

Summer Internship Project 2022



REPORT TITLE

VISUAL MERCHANDISE.

Submitted by

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CERTIFICATE OF THE GUIDE

This is to certify that the project work titled" A study on VISUAL MERCHANDISE AT MAX FASHION BHUBANESWAR, ODISHA" is a bonafide work of ABHIJIT KAR Enroll/Reg.no.1813258002 carried out in partial fulfilment for the award of degree of INTEGRATED — MASTER IN BUSINESS ADMINISTRATION FOR THE SESSON (2018-2023) of Biju Patnaik university of technology, Odisha under my guidance. This project work is original and not submitted earlier for the award of any degree / diploma or associateship of any other university / institution.

The thesis:

- Embodies the work of the candidate himself has duly been completed
- Fulfils the requirement of the rules and regulations related to the summer internship of the institute.
- Is up to the standard both in respect to contents and language for being referred to the examiner.



DECLARATION

I hereby declare that the project work entitled "VISUAL MERCHANDISE" submitted to the store manager Max fashion, Bhubaneswar is a record of an original work done by me under the guidance of Dr. VARUN AGARWAL(faculty guide, BIITM) and Mr. DIBYA RANJAN SAHU (company Guide, MAX FASHION Ltd.) and this project work is submitted in the partial fulfilment for requirement for the award of the degree of Integrated-Master of business Administration. The results embodied in this project have not been submitted to any other university or company for the award of any degree or diploma.



ACKNOWLEDGEMENT

With immense pleasure, I would like to present this project report for Max fashions Ltd. It has been an enriching experience for me to undergo my summer training at Max Fashion Ltd, which would not have been possible without the goodwill and support of the people around. As a student of "Biju Patnaik Institute of IT and Management Studies, Bhubaneswar" I would like to extend my sincere gratitude and thanks to Mr Dibya Ranjan Sahu and Dr. Varun Agarwal(Assistant Professor of Marketing, BIITM) to shape my understanding towards the project. It was because of their immense help and support that this project has been duly completed. However, I accept the sole responsibility for any possible error and would be extremely grateful to the readers of this project report if they bring such mistakes to my notice.



PREFACE

The purpose of this report is to explain what I did and learned during my internship period with the Landmark Group Ltd.-Max Retail Division in the Division of Forum mall (Esplanade) Bhubaneswar. The report is also a requirement for the partial fulfilment of Marketing summer internship program. The report focuses primarily on the Visual Merchandise, working environment, successes and shortcomings that were encountered when handling various tasks. The different chapters of the report reflect the different Visual Merchandise processes, analysis on certain parameters and some cost cutting measures. Therefore the report also gives a number of comments and recommendations.



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ABHIJIT KAR

GROUP



MANAGEMENT

Management refers to the process of bringing people together on a common platform and make them work as a single unit to achieve the goals and objectives of an organization. Management is required in all aspects of life and forms an integral part of all businesses.

WHAT IS RETAILING?

- Retailing a set of business activities that adds value to the products and services sold to consumers for their personal or family use.
- A retailer is a business that sells products and/or services to consumers for personal or family use.

RETAIL MANAGEMENT

- The various processes which help the customers to procure the desired merchandise from the retail stores for their end use refer to retail management.
- Retail management includes all the steps required to bring the customers into the store and fulfil their buying needs.
- Retail management makes shopping a pleasurable experience and ensures the customers leave the store with a smile. In simpler words, retail management helps customers shop without any difficulty.

Examples of Retailers



OBJECTIVE OF RETAIL MANAGEMENT

- 1. **Part of Marketing**: Retailing is a part of marketing activity. It helps the product to reach the final customer. This is also the goal of marketing. Thus retailing facilitates marketing activities by targeting a wide variety of customers.
- 2. **Customer Centric**: The whole concept of retailing revolves around the customer. Due to increased competition, all the retailers want to attract the customers. Retailers use various sales promotion methods such as discounts, etc., to lure the customers.
- 3. Multi-Dimensional: Retailing has many dimensions. They vary from local kirana shops and kiosks to super malls selling multiple branded products. These days there is a manifold increase in the use of internet for buying and selling the goods
- . 4. Varying Geographical Locations: The geographical area of reach of retailers varies widely. It may vary from a local area market selling goods to local customers only to super malls who have a large variety of customers from different areas and even different cities. These days due to the increased use of internet, the retailers have customers from all over the country and even from abroad.
- 5. Transformational: Since the start of retailing as a full-fledged business, there have been huge transformations in it. These transformations generally are in the form of objectives of retailing (earlier profit driven, now customer focused), methods of retailing (from simple retail shops earlier to multi brand malls), the areas covered (earlier small areas now whole country or even other countries), the customers (from simple local customers to customers from all walks of life) etc.
- 6. **Complex Management Process**: Retailing seems like a simple process. But in reality it is a complex management process. Retailing involves retail stores being located in convenient places, arranging goods according to different price bands, selling goods in the quantities convenient to the customers, proper after sale services and a wide range of sales promotion measures to attract the customers.

Thereafter, there should also be proper Customer Relationship Management (CRM) programmes to maintain long healthy relationships with the customers.

- 7. Assortment of Products and Services: Retailing involves a combination of goods and services. It is not at all possible for a retailer to survive in today's world by offering just a single product. In order to be successful, a retailer needs to offer an assortment of goods and services. For example, a baker cannot survive just by selling a few cakes and biscuits. In order to survive in the competitive market, firstly, a baker needs a proper environment called ambience which is pleasing to the eyes of the customer. Secondly, he needs a variety of cakes and biscuits and other products. Along with that he also needs to keep some confectionery items which people are likely to buy along with the main products such as chocolates, cookies, chips, cold drinks, patties, burgers, hot dogs, etc. Apart from these items people may expect him to keep a few items such as birthday and anniversary candles, party poppers, decoration items etc. After these products, people may also expect him to take the orders on phone and home-deliver the items purchased. Thus it can be easily said that retailing is an assortment of various goods and services.
- 8. **Studying Demand Pattern**: A retailer is required to study the current demand pattern of the products being offered by him in the market. By studying the demand pattern he can ascertain the quantity of goods he needs to buy in bulk from the wholesaler. In case he buys a huge quantity of goods without studying the demand pattern, he may have to face the risk of obsolescence of goods. Moreover, large stocks need large areas for storage. All these have to be arranged by the retailer.
- 9. **Creation of Utilities**: A retailer helps in creation of time and place utilities. Time utility is created when goods are made available at a particular time. The retailer creates time utility by storing the goods with himself and makes them available to the customers as and when needed. Place utility means making the goods available at different places away from the place of manufacture. Retailers make the goods available to the customers at various locations away from their manufacturing locations.
- 10. **Private Branding and Labeling**: The spurt in the retailing activity as resulted in creation of private brands. Private branding or labeling means buying products directly from the manufacturer and giving them own brand name by the retailer. With the increase in retailing there has been an increase in the

exclusive retail stores selling products of particular brands only. For example, Big Bazaar, Food Bazaar of Future Group; Reliance Trends, Reliance Footprints, Reliance Fresh, etc., are some of the divisions of Reliance Retail Ltd. which is a subsidiary of Reliance Industries. According to a Neilson study food continues to dominate the private label market at 76 per cent of total sales. Packaged grocery dominates this market with about 53 per cent share of total sales.

SCOPE OF RETAIL MANAGEMENT

- Marketing
- Store operation
- Human resources
- Sales
- Finance
- Technology and E-commerce
- Visual merchandising
- Supply chain management and logistics

LANDMARK GROUP

EMERGENCE OF ORGANISED RETAIL IN INDIA

As per the definition retail industry comprises of organized and unorganized sectors. Corporate retailing refers to trading activities undertaken by licensed retailers, that is, those who are registered for sales tax, income tax, etc. These include the corporate-backed hypermarkets and retail chains, and also the privately owned large retail businesses. Unorganized retailing, on the other hand, refers to the traditional formats of low-cost retailing. The self-organized sector is characterized by the lari-galla vendors (also known as "mobile supermarket") seen in every Indian by-lane and is, therefore, difficult to track, measure and analyse. But they do know their business - these lowest cost retailers can be found everywhere from village by-lanes to where big malls are situated. As far as location is concerned, these retailers have succeeded beyond all doubt. They have neither village nor city-wide ambitions nor plans – their aim is simply a long walk down the end of the next lane. This mode of "mobile" retailers" is neither scalable nor viable over the longer term, but is certainly replicable all over India. Most retailing of fresh foods in India occurs in Mandis and roadside hawker parks. These are highly organized in their own way. If we put all these hawkers together, they almost measure up to a large supermarket. In India around 97%-98% of the retail industry is unorganized. Organised retail has not penetrated and will not penetrate rural India for obvious reasons – it is just unviable. It is only the urban areas that organised retail is slowly but not steadily growing in. The difference can also be seen in terms of kind of consumers they attract. The lower stratum represents people who are either daily-wagers or who work for the unorganised trade and industry; Their purchases are meagre and only the momand-pop stores will entertain them. Those belonging to the lower end of the middle – income group are generally employees of State/Central governments and the organised private sector. Not generally upwardly mobile, this group of employees has over a period of time perfected the art of living within their means and what is more, they end up saving a bit too. To these people too, organised retail makes little sense since they cannot afford to pay cash down for their purchases. They buy from the mom-and- pop stores on credit during the month and settle the bill when they receive their salaries in the first week of the succeeding month. At best, the lower end of the middle-income group may patronise organised retail for purchase of vegetables because the vegetable vendor does not provide credit

anyway. Those belonging to the upper middle-income group and higher income group and living in cities have been increasingly patronising organised trade thanks to the latter's proliferation. That way speaking, they have traditionally stayed away from the mom-and-pop stores as far as possible. Today people look for better quality product at cheap rate, better service, better ambience for shopping and better shopping experience. Organized retail promises to provide all these.

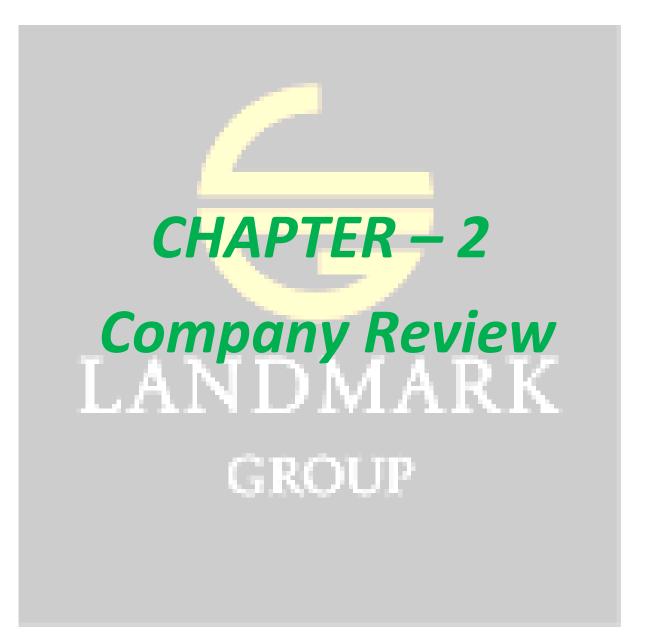
RETAILING- ROLE, RELEVANCE AND TRENDS

) "Retail is a pretty simple business, but what adds complexity is the size and scale. We couldn't do it without technology."

- Bob Nardelli (American businessman

In today's era, the places in the cities have become congested, infrastructure has changed, transport facilities have increased, and the speed of exchanging information has become extremely fast. Retailers are adopting new technology. Society is changing, consumers are changing and so are the retailers. Retailing has managed to keep itself paced with the changing times. Changing Nature of Retailing Retailers are changing their business formats, store designs, modes of communication with customers and ways of handling commercial dealings.

- Modern retailers are adapting new technology for marketing, retail operations, and business transactions.
- Forward-thinking retailers are using social media to communicate with the consumers.
- With the space crunch, modern retailers have learnt how to use every inch of the floor constructively.
- Apart from opening online retail store, the retailers take the help of Augmented Reality such as 3D mock-ups to let the customer try the products on themselves.
- Retailers are working progressively on delivery of orders that customers placed through online shopping.
- Retailers are bringing something new now and then to charm the customers. Those places where internet is still not accessible, retailers are exploiting the power of mobile phones to advertise their products.





SHOEMART





















LANDMARK GROUP

Landmark Group is a multinational conglomerate based in Dubai, UAE headed by Micky 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 9 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. The company has a revenue of US\$ 6 billion and currently employs 55000 people.

Apparel retailing is the main business of the company and it owns popular brands like Max, Lifestyle, Babyshop and Splash. The company has CSR initiative against diabetes. The Beat Diabetes Initiative is an awareness campaign that had over 60,000 participants across 7 countries including UAE, Kuwait, Bahrain, Qatar, Oman, KSA and India in its 7th Beat Diabetes Walk. Major subsidiaries of Landmark group are as follows:

- Max Fashion
- Splash
- Home Centre
 Lifestyle

GROUP

- Lifestyle
- Spar
- Citymax
- Fun city



Tag Line: Look good Feel good



Max, the largest value fashion retailer in the Middle East offers fashion clothing, footwear, accessories and household products at amazing value, all under one roof. Max Retail is widespread across 15 countries in the Middle East, India, Lebanon etc. and has over 145 stores. With stores that typically measures between 18,000 to 30,000 sq. ft., Max retails private label clothing for men, women and children as well as footwear and home. It targets the middle income group, which has the largest set of customers. A good shopping experience with fashionable products at great value is an assurance that translates into making customers "Look good, Feel good" with Max. USP of max is not just value for money, but it believes in providing value and fashion for money. By December 2011, it plans to have over 200 stores in the Middle East as well as in new markets. Max is planning to open new stores in tier I and tier II cities apart from the metros so as to revolutionize their fashion scenario.

OUR VISION AND MISSION

To create a truly global brand that provides growth opportunities for teh company and its employees, whilst achieving its goal of becoming the number one value fashion retailer across the Middle East and India.

Our Mission Statement

☐ Be a market leader in the field of value retailing
☐ Provide fashionable products at a valuable price
☐ BE innovative, cost effective and globally competitive
☐ Exceed our customers' expectations
\square Provide opportunities of growth for our employees
Our Core values

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☐ Constant focus & development on the product and value offered

☐ Continuous improvement of the customers shopping experien	CE
Commitment towards staff training & development	

SPLASH

Headquartered in Dubai, Splash is Middle East's largest fast fashion retailer and part of the Landmark Group, one of the biggest retail conglomerates in the Middle East, India and Africa. Founded in 1993 as a single brand store in Sharjah, Splash currently operates over 220 stores and 55 brand stores (Lee Cooper, Bossini, Kappa etc) across 14 countries.

Showcasing popular collections for men, women and teens, Splash's existing product portfolio includes a uni-brand concept across its stores providing a comfortable and easy shopping environment.

Alongside, the brand also houses a gamut of international brands under its portfolio like Lee Cooper, Bossini, ELLE and Being Human among others. Over the years, Splash has received several significant industry accolades that include being awarded 'Powerbrand' status for 2013.

Splash has also won the Dubai Lynx Awards in the Design category for the Splash 2014 calendar. A winner of several marketing awards of great significance, Splash has also won the Most Admired Marketing Campaign at the Retail ME Awards 2011 along with the Most Admired Retailer award.

HOME CENTRE:

With more than 80 stores across the Middle East, North Africa and India, Home Centre offers an impressive variety of fine furniture and furnishings, home accessories, kitchenware, outdoor furniture and gift ideas distinguished by affordable prices, excellent value and comprehensive service. From the first store in Sharjah, UAE in 1995, Home Centre today occupies half a million sq. ft. of retail space within its stores in the UAE and over 3 million sq. ft. of retail space across all its markets.

lifestyle store:

Tagline: Your Style, Your Store. Lifestyle entered in India in 1999 and in a little over a decade has come to be recognized as one of the leading retail companies

in the country. Positioned as a trendy, colourful and vibrant store, Lifestyle offers consumers ease of shopping and an enjoyable shopping experience.

Each Lifestyle store from Lifestyle International (P) Ltd. brings together five concepts under one roof - Apparel, Footwear, Children's Wear & Toys, Household & Furniture and Health & Beauty, offering convenient one-stop shopping and a choice of over 250 national & international brands.

11 The Group has also introduced Home Centre, a one stop destination for affordable furniture, home décor and soft furnishing that represents style, comfort and individuality.

In keeping with the Group's tradition of making every shopping experience more rewarding and memorable. The Inner Circle, Landmark Group's loyalty programme allows members to enjoy exclusive benefits and privileges such as reward points and exciting offers.

SPAR:

Tagline: Live Better, Spend Less

SPAR is the world's largest food store chain with over 12000 stores in 38 countries across 4 continents and meets the needs of over 10 million consumers every day.

SPAR Hypermarkets and supermarkets in India is the result of a license agreement between the Dubai based Landmark Group's Max Hypermarkets India Pvt. Ltd. and SPAR International.

SPAR is the world's largest independent food retail chain which operates on the principle of a 'Co - operative of Independent Retailers and Wholesalers.

Customers have the option to choose from a wide variety of quality products in every category ranging from grocery, fruits and vegetables, bakery, dairy, meat, poultry and fish, wine, beer and spirits, home textiles, personal care, crockery utensils, plastics and kitchen appliances, electronics and IT accessories and much more.

SPAR promises to elevate shopping from a daily chore to a world class shopping experience that also offers value for money.

SPAR's retail philosophy is to provide freshness, choice, value and service to its customers SPAR assures excellent value for money throughout the year. The

stores have a "Everything Below MRP" concept. This simply means that SPAR offers the customer prices which are a minimum of 4% and more below the actual MRP.of the products. The customer therefore is able to save a substantial amount on his groceries and regular monthly shopping.

SPAR also has Best Deals that run every fortnight and offer the customer the best bargains. In conjunction with the Landmark Group's corporate loyalty programme, SPAR launched The Inner Circle, a loyalty program for its customers in March 2009 which offers shopping and saving benefits in all stores across the group. Max Hypermarket India Pvt. Ltd. currently operates 16 stores in 9 locations.

These cities are Bangalore, Mangalore, Coimbatore, Hyderabad, Delhi, Ghaziabad, Gurgaon, Chennai and Pune. The average hypermarket size is 50,000 sft. The company will be opening on an average 5 stores a year over the next few years.

CITY MAX: Citymax India is the Hospitality division of the Dubai based retail giant Landmark Group, one of the largest & most respected retailers in India and the Middle East.

The group is well known for its Lifestyle chain of retail stores in India. Bringing customers a gamut of choices, Citymax operates in business verticals of Casual Dine in restaurants (Polynation), International Coffee house (Gloria Jean's Coffees) and Family Fun & Entertainment Centres (Fun City) across India.

Citymax has recently signed a franchisee agreement with Krispy Kreme Doughnut Corporation for the South and West regions of India.

Krispy Kreme (NYSE: KKD) is a leading branded specialty retailer and wholesaler of premium quality sweet treats and complementary products, including its signature Original Glazed® doughnut. Headquartered in Winston-Salem, NC, the Company has offered the highest quality doughnuts and great tasting coffee since it was founded in 1937.

Gloria Jean's Coffees: was originally established 30 years ago, Gloria Jean's Coffees has today become a global coffee brand, committed to delivering the ultimate specialty coffee experience. With over 1000 outlets across 39 countries worldwide, Gloria Jean's Coffees is a leading specialty coffee retailer and one of the fastest growing franchise organizations in the world.

Gloria Jean's Coffees entered the Indian market in 2008 and is expanding across key cities. Currently the brand has 27 outlets across Mumbai, Bangalore, New Delhi, Gurgaon, Chennai, Hyderabad, Ahmedabad and Pune.

- **Polynation** offers today's discerning guests, a variety of cuisine, be it North Indian, South Indian, Italian, Chinese and continental. The brand brings together a midscale smart casual dining experience. Epitomizing the brand's philosophy 'Great Food, Great Value', Polynation strives to provide their consumers value for money accompanied by great service and ambience.. Spread across 12000 sq. ft. with a seating capacity of 250 people, it is operational throughout the day. All in all a great place for the family to relish a bite!
- Fun City, an international chain of 'Family Entertainment Centers (FEC), is the first leisure concept of the retail giant, the Landmark Group. It aims to bring the best of entertainment, amusement, fun options under one roof for the entire family. Fun City offers truly world class facilities with a value for money experience.

Fun City is presently having 16 operational outlets across India (Gurgaon, Delhi, Jaipur, Kanpur, Jalandhar, Ludhiana, Ghaziabad, Mumbai, Pune, Hyderabad, Bangalore, Chennai, Mangalore, 13 Ahmedabad, and Coimbatore)

Fun City also has an exclusive area demarcated for activities such as celebrating birthday parties, small family gathering and special fun occasions.

• **Krispy Kreme** is a leading branded specialty retailer and wholesaler of premium quality sweet treats and complementary products, including its signature Original Glazed® doughnut. Headquartered in Winston-Salem, NC, the Company has offered the highest quality doughnuts and great tasting coffee since it was founded in 1937. Today, Krispy Kreme can be found in approximately 694 locations around the world and approximately 10,000 grocery, convenience and mass merchant stores in the U.S. Krispy Kreme Doughnuts, Inc. (NYSE: KKD) is listed on the New York Stock Exchange.













LANDMARK GROUP

CHAPTER-3 SWOT ANALYSIS

LANDMARK GROUP

SITUATION ANALYSIS

Max fashion is one of the largest fashion retailer in India but it has great market presence all over the country. But the problem is the brand has very less recognition and very less recall. To improve this company is trying to use Above the Line (ATL) and Below the Line (BTL) marketing extensively. This helps the brand gain more recognition in a very short period of time. In my internship for the first month I was given an assignment based project. In that I had to carry out the ATL and BTL activities given by the company. After that in the second month I was given the job to make a research on knowing the media preferences of Max Fashion customers.

MARKET FACTOR

- Youth are the main target consumers for the company. The market is booming in the current situation. Consumers are ready to experiment with new designs and trends. This has made the company to increase its presence in the country. Competitive Factor:
- Competition is a major factor for the company to take up new marketing initiatives. Competitors like Pantaloons, Reliance trends, H&M and Globus are giving tough competitions to the company. Lifestyle being a sister company of Max has also become a threat.
- Companies like Reliance and Pantaloons have popular brands with them to attract young consumers, but Max has very few well known brands. So Max is trying to encash its 'low cost with quality' image to attract the consumers, which other brands do not have.
- Competitors have very good presence and recall from the consumers. When it comes to recall, it is very bad for Max as most of the consumers do not choose Max at the first go.

SWOT ANALYSIS OF MAX

Strengths

- Largest value fashion retailer in India.
- Offers wide range of products all in one store.
- Very strong presence in South
- Development and innovation with regards to products, consumer preferences and lifestyle changes.

Weakness

- Absence of any system in the company. Since its inception its working on MS-Excel. No WMS no ERP.
- Dealing with B class vendors
- . Small presence in east region
- Weak awareness among masses about Max

Opportunities

- Growing middle income group in the country having high disposable income.
- Growth expected in organized retail sector
- Opportunity to set up new retail outlets
- Right now it is the only player in this segment which is providing value for money products, so it has an opportunity to explore new cities and increase its consumer base.

Threats

- Financial slowdown
- This market segment is open, any new player can take entry in this segment
- Consumer choice differs
- Price wars

MAX FASHION STORE ANALYSIS-

As a part of my assignment based project I was given the work to analyse the Max fashion stores. The analysis included checking of feedback book of the store, in store communication and an analysis of communication inside the mall where the store was located.

Feedback book analysis:

When I analysed the feedback book of Max fashion store I noticed some of the commonly repeated feedbacks from the customers, some of them are as follows:

- Trial rooms were not up very spacious and cleanliness was a main issue. So some customers expected more improvement in the trial room of the store.
- Women and kids wear were the most shopped items in store. This could be because of the good offers provided in both the product range.
- There was a lot of feedback about the lack of options provided in women's wear. This was in particular to lack of options in size and colour provided in women's wear.
- Another negative feedback I observed was that, many of the customers were unhappy about the products offered for the discount vouchers. Products offered for discount vouchers were very unattractive and many of the customers did not like them.
- Coming to the influence on buying many customers said that friends and hoardings were the main influence for them to shop in Max fashion.
- Apart from these festivals and daily wear are the common reasons for shopping in Max fashion. This says that consumers prefer Max fashion for both low cost and high cost apparel.
- Coming to in store experience, most of the customers were very happy with the assistance provided by the sales executives.

COMMUNICATION INSIDE STORE:

- All the signboards like direction boards were placed perfectly inside the store. All the boards were visible from every part of the store.
- Max fashion is a discount format store, so there were discount boards on almost all the product range of the store. But the problem was that these boards were not appealing enough. Discount boards could be updated in terms of size and colour.
- All the staff in the store were well trained and well behaved. They greeted every customer as soon as they entered the store. They also communicated very well with customers.
- One thing I observed was that offers provided to men's wear was very less or at least it was communicated in a very poor way. So this issue has to be taken care of
- . Brand names were not displayed inside the store. As young consumers tend to prefer branded products over non branded products this could be a problem to the store.
- Some sections like footwear and handbag section looked too blank due to lack of signboard, brand name and less products.

COMMUNICATION OUTSIDE STORE:

- No proper direction boards to the Max store were displayed.
- Size of the signboards can be increased significantly.
- Lot space outside the mall is wasted. These space can be used to promote the Max store more effectively.
- Max fashion had installed hoardings near parking entrance of mall, this was very effective and no other store in the mall had followed this idea.

COMPETITOR ANALYSIS:

Max fashion comes under discount format in retailing. There are a lot of competition in this format. Some of the major competitors are:

- Reliance Trends
- Lifestyle

- Pantaloons
- Globus







RELIANCE TRENDS:

Reliance Trends is India's one of largest retailers and Trends comes under Reliance Retail division of Reliance Industries. The Retail division has 3383 stores across India and a fair amount of this number is taken by Reliance Trends stores.

- When I went for the store analysis the first thing I observed was the layout of the store. The store was huge in size compared to Max fashion store.
- Ambience was better than Max stores, because of the lighting inside the store
- . One thing that differentiate Trends from other stores is that, the whole store is filled with lot of different apparel and one cannot see any blank shelves in the store. Customers will be having a lot of choices in colour, sizes and even brands.
- When it comes to the brands even there Trends win because the number of brands they have is lot compared to what Max has.
- The choice offered to man's wear is also more in Trends.

GLOBUS:

This one brand store that I did not have heard until I started interning at Max. Globus is a Mumbai based company started in the year 1998. Vinay Nandakarni is the CEO and MD of the company. Globus has many businesses like departmental store, discount store and fashion and accessory stores, but among these their apparel business is the most profitable.

- First thing that I observed the when I entered the store wads that the area was very small. It was no match to its competitors in the matter store size.
- Store had a good number choices for women's wear. It covered everything from accessories to footwear.
- The problem started when men's wear department started. There was nothing much to see there and many of the spots looked empty.
- There were no brand that were popular enough to recognise.
- The final observation was that there was no kid's wear at all. This was a huge setback to Globus in front of its competitors.

PANTALOONS:

Pantaloons Fashion and Retail limited is subsidiary of Aditya Birla Group. It was founded in the year 1997 and is present is the country in 86 locations. Currently it is headed by Pranab Barua as the MD of the company.

- In the matter of Pantaloons, I felt that Max does not play in the same league as Pantaloons.
- There are many reasons for that, Pantaloons store are huge compared to Max, usually having 2 to 3 floors with an escalator inside the store. This alone says that business size itself is huge compared to max.
- Another thing was that most of the apparel in Pantaloons were in house brands i.e. all the brands that they sell were manufactured by them. Even many of the popular brands were under Pantaloons.
- There was huge priority given to women's wear and kids wear. There was a huge choice for these two departments.

LIFESTYLE:

Lifestyle is a sister firm for Max fashion. Both the companies come under Landmark Group. But in the business world Lifestyle store is a competitor for Max fashion store. Lifestyle was founded in the year 1999 and it is headquartered in Bangalore. The first store was launched in Chennai and currently operated in 26 cities with 43 stores across India.

- Again here also I felt that Lifestyle is a threat to Pantaloons more that Max. The store is very similar to Pantaloons in terms of layout and products offered.
- The store felt premium with very good ambience inside the store.
- There was huge range offered in every department.
- . Again women's wear had huge rand, still men's department had lot of choices compared to other store.
- It had very popular brands like Gini and Jony. Nike, Reebok, Lego and Biba. These many popular brands were not offered in any other store that I visited.

MAX FASHION:

- From the above analysis I compared the learnings it to Max fashion store.
- Max fashion had an upper hand over every other player when it comes to price. Max is a leader in discount and price offered. No other company could offer the prices that Max offered.
- Even though there were no popular brands to attract customers, the quality for the price they are paying attracted the customers.
- One more thing is the visibility of the store. Max has 3stores in Bhubaneswar, this is more than any off the competitors. Due to their presence is every key location Max has an upper hand over other businesses.

GROUP

MAX ESPLANADE BHUBANESWAR





"Visual Merchandising is everything the customer sees, both exterior and interior, that creates a positive image of a business and results in attention, interest, desire and action on the part of the customer."

A successful retailing business requires that a distinct and consistent image be created in the customer's mind that permeates all product and service offerings. Visual merchandising can help create that positive customer image that leads to successful sales. It not only communicates the store's image, but also reinforces the stores advertising efforts and encourages impulse buying by the customer.

Visual merchandising is a major factor often overlooked in the success or failure of a retail store. It is second only to effective customer relations. Visual merchandising can be defined as everything the customer sees, both exterior and interior, that creates a positive image of a business and results in attention, interest, desire and action on the part of the customer.

A story can be told that communicates to the prospective customer what the store is all about. It includes the dramatic presentation of merchandise as well as other important, subtle features that create the store's overall atmosphere. Eighty percent of our impressions are created by sight; that is why one picture is worth a thousand words. Each customer has a mental image of a store and its merchandise. A store should have an inviting appearance that makes the customer feel comfortable and yet eager to buy.

Some businesses maintain a minimum staff to reduce costs, which means it is even more important for the merchandise to sell itself. Greater effort must be spent on merchandise displays that make it easier for the customer to find and purchase the items they want or need. The basic objective for visual merchandising is a desire to attract customers to a place of business in order to sell the merchandise. Visual merchandising is offered to the customer through exterior and interior presentation. Each should be coordinated with the other using the store's overall theme. Creating and maintaining a store's visual merchandising plan, however, is not a simple task. It is necessary to continually determine what the customer sees. This evaluation from the customer's perspective should start on the exterior and work completely through the interior of the store

THE HISTORY OF VISUAL MERCHANDISING

The visual merchandising revolution started in the early 19 th century, as retailers understood that visual displays of goods were necessary to attract retail customers. On 15 th march, 1909, Gordon Selfridges was became the benchmark of British retailing. In 1920 saw an explosion of innovation in the fashion of arts, which spilled over in to the arts of window display. The world of visual merchandising by living window lights at night, when the store was closed. So that the public can enjoy the presentation returning from theatre.

OBJECTIVES:

The basic objective of visual merchandising is a desire to attract customers to a place of business in order to sell the merchandise through interior and exterior presentation of the store. Some other objectives are:

- To improve store image
- To attract the customers
- To increase the sales volume
- Arrangement of things inside the store
- To display things in proper and attractive manner.



VISUAL MERCHANDISING AND DISPLAY OF MAX FASHION:

An effective way of attracting customers to a store is by having good displays as shown in , both interior and exterior. A customer will be attracted to a display within 3-8 seconds; that is the time a customer spends to determine interest in a product. Every display should be planned and have a theme.



PURPOSE OF VISUAL MERCHANDISING:

Both goods and services can be displayed to highlight their features and benefits. The purpose of such visual merchandising is to attract, engage, and motivate the customer towards making a purchase. Visual merchandising

commonly occurs in retail spaces such as retail stores and trade shows. In Visual merchandising goods and services can be displayed to highlight their features and benefits.

STORE IMAGE:

Visual merchandising elements decor, logo and interior design set a retail store's image or brand identity, and distinguish the business from its competition. Lighting, fixtures, music, colour and product placement work together to establish an atmosphere that complements and supports that image. Even the look of the shopping bag, notes renowned visual merchandising. A store whose appearance communicates quality attracts customers interested in quality; a bargain basement atmosphere encourages expectations for lower prices represented in Figure



TARGET CUSTOMERS:

A merchandiser should look for his target customers (i.e.., based on sex, age, economic level, etc. of the people nearby the store) and creates display and store image according to attract the target customers. For small stores forced to minimize their staffing level, visual merchandising enables customers to see and feel items without asking for help. Displays showcase product features to educate customers and answer their questions. Well-placed signs and the arrangement of stock in a logical sequence, bed pillow next to sheets, for example, help shoppers find what they need. Visual product placement also gives customers ideas on how to use a product in a new way or how to coordinate an item with others, as well as introduce a new look, trend or product. Keeping shoppers well informed quietly enhances customer service while stimulating sales.

SEASONAL VISUAL MERCHANDISE:

Often change the themes of display of interiors and exteriors of the store according to the seasons like winter, autumn, Summer, and Spring. Change themes based on special events such as Mother's day, Valentine's Day and other traditional festivals like Pongal, etc.., shown in Figure





WINDOWS:

Window display, if effectively used, can bring new customers, create customers loyalty, enhance the image and above all be a major selling tool in increasing sales. It is important to understand the importance of your display using windows display to make your visual merchandise reach the customer in a right way as shown in Figure



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MANNEQUINS

A mannequin may be stores most valuable asset. It is a "silent sales person" keeping the clearest fashion message.

A Mannequin may be a stores most valuable asset and its selection is one of the most important decision a display person can make and can be used singly or in groups. Stores used them in groups to strengthen specific fashion statement. Every mannequin should be given a "rest period" so as not to become too familiar to the customer.

PURPOSE OF MANNEQUINS:

- Mannequins are used to highlight the unique collections of the store.
- Mannequins display the latest trends in fashion and influence the customers to buy the particular merchandise.
- Mannequins attract the customers into the store and thus increase the revenue and profit.
- Mannequins are also responsible for up selling at the retail store.

SELECTION OF MANNEQUINS:

- Make sure the mannequin is not too heavy
- The shape and size of the mannequin must be according to your target market
- It should never be kept at the entrance or the exit door as it blocks the way of the potential buyers.
- The clothes should look properly fitted on the mannequin. Avoid using unnecessary pins.
- Carefully select what you want your mannequin to wear
- Change the position of the mannequins frequently.
- The mannequins should not be dirty or have unwanted stains.
- The clothes on the mannequins should be according to the season and changed at regular intervals to avoid monotony in figure



USES AND APPLICATIONS OF MANNEQUINS:

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- Mannequins attract the customers into the store and thus increase the revenue and profit.
- Mannequins are also responsible for up selling at the retail store.
- The mannequins help the customers to know about the latest trend the store offers.
- Mannequins can help people of all shapes and sizes see what clothes will look like on them.
- Mannequins can be used to create visually striking, unique displays that can enhance your business. Mannequins are incredibly useful in displaying a store's theme and attitude

VISUAL MERCHANDISER IN STORE PROMOTION

- Big promotion and big sale events need advance preparation time.
- They should be developed for possible themes, concepts, slogans, and directions in cooperation with retailers and the promotion and advertising staffs.
- It is a good idea to find out if an extra budget allowance exists for some of these promotions.
- The display person should start searching among his/her regular suppliers as well as elsewhere for props and device to be used in the coming store promotion.
- The visual merchandiser should also be question if he/she does not already know how much lead time is necessary to ensure the on-time delivery of props, backgrounds and accessories for the promotion.
- It is then visual merchandiser's responsibility to get the go-ahead and if necessary the additional funds to get these items into the store and windows on time.
- However the display person or a member of the display staff must wander through the store, requisition book in hand, writing out requests or receipts for shoes from one department, scarves from another, jewelry from still another area and so on.

• Some stores or fashion coordinators will bring in special merchandise to enhance their display presentation. This is called showpiece buying.

SCHEDULING THE PROMOTION:

- Three months before the promotion breaks the display person will order whatever props and backgrounds are necessary from an outside supplier.
- He/she will then begin scheduling those parts of the display presentation to be done in the display studio of the store.(e.g. covering the floor and wall panels, signs, posters, mounted blowups.)
- A week or two before "P-day", the display person and buyer should check that the promotional merchandise is in or on its way and that everything is set to go as planned.

CONCLUSION:

Remember that when trying to optimize your square footage for the most amount of sales, a scientific approach of formulating a hypothesis, executing on your idea, and then testing for results will put you in the routine of trying out new ideas and sticking with what works.

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CHAPTER- 5 FINDINGS SUGGESTIONS CONCLUSION L ABIBLIOGRAPHY K GROUP

FINDINGS:

- The main purpose of this research was to examine the impact of visual merchandising on patronage intentions in supermarkets.
- From the Analysis of the results and based on the objectives of the study the following findings can be ascertained:
- **55** percent customers are influenced to buy more than they tend to buy, the main reasons for that are attractive product display and good deal/offer with the product.
- **63**percent of the customers came to know about the new product arrival through the display of the product and through the discount offers.
- Out of hundred and fifty samples 74percent preferred to follow the layout of the store to find the product.
- **58**percent of the samples are intended to follow the layout of the store as it leads them.
- By effective presentation of the sign boards/drop downs and with promo activities like melas & celebrations 60 percent people came to know about different offers in the store.
- **40**percent of the customers changed their buying decisions by the influence of product arrangement and promotional signage.
- 87 percent customers are able to recall the product after their shopping.
 So it is stating that the visual merchandising of the store is good.
- **70**percent of the customers are tending to do impulsive buying nearby promo areas and where the promotions are too high in the store.
- Out of hundred and fifty samples 57 percent of customers had the perception that the product arrangement in the store is good and it influenced their buying decisions.
- Fashion department is the one which is contributing significantly in both sales and margin to the store.
- 80 percent of customers are satisfied with the shopping experience at MAX FASHION FORUM MALL(ESPLANADE). They used to say that wide range of availability under the single roof made their shopping easier and the offers they are getting in the store are satisfying its tag line

"Is se sastha aur acha kahin nahi".

SUGGESTIONS:

- Some of the suggestions given by the customers are as follows
- It is necessary to improve the product arrangement and offers to get attention of the remaining 45percent customers.
- Customers have observed that MAX FASHION needs to improve their ambience — with suggestions regarding improvement in lighting, fragrance in fashion department.
- It is necessary to concentrate on product display and placing banners which tells about offers particularly on the special days like celebrations time, melas...etc.
- Setup the merchandise outside the store, this can create a sense of excitement and buzz: consider a "Street Fair" environment, with flags and balloons.
- Customers are in a hurry. It is better to use signage to identify not only departments but also categories -- this will help customers pinpoint what they need and inspire additional purchases.
- Plan on changing the displays at least weekly.
- Merchandise that moves will catch the eye, so it is better to have anything that moves --from clocks to toys to music boxes, take one out and set it up.
- Great merchandising appeals to more than the eyes. Consider how store sounds, smells, and even feels.

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CONCLUSIONS:

• My training was a very enriching experience me. I have learnt so many things, and I got insight into the retail world. Retail sector playing a major role in everyones life lot more than ever before life currently. There is a comprehensive range of products covering each type of demand of the market. I have studied various strategies and their impact on the customers. And I came to know about the pioneering features of max retail like sales procedure, customer service and well structured layout.

While more retail sectors focuses only sales volume, **MAX** gives more focus on customer satisfaction and service.

My training gave me corporate exposure, and helped in improving my customer satisfaction skills and communication skills. I learnt to deal with customers, I made them aware about various products and their respective features, even helped them to select the best one as per their requirements.

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