

Human Resource Management - MAX RETAIL

Summer Training Project Report

Batch 2018-23

BIITM

TO WHOM IT MAY CONCERN

This is to certify that the Summer Project Study Report, Titled“**HUMAN RESOURCE MANAGEMENT-MAX RETAIL**” submitted by Miss Sarmishtha Panda as partial fulfilment of requirement of the five years **IMBA** (2018-2023) is a bonafide work carried out by the student at our Institute.

This Summer Project Study is his/her original work and has not been submitted to any other University/Institute.

Prof. Mihir Ranjan Nayak

Project Supervisor

Place: Bhubneswar

DECLARATION BY THE STUDENT

I Sarmishtha Panda of IMBA batch (2018-2023) declare that the project entitled HRM-Max Retail is my own work conducted under the supervision of Prof.Mihir Ranjan Nayak as a partial fulfilment of Summer Internship Program for the course of IMBA submitted to Max Retail and BIITM ,BBSR.

I further declare that to the best of my knowledge the project does not contain any part of any work which has been submitted for any other project either in this institute or in any other Institute.

Place: Bhubaneswar

Date:.....

Signature of the Candidate :

ACKNOWLEDGEMENT

I would like to express the deepest appreciation to my industry mentor Mr.Dharamvir Singh Choudhary and the entire staff of Max Retail Store, Max Janpath, BBSR .I am highly indebted to Max Retail for their guidance and constant supervision as well as for providing necessary information regarding the project and also for their support in completing the project.

I would like to express gratitude towards my parents & faulty mentor Proffessor MIHIR RANJAN NAYAK for their kind co-operation and encouragement which help me in completion of this project.

My thanks and appreciation also goes to my colleagues in developing the project and people who have willingly helped me out with their abilities.

EXECUTIVE SUMMARY

Name of the org- Max Retail

Duration- 30 days

Topic- Human Resource Management

Objectives of the study:

- To know about Customer demographics (age, gender, ethnicity, income status, etc.)
- Overall satisfaction with a location, product or service
 - How well the customer is attended by the Customer Relation Executives?
 - How many customers get the exact product by the CRE'S?
 - Are they satisfied shopping at Max Retail?
 - What is the best part of their shopping at Max.?
 - What needs to be improved in the store according to the customers?

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CHAPTER 1:INTRODUCTION

- **INDUSTRY OVERVIEW**

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

The Indian retail industry is one of the fastest growing in the world. Retail industry in India is expected to grow at a slower pace of 9%over 2019-2030, from US\$ 779 billion in 2019 to US\$ 1,407 billion by 2026 and more than US\$ 1.8 trillion by 2030.

India is the fifth largest preferred retail destination globally. The country is among the highest in the world in terms of per capita retail store availability. India's retail sector is experiencing exponential growth, with retail development taking place not just in major cities and metros, but also in Tier-II and Tier-III cities. Healthy economic growth, changing demographic profile, increasing disposable incomes, urbanisation, changing consumer tastes and preferences are the other factors driving growth in the organised retail market in India.

India's population is taking to online retail in a big way. In 2020 , online accounted for 3.6 % of India's total retail sales. This is projected to rise to 6% by 2025.

Increasing participation from foreign and private players has given a boost to Indian retail industry. India's price competitiveness attracts large retail players to use it as a sourcing base. Global retailers such as Walmart, GAP, Tesco and JC Penney are increasing their sourcing from India and are moving from third-party buying offices to establishing their own wholly-owned/wholly-managed sourcing and buying offices.

Market Size

India's retail market is estimated to be US\$ 600 billion and one of the top five retail markets in the world by economic value. India is one of the fastest growing retail market in the world, with 1.2 billion people. India's Business to Business (B2B) e-commerce market is expected to grow US\$ 188 billion by 2025 whereas the Business to Consumer (B2C) e-commerce market is expected to reach US\$ 96 billion by U.S.\$ in 2024. Online retail is expected to be at par with the physical stores in the next five year.

Major Government initiatives and investments in Retail Industry of India

Retailing in India is one of the pillars of its economy and accounts for 14 per cent to 15 per cent of its gross domestic product (GDP).The Indian retail market is estimated to be US\$ 450 billion and one of the top five retail markets in the world by economic value. India is one of the fastest growing retail markets in the world, with 1.2 billion people.

Indian retail industry, considered as a sunrise sector, offers huge growth potential. The sector is expected to grow almost three times its current levels to US\$ 660 billion by 2015, according to Investment Commission of India.

Government Initiatives

The Government of India is playing a vital role in making the Indian retail industry the most lucrative for non-resident Indians (NRIs) and person of Indian origin (PIOs). Some of the major initiatives by the Government are as follows:

The Government of India has allowed 51 per cent foreign direct investment (FDI) in multi-brand retail and 100 per cent FDI in single-brand retail

DIPP is likely to consider relaxing the sourcing norms for global retailers to establish shops in India, as IKEA is asking for further relaxation of mandatory conditions

The Union Ministry of Finance has provided relief to the Rs 18,000 crore (US\$ 3.25 billion) software industry by replacing a multi-level structure of tax deducted at source (TDS) on distributors with a single TDS. This would be deducted by the first distributor—one who directly purchases packaged software from a developer

The federation has welcomed the new FDI in retail announced by the Government of India. The Government has announced its decision to allow 51 per cent FDI in multi-brand retail and 100 per cent FDI in single-brand retail. In addition, the Government has also opened up the aviation sector and put up four PSUs for disinvestment.

The ISF said that FDI in retail sector will have a much wider impact on organised employment as compared to what happened in the IT sector over a decade ago. The federation also said that these measures will open doors for low-skilled people.

CHAPTER 2:DETAILS OF THE ORGANISATION

- **INTRODUCTION**

Max is a fashion brand offering customers a one stop shop for clothing, accessories and footwear needs for the entire family.



Max, a part of \$5 billion Dubai based Landmark Group, has pioneered the concept of 'value fashion' in India. In 2014 it was India's fastest growing fashion brand and in terms of size, it contributed one fourth of the Landmark Group's revenue as of 2014. Max Fashion currently operates around 325 stores across 16 countries

- **HISTORY**

Max was launched in early 2004 in the Middle East. Over the past 11 years the brand has grown to become the largest value fashion brand in the region. It currently has more than 300 stores across the across 16 countries viz. India, UAE, Saudi Arabia, Kuwait, Jordan, Bahrain, Qatar, Oman, Turkey, Lebanon, Egypt, Yemen, Sudan, Nigeria, Libya and Tanzania. Max inaugurated its first store in India in 2006. The business model includes a very strong in-house private label working with an in-house team of designers. It plans to open 30 new outlets in India annually.

- **THE ORGANIZATION**

Founded in 1973 with a single store in Bahrain, the Landmark Group has successfully grown into one of the largest and most successful retail organisations in the Middle East. An international, diversified retail conglomerate that encourages entrepreneurship to consistently deliver exceptional value, the Group operates over 1,200 outlets encompassing a retail presence of over 18 million square feet across

the GCC, Jordan, India, Egypt, Turkey, Lebanon, Kenya, Sudan, Yemen, and Pakistan. The Group employs over 45,000 employees.

MAX is the international value fashion brand of the Dubai based Landmark Group. Established in 2004 in the UAE, Max has become the largest value fashion brand in India and the Middle East with over 200 stores across 15 countries; offering customers a one stop shop for clothing, accessories and footwear needs for the entire family.

MAX India, a division of Lifestyle International (P) Ltd., has pioneered the concept of

‘value fashion’ in the country, thereby offering the discerning shopper a vast choice with international fashion & quality. It offers apparel, footwear & accessories that are of the latest fashion trends at a great price, making it affordable to many. Max has its own label merchandise of in house designs and planned colour palettes for the season. Every season Max introduces a fresh collection of international designs specially customized to the Indian market. The brand adapts to the changing needs of the shopper every season and accordingly introduces new designs, silhouettes & fabrics.

In India, MAX was established in the year 2006 with its first store in Indore. Now, Max has around 105 stores across 45 cities with over 3500 employees

The store ambience offers an international shopping experience making shopping for the entire family an absolute delight. Max focuses on strong visual elements at the store for engaging customers while they are in store. The stores are designed for easy navigation with distinct category display to facilitate customers in easily locating product they are looking for.

The target audience for Max India is primarily contemporary middle class family and young working couples within the age group of 25 to 35 yrs. As Max has positioned itself as a youth brand, it also

targets teenagers and college students within the age group of 18 to 24 years.

Max is reaching out to customers in Tier II towns through brand initiatives like Max Fashion Icon which addresses the aspirations of the stylish youth of the city and Max Little Icon which captures the interest of family oriented markets.

Landmark Rewards' in a unique loyalty program, with current membership base of over

- million customers, has emerged as one of India's leading loyalty programs offering customers rewards and exclusive benefits. It helps the loyal customers to get more value every time they shop at Landmark Group outlets.

Max has its footprints in Mumbai, Delhi/NCR, Bangalore, Chennai, Kolkata, Hyderabad, Pune, Bhopal, Indore, Kochi, Lucknow, Bhubaneswar, Jaipur, Jabalpur, Nagpur, Raipur, Surat, Vadodara, Gangtok, Ranchi, Siliguri, Agra, Allahabad, Amritsar, Bareilly, Chandigarh, Dehradun, Varanasi, Calicut, Coimbatore, Hubli, Kannur, Madurai, Mangalore, Mysore, Pondicherry, Thrissur, Trichy, Trivandrum, Vizag, Jammu, Vijayawada, Kanpur, Rourkela, Cuttack, Jajpur, Sambalpur, Udaipur.

The brand plans to have a network of 120 stores by the end of the financial year.

OUR VISION

TO BE AMONG THE **TOP THREE RETAIL PLAYERS** IN THREE OF THE FASTEST GROWING RETAIL MARKETS IN THE WORLD (MIDDLE EAST, INDIA AND CHINA)

MISSION

- **CAREFULLY LISTEN**
- **CONSTANTLY ADAPT**
- **ALWAYS DELIVER**

VALUES

- PASSION FOR EXCELLENCE
- INTEGRITY IN EVERYTHING WE DO
- EMPOWERING PEOPLE TO STRIVE AND DELIVER
- ADAPTING TO CHANGE MARKET AND CUSTOMER NEEDS
- **PRODUCTS / SERVICES AND PROCESSES/ FACILITIES**

Max Retail operation area is Retail in garment product like Western wear collection, Ethnic collection, Kids Wear collection, Mens Wear collection, Foot Wear collection, Accessory and Concessionaires items are available in max retail store. In Max Retail Janpath Bhubaneswar total products are arranged according to the customer need and according to the Marketing Department product promotion and strategy.

- **WESTERN WEAR DEPARTMENT**
- **ETHNIC DEPARTMENT**
- **KIDS WEAR DEPARTMENT**
- **MENS WEAR DEPARTMENT**
- **FOOT WEAR DEPARTMENT**
- **ACCESSORIES**
- **CONCESSIONAIRES**

According to these department products are arranged in sub department. And these categories are also helpful for the customer selection of the product.

SUB DEPARTMENTS OF MAX RETAIL

Menswear Section:

- Casuals and Non denims
- Semiformal
- Formals
- Denim wear
- Sportswear
- Innerwear

Women's wear Section:

- Western wear
- Ethnic wear
- Nightwear and innerwear

Kidswear Section:

- Infants
- 2-8 years
- 8-14 years

Footwear Section:

- Menswear
- Womenswear
- Kidswear
- Hosiery items include socks and kids booties.

Accessories Section:

- Ladies Bags
- Necklace & Earrings
- Bands
- Handkerchief
- Purse
- Mask

BRANDS AVAILABLE AT MAX RETAIL

Majority of the apparels of both men and women are tagged under their home brand i.e. MAX while in women's section they have a brand named TAVISHA to provide customers with a wide variety of designer and affordable ethnic wear.

- **LIFESTYLE BRANDS OF LANDMARK GROUP:-**

BOSSINI MENS

BOSSINI WOMENS
KAPPA
Code

- **CONCESSIONARES-THIRD PARTY BRANDS IN THE STORE:-**

JOHN PLAYER
PETER ENGLAND
Flying machine
SWEETY
BELLE BLUE
JEWEL Z
PRETTY WOMEN
Turtle
Player
Integrity
Aurelia
Basic

FIXTURES USED IN THE STORE

Store fixtures are the most important element of any retail store's décor. It is significantly important to have them in almost any type of retail store. These fixtures help in keeping the products put on sale in an organized manner. Apart from this store fixtures also help in creating a customer-friendly display to attract more potential customers. They are also helpful in keeping the products on display for sale within the reach of customers.

In max retail store there are following types of fixtures used to display any products:-

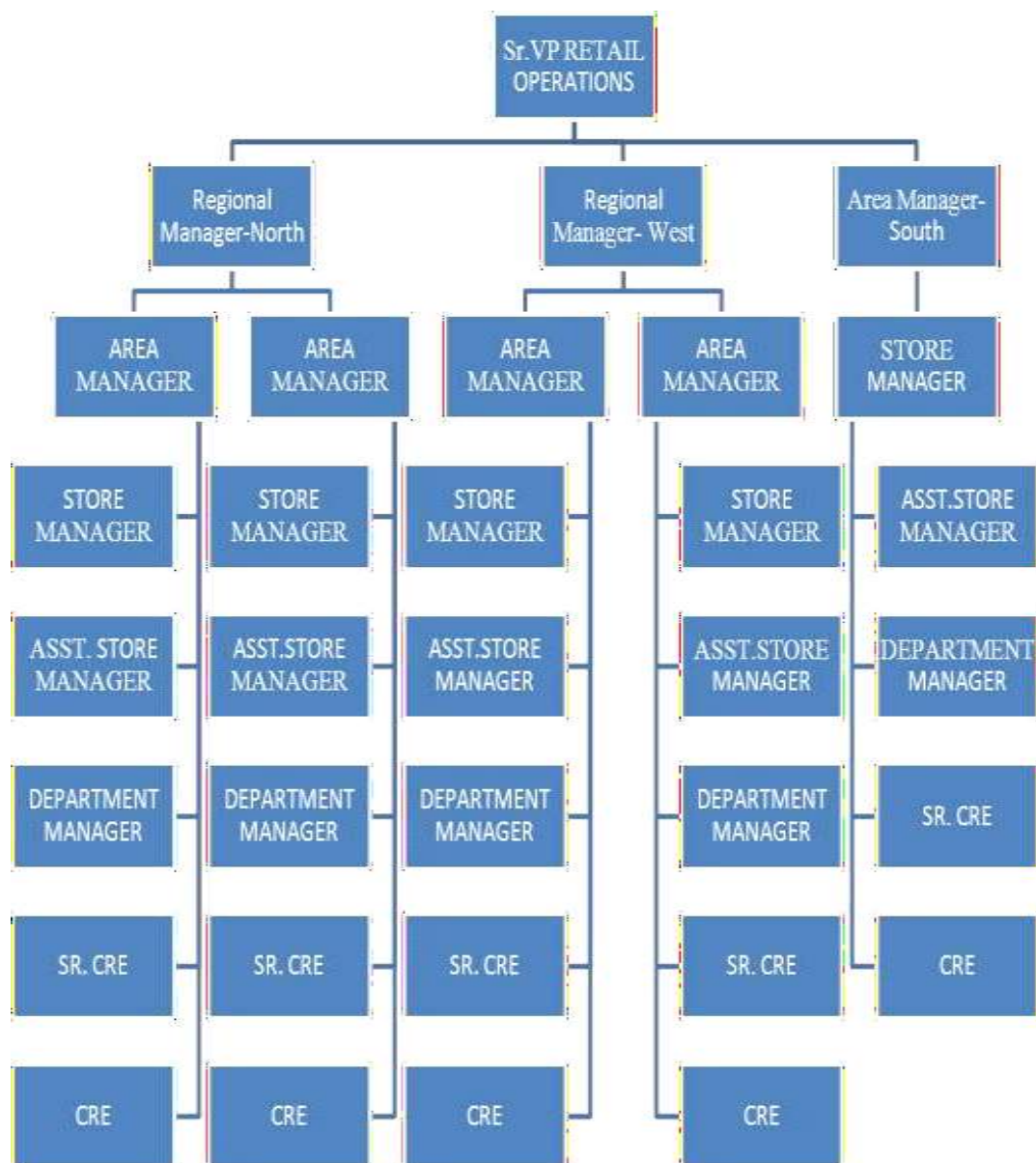
- **Down Step Table.**
- **Glass Nesting Table.**
- **Gondola.**
- **Picnic Table.**
- **Strip Table.**
- **Glass and Wooden shelves on the wall.**
- **A-Rail.**

- **U-Rail.**
- **4 Way Browser**
- **Pegs-used to hang socks and small items.**
- **Back bar**
- **Step arm**
- **T arm**
- **Straight arm.**
- **Bins-generally kept near point of sale (counter) for impulsive buying.**

CONCESSIONAIRES

These are brands like Peter England, John Players, Bossini, Etc., which form part of MAX stores offerings.

- **Organization Structure**



- **MANAGEMENT OR BOARD OF DIRECTOR**

- **HR PRACTICES**

‘Leading with Respect’ is the way people at Landmark Group put Company Values into action.

By leading with respect, we create an environment where people feel free to offer suggestions and contribute ideas to be part of the organization’s success.

Leading with respect creates an environment where people genuinely care about each other and work well together to reach their full potential.

The ‘Leading with Respect’ principles are:

Communicate

Express ideas clearly and simply; listen to others; create an environment where people are comfortable expressing their thoughts; promote timely and ongoing flow of information to and from others

Give and seek feedback

Develop people at Landmark Group by giving and seeking constructive, specific feedback, by providing direction and helping people stay on track and motivating positive changes and inspiring exceptional work.

Value unique contributions

Value and recognize the contributions and good work of others; respect individuality; involve others when making decisions and establishing priorities. Valuing people for their individual differences is the key to building and sustaining success in business now and in the future.

Promote teamwork

Create a commitment to common goals; resolve conflicts in a positive way and build a culture of camaraderie.

Set an example

Set a positive example for conducting business in an ethical manner, for managing your personal behavior and for creating a pleasant and balanced work environment.

ABOUT THE CODE OF CONDUCT

Landmark Group’s Code of Conduct serves as a guide for our daily business interactions, reflecting our standard for appropriate behaviour and our corporate values. The Code clearly conveys to each of us that

the manner in which we achieve our business results matters just as much as achieving them.

Most importantly, each employee is responsible for demonstrating integrity and leadership by complying with the provisions of the Code of Conduct, Standard Operating Procedures, Company policies and all applicable laws. By fully including ethics and integrity in our ongoing business relationships and decision-making, we demonstrate a commitment to a culture that promotes the highest ethical standards

Complying with the Code is easiest to ensure by using good judgment and seeking guidance when questions arise. Each of us is responsible for our decision-making and for our compliance with the Code. If you are uncertain, before you proceed with a specific action, ask yourself the following:

- Am I authorized to do this?
- Am I setting the right example for others to follow?
- Is the action legal and the right thing to do?
- Is the action consistent with Landmark Group's Values, Leading with Respect principles, the Code of Conduct, the Company's Standard Operating Procedures and other policies?
- Would I be proud to report this action to someone I respect?
- Will the action further enhance Landmark Group's reputation as an ethical Company?
- Am I demonstrating the highest ethical standards?

If the answer to any of these questions is NO or if you have any questions or concerns about interpreting or applying the Code of Conduct or any related Landmark Group

standards, policies or procedures, you should discuss the situation with your Reporting Manager, Supervisor or Human Resources representative.

No adverse action will be taken against anyone for complaining about, reporting, participating or assisting in the investigation of a suspected violation of the Code of Conduct, unless the allegation

made or information provided is found to be intentionally false. To the maximum extent possible, the company will maintain the confidentiality of all complaints.

The Code is available on our online portal —connectl. Landmark Group requires that its people, read, understand and comply with the Code. However, compliance does not just happen. It requires a commitment from each of store.

MY ROLE IN STORE

Request For Hiring

- CREATE
 - AUTHORIZE
 - SOURCE OF HIRING
 - SCREENING
 - SHORTLISTING
 - CREATION & AUTHORIZATION
 - RELEASE
 - ACCEPTANCE
 - INITIATE ONBOARDING
 - CANDIDATE TO FILL DETAILS
 - AUTHORIZATION BY THE RECRUITER
 - CANDIDATE TO EMPLOYEE
-
- **COMPETITION ANALYSIS:**

COMPARISON OF THESE COMPETITIORS

Store Name	Pantaloons	Westside	Max	Globus	
Format Type	Multibrand (Aditya	Multibrand (Tata	Multibrand (Landmark	Multibrand	

	Birla Group)	group)	group)	(R Rahega)	
Positionin	Family Store	Style and affordabilit	Value pricing	Iconic youth	

g		y	retailer	fashion brand	
Categ ories	Apparels and accessories for entire family	Apparels,footw ear,accessories and home decor	Apparels, footwear and accessories for entire family		
Av er ag e Fo ot f all	500-1000	500-750	1000-2000	500-750	
Mate rial Used	Polyester, polyviscose , gorget.	Polyester, polyviscose, gorget.	Polyster,polyvisc ose,cotton,lycra	Polyester, polyvisco s e, gorget.	
Bra nds Ava ilab le	Bare Denim,Umm, Agile,Honey, Akkriti,Anna	Westport, Id,lee,Wrangler etc	Bossini,Max- private label,JP,Pete r England etc	F21 jeans,glo bus,spyka r etc	

	Belle etc				
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- **INDUSTRY ANALYSIS**

The Indian retail sector can be broadly classified into:

- **FOOD RETAILERS**

There are large number and variety of retailers in the food-retailing sector Traditional types of retailers, who operate small single-outlet businesses mainly using family labour, dominate this sector In comparison, super markets account for a small proportion of food sales in India However the growth rate of super market sales has being significant in recent years because greater numbers of higher income Indians prefer to shop at super markets due to higher standards of hygiene and attractive ambience.

- **HEALTH & BEAUTY PRODUCTS**

With growth in income levels, Indians have started spending more on health and beauty products .Here also small, single-outlet retailers dominate the market .However in recent years, a few retail chains specializing in these products have come into the market. Although these retail chains account for only a small share of the total market their business is expected to grow significantly in the future due to the growing quality consciousness of buyers for these products

- **CLOTHING & FOOTWEAR**

Numerous clothing and footwear shops in shopping centers and markets operate all over India Traditional outlets stock a limited range of cheap and popular items; in contrast, modern clothing and footwear stores have modern products and attractive displays to lure customers. However, with rapid urbanization, and changing patterns of consumer tastes and preferences, it is unlikely that the traditional outlets will survive the test of time.

- **HOME FURNITURE & HOUSEHOLD GOODS**

Small retailers again dominate this sector. Despite the large size of this market, very few large and modern retailers have established specialized stores for these products. However there is considerable potential for the entry or expansion of specialized retail chains in the country.

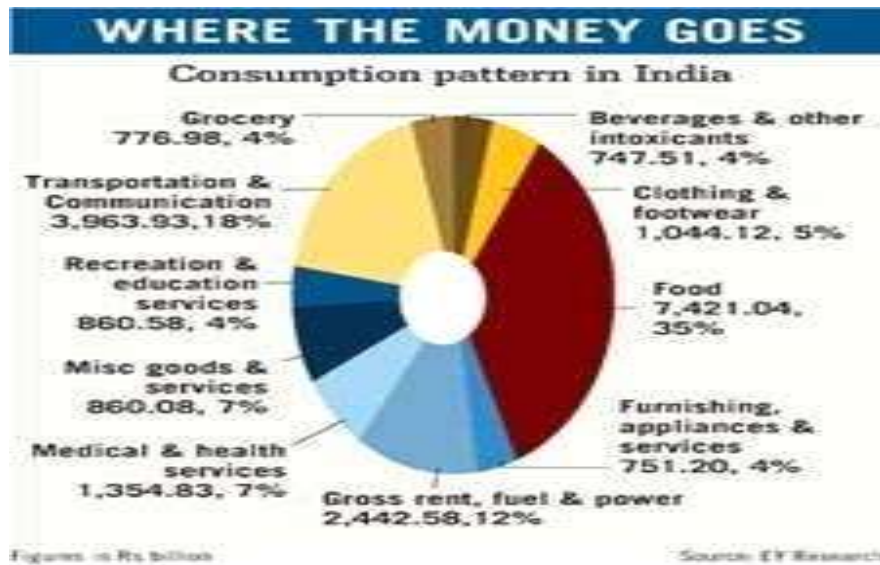
- **DURABLE GOODS**

The Indian durable goods sector has seen the entry of a large number of foreign companies during the post liberalization period. A greater variety of consumer electronic

items and household appliances became available to the Indian customer. Intense competition among companies to sell their brands provided a strong impetus to the growth for retailers doing business in this sector.

- **LEISURE & PERSONAL GOODS**

Increasing household incomes due to better economic opportunities have encouraged consumer expenditure on leisure and personal goods in the country. There are specialized retailers for each category of products (books, music products, etc.) in this sector. Another prominent feature of this sector is popularity of franchising agreements between established manufacturers and retailers.



BENEFIT TO CUSTOMER THROUGH RETAILER SECTOR

There has been a significant change in retail trading over the years, from small kiranawalas in the vicinity to big super markets; a transition is happening from the traditional retail sector to organized retailing. The unorganized sector still holds a dominant position in this industry. The organized segment holds just about 1.2% of the current US\$ 245 billion retail market, which is expected to reach about US \$ 385 billion by the middle of this decade.

With consumers looking at convenience with multiplicity of choice under one roof and expectations evolving over time, consumer demand is truly the driving force for organized retailing in the country. Food and beverages form the main chunk of the retail market. They are followed by apparel and footwear. The Indian textile industry, the backbone of the apparel segment, has a large share of the Indian economy, accounting for over 20% of industrial production as well as providing direct and indirect employment to around 65 million people.

Despite the retail store density in India with regard to population being the largest, it is estimated that over 90% of the stores are less than 500 sq. ft in size. Industry estimates put the number of retail outlets at 12 million. This is clearly indicative of small-shop ownership crowding the

unorganized segment of retailing. While this fragmented market structure does pose significant challenges for organized retailing, potential does exist if modern information and supply chain management systems are to support the development of convenience shops that match customer expectations.

Today trend is the development of integrated retail cum Entertainment centers or shopping malls. An increasing number of retailers are focusing on malls now as opposed to stand-alone developments. While the number of shopping malls has seen a massive surge in the recent past in the metros and their suburbs, the latest trend in this sector is the increasing focus on providing leisure activities such as multiplexes, facilities for kids' entertainment, eateries etc. within the mall premises. Customer less the time consumes and more entertainment with his family in malls because they within shopping mall number of retail shop and variety of products and selected the product they want. Good environment in mall. Less crowded and These are enclosed, air-conditioned, multi-level malls of at least 100,00 sq ft. Critical to these malls is the concept of the anchor, the key outlet or store around which other outlets cluster. The most popular Indian anchors include Shoppers'

Stop, Globus, Pantaloon, Lifestyle and hypermarkets like Big Bazaar and Giant. Cinemas also often anchor malls. Driven by the lucrative tax breaks, the old single screen theatres are being divided into three-five smaller screens, as was done in the US, years ago.

- **ORGANIZATION BUSINESS PROFILE:**

Landmark Group is a multinational conglomerate based in Dubai, UAE headed by Micky [HYPERLINK "https://en.wikipedia.org/wiki/Micky_Jagtiani"](https://en.wikipedia.org/wiki/Micky_Jagtiani)Jagtiani, who is the Founder &Chairman of the company. The group is involved in retailing of apparel, footwear, consumer electronics, cosmetics & beauty products, home improvement and baby products. The group

also has interests in hospitality & leisure, healthcare and mall management. The group has several in-house brands and also works with other brands, acting as a retailer.

Business & Brands

Landmark Group's business can be broadly classified into Retail, Hospitality and Healthcare. Retail is the group's core focus area and it deals mainly with apparel, furniture, footwear, consumer electronics, cosmetics & beauty products, home improvement and baby products. In India, the formats are different and include grocery retail in a joint venture with Aachen and hence the list below does not apply to India.

Business Category	Brand
Apparel	Babyshop, Max, Lifestyle, Iconic and Centrepont (a single store format housing, Shoemart and Lifestyle).
Footwear	Shoemart, Shoexpress, Shoemart International Footwear
Furniture & Home Improvement	Homecentre, Q Home Decor, Home Box
Hospitality	Citymax, Oasis Malls, Foodmark, Spaces, Fitness First, Fun City, Funville
Healthcare	iCare Clinics, Balance Wellness Club
Others retail	E-max (Consumer Electronics), Sports One (Fitness Gear), Candelite (Confectionery)

CHAPTER 3:OVERVIEW OF HR DIVISION

- **HUMAN RESOURCE MANAGEMENT**

Human resource management involves all management decisions and practices that directly affect or influence the people or human

resource who work for the organization. In modern years, amplified concentration has been devoted to how organizations manage HR. This augmented focus comes from the comprehension that an organizations employees facilitate an organization to attain its goals and the management of these human resources is vital to an organizations success.

- **FUNCTIONS OF HR**

The functions of HRM are:

- Staffing
- Training and Development
- Motivation
- Maintainance

Staffing:

Staffing is a very important part of running a business or an organisation. It is referred to as the process of obtaining and hiring of manpower for the various business requirements. Staffing is regarded as an essential managerial function.

An enterprise is unable to run its operations without the help of human resources. Therefore, human resources play an important role in the functioning of an organisation.

Staffing process consists of the following steps:

1. Manpower Planning
2. Recruitment
3. Selection
4. Placement
5. Training

6. Development

7. Promotion

8. Transfer

9. Appraisal

10. Determination of Remuneration

We will be discussing all these steps in detail in the following lines.

Manpower Planning: Manpower planning is the quantitative and qualitative measurement of the manpower that is required in an organisation. It involves evaluation and creation of the manpower inventory and also to develop the necessary talents among the employees that are selected for obtaining promotion.

Recruitment: Recruitment is the process of finding the potential employees of an organisation and persuading them to apply for the available positions in the organisation. If the recruitment process is followed scientifically, then it will result in better wages, high morale and higher productivity among the employees.

Selection: Selection is the process of shortlisting of potential candidates and eliminating the candidates that are not suitable for the positions available in the organisation. The purpose of selection is to hire the right candidate for the right position, which will lead to efficient running of operations for the organisation.

Placement: Placement refers to the process of introducing an employee to the job for which he was hired in the organisation. The employee will be provided with a basic orientation about the company and its work areas.

Training: Training is the process of providing the newly recruited employees an idea about the type of work that they are going to do and how to do that. This falls under the training department.

Training is an essential part of hiring as it helps keep the employees updated on the way of work in an organisation. Also due to advances in technology, newer technologies will evolve, that makes it necessary for employees to be updated with the latest development.

Development: Development refers to the opportunity of growth of the employees in the organisation. The organisation must provide ample opportunities for the development of the employees, without which the employees may become frustrated.

Promotion: Promotion is referred to as the process of giving the employees a raise in salary, designation or both. The raise in designation is associated with a raise in wages or bonus or incentives. There can be some instances where the change in designation does not result in increase in pay.

Transfer: Transfer is the process of shifting of an employee from one position to another in the organisation without any monetary benefit, or any increase in the responsibilities. This function needs to be evaluated from time to time.

Appraisal: Appraisal is the process of checking the progress of the work done by the subordinates. It also studies human behavior and also the attitude and aptitude of the employee towards performing the job.

Determination of Remuneration : The remuneration of an employee is very important for sustenance. It is regarded as one of the difficult functions to perform as there exists no tools which can accurately determine wages.

Training and Development:

Training and Development is the continuous process of improving skills, gaining knowledge, clarifying concepts and changing attitude through structured and planned education by which the productivity and performance of the employees can be enhanced. Training and Development emphasize on the improvement of the performance of individuals as well as groups through a proper system within the organization which focuses on the skills, methodology and content required to achieve the objective. Good & efficient training of employees helps in their skills & knowledge development, which eventually helps a company improve its productivity leading to overall growth.

Motivation:

As we all know, motivation is the amount of energy you put into your work. But if you think motivation is a number on a scale, then you may not see it as an important part of the equation.

It's much more than that. It's something we can shape and influence in different ways, depending on our motivation and our approach to it.

Motivation is a source of power that helps us get things done. It's our desire to do something, and it helps us get through any challenges or obstacles in our way. When we want to achieve something, motivation helps us persist until we reach our goal.

Generally speaking, there are two main kinds of motivation:

- Intrinsic
- Extrinsic

Intrinsic motivation comes from within — it's that feeling you have because you find joy in what you're doing. You might be intrinsically motivated by your curiosity about a subject. For example, you enjoy learning about it so much that you stick with it even when it gets difficult or boring.

While on the other hand, extrinsic motivation is external — it involves doing something because other people expect you to do so. Someone could offer you money for doing a task (which might motivate some people) or give you praise (which can motivate some people).

Self-motivation comes from within while extrinsic motivators come from without – often both play major roles in getting us to complete our work!

These two types of motivation are related to how we set goals for ourselves or how top managerial set long-term goals for a company or firm.

Maintenance:

The HR maintenance system as the dependent variable consists on preventive actions, medical care actions, welfare services, retirement actions, and insurance actions. The studies show HR maintenance have vital role in developing committed employees.

UNITS OF HR DIVISION

There are three units in HR resource division in Max Retail-

- HR Staffing
- HR Operation
- Training and Development

CHAPTER 5: ANALYSIS

- **SWOT ANALYSIS OF COMPANY:**

SWOT analysis (alternatively SWOT matrix) is an acronym for strengths, weaknesses, opportunities, and threats—and is a structured planning method that evaluates those four elements of a project or business venture. A SWOT analysis can be carried out for a company, product, place, industry, or person.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">• Value for money• Wide varieties under a single roof• Easy return policies• Large number of loyal customers	<ul style="list-style-type: none">• Customer Service• Store operations• Advertising and lack of promotional offers

OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Untapped urban and rural population • Strategic alliances and e-commerce mergers. • Better loyalty programs can be introduced 	<ul style="list-style-type: none"> • Competitors in multi brand outlets.Ex:-Westside, Globus. • Quality parameters.

• SUMMARY

The sea of change can pull customers in many directions. It is our responsibility to light the way and take care of them before the competition.

RETAILING Means Re-tailing to the customers so that they come back. Retailing consists of all activities involved in selling goods and services to consumers for their personal, family, or household use. It covers sales of goods ranging from automobiles to apparel and food products, and services ranging from hair cutting to air travel and computer education. Sales of goods to intermediaries who resell to retailers or sales to manufacturers are not considered a retail activity.

The task carried out by myself helped me gain knowledge about various parameters of the customer service and how it can be improved by paying more attention to the customer's needs and wants and also to help me in delivering the best of my efforts in increasing the satisfaction level of the walk-in customers.

• GAINS FROM THE PROJECT

- Customer's problems and their possible solutions.
- Customer's preference of shopping at Max.
- Improvement in customer service required at Western-Ladies Department.
- Managing staff so that every customer is attended properly.

- **LIMITATIONS OF THE PROJECT**

- Time limitation
- Training has been done in Bhubneswar city only.
- Training based on secondary data majorly.

- **CONCLUSION**

The past 4-5 years have seen increasing activity in retailing. And, various business houses have already planned for few investments in the coming 2-3 years. And though the retailers will have to face increasingly demanding customers, and intensely competitive rivals, more investments will keep flow in. And the share of organized sector will grow rapidly. Retailing in India is surely poised for a takeoff and will provide many opportunities both to existing players as well as new entrants... The country is witnessing a period of boom in retail trade, mainly on account of a gradual increase in the disposable incomes of the middle and upper-middle class households. More and more corporate houses including large real estate companies are coming into the retail business, directly or indirectly, in the form of mall and shopping centre builders and managers. New formats like super markets and large discount and department stores have started influencing the traditional looks of bookstores, furnishing stores and chemist shops. The retail revolution, apart from bringing in sweeping, positive changes in the quality of life in the metros and bigger towns, is also bringing in slow changes in lifestyle in the smaller towns of India. Increase in literacy, exposure to media, greater availability and penetration of a variety of consumer goods into the interiors of the country, have all resulted in narrowing down the spending differences between the consumers of larger metros and those of smaller towns.

Lastly I want to conclude my project in some points-

- The customers are attracting towards shopping malls & retail outlets.
- The shopping malls & retail outlets are targeting to middle class customers because the purchasing power of this class is rapidly growing as well as the class is also growing.
- The young generation is fashion & show-off conscious so retail outlets are mainly focused on them.
- Most of the family wants to purchase from big showrooms and malls because there are no bargaining system so they have a trust that there is no cheating.
- The main strength of most of the retail outlets are providing attractive offers to attract customers.
- Big retail stores are running customer loyalty programmes which has increased profits and number of customers.

In my training program I learned what are the various customer demands and needs so that they can be satisfied in the best possible ways. This internship helped me to get practical experience of the retail sector and increase my knowledge. It also helped me to deal with various problems faced by the organisation as well as an employee.

I went through difficult challenges of retail operations to check whether I am right fit for the sector.

WEBSITES:

- <http://www.ibef.org/industry/retail-india.aspx>
- <http://www.maxfashionindia.com/en/contact-us>
- <http://www.maxretailstores.com/policy.asp>
- https://en.wikipedia.org/wiki/Max_Fashion