

Market Survey Report

ON

A STUDY ON CUSTOMER SATISFACTION FOR PANTALOONS

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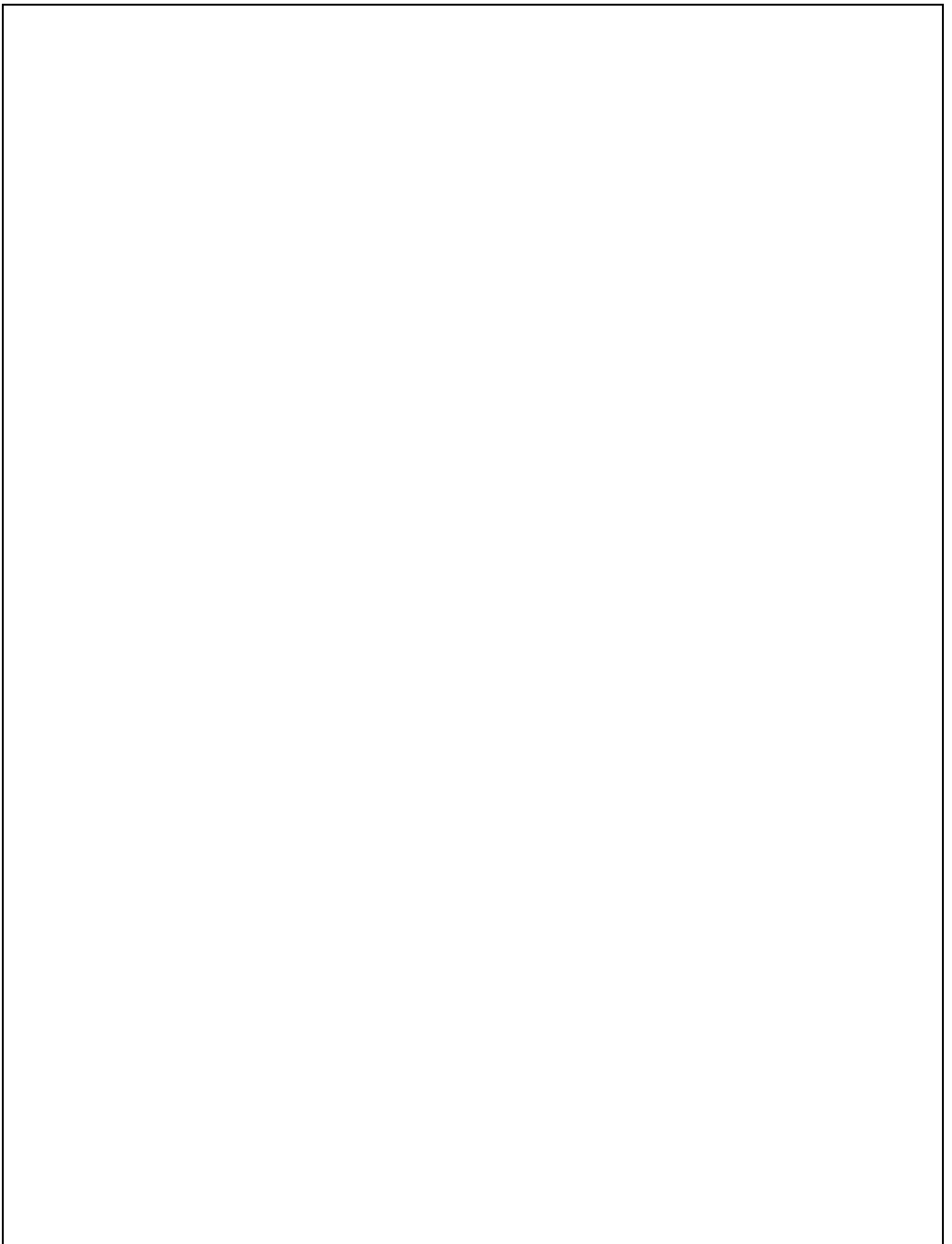
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STUDENT DECLARATION

I Harsh Vardhan and Harshit mahendiyan hereby declare that the research work presented in this market survey report entitled “**A STUDY ON CUSTOMER SATISFACTION FOR PANTALOONS**” for the fulfillment of the award of Bachelor of Business Administration from Galgotias University is based on my market survey. This report embodies the result of original work and studies carried out by me and the contents of the report do not form the basis for the award of any other degree to me or to anybody else.

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Introduction

The logo for Pantaloons is centered on a teal rectangular background. The word "pantaloons" is written in a white, lowercase, sans-serif font. Below it, the tagline "IN WITH FASHION" is written in a smaller, white, uppercase, sans-serif font, with a small red heart symbol replacing the word "LOVE".

pantaloons
IN WITH FASHION

The Indian retail industry is the largest among all the industries, accounting for over 10% of the country's GDP and around 8% of the employment. The Retail Industry in India has come forth as one of the most dynamic and fast paced industries with several players entering the market. Modern retailing has emerged in India in the form of bustling shopping centers, multi-stores malls and large complexes that offer shopping, food and variety of ways of entertainment.

This study mainly deals with the customer's satisfaction for Pantaloons, which is a retail apparels store. This store is located in many cities across India, but this study pertains to the Pantaloons store in Moradabad.

Pantaloon Retail (India) Limited, is a large Indian Retailer, which is the part of the future group, and operates multiple retail formats in both the value and lifestyle segment of the Indian consumer market.

Pantaloons fresh fashion stores have presence with stores not just in metros but also in smaller towns. All stores have a wide variety of categories like casual wear, ethnic wear, formal wear, party wear and sportswear for men, women and kids.

COMPANY PROFILE

The Pantaloon group, a leading retailing group in India. In March 2006, the group renamed itself as the 'Future Group' and was further divided into six verticals - Future Retail, Future Brands, Future Space, Future Capital, Future Media, and Future Logistics. Headquartered in Mumbai (Bombay), the company operates Over 7 million square feet of retail space, has over 1000 stores across 53 cities in India and employs over 25,000 people Future Group shall deliver Everything, Everywhere, Every time for Every Indian Consumer in the most profitable manner We shall be efficient, cost- conscious and committed to quality in whatever we do

.Rewrite rules. Retain values

.Mr. Kishore Biyani

Website: www.pantaloon.com

Company Outlet: Pantaloons

Address : kanth Road, Moradabad

Pantaloon, previously owned by the FUTURE GROUP, has recently been taken over by ADITYA BIRLA FASHION AND RETAIL LIMITED, a US 360 Million (FY 16-17) diversified industry and India's largest manufacturer of linen fabric.

ABFRL is India's No.1 fashion lifestyle entity with combined revenue of INR 7,181Cr. For FY 2018 and EBITDA (Earnings before interest, tax, depreciation and amortization) of INR 501 Cr. For FY 2018.

Pantaloon Fashion and Retail Limited is a premium Indian retail chain. The first pantaloons retail chain. The first pantaloons retail store was launched at Gariahat, Kolkata in 1997.

ABFRL hosts India's largest fashion network with over 11000 points of sale, which includes close to 2500 exclusive ABFRL brand outlets across 700+ cities and towns, 4900+ multi-brand outlets and 4000+ department stores across the country. It has 22 million loyalty members as of 31 march 2018.



Pantaloons offer multiple accessories and apparel brands including categories for men, women and kids. The collection covers ethnic and western apparels for kids, men, women complemented by a wide range of accessories. The variety of brands and products has helped Pantaloons to become one of the best retail brands in India.

India's favorite family fashion destination, Pantaloons has emerged as a strong brand in the fashion industry over the past two decades and is making fashion accessible across the length and breadth of the country.

HEADQUARTERS – MUMBAI, MAHARASHTRA, INDIA

C.E.O – SANGEETA PENDURKAR

M.D – SANTANU KUNDU

APPARELS, BRANDS AND ACCESSORIES

Pantaloon offers customers a variety of apparels and accessories from the globally renowned brands. The labels for men in western wear cover Rig, Lombard, Bare Leisure, SF Jeans, Bare Denim, JM Sport, Byford, F Factor and trendy brands like John Miller and Akkriti as ethnic wear.

The women's section includes the private labels- Bare Leisure, Bare Denim, Rig, Honey, Ajile and Annabelle- in western, as well as the ethnic wears from RangManch, and Akkriti. Popular brands as Lee Cooper, Biba are also included. The formal wear offers a range of well-tailored collection by international brands such as Allen Solly, Van Heusen, Peter England and Louis Philippe.

Kids wear like Bare Denim and exclusive brands like Chalk, Poppers, Doodle, Charpi pie and in addition to international brands like Barbie and Disney. A pantaloon offers more than just apparel. Customer can shop from a range of watches from renowned brands. Trendy sunglasses from Polaroid, Guess, and Police are available.

The accessories and beauty product segments display a remarkable collection of ladies' handbags from Lavie, Caprese. Products from color cosmetics brands such as Chambor, Revlon, Deborh, Maybelline and lakme, as well as a wide collection of attractive fragrances.

In its challenge to meet the consumer's varying fashion needs Pantaloons has introduced new brands including Candies, Alto Moda, Spykar, AND, Turtle, Global Desi, 109F, Chemistry, and Giny&Jony. Pantaloons is a vital part of the prestigious Aditya Birla Group, a USD 40 Billion Indian MNC, operating in 40 countries across the globe with over 130,000 employees, accepted as 'India's Most Preferred Apparel Retail Brand' in the Brand Equity Survey 2014, Pantaloons continues to meet consumer trust and confidence. With its overwhelming collection of lifestyle apparel brands, the company is focusing on growth while creating fresh fashion.



CUSTOMER SATISFACTION ATTRIBUTES

1. QUALITY:

If you have a poor product or service, it affects the satisfaction level. There's No amount of aggressive PR or marketing that can make a product or service sell. So, product should be up to the mark.

2. DIFFERENTIATION:

In Moradabad market, there are usually many players like Globus, Max, Madame, Trends etc. customer service may not work when choosing the appropriate product or service, but word of mouth certainly plays into customer satisfaction. If a product is the best in quality and discounts, then it's necessary to separate it from the rest of the brands, through customer service, marketing and product quality.

3. ACCESS:

The era of digitalization has made finding products and services a snap. What emailing and finding products and services on the internet has become such a trend, companies have invested millions in making sure access is free and extremely easy.

4. FACE VALUE:

When a product or service costs high, but is worth it, the value which becomes acceptable to the consumer. When a consumer specifically buys trousers from Peter England or Bare Denim, the positive features of the products outweighs the cost, creating a strong sense of good value.

Pantaloons should have more international brands which is rated excellent by the customers.

5. AMBIENCE:

When the customers shop at Pantaloons, the first impression that they look for is of a clean, safe and well-organized environment. The store's ambience affects the purchasing behavior of the customers immensely.

6. FASTER SERVICES:

The services as in billing process, exchange process etc. should be faster so that the customer won't be waiting in a queue for a long time. Pantaloons have come up with additional billing and exchange counters so that they can attend more number of customers at a time.

7. TECHNOLOGY:

To satisfy customers, pantaloons have come up with the latest technological advances. Technology like capillary cashier terminal, cashier in touch, quick clever help improving the quality of the purchasing experience without delay or adding staff to the payroll.

HISTORY
OF
PANTALOONS

Pantaloon Retail (India) Limited, is India's leading retailer that operates multiple retail formats in both the value and lifestyle segment of the Indian consumer market. Headquartered in Mumbai (Bombay), the company operates over 16 million square feet of retail space, has over 1000 stores across 73 cities in India and employs over 30,000 people. The company's leading formats include Pantaloons, a chain of fashion outlets, Big Bazaar, a uniquely Indian hypermarket chain, Food Bazaar, a supermarket chain, blends the look, touch and feel of Indian *bazaars* with aspects of modern retail like choice, convenience and quality and Central, a chain of seamless destination malls. Some of its other formats include Brand Factory, Blue Sky, all, Top 10 and Star and Sitar. The company also operates an online portal, futurebazaar.com. **Future Value Retail Limited** is a wholly owned subsidiary of **Pantaloon Retail (India) Limited**. This entity has been created keeping in mind the growth and the current size of the company's value retail business, led by its format divisions, **Big Bazaar and Food Bazaar**. The company operates **120 Big Bazaar stores, 170 Food Bazaar** stores, among other formats, in over **70 cities** across the country, covering an operational retail space of over **6 million square feet**. As a focused entity driving the growth of the group's value retail business, Future Value Retail Limited will continue to deliver more value to its customers, supply partners, stakeholder's and communities across the country and shape the growth of modern retail in India.

A subsidiary company, Home Solutions Retail (India) Limited, operates Home Town, a large-format home solutions store, Collection i, selling home furniture products and e-zone focused on catering to the consumer electronics segment. Pantaloon Retail is the flagship company of Future Group, a business group catering to the entire Indian consumption space. Subsequently, with evolution of retail industry in India and change in consumer aspirations, Group/Company diversified Pantaloon portfolio of offerings to include other retail goods. Currently, Group/Company sell readymade apparels and a wide range of household merchandise and other consumer goods such as footwear, toys, watches, toiletries, grocery items, sports items, crockery, gift and novelties. It began its retailing operations in India way back in 1987. Currently, it manufactures and sells ready-made garments through its own retail outlets and two discounting stores. Group follows the concept of value retail in India. In other words, Pantaloon business approach is to sell quality goods at reasonable prices by either manufacturing ourselves or directly procuring from manufacturers (primarily from small and medium size vendors).

Future Group

Future Group, led by its founder and Group CEO, Mr. Kishore Biyani, is one of India's leading business houses with multiple businesses spanning across the consumption space. While retail forms the core business activity of Future Group, group subsidiaries are present in consumer finance, capital, insurance, leisure and entertainment, brand development, retail real estate development, retail media and logistics. Led by its flagship enterprise, Pantaloon Retail, the group operates over 16 million square feet of retail space in 73 cities and towns and 65 rural locations across India. Headquartered in Mumbai (Bombay), Pantaloon Retail employs around 30,000 people and is listed on the Indian stock exchanges. The company follows a multi-format retail strategy that captures almost the entire consumption basket of Indian customers. In the lifestyle segment, the group operates Pantaloons, a fashion retail chain and Central, a chain of seamless malls. In the value segment, its marquee brand, Big Bazaar is a hypermarket format that combines the look, touch and feel of Indian bazaars with the choice and convenience of modern retail. The group's specialty retail formats include supermarket chain - Food Bazaar, sportswear retailer - Planet Sports, electronics retailer – e-Zone, home improvement chain -Home Town and rural retail chain - Aadhaar, among others. It also operates popular shopping portal.

www.futurebazaar.com.

Future Group believes in developing strong insights on Indian consumers and building businesses based on Indian ideas, as espoused in the group's core value of Indians." The groups corporate credo is, Rewrite rules, Retain values." Company Background – Pantaloon Retail India Founded in 1987, by Mr. Kishore Biyani, Pantaloon Retail in India's leading Retail Company. It is the flagship company of the future group. Starting its 1st outlet in 1997, Pantaloons in Kolkata, it currently has over 4 mm sq. ft. of area under business. The company operates under multiple formats – hypermarket, apparel stores, specialty stores under various brands including Big Bazaar, Pantaloon, Food Bazaar, Collection, E Zone, etc. The company also operates an online portal, futurebazaar.com .Pantaloon Retail (India) Limited is today recognized as one of the pioneers in the business of organized retailing in the country with a turnover of over Rs.2,884.43millions for fiscal 2006, as opposed to a turnover of Rs.1,463.12 million for fiscal 2005and Rs.881.04 million for fiscal 2004. During the same period Pantaloon profit after tax was Rs.124.75 million, Rs.30.20 million and Rs.3.82 million, respectively. As a result, Pantaloon sales increased between fiscal 2004 and fiscal 2006 at a CAGR of 80.94% and Pantaloon profit after tax increased between fiscal 2004 and fiscal 2006 at a CAGR of471.44%. Pantaloon Retail is one of the leading retail houses in India. As of November 15, 2006, Group/Company operated 46 retail stores, including three stores which are operated by Pantaloon franchises. These 46 stores are spread over about 1,113,000 square feet and are located in 17 states across India. In efforts to strengthen Pantaloon supply chain, Group/Company has set up seven regional distribution centers and an apparel manufacturing plant.

The company is headquartered in Mumbai with zonal offices at Kolkata, Bangalore, and Gurgaon (Delhi). It has 4 kinds of stores; Pantaloon stores, Central Malls, ALL Stores, Fashion Stations and Mela Store. In the Value segment, Group/Company cater to the masses through Pantaloon Big Bazaar, Food Bazaar outlets and Gold Bazaar Stores with over 6.5 lakh sq. ft. retail space across Kolkata, Mumbai, Thane, Pune, Hyderabad, Bangalore, Nagpur, Ahmadabad, Kanpur, Chennai and Gurgaon (Delhi).. Group/Company endeavor to facilitate one-stop-shop convenience for Pantaloon customers and to cater to the needs of the Group/Company believes this concept as helped us grow to Pantaloon current size within a short timeframe of four years.

Management of the Company

Pantaloon Retail over a period of time has built a strong management team to drive the company for its high growth phase. Though, Mr. Kishore Biyani is the face of Pantaloon, the company is not a one man show and has built a strong second and third line of management, to fulfill its massive expansion and growth plans. Though there have been concerns regarding lack of talent in the growing retail sector, the company has the best talent in place to drive each business category.

Expansion Plans

The concept of discount store resembles the Wal-Mart strategy. In India and especially in metro cities like Mumbai, Bangalore, Calcutta and Hyderabad, where the population is dense and consists of a high middle-class population, the concept of discount stores ingraining a lot of acceptance. The company plans to expand rapidly. The next year it plans to open more stores in Mumbai and Delhi at critical locations. It has planned to open three Big Bazaars (discount stores) in „A-class cities“ like Bangalore. Pantaloon has already bagged substantial retail space in Hyderabad (60,000sq. ft.), Kolkata (35,000 sq. ft.) and Bangalore (40,000 sq. ft.).In Mumbai it acquired 50,000 sq. ft. area at each of its locations at Lower Parle, Mulund and the western suburbs.

2.4 Challenges

The key challenges facing the company are as follows: Fund raising – The Company acknowledges that expansion plans of the company Cannot be met from internal resources. This means that the company has to tap external sources to fund expansion. The company has recently allotted shares to promoter’s Asabi formula price. It plans to borrow heavily to fund its expansion plans.

Competition

Although there are a few stores operating in this segment such as Giant in Hyderabad, it is mostly international chains such as Wal-Mart and Carrefour that are the better known names as discount stores worldwide. Meanwhile, the general retailers in Mumbai are not too pleased about the concept of discount stores. “Group/Company can’t figure out from where such stores get their margins. It must have a feasible revenue model to sustain the venture”. The company is facing limited competition from the organized retailers but strong competition exists from the downtown centers unorganized.

Pantaloon Competitive Strengths

It is believed that the following are Pantaloon principal competitive strengths which have Contributed to Pantaloon current position in the retail sector in India: Strong understanding of the value retail segment: Pantaloon business plan involves implementation of the concept of the value retailing targeting the middle and lower middle income groups, which constitute majority of the population in India. Group/Company intends to provide quality products at competitive prices. Group/Company sells a vast range of merchandise across apparels and accessories, FMCG products, food products and consumer durables with over 63,000 SKU Pantaloon emphasis has been to maximize the value that the customers derive in spending on goods bought in Pantaloon stores. Group/Company endeavor to continuously reduce Pantaloon costs through variety of measures, such as, in-house production of apparels, procurement of goods directly from the small and medium size vendors and manufacturers, efficient logistics and distribution systems along with customized product mix at Pantaloon

Stores depending on the regional customer behavior and preferences. Central to Pantaloon value retail strategy is to pass on the benefits of cost reduction measures to Pantaloon customers. Strong and efficient supply chain management: Pantaloon supply chain management involves planning, merchandizing sourcing, standardization, vendor management, production, logistics, quality control, „pilferage“ control replacement and replenishment. Pantaloon supply chain management provides us flexibility to adapt to changing patterns in consumer behavior and Pantaloon ability. Manufactured by us such as Zapping, Paranoia, Chlorine, Kitten Studio Famine, Flourier Women and Roseau. In fiscal 2006, Pantaloon income from Pantaloon private labels was Rs.483.50 million, which accounts for 16.76% of Pantaloon total sales for fiscal 2006. Group/Company believes that Pantaloon focus on Pantaloon private labels and their recognition in Pantaloon customer segment enables us to differentiate ourselves from Pantaloon competitors. Group/Company effectively use information technology systems: Group/Company believe that efficient information technology systems, processes and business applications are essential to handle retail chain of Pantaloon magnitude. Pantaloon office processes are computerized which support procurement, supply chain logistics, distribution centers management and store operations including inventory management and billing. Group/Company is in the process of implementing SAP. All Pantaloon stores and distribution centers are connected through a company-wide. Group/Company has a highly experienced and competent management Team: Group/Company has an experienced management team which is committed workforce. Pantaloon management team comprises of talented professionals who are highly experience in the retail sector.

Pantaloon strategy:

Group/Company intends to pursue the following strategies in order to consolidate Pantaloon position as one of the leading operators in the „value retail“ segment in India. Pantaloon growth strategy is based on:

- 1 Increasing Pantaloon penetration in the country by leveraging Pantaloon Supply chain, distribution and logistics network.

- 2 Emphasis on backward integration

- 3 Expansion of FMCG

- 4 Procurement from low-cost production centers outside India.

- 5 Increasing customer satisfaction and Pantaloon base of loyal customers

- 6 Continue to upgrade information technology systems and processes

- 7 Continue to train employees and seek entrepreneurship from employees

Business Analysis of Pantaloon Model

As Group know &, India is not an integrated homogenous market like other western markets – it’s a hierarchy of markets catering to people at many different income levels & tastes. Hence it’s very important to understand the customer and its needs. Pantaloon has been able to crack this by **Big**

Bazaar

Shop till you drop! Big Bazaar has democratized shopping in India & is so much more than a hypermarket. There are over 170,000 products under 1 roof that caters to every need of a family, making Big Bazaar India’s favorite shopping destination.

Awards & Recognition

In the month of July 2006 – Big Bazaar won the prestigious „CNBC TV18 Awaaz Consumers Award 2006“ in the retail category, as the most preferred, large, food& grocery store. At Images Retail Awards it was adjudged the Best Value Retail Store & Best Retail.

Destination of year 2006

In Reader's Digest Consumer Survey 2006, Bazaar won the prestigious Platinum Trusted Brand Award in the Indian services category Fashion Focus Big Bazaar continues to be a fashion – led delivery format, with fashion comprising about 40% of its revenues. Big Bazaar Getting Bigger New categories like consumer electronics, furniture, communication, food & beverages, pharmacies, beauty retail, saloons, books, stationery & music are being added to Big Bazaar. Pioneering the Hypermarket Format It's the hypermarket format in the value retail segment of the company; its aim is to capture the middle income value focused customer. Product offerings are mainly general merchandise and apparels. Apparels form 40% of the total revenue, 60% being general merchandise. The company has maintained 50% of apparel sales from private labels. It is the fastest growing format in the organized retail space. Pantaloon has aggressive plans for this format of taking to total number of outlets to 225 by 2010. Currently its about 70 outlets. Big Bazaar covers 3-25 m sq. ft. currently, to increase to 9 m sq. ft. by 2010. Average sales per sq. ft. at Rs.8500 can generate a sales of Rs.7650 Cr, by 2010. Expected Gross Margin -24%. Expected EBIDTA – 7-9%. This format would face maximum competition going forward as all the major new Entrants have plans to enter into the hypermarket segment.

Food Bazaar

The food and grocery retail format of the company is capturing the middle income value focused customer. FMCG along with dry and wet staples from the main product categories of this format. The format has been well accepted by the Indian women as it has been able to offer schemes and discounts on various products because of its economies of scale in operations. The company has been able to offer all the daily needs related to the food and grocery less than one roof. Pantaloon retail plans to expand this format (to smaller towns and cities) more rapidly going forward to achieve further economies of scale. The success of this format has prompted the company to take this format to smaller towns and cities. Though being a low margins business but higher turnover nature makes it a profitable proposition for Pantaloon. In order to maintain its competitive advantage in this format, the company needs to invest to improve the back end. Central, the departmental format of the company, aims to cater the upper middle income consumers. It's been positioned as one stop destination for shopping and entertainment. Central has the same growth rate of 40%. In the Central Model the company sub leases its spaces to concessionaries, restaurant and food court managers which assure a fixed rental and a certain percentage of sales, with no inventory carrying on its books, this constitutes 70% of central sales. Currently the company has 3 Central Stores (2006 end). Central model is highly scalable and would be successful in other cities where the company. Pantaloon Retail (India) Limited, is India's leading retailer that operates multiple retail formats in both the value and lifestyle segment of the Indian consumer market. Headquartered in Mumbai (Bombay), the company operates over 16 million square feet of retail space, has over 1000 stores across 73 cities in India and employs over 30,000 people.

The company's leading formats include Pantaloons, a chain of fashion outlets, Big Bazaar, a uniquely Indian hypermarket chain, Food Bazaar, a supermarket chain, blends the look, touch and feel of Indian *bazaars* with aspects of modern retail like choice, convenience and quality and Central, a chain of seamless destination malls. Some of its other formats include Brand Factory, Blue Sky, all, Top 10 and Star and Sitar. The company also operates an online portal, futurebazaar.com. **Future Value Retail Limited** is a wholly owned subsidiary of **Pantaloon Retail (India) Limited**. This entity has been created keeping in mind the growth and the current size of the company's value retail business, led by its format divisions, **Big Bazaar and Food Bazaar**. The company operates **120 Big Bazaar stores, 170 Food Bazaar** stores, among other formats, in over **70 cities** across the country, covering an operational retail space of over **6 million square feet**. As a focused entity driving the growth of the group's value retail business, Future Value Retail Limited will continue to deliver more value to its customers, supply partners, stakeholders and communities across the country and shape the growth of modern retail in India. A subsidiary company, Home Solutions Retail (India) Limited, operates Home Town, a large-format home solutions store, Collection i, selling home furniture products and rezone focused on catering to the consumer electronics segment. Pantaloon Retail is the flagship company of Future Group, a business group catering.

Pantaloon Retail (India) Limited



<u>Type</u>	Public company
<u>Industry</u>	Retailing
Founded	India
Headquarters	Mumbai
Area served	India
Key people	Kishore Biyani , (MD &CEO)
<u>Products</u>	Supercenters
<u>Parent</u>	Future Group
<u>Website</u>	Pantaloon.com

pantaløns





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SWOT ANALYSIS



Pantaloon Retail (India) Ltd. - SWOT Analysis

Report Summary Pantaloon Retail (India) - SWOT Analysis company profile is the essential source for top-level company data and information. Pantaloon Retail (India) - SWOT Analysis examines the company's key business structure and operations, history and products, and Provides summary analysis of its key revenue lines and strategy. Pantaloon Retail (Pantaloon or 'the company'), a part of the Future Group, operates retail chains. The company operates retail chains including Pantaloon, a chain of fashion outlets; Big Bazaar, a hypermarket chain; Food Bazaar, a supermarket chain; and Central, a Chain of malls. Its business lines also include Depot, Shoe Factory, Brand Factory, Blue Sky, Fashion Station, all, Top 10, bazaar And 'Star and Sitara'. The company operates an online portal named 'futurebazaar.com'. The company is headquartered in Mumbai, India and employs about 25,000 people. The company recorded revenues of INR34,685.6 million (approximately \$787 million) in the Financial year (FY) ended June2007, an increase of 79.4% over 2006. The operating profit of the company was INR1,798.9 million (Approximately \$41 million) in FY2007, an increase of 49.6% over 2006. The net profit was INR355.4 million (approximately \$8Million) in FY2007, a decrease of 33.8% over 2006. Scope of the Report Provides all the crucial information on Pantaloon Retail (India) required for business and competitor intelligence needs Contains a study of the major internal and external factors affecting Pantaloon Retail (India) in the form of a SWOT analysis as well As a breakdown and examination of leading product revenue streams of Pantaloon Retail (India) Data is supplemented with details on Pantaloon Retail (India) history, key executives, business description, locations and

Reasons To Purchase

Support sales activities by understanding your customers' businesses better Qualify prospective partners and suppliers Keep fully up to date on your competitors' business structure, strategy and prospects Obtain the most up to date company information available The Pantaloon Retail (India) - SWOT Analysis company profile is the essential source for top-level company data and information. Pantaloon Retail (India) - SWOT Analysis examines the company's key business structure and operations, history and products, and provides summary analysis of its key revenue lines and strategy. Pantaloon Retail (Pantaloon or "the company"), a part of the Future Group, operates retail chains. The company operates retail chains including Pantaloon, a chain of fashion outlets; Big Bazaar, a hypermarket chain; Food Bazaar, a supermarket chain; and Central, a chain of malls. Its business lines also include Depot, Shoe Factory, Brand Factory, Blue Sky, Fashion Station, all, Top 10, bazaar and "Star and Sitara". The company operates an online portal named "futurebazaar.com". The company is headquartered in Mumbai, India and employs about 25,000 people. The company recorded revenues of INR34, 685.6 million (approximately \$787million)

Pantaloon Retail (India) Limited

It is a large Indian retailer, which is part of the Future Group, and operates multiple retail formats in both the value and lifestyle segment of the Indian consumer market. Headquartered in Mumbai, the company has over 1,000 stores across 71 cities in India and employs over 30,000 people, and as of 2010, it was the country's largest listed retailer by market capitalization and revenue. With effect from 1 January 2010 the company separated its discount store business, which includes the Big Bazaar hypermarket and the Food Bazaar supermarket businesses, into Future Value Retail Ltd., its wholly-owned subsidiary, so that the company may be listed independently. The company's brands include Pantaloons, a chain of fashion outlets, Big Bazaar, a hypermarket chain and Food Bazaar, a supermarket chain. Some of the company's other regional brands include, Depot, Shoe Factory,

Brand Factory

Blue Sky, all, Top 10 and Star and Sitara. A subsidiary company, Home [\(India\) Limited](#), operates Home Town, a large-format home solutions store, Collection selling home furniture products and E-Zone focused on catering to the consumer electronics segment. Having the right real estate in prime locations is the key for a retail chain, availability oversight real estate would drive the sales, a proper catchments analysis of locations of outlets is needed to increase the footfalls & conversions. Pantaloon in this regard is a way ahead because it has locked into real estate at prime locations in all the major cities of India. The company is expected 30 million sq. feet of prime locations in all the major cities of India. The company is expected 30 million sq. feet of real space by 2011 covering 80 cities of India.

11.2 Sourcing of merchandise–

Sourcing of merchandise from the right vendor at the right price is an important factor, because efficiency in buying would ultimately increase gross margins. Going with competition in major formats, it would be difficult to improve gross margins. But competition would not be amongst retailers alone but also amongst vendors to supply at the most competitive price. Any retailer with significant size will be able to improve its sourcing. Pantaloon with its projected scale is able to source its merchandise from its vendor at reasonable rates.

KEY RISKS

Execution of plans is the biggest risk

The company plans to become 10x its current size in terms of floor area by 2010. There are a lot of exogenous factors that could impact the company's plans. Delivery of stores is behind schedule by an average of 2 quarters for most companies. As these store deliveries get bunched up for most of the players towards 2009-2010. There could be further delay in store delivery. Besides, there are multiple clearances to be taken by local & other authorities, which can prove to be bottleneck. Rising resource cost to put margin pressure The employee cost & property costs will be 2 key pressure points for all retailers. Traditional human resource management methods have been unable to reduce employee turnover. Likely equity dilution to finance growth The company would need capital in the region of USD 600 mn. For its growth plan Until FY09E. The Company would need external funds for its growth. 9% dilution has already happened. Strain on management bandwidth PRIL is expanding into multiple formats & multiple geographic over the next few years. Besides, it is investing in various non-retailing businesses. The company could face management bandwidth shortage in a few years from now. Decision making is quite decentralized.

MISSION
AND
VISION

Rewrite Rules. Retain Values.

Group Vision

Future Group shall deliver Everything, Everywhere, Everytime for Every Indian Consumer in the most profitable manner.

Group Mission

We share the vision and belief that our customers and stakeholders shall be served only by creating and executing future scenarios in the consumption space leading to economic development. We will be the trendsetters in evolving delivery formats, creating retail realty, making consumption affordable for all customer segments – for classes and for masses. We shall infuse Indian brands with confidence and renewed ambition. We shall be efficient, cost- conscious and committed to quality in whatever we do. We shall ensure that our positive attitude, sincerity, humility and united determination shall be the driving force to make us successful.

Core Values

Indian's: confidence in ourselves. Leadership: to be a leader, both in thought and business.

Respect & Humility: to respect every individual and be humble in our conduct. Introspection:

leading to purposeful thinking. Openness: to be open and receptive to new ideas, knowledge and information. Valuing and Nurturing Relationships: to build long term relationships. Simplicity &

Positivity: Simplicity and positivity in our thought, business and action. Adaptability: to be

flexible and adaptable, to meet challenges. Flow: to respect and understand the universal laws of nature

BRAND Future Group Manifesto

“Future” – the word which signifies optimism, growth, achievement, strength, beauty, rewards and perfection. Future encourages us to explore areas yet unexplored, write rules yet unwritten; create new opportunities and new successes. To strive for a glorious future brings to us our strength, our ability to learn, unlearn and re-learn, our ability to evolve. We, in Future Group, will not wait for the Future to unfold itself but **create future scenarios** in the **consumer space** and facilitate consumption because consumption is development. Thereby, we will effect socio- economic development for our customers, employees, shareholders, associates and partners.

Our customers will not just get **what** they **need**, but also get them **where, how** and **when** they need. We will not just post satisfactory results, we will **write success stories**. We will not just operate efficiently in the Indian economy, we will evolve it. We will not just spot trends, we will set trends by marrying our understanding of the Indian consumer to their needs of tomorrow. It is this understanding that has helped us succeed. And it is this that will help us succeed in the Future. We shall keep relearning. And in this process, do just one thing. WE Central was conceived as being more than just a Shopping destination; instead a community space where people from all walk of life come and enjoy with their friends and family in a festive, celebratory Setting. In keeping with this, we made celebrations, something close to Indians’ hearts, an integral part of Shopping with us. Beginning this year, we implemented a 52-week Calendar of events, to celebrate within Central. This reflects every Indian festival, sporting, lifestyle and leisure events from around the world as well as social causes like Environment Day. We kept Giving our customers a reason to celebrate, an Excuse visiting the store and they kept coming

And added over 3, 50,000 square feet of retail space. The Central in Indore is our biggest store in the country. Back us. These events have truly helped Central to differentiate itself from the competition and helped us to connect with our customers at an emotional level. Over a decade of experience in retailing has taught us the significance of keeping the excitement at the shop floor alive, irrespective of whether the economy is upon down. Based on the success of this initiative we are rolling out 52-week events and excitement calendars for our other formats as well. In May 2009, Central completed five glorious years. What started as a dream in 2004 to redefine lifestyle? Shopping in India by creating a seamless offering of Shopping, eating and celebration, with the o of our first mall in Bangalore, is now at a stage where Central is among the fastest growing lifestyle retail Chains in the country with 10 stores across 7 cities. In the financial year 2008-09 Central opened 2More stores in Indore and Mumbai

The power of private labels by Pantaloons

When PepsiCo's Frito-Lay decided of boycott Pantaloon's Food Bazaar due to differences in terms of trade, it was the latter's private label which got a boost in shares. Today Tasty Treat, the ready-to-eat private label of Food Bazaar, is leading with a 16 percent share among the rest of the snack brands. Today Pantaloon Retail has 80 products comprising 350 SKUs with five private labels. Since PepsiCo's rejection, it has promptly approached local manufacturers such as Parkas Snacks in Indore and Pogo Chips in Kolkata to manufacture its snacks brands. Arvind Chaudhary, CEO (Foods Business), Pantaloon Retail, adds, "The purpose of Pantaloon private labels is to grow the category and fill the gaps between demand and supply. Today Group/Company have upgraded Pantaloon suppliers with better quality systems and processes for the snacks category, where there was a gap." The power of private labels is being explored by most retailers today, as they do not want to be at the mercy of the big manufacturers. At the same time they also realize that it's not going to be easy as it takes time and money to build private labels. Observes K. Radhakrishnan, Chief Executive, Hypermarkets, Reliance Industries, "While it's Pantaloon strategic intent is to build private labels, it is more difficult and takes longer to build these brands. However, in categories such as commodities, it is easier to build private labels. At present, nearly 15 percent of Pantaloon hypermarket brands comprise private labels."

The private label product proposition: Quality and price, primarily, relative to branded. How strong supplier brands are in the minds of Indian Consumers: Many supplier brands are relatively new in India, so potentially have less awareness, and therefore, easier for private label products to supplant supplier brand products. How effectively suppliers innovate: Supplier innovation is often what allows them to stay ahead of retailer private label? Innovative suppliers can come out with new products that retailers haven't necessarily thought of. How consolidated Indian retail eventually becomes: The more market share a retailer has, the greater the opportunity to create the leverage a retailer can put on a supplier. This may be one reason why the UK has greater PL penetration than the US – UK retail is more consolidated than US retail. Right now.

OBJECTIVES OF THE REPORT



This marketing research aims to study:

- To check if the availability of goods and variety of products and services attract customers towards Pantaloons.
- To measure the satisfaction level of overall shopping experience at Pantaloons

REVIEW OF

LITERATURE

Ipek Deveci Kocakoc and Ali Sen (2006) have undertaken a study on improvement areas for customer satisfaction along the supply chain.

The study states that today's competitive environment means that companies need to understand their customer's expectations and preferences, and use these as a guide in order to achieve competitive advantage. In dynamic market conditions, it is vitally important to perceive and satisfy customer needs. If customer satisfaction measurements are used as a source of improvement efforts, results will be more satisfactory and realistic. Mass production usually creates a gap between manufacturers and end users. Faced with a vast proliferation of both domestic and, as well as markets that are often becoming increasingly fragmented, a number of producers of goods and services have chosen to outsource many activities of the sales function to resellers who have the market more effectively and efficiently than the producer can do alone.

M.D. Rashid Khan (2008) has undertaken a study on customer perception on the marketing strategies followed by Pantaloons for brand building. This study states that a customer thinks in different ways and this is termed as customer behavior. A customer wants to get the full value of his/her money and full satisfaction from the product. If the store succeeds to satisfy the customer, then the store can easily form brand image. The store should make a good strategy regarding all aspects of business.

Puccinelli, Nancy. M. Goodstein, Ronald. C, Grewal (2009) have undertaken a study on customer experience management in retailing: understanding the buying process. This article states that retailers greater understanding of consumers can enhance customer satisfaction and retail performance. This article seeks to enrich the understanding of existing consumer behavior literature and suggests specific elements of consumer behavior goals, schema etc play an important role during various stages of consumer decision process.

Ahmad Jamal, Mohammad AL-Mari (2007) have undertaken a study on exploring the effect of self-image congruence and brand preference on satisfaction. This article states that prior research has reported that self-image congruence can influence brand preference, brand satisfaction and purchase intentions. With the help of an empirical research, the paper argues that while self-image congruence may be related to satisfaction in general in the automobile market, it may not necessarily affect satisfaction judgements when customers have higher levels of expertise. The paper discusses implications for brand managers and argues to take into account customer characteristics such as customer expertise while developing positioning strategies. The purpose of this research is to explore the impact of self-image congruence and brand preference on brand satisfaction among expert and novice customers of automobile brands.

RESEARCH
METHODOLOGY

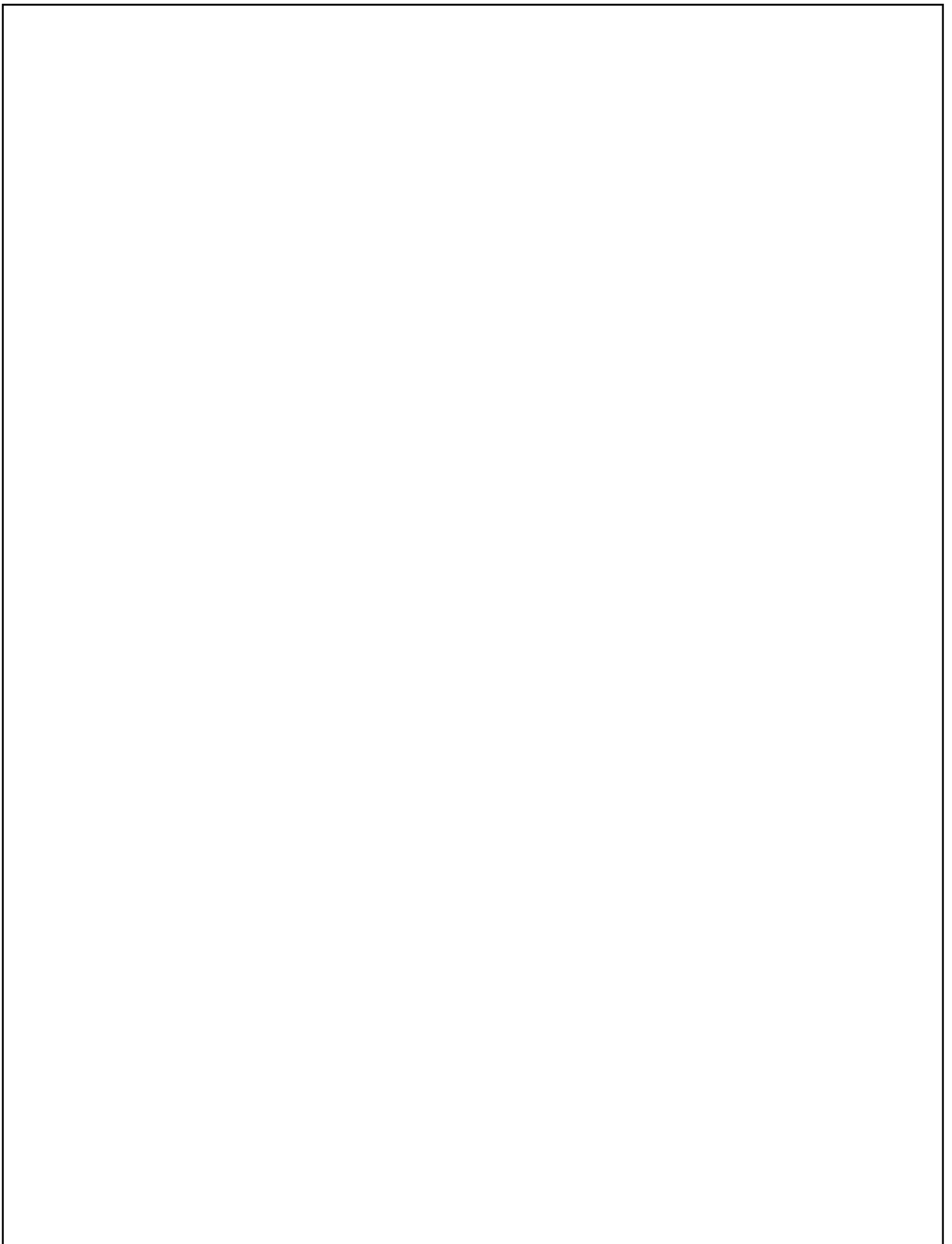
The present research work is limited to study the consumer preferences and satisfaction towards Pantaloons. The research process consists of stages or steps that guide the project from its conception through the final analysis, recommendations and ultimate action. The research is based on primary and secondary data collection methods and the research type is descriptive. A structured questionnaire will be designed to gather information for primary data and, for secondary data internet, books and websites.

Statement of problem

In today's competitive world, consumers play an important role in every business. The main purpose of every business is to know what customers preference is and satisfy its existing customers and attract a new customer which is also known acquiring customers.

Research Hypothesis

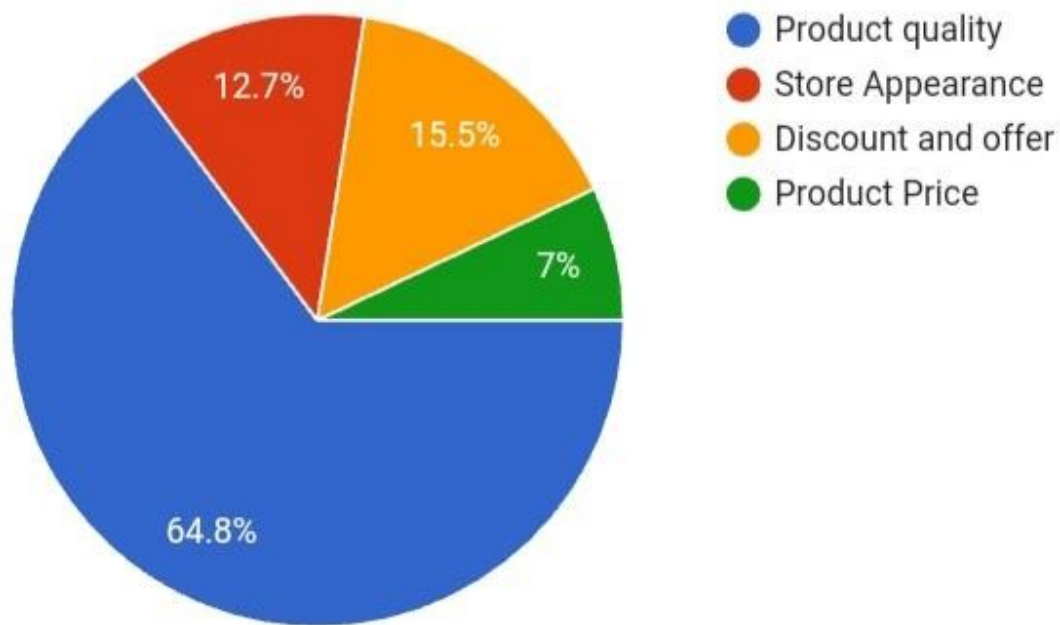
1. There is less significant difference in consumer preference towards online shopping mode.
2. There is significant difference in consumer preference towards virtual trial rooms.
3. There is no association between gender of consumer and the factors of purchase decision.
4. There is no association between age of the consumer and product of purchase.
5. There is significant difference towards consumer preference towards patterns.
6. There is significant difference towards consumer preference towards colour.
7. There is significant difference in satisfaction levels towards pantaloons products.
8. There is significant difference in satisfaction levels towards pantaloons customers service.



DATA ANALYSIS

1. What Influenced you to shop in Pantaloons?

71 responses

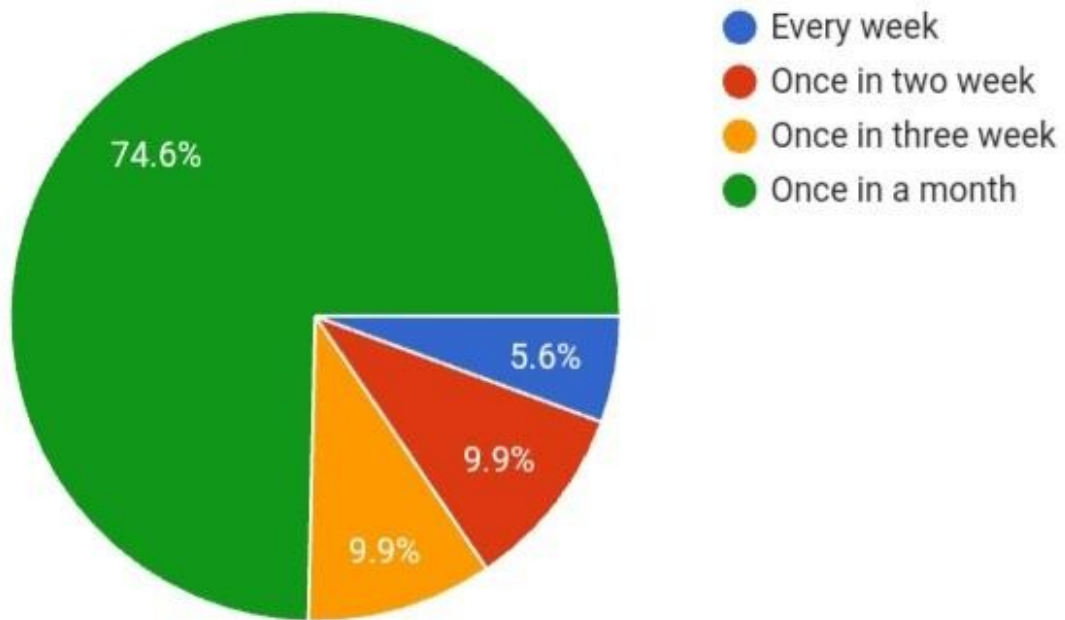


INTREPRETATION:

This pie chart shows that out of 71 respondent, 64.8% of respondent shop from pantaloons because of his product quality while 15.5% shop because of discount and offers and remaining purchase for store appearance and price.

2. How frequently do you shop at Pantaloons?

71 responses

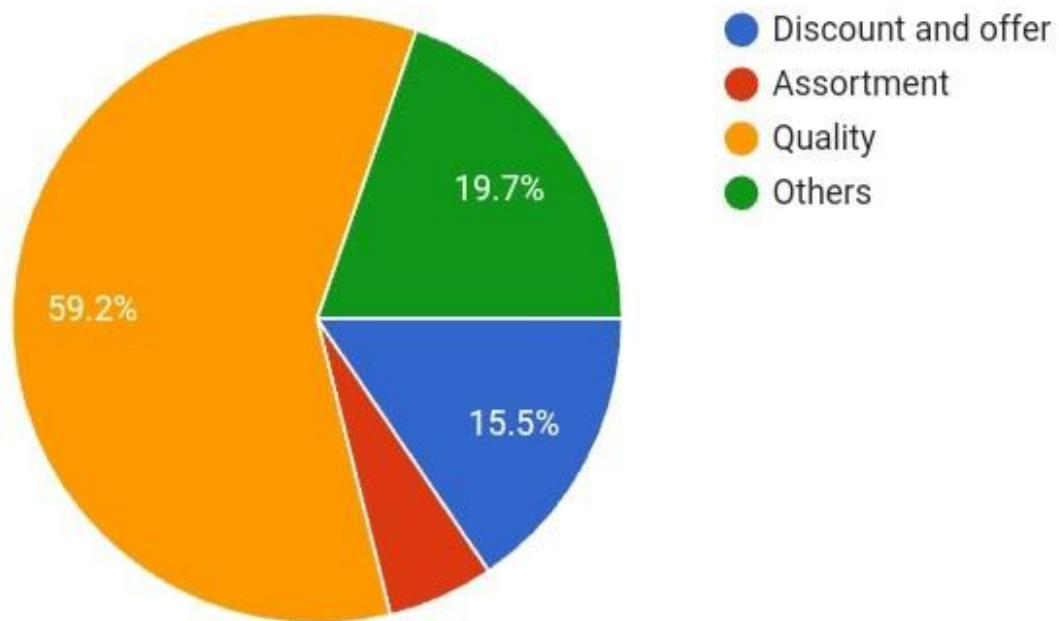


INTREPRETATION:

This pie chart shows that out of 71 respondent, 74.6% of respondent shop from pantaloons once in a month while 9.9% shop once in three-two week and remaining people shop every week.

3. What comes to your mind when mean about Pantaloons?

71 responses

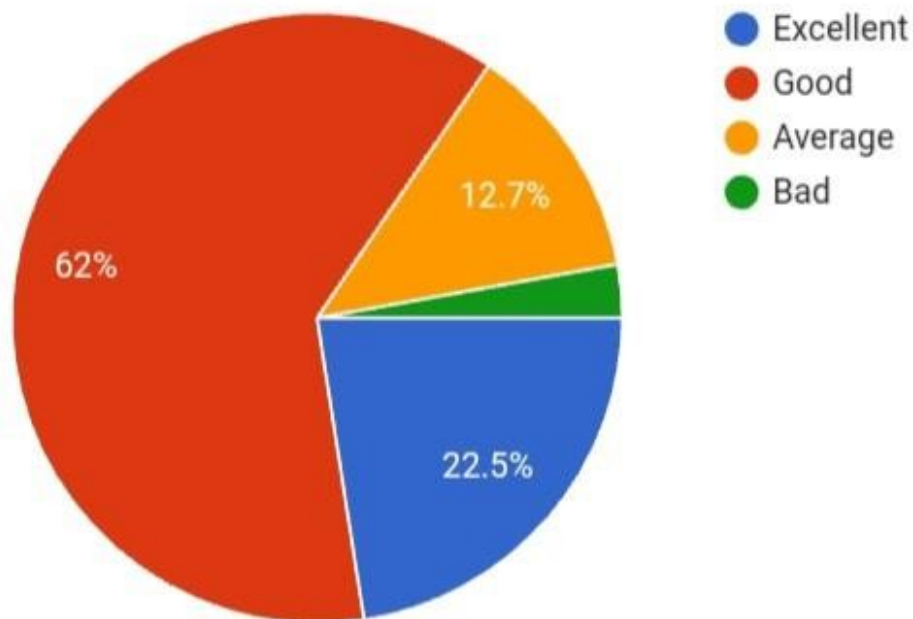


INTREPRETATION:

This pie chart shows that out of 71 respondent, 59.2% of respondent mean about quality when pantaloons comes to their mind while 15.5% mean about discount and offer and remaining mean about other factors.

4. Brands and products availability in Pantaloons is?

71 responses

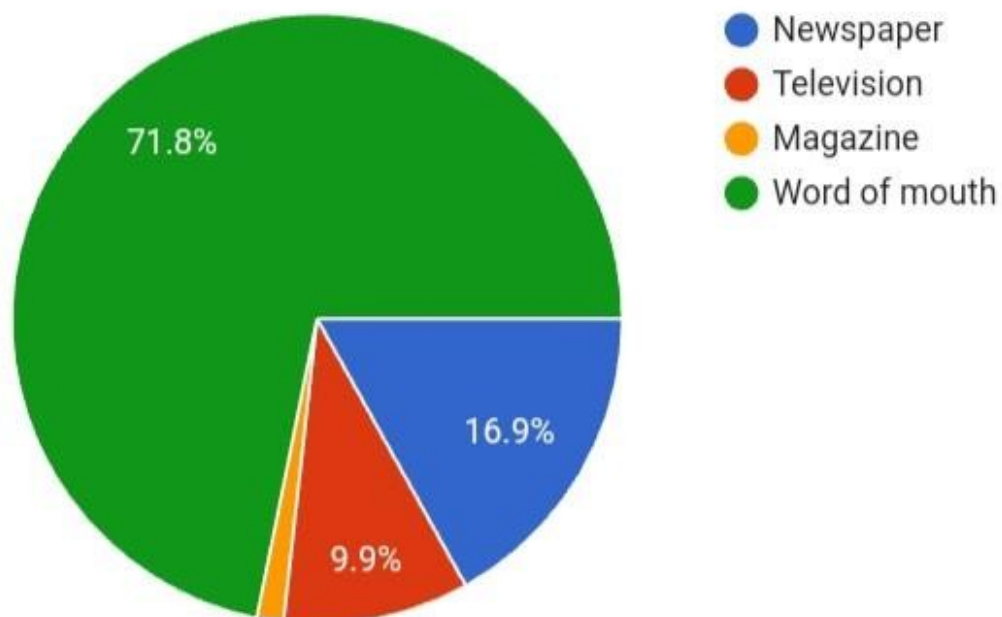


INTREPRETATION:

This pie chart shows that out of 71 respondent, 62% of respondent there is good availability of brands and products in Pantaloons and 22.5% consider excellent while 12.7% respondent consider its average and remaining consider it bad.

5. Through which promotional source you come to know about Pantaloons?

71 responses

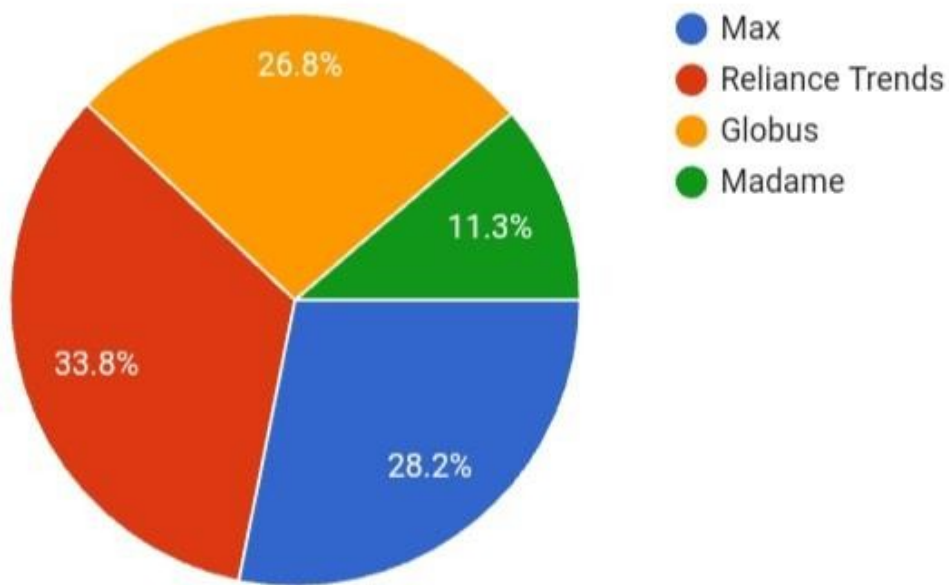


INTREPRETATION:

This pie chart shows that out of 71 respondent, 71.8% respondent get to know about Pantaloons through word of mouth, while 16.9% and 9.9% respondent get to know through newspaper and television respectively.

6. Which company you think is competitor of Pantaloons?

71 responses

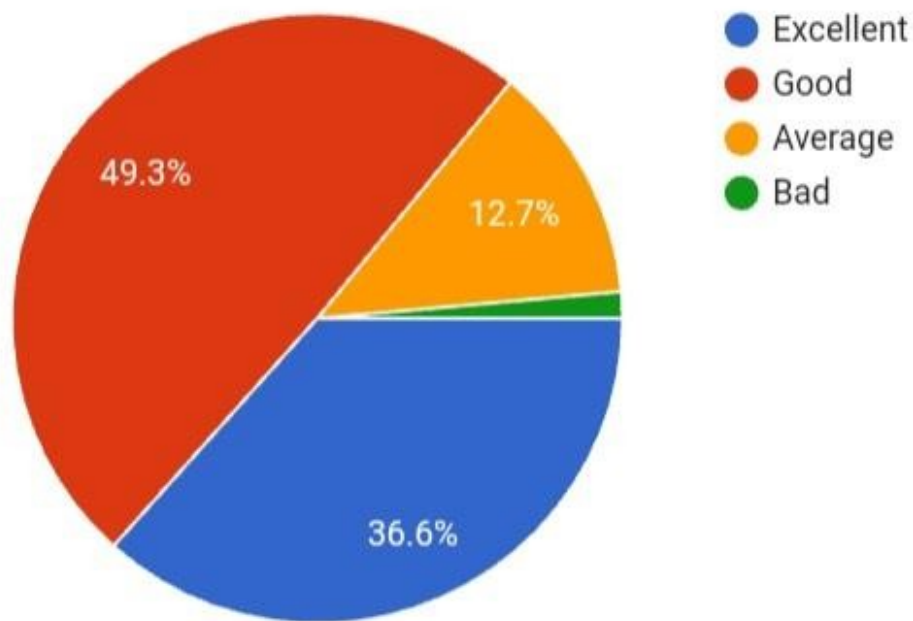


INTREPRETATION:

This pie chart shows that out of 71 respondents, 38.8% respondent think Reliance Trends is the competitor of Pantaloons while 28.2% respondent consider Max as competitor of Pantaloons and remaining 26.8% and 11.3% respondents consider Globus and Madame respectively as competitor of Pantaloons.

7. Location cleanliness and hygiene maintained in Pantaloons of city is?

71 responses

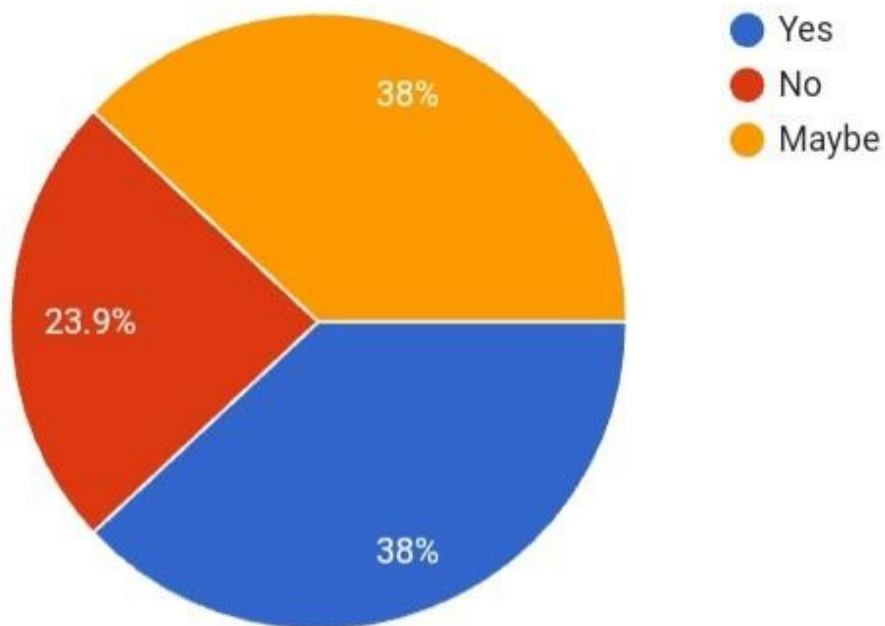


INTREPRETATION:

This pie chart shows that out of 71 respondents, 49.3% respondent consider location cleanliness and hygiene Maintain in Pantaloons is good, 36.6% respondent consider it excellent while remaining consider it average.

8. Does the cost of product affect your purchasing choice?

71 responses



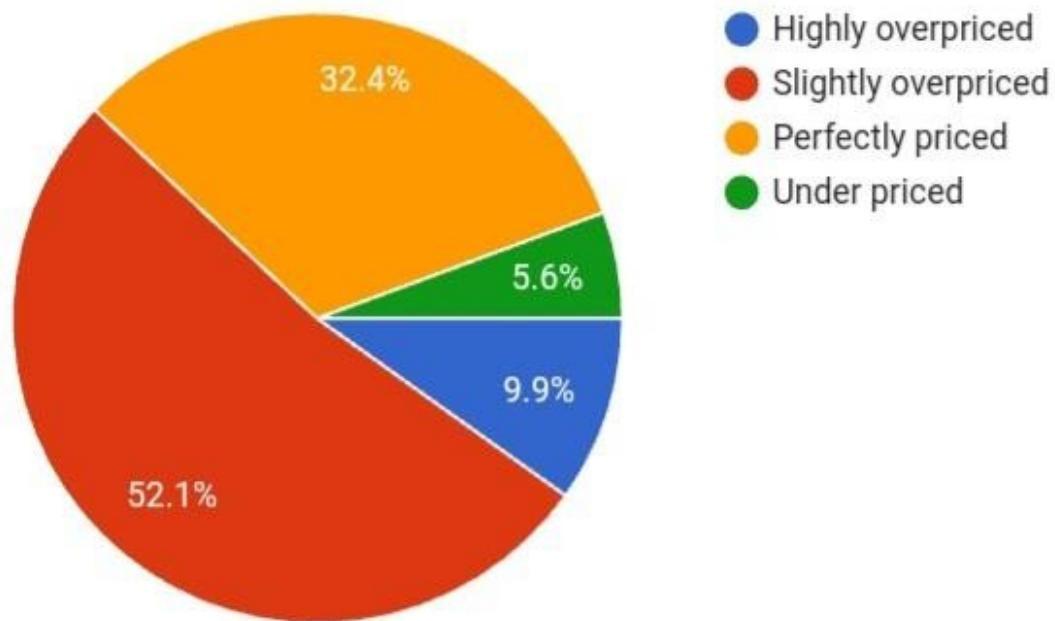
INTREPRETATION:

This pie chart shows that out of 71 respondents, 38% of respondent were satisfied with the cost of product affect purchasing choice and 23.9% of respondents were not satisfied.

9. The price of the product at Pantaloons is

?

71 responses

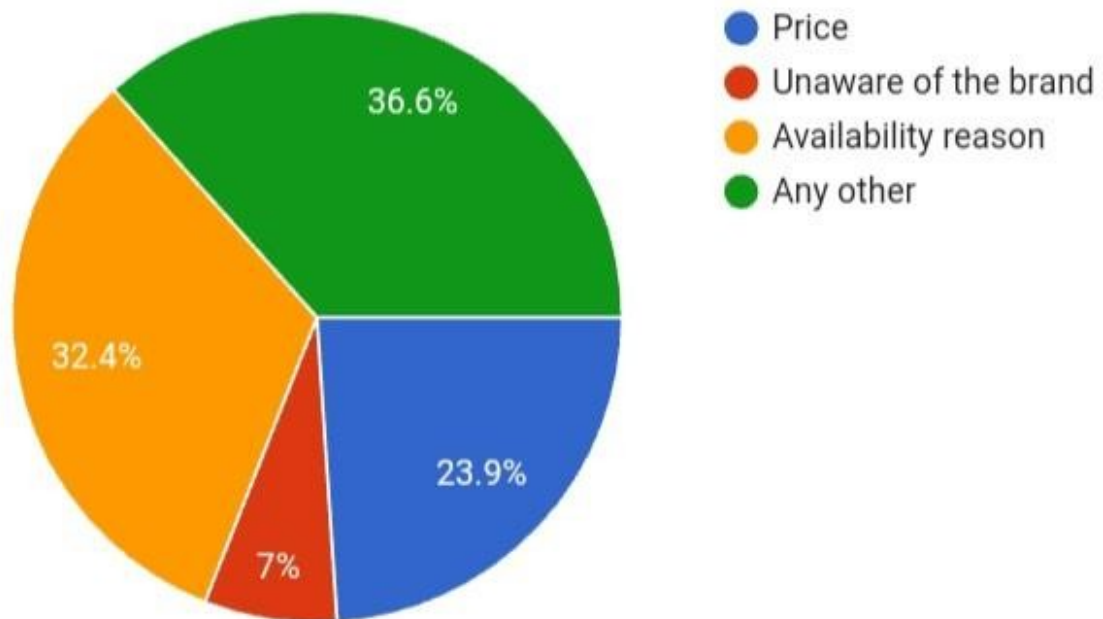


INTREPRETATION:

This pie chart shows that out of 71 respondents, 52.1% of respondents consider prices of products are slightly overpriced at Pantaloons and 32.4% consider it perfectly priced while remaining 9.9% and 5.6% of respondents consider it highly overpriced and underpriced respectively.

10. If you choose not to visit Pantaloons it is because of ?

71 responses



INTREPRETATION:

This pie chart shows that out of 71 respondent, 32.4% of respondents don't visit pantaloons because of availability reason while 23.9% of respondents for price, 7% of respondents for unaware of brand while 36.6% of respondents for other reasons.

RESEARCH

FINDINGS

1. People were found to be satisfied with the product quality of pantaloons as this factor influence them to shop in pantaloons.
2. 85% of respondents were satisfied with the cleanliness and hygiene maintained in Pantaloons.
3. Ladies complaint about jewelry variety is not there, Traditional wear should have more variety.
4. Majority of respondents were found to be satisfied with various brands and product availability in Pantaloons.
5. Pantaloons need to adopt different promotional mediums like internet, magazines, television, advertisements etc, so that large no. of people can reach to pantaloons easily.

RECOMMENDATIONS

AND

CONCLUSIONS

Recommendations

This research throws light on various strengths and weaknesses of Pantaloon and can also help Pantaloon to improve on different fronts in order to have an edge over its competitors. Based on the analysis and findings of my research I would like to give following recommendations:

1. Pantaloon needs to improve so that it can accommodate more kinds of Products and also provide space for children coming with their parents to Play and have fun so that for them visiting Pantaloon becomes exciting.
2. Pantaloon should incorporate more variety of products in its basket so That it provides the convenience of availability of all things under one roof to its customers. Variety of products should specially be increased in traditional wear for women, Footwear, jewelry, cosmetics and more varieties in watches. More varieties in sizes in jeans, Shirts.
3. Sitting area should be there for children and old people, so that they can Sit while other family members doing shopping.
4. More computers should be included and number of billing counters should be increased especially during the festive season and sales, so as To speed up the process of billing and avoid large queues.
5. If possible more attractive discount and offers should be given in order to attract more customers.
6. Staff should be trained properly to assist people and to make them Understand the benefits of green card membership, it will strengthen.

CONCLUSION

This research report aims to study consumer satisfaction towards Pantaloon and highlights its strengths and weaknesses in order that Pantaloon can fight the competition in a better way. The retail markets in India is highly competitive due to increase in number of customers belonging to middle and higher income class, change in consumption pattern and opening up of economy due to liberalization, privatization, globalization.

Against this background the study has attempted to analyze the profile and buying behavior of the customers and the factors influencing the level of expectation and satisfaction of customers. The findings would enable the organization to frame suitable strategies to enhance market share.

LIMITATIONS

Limitations:

1. The study of the market survey report is completed in a limited period of Time.
2. Due to Covid-19 I can't do one on one survey.
3. Due to online survey I might not have respondent truly to all the questions.
4. Due to online survey many of the people ignored the link and I can't get more number of respondents on time.
5. Because of specific time I gather limited information

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ANNEXURE

Questionnaire

Area of Residence

.....

Age

.....

Gender

- Male
- Female

1. What influenced you to shop in Pantaloons?

- Product quality
- Store appearance
- Discount and offer
- Product price

2. How frequently do you shop at Pantaloons?

- Every week
- Once in two week
- Once in three week
- Once in a month

3. What comes to your mind when mean about Pantaloons?

- Discount and offer
- Assortment
- Quality
- Others

4. Brands and product availability in Pantaloons is?

- Excellent
- Good
- Average
- Bad

5. Through which promotional source you come to know about pantaloons?

- Newspaper
- Television
- Magazine
- Word of mouth

6. Which company you think is competitor of Pantaloons?

- Max
- Reliance Trends
- Globus
- Madame

7. Location cleanliness and hygiene maintained in Pantaloons of city is?

- Excellent
- Good
- Average
- Bad

8. Does the cost of product affect your purchasing choice?

- Yes
- No
- May be

9. The price of the product at Pantaloons is?

- Highly overpriced
- Slightly overpriced
- Perfectly overpriced
- Under priced

10. If you choose not to visit Pantaloons it is because of?

- Price
- Unaware of the brand
- Availability reason
- Any other





Thank You