, Once in two 21 %, Once in three week 24 %, and once in month 41 % are customer shopping in Pantaloon Rourkela.

5) Through which source did you come to know about this pantaloons outlet?

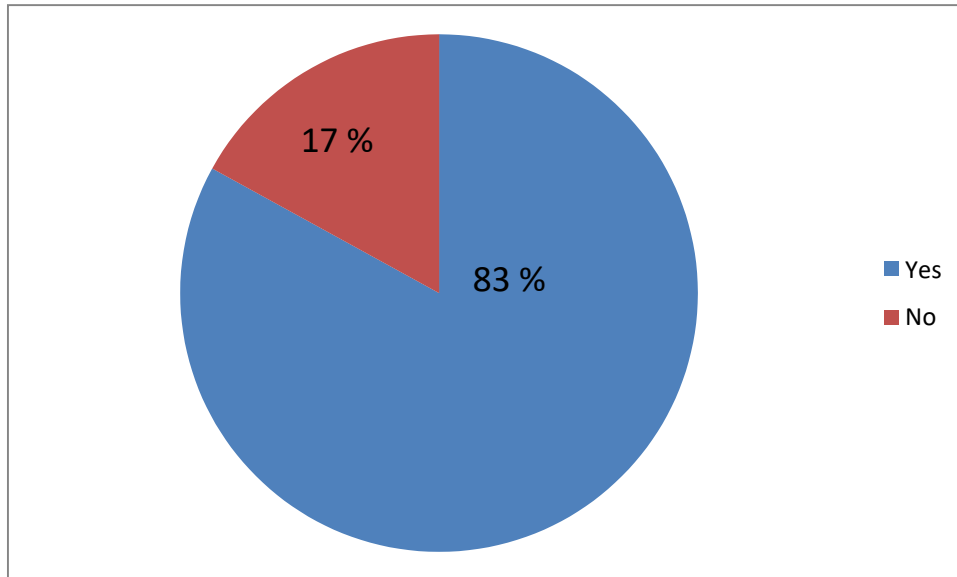
Particulars	No. of Respondents
Calling	40
Holding	05
Newspaper	05
Friends/Family	10
SMS	40



From the above chart we can be Calling 40 %, holding 5%, newspaper 05 %, Friends/family 10 %, and SMS 40 % information customer in Pantaloons.

6) Does the sale promotion of pantaloons attract you for shopping?

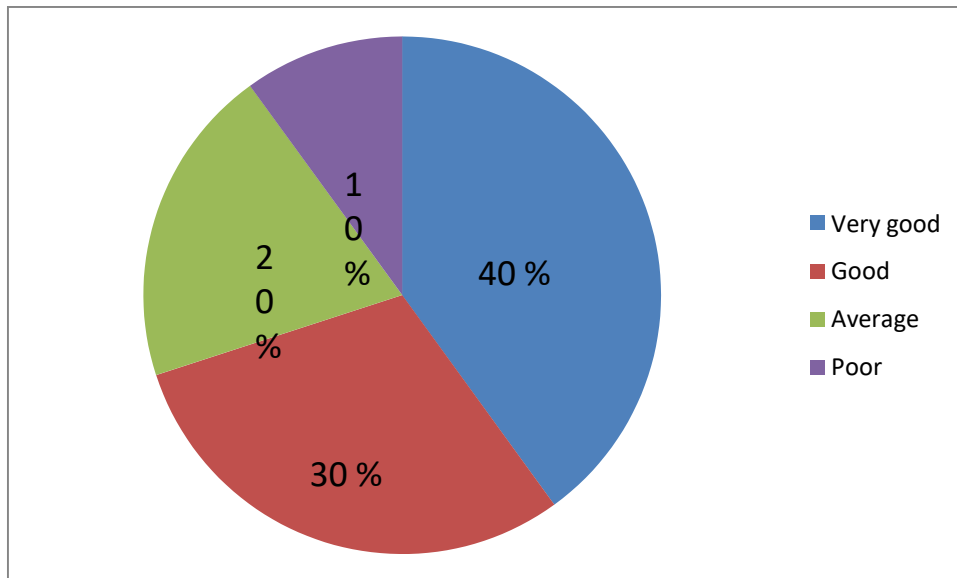
Particulars	No. of Respondents
Yes	83
No	17



From the above chart we can be higher Yes 83 % and lowest No14 % The sale promotion of Pantaloons attract you for shopping.

7) How do you rate the presentation of products in Pantaloons?

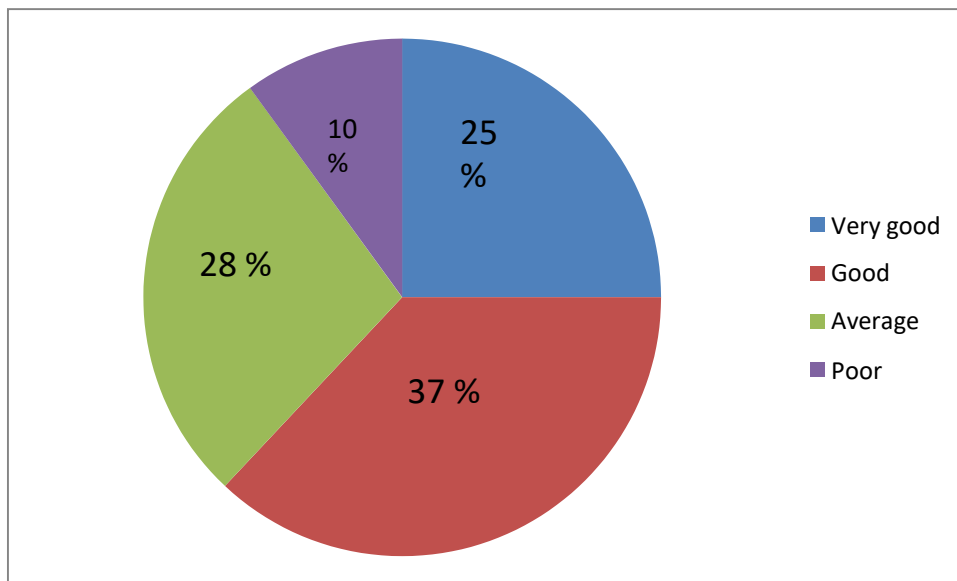
Particulars	No. of Respondents
Very good	40
Good	30
Average	20
Poor	10



From the above chart we can be higher Very good 40 % and lowest Poor 10% %come in pantaloons.

8) How do you rate the offer in pantaloons?

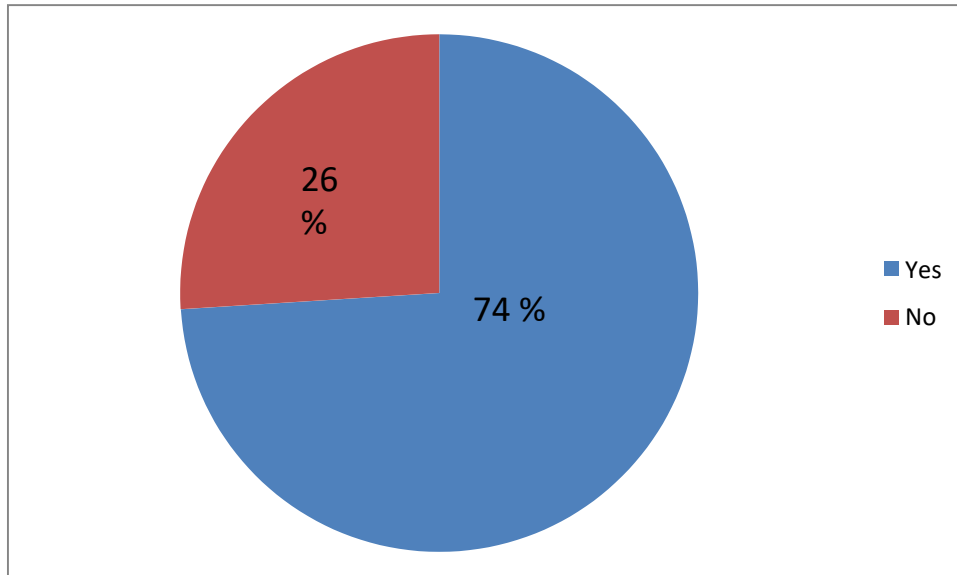
Particulars	No. of Respondents
Very good	25
Good	37
Average	28
Poor	10



From the above chart we can be higher Good 37 % and lowest Poor 10% come in pantaloons.

9) Do you think to displays it is easy to shop at pantaloons?

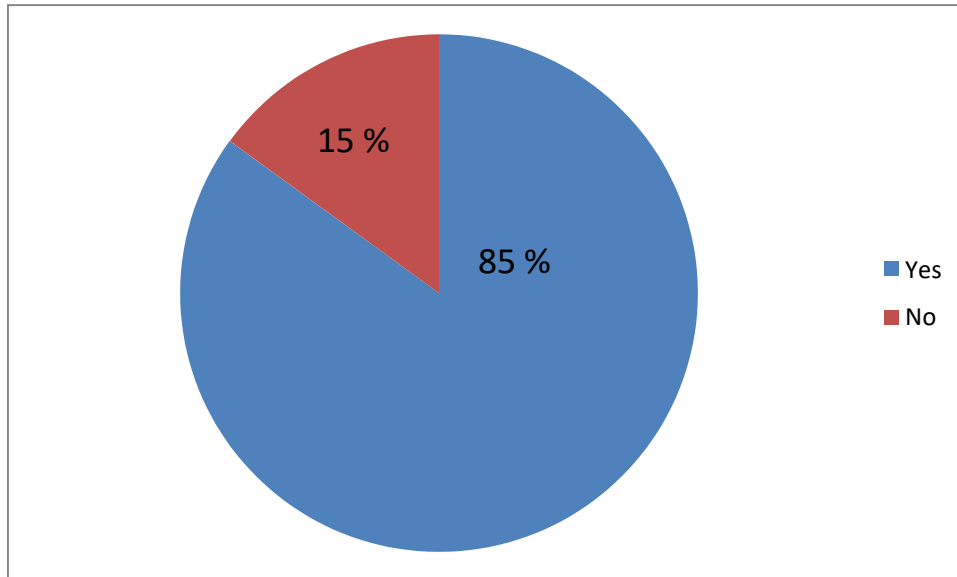
Particulars	No. of Respondents
Yes	74
No	26



From the above chart we can be higher Yes75% and lowest No26 %come in pantaloons.

10) Does the sale promotion activities of pantaloon made you to visit pantaloon again?

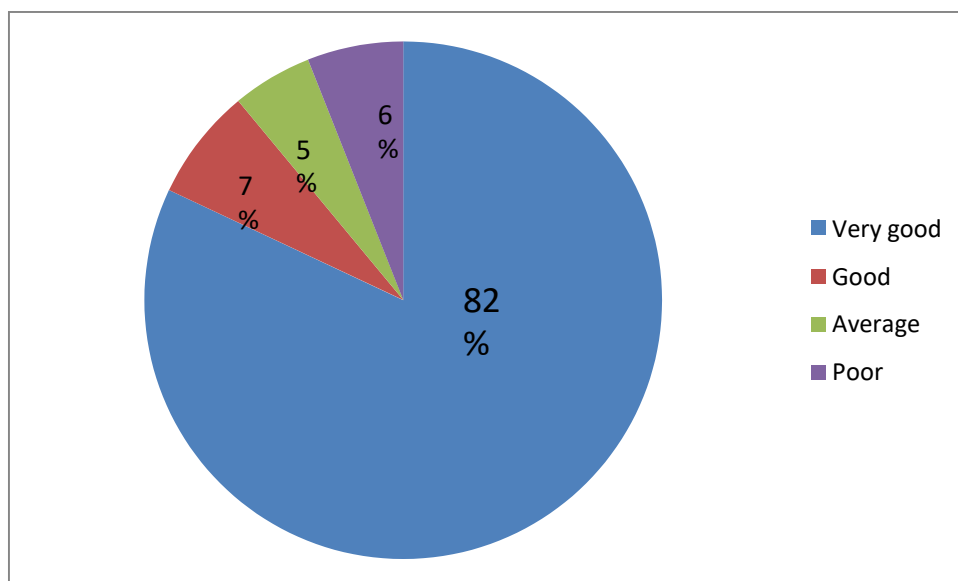
Particulars	No. of Respondents
Yes	85
No	15



From the above chart we can be higher Yes 85 % and lowest No15 %come in pantaloon.

11) How the display of offer communication in store?

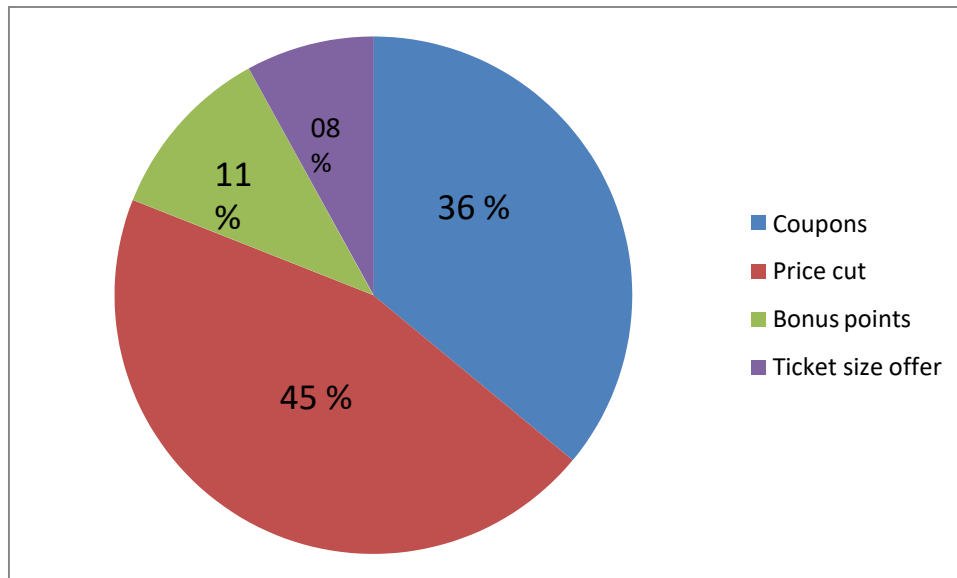
Particulars	No. of Respondents
Very good	82
Good	07
Average	05
Poor	06



From the above chart we can be higher Very good 82 % and lowest average 05% come in pantaloons.

12) Which type of sale promotion activities attracter you to visit in pantaloons?

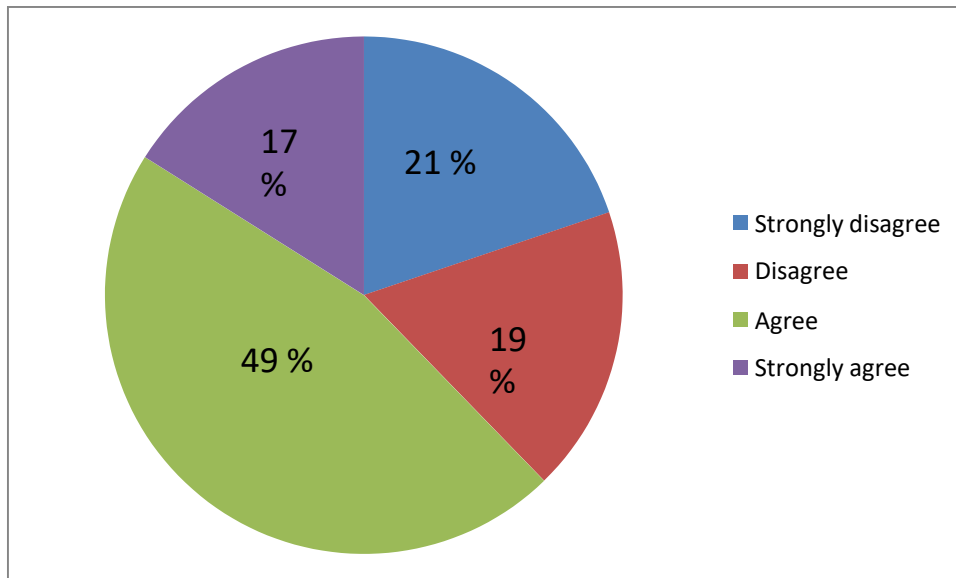
Particulars	No. of Respondents
Coupons	36
Price cut	45
Bonus points	11
Ticket size offer	08



From the above chart we can be higher price cut45 % and lowest ticker size08 %come in pantaloons.

13) Do you think that sale promotion activities of pantaloons would save your money?

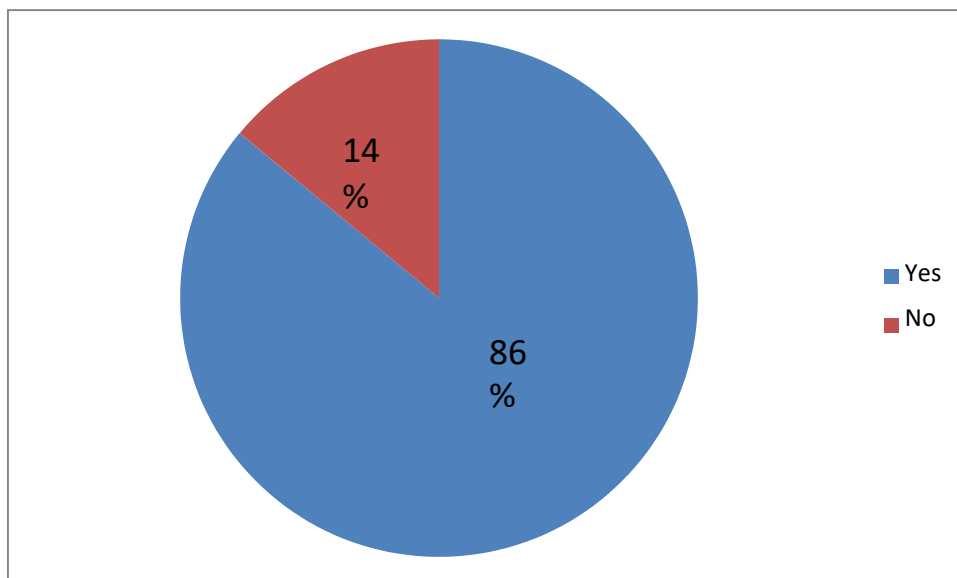
Particulars	No. of Respondents
Strongly disagree	21
Disagree	19
Agree	49
Strongly agree	17



From the above chart we can be higher agree 49 % and lowest strongly agree 17 % come in pantaloons.

14) Would you recommend pantaloons other?

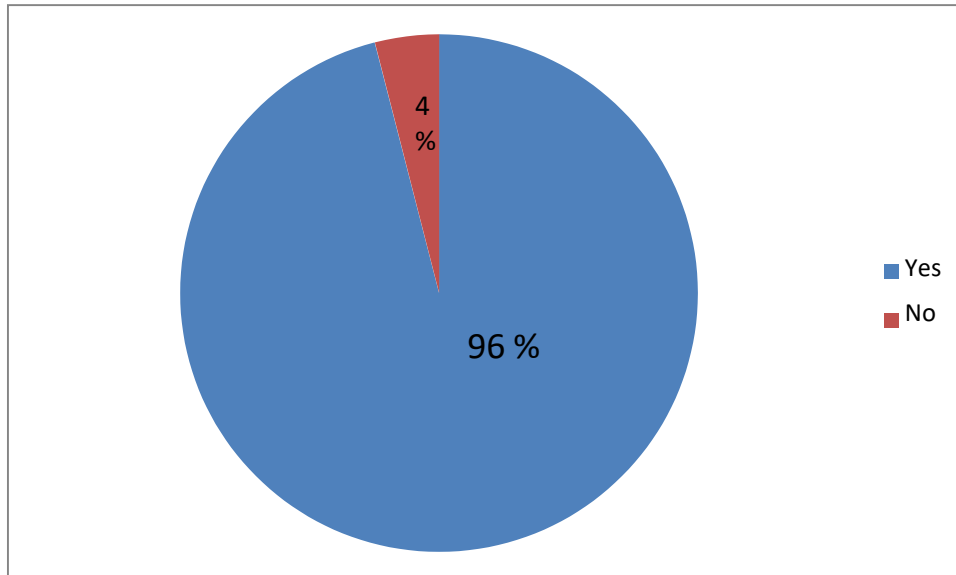
Particulars	No. of Respondents
Yes	86
No	14



From the above chart we can be higher Yes86 % and lowest No 14 %come in pantaloons.

15) According to you in store advertising affects the consumer preference?

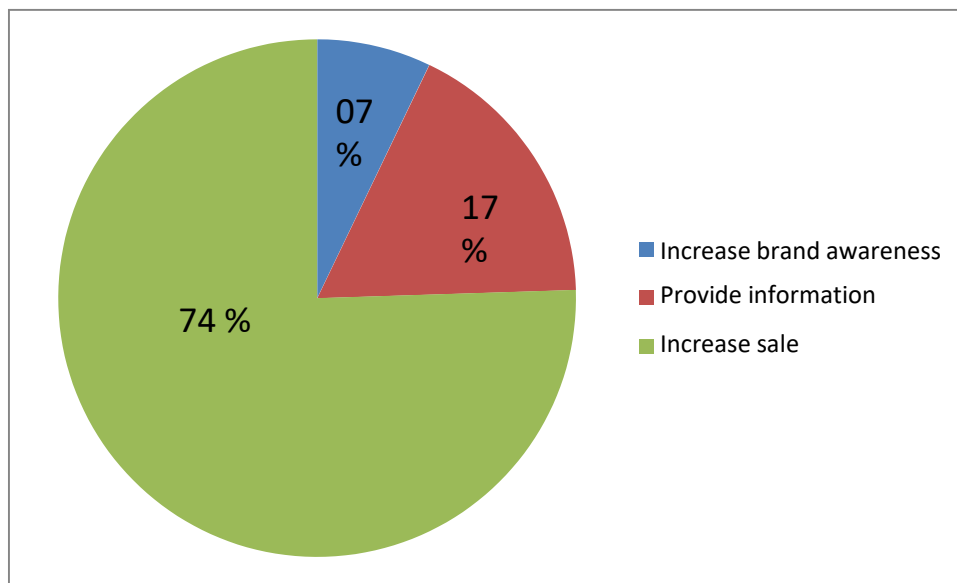
Particulars	No. of Respondents
Yes	96
No	04



From the above chart we can be higher Yes96 % and lowest No 04 % come in pantaloons.

16) According to you what is role of “sale promotion” in marketing?

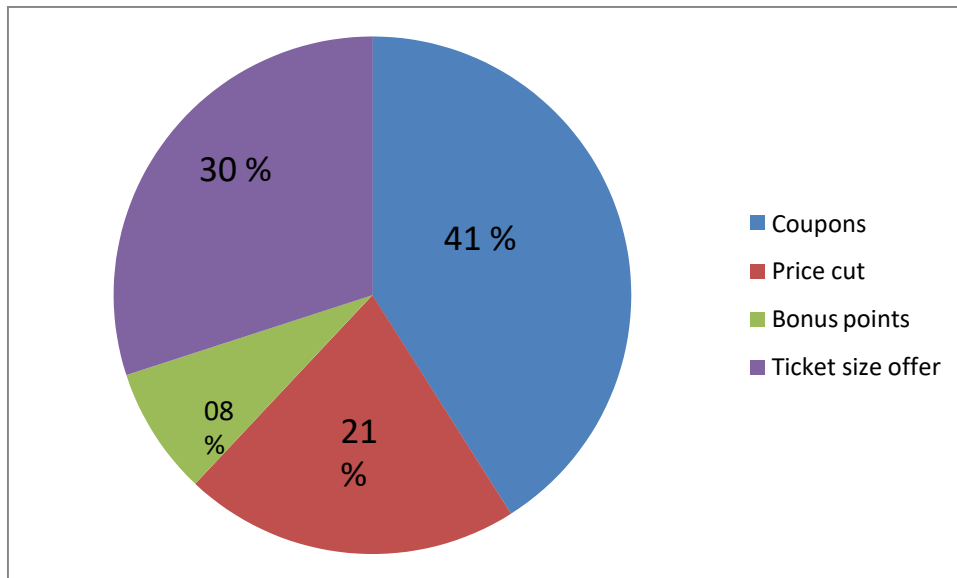
Particulars	No. of Respondents
Increase brand awareness	07
Provide information	17
Increase sale	74



From the above chart we can be higher Increase sale 74 % and lowest Increase brand awareness 07% come in pantaloons.

17) Which sale promotion technique is more effective?

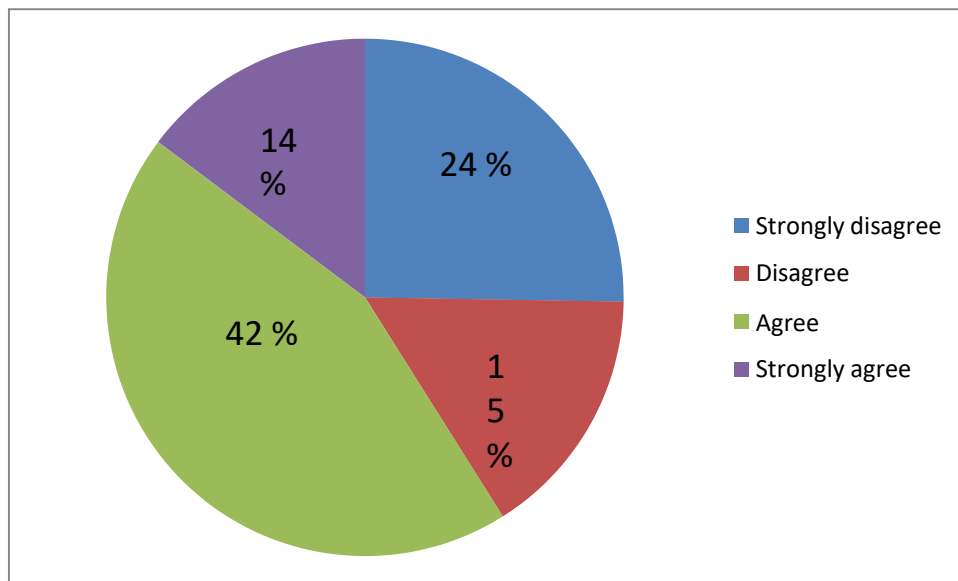
Particulars	No. of Respondents
Coupons	41
Price cut	21
Bonus points	08
Ticket size offer	30



From the above chart we can be higher Coupons 41 % and lowest Bonus points 08 % come in pantaloons.

18) Do you believe that sale promotion activities help in guiding customer on purchase decision?

Particulars	No. of Respondents
Strongly disagree	24
Disagree	15
Agree	42
Strongly agree	14



From the above chart we can be higher agree 42 % and lowest strongly agree 14 % come in pantaloon.

FINDING

Brand awareness, Brand familiarity, brand likeability, Sales promotion and marketing communication in this study. In theory, if a person is unfamiliar with a brand, the information they get from the marketing communication and should have a relatively strong influence on their attitude towards the brand.

CONCLUSION

It is concluded that sales promotion is important to improve the sales of the company and to reach new customers. Each and every organization should have a good strategic plan for their promotion to withstand in the market with huge competition. The discounts and loyalty program in the company will improve the sales by attracting new customers. The best sales promotion will help the company to fulfil the organizational objectives. The sales promotion must to improve their sales in every organizations. The sales is monitored based on the promotional activities practiced by the organization, the company should have better promotional activities practiced in the organization to estimate the sales.

LIMITATION OF THE STUDY

- ♣ The study conducted may have information given from the customers.
- ♣ The information obtained or the collection of data is limited.
- ♣ The geographical limit of the study was restricted to Rourkela region.
- ♣ The time given to collect the sample was limited.
- ♣ The information was not filled properly by the respondents.

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WebSites

WWW.Google.com

WWW.moneycontrol.com

ANNEXURE

QUESTIONNAIRE

- 1) **Name:**
- 2) **Age:**
 - a) 18-30 c) 45-60
 - b) 30-45 d) above 60
- 3) **Gender**
 - a) Male
 - b) Female
- 4) **Occupation**
 - a) Housewife
 - b) Salaried person
 - c) Businessman
 - d) Student
- 5) **How frequently do you visit Pantaloon store?**
 - a) Every week
 - b) Once in two
 - c) Once in three week
 - d) Once in a month
- 6) **Through which source did you come to know about this pantaloons outlet?**
 - a) Calling
 - b) Holding
 - c) New paper
 - d) Friends/family
 - e) SMS
- 7) **Does the Sale promotion of Pantaloons attract you for shopping?**
 - a) Yes b) No
- 8) **How do you Rate the presentation of products in pantaloons?**
 - a) Very good c) Average
 - b) Good d) Poor
- 9) **How do you Rate the offer in pantaloons?**
 - a) Very good c) Average
 - b) Good d) Poor

- 10) Do you think due to displays it is easy to shop at pantaloons?
a) Yes b) No
- 11) Does the sale Promotion activities of pantaloons made you to visit pantaloons again?
a) Yes b) No
- 12) How the display of offer communication in store?
a) Very good c) Average
b) Good d) Poor
- 13) Which type of sale promotion activities attracter you to visit in pantaloons?
a) Coupons c) bonus points
b) Price cut d) Ticket size
Offer
- 14) Do you think that sale promotion activities of pantaloons would save your money?
a) Strongly disagree
b) Disagree
c) Agree
d) Strongly Agree
- 15) Would you recommend pantaloons other?
a) Yes b) No
- 16) According to you in store advertising affects the consumer preference?
a) Yes b) No
- 17) According to you what is role of 'sale promotion' in marketing?
a) Increase brand awareness
b) Provide information
c) Increase sale
- 18) Which sale promotion technique is more effective?
a) Coupon
b) Ticket price
c) Reward points
d) Price Cut
- 19) Do you believe that sale promotion activities help in guiding customer on purchase decision?
a) Strongly disagree
b) Disagree
c) Agree
d) Strongly Agree
- 20) Does the sale promotion activities of Pantaloon made you to visit Pantaloons again?
a) Yes b) No

THANK YOU