

RESEARCH PROJECT  
ON  
Supply Chain Management  
At



FOR THE PARTIAL FULFILMENT OF THE REQUIREMENT  
FOR THE AWARD OF

BACHELOR OF BUSINESS ADMINISTRATION  
(Logistics & SCM)

UNDER THE GUIDANCE OF:  
PROF. ASHOK KUMAR SHARMA

SUBMITTED BY  
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BBA 6th Sem  
(Logistics & SCM)  
18SLAM1010034



SCHOOL OF BUSINESS, GALGOTIAS UNIVERSITY

## Certificate from Faculty Guide

This is to certify that the project report **Supply Chain Management at Big Bazaar** has been prepared by **AQUIL ASHRAF** under my supervision and guidance. The project report is submitted towards the partial fulfillment of 3 year, full time Bachelor of Business Administration (**Logistics & SCM**).

PROF. ASHOK KUMAR SHARMA

Name and Signature of Faculty

Date:

## DECLARATION

I, **AQUIL ASHRAF** Roll No 18SLAM1010034 student of BBA of School of Business, Galgotias University, Greater Noida, hereby declare that the project report on **Supply Chain Management at Big Bazaar** is an original and authenticated work done by me.

I further declare that it has not been submitted elsewhere by any other person in any of the institutes for the award of any degree or diploma.

**AQUIL ASHRAF**  
**BBA 6th Sem**  
**(Logistics & SCM)**





## ACKNOWLEDGEMENT

It is a matter of great explanation and ecstasy for me to present my research project report on the topic "**Supply Chain Management at Big Bazaar**".

I offer my sincere Gratitude to every one involves directly and indirectly for his help and guidelines throughout the project I am especially thankful to my project guide **Prof. Ashok Kumar Sharma Gu, Greater Noida**, who had given me opportunity to complete project.

My project has been influenced by number of standards and popular text books.

I express my gratitude to the respective author.

**AQUIL ASHRAF**

**BBA 6th Sem**

**(Logistics & SCM)**

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## EXECUTIVE SUMMARY

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Title of the Project-

“Supply Chain Management at BIG BAZAAR”

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Different objective behind conducting this project-

- o Movement of the product at BIGBAZAAR.
- o Customer Orientation towards product available at BIGBAZAAR.
- o Listing of the product preferences at BIGBAZAAR.
- o Recommendation for Impulse Buying at BIGBAZAAR.

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### \*INTRODUCTION

The project was carried out for understanding the movement of the product at BIG BAZAAR and customer behavior regarding different product at BIG

BAZAAR Allahabad Branch. **BIGBAZAAR** was established in the year 2001, they are old player in RETAIL sector. The BIGBAZAAR follows values such as ~~Team~~ Business, Leadership, Respect and Humility, Valuing and Nurturing Relationships, Simplicity and Positivity, Adaptability.

This research helps us in finding out the customers view regarding the product and Services offered by the BIG BAZAAR and awareness by promotion and also identifying the market potential of BIG BAZAAR.

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Slogan: Isse sasta aur accha kahinahi!

### \* ~~ABOUT THE TOPIC~~

The project was carried out with an objective of knowing satisfaction level of customers at Big Bazaar and do customers are aware about the different types of product and Services and different offers provided at Big Bazaar. The total sample size taken was one hundred (100) from various customers of LUCKNOW at Big Bazaar (sahara ganj). The research shows that the customer satisfaction at Big Bazaar is very good and so many customers are not aware of the product and services provided by the Big Bazaar which are not provided by other Retail stores. On the other hand we have also the existing customers of Big Bazaar who are satisfied with the working style of retail store, but want continuous updates about the new offers and other products of Big Bazaar. They want that Big Bazaar should do promotional activity as – Advertising. So that they can be updated while sitting at home. The researcher used the method of questionnaire to know all feedback which is listed above.

### \* RESEARCH METHODOLOGY

#### Data source

Primary Data: - It is collected through questionnaire, direct observation and interview .

#### Sampling Plan

Sampling Unit: - All Customers at Big Bazaar

Sampling size: - 100 units.

Sampling Technique: -Market Allocation.

#### Data collection tools

The questionnaires consisted of

Multiple choice questions and

Open ended questions



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## INTRODUCTION ABOUT THE TOPIC



### Food Supply Chain Management of BigBazaar

#### *Abstract*

*Big Bazaar has emerged as one of the leading retail chain stores in India for food, general merchandise and home products. The success mantra for Big Bazaar has been to provide quality products at the cheapest prices. And it depends on its efficient supply chain to squeeze out profits, which it further passes onto the customers. Although Big Bazaar deals with four different categories of supply chains – food, fashion, general merchandise and home, the most critical is the food supply chain. Big Bazaar brought revolutionary methods of procurement and distribution in the food supply chain, by directly procuring farm-fresh products from farmers, and distributing them directly to the retail stores. It also maintains a world-class cold-chain infrastructure and highly efficient FMCG supply chain. This paper focuses on the above matters, and gives insight about the food supply chain of Big Bazaar. We have also tried to give a brief insight into the aspects of food supply chain that may arise in the future.*

Keywords: food supply chain, cold-chain, farm fresh, agro products, logistics, and distribution.

## Introduction

Big Bazaar is a chain of [hypermarkets](#) in India, with more than 100 stores in operation. It is a subsidiary of [Future Group Venture Ltd's](#), and follows the business model of [United States-based Wal-Mart](#).

Big Bazaar is led by Pantaloon Retail, the group's flagship company, and 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.

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.

In 2008, Big Bazaar opened its 100th store, marking the fastest ever organic expansion of a hypermarket. The first set of Big Bazaar stores opened in 2001 in Kolkata, Hyderabad and Bangalore.

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The group's speciality retail formats include supermarket chain – Food Bazaar, sportswear retailer - Planet Sports, electronics retailer - eZone, home improvement chain - Home Town and rural retail chain, Aadhaar, among others. It also operates popular shopping portal - [www.futurebazaar.com](http://www.futurebazaar.com).

This large format store comprises of almost everything required by people from different income groups. It varies from clothing and accessories for all genders like men, women and children, playthings, stationary and toys, footwear, plastics, home utility products, cosmetics, crockery, home textiles, luggage gift items, other novelties, and also food products and grocery. The added advantage for the customers shopping in Big Bazaar is that there are all time discounts and promotional offers going on in the Big Bazaar on its salable products.

Shopping in the Big Bazaar is a great experience as one can find almost everything under the same roof. It has different features which cater all the needs of the shoppers. Some of the significant features of Big Bazaar are:

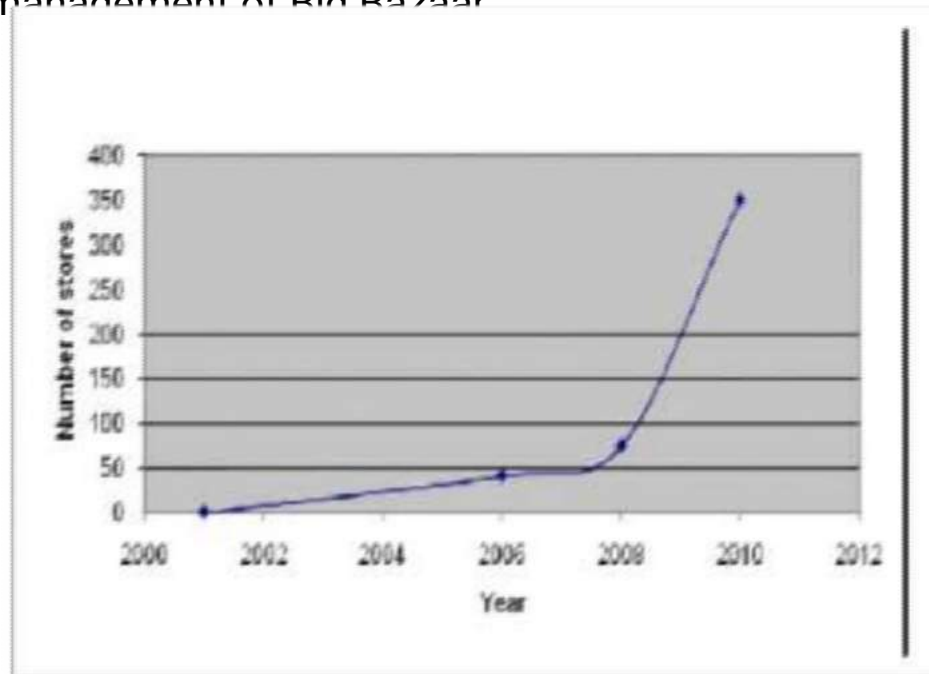
- . The Food Bazaar or the grocery store with the departments selling fruits and vegetables
- . There is a zone specially meant for the amusement of the kids
- . Furniture Bazaar or a large section dealing with furnitures
- . Electronics Bazaar or the section concerned with electronic goods and cellular phones
- . Future Bazaar.com or the online shopping portal which makes shopping easier as one can hop many products of Big Bazaar at the same price from home
- . Well regulated customer care telecalling services

## Company Profile

Future Group, which is led by its founder and Group CEO, Mr. Kishore Biyani, was established in 1994 with a vision to provide diverse services in Indian and Global markets and is now one of India's leading business houses with multiple businesses spanning across the consumption space with a net sales from operations of INR 934.37 crores. 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 the hypermarket format that combines the look, touch and feel of Indian bazaars with the choice and convenience of modern retail.

## Supply-Chain management of Big Bazaar



The supply chain of Big Bazaar is managed by Future Supply Chains, which has developed expertise in Supply Chain Management of consumer product categories such as Fashion, Food, Home and General Merchandise. The company operates from 60 strategically located hubs, servicing more than 2600 retail outlets spread across the length and breadth of the country. Its network of facilities and specialized expertise enable it to manage more than 3 million SKUs. This requires 30 distinct supply chains to be managed simultaneously, each with their own specific requirements that need customized solutions.

Big Bazaar's Supply Chain's transportation capability enables it to implement Factory-Gate logistics involving pick-up of goods from vendors across the country, national distribution ~~from~~ and city logistics that includes store deliveries and home deliveries. Big Bazaar's Supply Chains is the first organized intra-city transportation services company in India - carrying out not only B2B deliveries but also B2C deliveries in the form of thousands of home deliveries every day across the country, especially for Furniture and Consumer Durables.

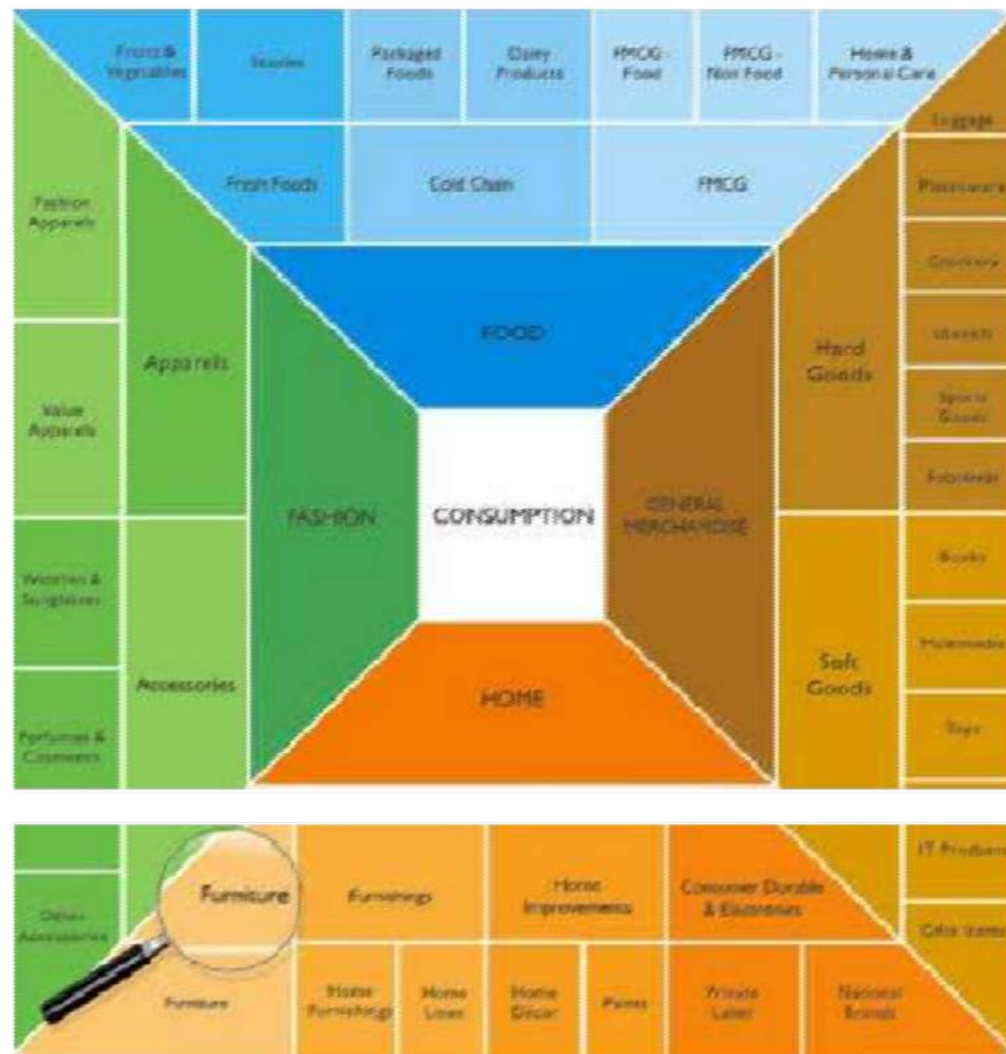
Big Bazaar is also working on the vendor network as well as the logistics network. The company has identified up to 40 anchor vendors, each with turnovers of US\$45 million, to achieve economies of scale. The group is also keen to ensure that its small vendors are able to reach turnovers of around US\$1 million and a growth rate of 40% annually, to be able to pass on the benefits of scales. The company is also working towards bringing its 1,200 vendors online, like Wal-Mart.

In India, Big Bazaar derives significant economies of scale in managing their supply chain. With more than 170,000 products, the company maintains a strong supplier relationship in a partnership mode, avoiding the exploitative supplier-buyer transactional philosophy. The IT enabled back-end operations and supply chain management increases the reliability and efficiency of the business.

As part of the operation, Big Bazaar is also undertaking to reduce its warehousing costs through a consolidation process. In a country like India, where most retail stores are located in the heart of the city—where rents are high and storage space is scarce—supply chain management has even more serious business implications. Future Logistics now handles two-and-a-half million SKUs (or stock keeping units) a day across the Future Group's various retail formats around the country. By 2010, this number is expected to increase to more than 30 million SKUs a day. Even with 98% accuracy, some 600,000 pieces will not be delivered correctly, resulting in an estimated sales loss of more than Rs 4 crore a day.

Big Bazaar's four main consumer sectors—Fashion, Food, Home and General Merchandise have varied product lines, each with their own unique needs that require 30 distinct supply chain solutions.





We have concentrated our studies on the Food supply chain management of Big Bazaar.

### Food Supply Chain

In the present competitive environment customers have become more demanding and asking for quality food which guarantees the safety. On time delivery is becoming a norm to reduce the inventory holding costs. The food industry is facing challenges due to increasing operational complexity, frequently changing consumer needs, government regulations and short product life cycles. It requires a very smart, efficient and agile supply chain to manage the ever-changing needs of the end customers.

### Why managing Food Supply Chain is a challenge?

The food supply chain is complex and difficult to manage due to its perishable nature and short shelf life.

of the products as compared to other supply chains like electronics, home needs, consumer durables etc. It also requires a robust infrastructure of warehouses and transportation network connecting suppliers, manufacturers, distributors and retailers.

The complexity of food supply chain increases further because of the below mentioned parameters

1. Food safety requirements
2. Regulatory requirements
3. Short shelf life of products leading to expiry and wastage
4. Product recalls
5. Product traceability requirements
6. Effective handling of customer complaints
  
7. High order frequency and low volumes

### Food Supply Chain categorization

It is basically categorized into two broad categories Perishable and non Perishable

#### Perishable Supply Chain

In perishable supply chain the shelf life for the products is very low. It requires managing the end to end supply chain with utmost care. The perishable supply chain typically requires a cold chain to manage it properly. The cold chain infrastructure is very capital intensive. The infrastructure consists of pre-coolers, temperature controlled warehouses, refrigerated transport etc

#### Non- perishable Supply Chain

The shelf life for the product is considerable (varying from 3-18 months). Typically FMCG/Processed products, staples etc fall under this category. Although the shelf life of the product is 3-18 months, the products falling under this category requires strict monitoring of FIFO at distributors end to ensure that the products reaching the end consumer are left with enough shelf life.

**What is needed to manage this unique and complex supply chain?**

1. A well organized supply chain infrastructure of warehouses and transportation covering all the major cities.
2. Sophisticated cold chain for perishable products which guarantees a cost efficient and safe delivery of products

3. Warehouse management system to ensure traceability of products and minimize the losses due to product expiry
4. State of the art warehouse infrastructure equipped with the sophisticated material handling equipment to aid cross docking, flow thru which will reduce transit times and inventory
5. Adherence to well documented GMP at the storage locations. This would ensure food safety in storage condition ( Warehouses)
6. Vehicle tracking abilities GPS/GPRS to continuously evaluate the time to destination.

Now Big Bazaar has,

- Gained and mastered art of managing the food supply chain due to its association with Food Bazaar.
- In house expertise to manage perishable ( Fruits and vegetables, dairy ,meat, poultry,Bakery) and non perishable (FMCG- Food, Staples, Processed food)
- State of the art warehouses across the nation which can cater to the customized needs.
- A strong in-house transportation department with fleet of vehicles for every need and type
- Availability of most advanced warehouse management system which would ensure all aspects like FIFO, Lot management, product traceability, product recalls
- Availability of transport management system with vehicle tracking facilities to track and movement at every stage of transportation (Real time visibility)

Food supply chain of Big Bazaar can be divided into 3 categories:-

- a. Farm Fresh-foods supply chain

Currently, Food Bazaar stores across the country have concessionaires handling the Farm Fresh section of the stores. The concessionaires ensure that the supply chain complexities are reduced for the store, because they're in charge of the goods that they bring. Over a period of time Big Bazaar has developed an expertise in managing this farm fresh food supply chain in the most efficient manner. Big Bazaar has removed the



traditional mandir routes supply chain that traditionally existed in the Indian market, where fruits and vegetables would come along and tardy way, right from the farmer to finally reach the customers, as depicted below.

Food Bazaar has links with farmers growing potatoes and fruits. It has also sourced produce from farmers growing exotic vegetables like red pepper, mushroom, etc. Earlier, agricultural and farm products, would first be collected by aggregators in different villages, and then they would sell the fruits and vegetables at the agricultural farmyards, who would subsequently sell it to a wholesaler. Now semi or smaller wholesalers will buy these products from the larger wholesalers and sell them to different smaller retailers, from where the customers finally bought the products.



But Big Bazaar has shortened the supply chain path in such a way that, the farm products can now directly reach the stores, or take a slightly longer route of first getting collected at a collection centre, which is then passed on to the processing and distribution centre, from where they would be delivered to the store for sale to customers.

These features have enabled Big Bazaar to efficiently carve its supply chain, reducing irrelevant delays and fruits and vegetables wastage. Also farmers are at a benefit since, they are selling direct to the retailer, hence cutting out the commission of unnecessary aggregators, wholesalers and farmyards.

b. Cold-Chain

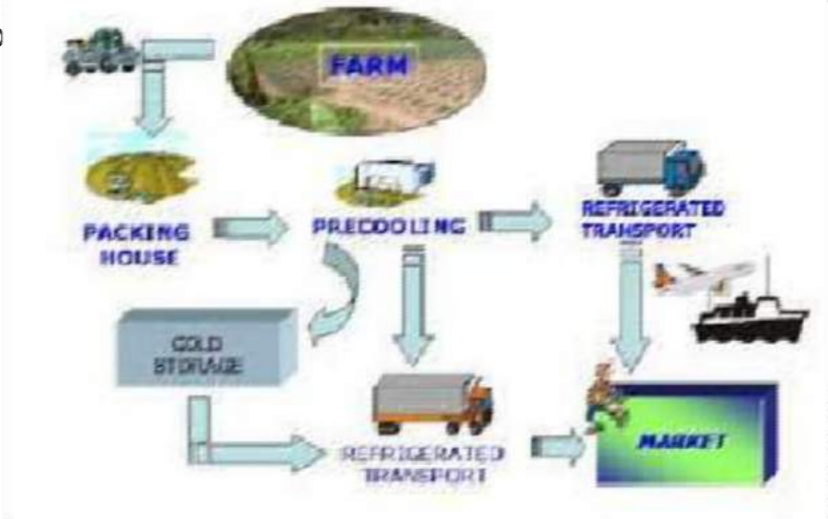
A cold chain is a temperature-controlled supply chain. An unbroken cold chain is an uninterrupted series of storage and distribution activities which maintain a given temperature range. It is used to help extend and ensure the shelf life of products such as fresh agricultural produce, frozen food, photographic film, chemicals and pharmaceutical drugs

Big Bazaar uses its cold chain to deliver 2 kinds of products – Packaged food & Dairy Products. While dairy products have much product life, packaged foods still have higher product life. Hence, special care is provided to plants, and not through sukma in the dairy business with products directly from dairy have gone onto Maharashtra.



In case of packaged foods, products are collected either from cold-storage warehouses or pre-cooling distribution centers, from a refrigerated trucks or

**COMMODITY FLOW IN A COLD CHAIN PROCESS**

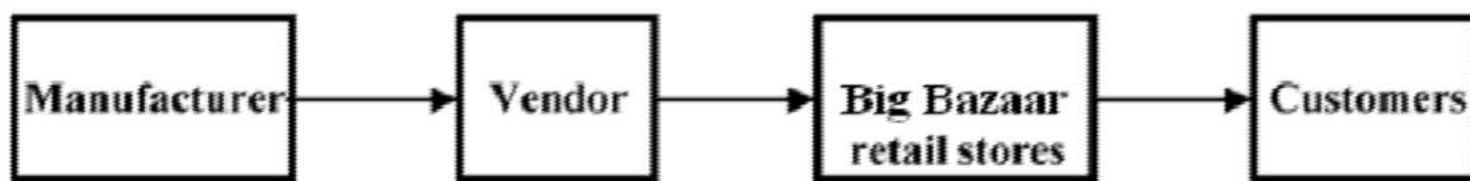


Big Bazaar retail outlets

c. FMCG SupplyChain

Big Bazaar maintains the supply chain of 3 different kinds of FMCG products – Food, Non-food, Health&Personalcare,withthelatterbeingthelatestentryintoitsproductportfolios.WhileFMCG-Food are again distributed through cold-chain networks, non-food and health and personal care have different supply chain networks.

The FMCG-non food category items follow usual general merchandise supply chain networks, where products are first stored from the factories to different vendors or distribution centres, from



Whereas, health and personal care products may or may not be subject to refrigerated distribution. They are more or less distributed as non-food FMCG goods too.

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Future aspects of food retail supply chain

Kishore Biyani's Future Group is making a vigorous push to increase its share in the fruit and vegetables business, a category that has traditionally been an Achilles heel for the country's largest retailer. The group behind supermarket chains such as Food Bazaar and Big Bazaar is empowering the specialised entity, *Future Supply Chains* which will now totally manage all the efficient supply chain for fruits and vegetables (F&V), marking a shift away from the outsourced model it has followed so far.

MrBiyanibettingthatbyputtinginplacenewsortingandgradingtechnologies,bettercoldstorage and aggressively cutting out middlemen, he can bring down the prices of fruits and vegetables by about 15-20% across categories. "The efficiencies created by this exercise will be passed on to the consumer," heobserved.

TheFutureGroupnowoutsourcesretailingoffruitsandvegetablestovendors,whoareallowedtouse spaceinitsshopsinexchangeforashareoftheirrevenue.

Mr Biyani's move to take direct control of the fruits and vegetables business brings to focus the challenges faced by organised retailers in selling fresh and perishable goods. India lacks a network of cold storages and refrigerated trucking facilities that can efficiently transport fresh fruits and vegetables from a farm to the shop-floor while retaining its freshness.

Future Group has a separate company that handles its dry vegetables supplies as well, but the new entity will have independent profit and loss responsibilities as well. It will rent out space from Future Group's stores and separately branded counters will handle sales of fruits and vegetables.

Mr. Biyani has recently announced that he is planning to introduce the concept of freezing fruits and vegetable prices. That means, prices of fruits and vegetables will not fluctuate throughout the year but sold at one fixed price around the year further adding benefits for the customers. If Big Bazaar does implement such a scheme, it will heavily depend and rely on its highly-efficient supply chain to deliver seamless supply of products even when demands are very high and cost of products very low, reaping very less profit.

In the process of setting up the retail networks, these large corporations are changing the domestic agricultural landscape. For starters, they are introducing the Indian farmer to better seeds, new technology, supply chain management and food processing. These companies have already brought in technology that increases the shelf life of fruits and vegetables.

Primarily, there are three models being worked on by India Inc. First, a model farm like Bharti's Field Fresh. Second, contract farming. Third, contact farming. In contract farming, the farmer is supplied seeds and other ingredients by the company. The contractor buys the entire farm produce at a pre-fixed price. However, in case there is a supply shortage and the price offered by the government is higher than the price contracted by the company, the farmer can sell it all to the government.

Contact farming is a more complicated. Here, a farmer takes land on lease from other farmers. He is generally paid Rs 15,000 per acre every year, while the marginal farmer is employed to work on his land for which he is paid a monthly salary. But Bharti says it is switching to contract farming because of the complexities of contact or collaborative farming.

In Ratnagiri, Maharashtra, farmers have formed cooperatives and regularly supply mangoes to retail chains. "We sold 35,000 tonnes of mangoes from Ratnagiri last year. The farmers managed to get 90 per cent of the original cost," says Arvind Chaudhary, CEO Pantaloon Retail's food business. If they had gone to a mandi they would have realised only 70 percent of the cost. This year, Pantaloon's Food Bazaar is planning to buy 100,000 tonnes of mangoes. The supply chain is managed such that mangoes are transported to the store a week before they become ripe. Cold chain is used only in the case of potatoes, where 5,000 tonnes are stocked in UP. Pantaloon's food business is growing at 25 per cent in the entire Big Bazaar chain, which also sells FMCG products.

However, there are certain issues that agro-retail chains will have to address before they can make the farmer smile. Hurdles such as bad infrastructure, high cost logistics management, the middleman and the limiting APMC Act will have to be crossed if retail has to assist the farmer. Since the existing supply chain allows them

to connect with only those farms that are nearest to the cities, those living in the hinterland still have no access to markets. Importantly, the best of these stores shy away from commenting on the investments.

There has also been a call to set up an exchange market for agricultural produce. This free market principle, CEOs feel, will liberate the farmer in terms of actual price realisation and keep him out of debt for the coming season. The National Spot Exchange Limited, an exchange which is dedicated for agricultural produce, is supposed to create a benchmark even for the small farmer who can sell only one quintal. The NSEL is in the process of setting up 117 warehouses and cold chains of 700,000 metric tonnes capacity each to make the exchange operational.

Right now, companies are mostly dealing with farmers on the periphery of cities but analysts say they would ultimately have to invest in cold chains and move into the interiors. Whether companies—except for those with deep pockets like Reliance—will have the courage to do that is in question. According to the confederation of Indian industry, if India has to double fruits and vegetables production to 300 million tonnes by 2012, it would require pumping in close to Rs 20,000 crore. But analysts warn that such investment may not pay dividends since it doubles the cost of transportation.

Fung Capital, a private equity investment company of Fung families, has decided to invest around \$30 million in the logistics and supply chain arm of Kishore Biyani-led Future group. Future Supply Chain Solutions (proposed new avatar of Future Logistic Solutions Ltd.), in return, has agreed to divest up to 26 per cent of equity stake in favour of the private equity firm.

Future Supply Chain Solutions, which presently services over 1,100 retail outlets, manages over 2.6 million SKUs and over 3 million sq ft of warehousing network spread over 30 centres, and handles a fleet of over 500 vehicles plying across the country, will use the newly raised capital to build logistics infrastructure, strengthening technology platforms, and expanding supply chain network of the company for its Big and Food Bazaar arms.

“We are building a world class supply chain infrastructure for the consumption products in India which is presently very limited, despite it being a critical support required in India’s rapidly growing economy. We will be investing in physical as well as technology infrastructure that will reduce the time-to-market and cost-to-market for fashion and apparel and other consumer categories” said Anshuman Singh, Managing Director of Big Bazaar.

Another important future aspect of supply chain rather the biggest driver in consumer logistics is going to be zero defect in managing the supply chain. While infrastructure, technology, automation, processes and people will all play an important role, zero defect can only be achieved through vertical integration across the entire supply chain—from raw material supply, production, wholesale and retail. The different parts of the supply chain will no longer be able to work in silos as they do today.



## "COMPANY INTRODUCTION"

### Future Group

Future Group is India's leading business group that caters to the entire Indian consumption space. Led by Mr. Kishore Biyani, the Future Group operates through six verticals: operates through six verticals: Retail, Capital, Brands, Space, Media and Logistics.

Apart from Pantaloon Retail, the group's presence in the retail space is complemented by group companies, Indus League Clothing, which owns leading apparel brands like Indigo Nation, Scullers and Urban Yoga, and Galaxy Entertainment Limited that operates Bolwing Co, Sports Bar and Brew Bar,

The group's joint venture partners include French retailer ETAM group, US-based stationary products retailer, Staples and UK-based Lee Cooper. Group Company, Planet Retail, owns and operates the franchisee of international brands like Marks & Spencer, Next, Debenhams and Guess in India. The group's Indian joint venture partners include, Manipal Healthcare, Talwalkar's, Blue Foods and Liberty Shoes.

Future Capital Holdings, the group's financial arm, focuses on asset management and consumer credit. It manages assets worth over \$1 billion that are being invested in developing retail real estate and consumer-related brands and hotels. The group has launched a consumer credit and financial supermarket format, Future Money and soon plans to offer insurance products through a joint venture with Italian insurance major, Generali.

The group is currently developing over 50 malls and consumption centers across the country and has formed a joint venture company focusing on mall management with Singapore-based CapitaLand, one of Asia's largest property companies. Future Group's vision is to, "Be Everywhere, Every time to Every Indian Consumer in the most profitable manner." The group considers 'Indian-ness' as a core value and its corporate credo is - **Rewrite rules, Retain values.**

“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, ~~and~~ to learn, unlearn and re-learn our ability to evolve.

The motto of Future Group, to not to wait for the Future to unfold itself but create future scenarios in the consumer space and facilitate consumption because consumption is development. Thereby, it will effect socio-economic development for their customers, employees, shareholders, associates and partners. Their customers will not just get what they need, but also get them where, how and when they need. They are not just posting satisfactory results, they are writing success stories.

## Future Group conglomerate

Future Group has six business pillars:

### Future Retail

All the retail lines of business like food fashion and home will come under this vertical.

### Future Brand

Custodian of all the present and future brands that are either developed or acquired by the group.

### Future Space

Will have a presence in property and mall management.

### Future Capital

Will provide consumer credit and micro finance services, including marketing of MFs and insurance policies, and management of real estate and consumer fund.

### Future Media

Will focus on revenue generation through effective selling of retail media spaces.

### Future Logistic

To drive efficiencies across businesses via better storage and distribution.



**GROUP VISION:**

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

**GROUP MISSION:**

Future Group shares the vision and belief that their customers and stakeholders shall be served only

by creating and executing future scenarios in the consumption space leading to economic development.

They will be the trendsetters in evolving delivery formats, creating retail realty, making consumption affordable for all customer segments - for classes and for masses.

They shall infuse Indian brands with confidence and renewed ambition.

They shall be efficient, cost-conscious and committed to quality in whatever they do.

They shall ensure that their positive attitude, sincerity, humility and united determination shall be the driving force to make them successful.

**CORE VALUES:**

Indian ness: Confidence in themselves.

Leadership: To be a leader, both in thought and business.

Respect and Humility: To respect every individual and be humble in their 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 and Positivity: Simplicity and positivity in their thought, business and action.

Adaptability: To be flexible and adaptable, to meet challenges.

Flow: To respect and understand the universal laws of nature.

## Major Milestones

- 1987 Company incorporated as MenzWear Private Limited. Launch of Pantaloon trouser, India's first formal trouser brand.
- 1991 Launch of BARE, the Indian jeans brand.
- 1992 Initial public offer (IPO) was made in the month of May.
- 1994 The Pantaloon Shoppe – exclusive men's wear store in franchisee format launched across the nation. The company starts the distribution of branded garments through multi-brand retail outlets across the nation.
- 1995 John Miller – Formal shirt brand launched.
- 1997 Pantaloons – India's family store launched in Kolkata.
- 2001 Big Bazaar, 'Is se sasta aur accha kahi nahin' - India's first hypermarket chain launched.
- 2002 Food Bazaar, the supermarket chain is launched.
- 2004 Central – 'Shop, Eat, Celebrate in the Heart of Our City' - India's first seamless mall is launched in Bangalore.
- 2005 Fashion Station - the popular fashion chain is launched all over India. 'A little larger' - exclusive stores for plus-size individuals is launched.
- 2006 Future Capital Holdings, the company's financial arm launches real estate funds Kshitij and Horizon and private equity fund in division. Plans forays into insurance and consumer credit. Multiple retail formats including Collection Furniture Bazaar, Shoe Factory, E-Zone, Depot, and futurebazaar.com and are launched across the nation. Group enters into joint venture agreements with ETAM Group and Generali.

## AWARDS

IndianRetailForumAwards2008

TheINDIASTARAward2008

Retail Asia Pacific 500 Top Awards

2008 Coca-Cola Golden Spoon

Awards 2008

The Reid & Taylor Awards For Retail Excellence 2008

PlatinumTrustedBrandAwardImagesRetailAward2005,06

DLF Award2004

BOARD OF DIRECTORS

Mr. Kishore Biyani, Managing Director

Mr. Gopikishan Biyani, Whole Time Director

Mr. Rakesh Biyani, CEO– Retail

Ved Prakash Arya, Independent Director

Mr. Shailesh Haribhakti, Independent Director

Mr. S.Doreswamy, Independent Director

Dr. D.O.Koshy, Independent Director

Ms. Anju Poddar, Independent Director

Ms.Bala Deshpande, Independent Director

Mr.Anil Harish, Independent Director

## Different Formats of Future Group

### Format -1

Pantaloon Retail (India) Limited, is India's leading retail company with presence across multiple lines of businesses. The company owns and manages multiple retail formats that cater to a wide cross-section of the Indian society and is able to capture almost the entire consumption basket of the Indian consumer. Headquartered in Mumbai (Bombay), the company operates through 5 million square feet of retail space, has over 331 stores across 40 cities in India and employs over 17,000 people. The company registered a turnover of Rs. 2,019 crore for FY 2005-06.

Pantaloon Retail forayed into modern retail in 1997 with the launching of fashion retail chain, Pantaloons in Kolkata. In 2001, it launched Big Bazaar, a hypermarket chain that combines the look and feel of Indian bazaars, with aspects of modern retail, like choice, convenience and hygiene. Food Bazaar, food and grocery chain and launch Central, a first of its kind seamless mall located in the heart of major Indian cities, followed this. Some of its other formats include, Collectioni (home improvement products), E-Zone (consumer electronics), Depot (books, music, gifts and stationary), all (fashion apparel for plus-size individuals), Shoe Factory (footwear) and Blue Sky (fashion accessories). It has recently launched its e-tailing venture, futurebazaar.com

Background: Founded in 1987 as a garment manufacturing company, the company

forayed into modern retail in August 1997 with the launch of its first department store

e, Pantaloon Retail in Kolkata.

Listing: Pantaloon Retail is a listed company on the Bombay Stock Exchange (BSE, Scrip Code: 523574) and National Stock Exchange (NSE, Symbol: PANTALOONR).

## Format-2

### CENTRAL



Central, the showcase seamless small concept is one of the more popular offerings in the lifestyle segment that celebrates shopping in India. During the year, Central capitalized on its positioning of being a destination where citizens can just come and unwind, whether it's for shopping for a wider range of national and international brands, enjoying their favorite cuisine at the multiple specialty restaurants and food courts or watching the latest movie release at the in-house multiplexes.

The most reputed brands are showcased in Central. It is also emerging as the destination of first choice for new fashion brands in India. Central assures better visibility, instant recognition, good quality and commercially viable space on the basis of the optimum space utilization concept, taking the brand closer to the consumer. With brands within Central competing against the best brands in the country, it also allows benchmarking for these brands.

The coming year will also witness many new concepts being introduced at all

Central malls. Some of these concepts include communications (MPort and Gen M), electronics (E-Zone), furniture and accents (Collection I), fitness equipments and wellness zones, books, music, gifts & stationery (Depot) and fine dining restaurants etc. Some of the new alliances that the group has entered into, like Etam, Lee Cooper and Gini & Jony will also share space within all Central malls.

Format-3

PLANETRETAIL

planet retail

PLANET RETAIL HOLDINGS  
JOINT VENTURE

A young and emerging India is also eager to experience international brands. We sensed

this opportunity some time back and have built a strong portfolio of international brands through our strategic partnership with Planet Retail Holdings Pvt. Ltd. The alliance with Planet Retail provides access to international fashion retail chains like Marks &

Spencer, with 9 stores at present; Guesse the US brand that has 12 retail stores currently,

and the Spanish brand Women's Secret which is retailed through 2 outlets. Planet Retail also has a multi-

brand international sportswear format under the brand 'Planet Sports'.

The company is the sole licensee for sportswear brands such as Converse, Spalding and the Athlete's Foot the venture has also launched other formats like Sports Warehouse, Accessorize, Monsoon, Next, and Debenhams.



Format-4



## Depot

This largely untapped unorganized market for books and music with very few players, throws up an enormous opportunity; something that prompted Pantaloon to make its foray through its own format, Depot in 2005-06. Located as stand-alone stores and within most Pantaloons, Central and Big Bazaar retail formats, Depot's vision is to be a one-stop shop where customers will find an extensive range of books, multimedia, toys, gifts and stationery, thereby transforming the way books, music, multimedia and gifts are bought, sold and perceived in India. This would be made possible by the creation of a portfolio of exclusive titles, an Indian experience while shopping and connecting with them in mind and soul through different languages, ideas and tunes.

### Books, Music and Gifts

Reading as a habit is ingrained into the Indian psyche from time immemorial. However, it is being increasingly associated with a select few. The company believes that existing formats in this segment offer an intimidating environment that alienates the masses. The company has therefore taken this initiative of launching a chain of books, music and gifts stores that will once again democratize the reading habit in the country. The company believes that with 1.2 billion people, the habit of reading can become a strong business proposition. Depot seeks to work with communities in and around the area where it is located and hopes to attract the entire family to spend quality time together.

It is focusing on the introduction of old classics and books in regional languages with

h an objectiveto maketheseaffordableto amassaudience.

Format-5

## Fashion Station



Fashion Station, which represents the company's offering of the latest in fashion for the masses, has met with reasonable success since its launch in 2004-05. These thematic stores that offer the most contemporary in fashion and accessories, is another of the value added propositions that Pantaloon seek to offer. The aspirational mass of consumers who are bombarded with the latest in style through media penetration, hedonism and peer emulation, need an outlet that meets their requirements of trendy, latest and yet affordable fashion. Fashion Station is positioned to meet their requirements, and thereby take fashion to the masses.

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## Home Improvement

Some of the key factors contributing to growth in the housing sector in India are increasing purchasing power, increasing number of nuclear families, softer interest rates, easy availability of finance schemes and an overall real estate boom across the country. There is a shortage of more than 33 million dwelling units. With the average age of a homebuyer reducing from 50 to sub-30, 4 million new homes are being bought annually. With every house, a dream is planted to decorate the house. And this creates a demand for furniture, electronics and home improvement products. Modern retail is ideally placed to capture a significant chunk of consumer spend made by a new homebuyer. The market for home décor and improvement is largely unorganized and hence a new homeowner has to literally visit several markets and stores to meet his home needs. This was the opportunity that Pantaloon perceived and the reason why it entered the Rs.90,000 crore home solution market in 2005. With its presence in the modern retail and consumer electronics space, it was an opportunity for the company to leverage its experience and offer the consumer an alternative solution to canalize his consumption needs.



In the Rs.25000 crore consumer durable industry, which is growing at nearly 6 per cent every year, E-

Zone has already emerged as a force to reckon with. This lifestyle retail format offers a never experienced before environment for shopping for the best in national and international consumer electronic and durable brands. It retails products ranging from

music systems to laptops, from the latest plasma television sets to DVD players, fro

m washing machines to air-conditioners to name a few. Typically in excess of 12,000 square feet in size, E-Zones are primarily stand-alone concepts, but are also present within the company's Centralmalls

Format-7

COMMUNICATION



With over 2 billion phone users worldwide, mobility has now become an intrinsic part of our personal and working lives. Mobile operators, cell phone manufacturers, content publishers, wireless application service providers and many other key players in the mobile industry are all working to carve out the best position in the value chain, to find the right place from where they can best serve both their own and their customers' needs. En route towards 3 billion phones worldwide, a major shift would occur in consumer interest from carrier to content and from a verbal to a growing visual world. With more mobile cameras sold in 2005 than digital cameras, with more music/video players in mobile than in iPods, with more messaging reach than PCs, convergence with the online world is now very much a reality. In India, the story is no different. With over 150 million mobile subscribers expected by 2008, there exists a huge potential for all players in the mobility space. Most of the mobile phones in India are sold through 'mom and pop' stores, and there is a huge grey market that exists.

The logo for Converge M, featuring the word "converge" in a blue, lowercase, sans-serif font, followed by a stylized "m" in a darker blue color.The logo for MBazaar, featuring the word "mbazaar" in a green, lowercase, sans-serif font, with the "m" in a darker shade of green.

## MBazaar

Pantaloon realized this largely untapped opportunity and intended to be a dominant

modern retail player in the mobile space. This is what prompted the company to set up a new division Converge M in 2005-06 to identify, develop and bring to the market, mobile products and solutions tailor-made to suit the consumers requirements at

competitive prices. Converge M adopts a unique approach of establishing, multi-brand, multi-category, multi-format and comprehensive solution outlets to lead and

exponentially expand the market. As in most other formats, Converge M to operate in

the lifestyle and value platforms. Its value offering, MBazaar is a format that addresses the value seeker's quest for possessing latest technologies at lowest prices. Primarily aimed at the replacement market, a typical

MBazaar is located within most Big Bazaar stores as well as stand-alone options. This 250-

500 square feet offering retails both GSM and CDMA and landline phones, while providing options of MPods, download store name a few. The mission for Converge M is

to emerge as the largest organized retailer in the mobile space, while leading innovation in mobile applications and being the most favored destination for all communication needs.



Format-8Restaurant, Leisure & Entertainment

Increasing urbanization and rising disposable

incomes are characteristic that are common in

emerging economies like India. Estimates suggest a growth in urban consumption at

potentially 20% per annum in nominal terms for at least the next 5-7 year period.

The total number of middle to high income households is projected to reach 105 million

by 2010, thereby adding a large number of people to the consuming class.

These

demographic numbers represent a young nation, which has an increased propensity to spend in restaurants and other food service sectors, fuelling growth in the Leisure, Restaurants and Entertainment industries.

The company is using the collaborative approach to strengthen its position in the leisure

and entertainment space. This has helped the company build a complete bouquet of

brands that span from food courts to fine dining. As the shift from high street to malls continues, the restaurant business is expected to increase significantly. For Indians,

shopping comes hand in hand with eating and celebrating and these formats are being developed keeping this in mind. F123 is designed as an entertainment zone that can be present in every mall and this business is expected to gain traction in the coming year.



US

would be to offer a wider range of gaming options from bowling and pool, interactive videogames to bumper cars. The entire concept is built around international thinking

and gaming knowledge, with Indian pricing. For the year ending 2005-06, there were three F123's operational, with the first one opening in November 2005.

### Format-9

#### Star and Sitara



#### Delivery Formats Star & Sitara

In the beauty space, the company's offering, Star & Sitara aims at pampering the

beauty conscious consumer by offering the latest beauty products, ranging from

cosmetics, skin and hair care, aromatherapy and fragrances. Star & Sitara is set to be

part of most Big Bazaar and every Beauty and Health Mall, which the company is in the

process of setting up. There were 6 Star & Sitara operational as on June 2006.

#### Star & Sitara Beauty Salon

Star & Sitara, the beauty services offering, doubles as a unique parlor and salon for men and women. Customers will be treated to the best quality hair and skin services at

unbelievable prices. One such store was operational as on the 30th June 2006.



#### Beauty & Health Mall

Pantaloon, will be the first retailer in India to offer health, beauty and wellness products and services. This will be led through its Beauty &

Health Mall format. Typically, of around 25,000 square feet each, these centers will include pharmacies and beauty product zones and a host of other offerings such as

health cafes, gymnasium, health care services, retailing fitness equipments, yoga

enters

and books on health and fitness etc. The company plans to open at least three Health & Beauty Malls during the year 2006-07 in Bangalore, Ahmedabad and Mumbai.

Format-10

E-TAILING



The emergence of a mass base of net-savvy Indians is reality today. Access to Internet is no longer limited to a small segment of young, male urban people. Cutting across age groups, gender, geography and socio-economic backgrounds, Indians are taking to the net like fish to water. It is estimated that there are at least 25 million Indians who access the Internet on a regular basis. Falling prices of personal computers and laptops coupled with increasing penetration of internet, and broadband services is driving more and more Indians to the Internet. In fact, Indians are no longer limiting their Internet usage to email and chatting. Online shopping has finally come of age. As the leading retailer in India, Pantaloon could ill afford to overlook this emerging segment. There is a sufficiently large segment of online shoppers whose consumption spends needs to be captured. It's with this belief that the company started exploring this area. Pantaloon perceives its online business as yet another delivery format that can potentially reach out to 25 million customers. Future Bazaar, has modeled itself on a unique complete retailer platform. E-tailing requires extensive sourcing capabilities, warehousing capacity, buying trends understanding & most importantly a robust & efficient logistic

backend. Future Bazaar leverages the offline brand equity and brick & mortar presence of the group via multichannel integration to benefit one economy of scales, economy of scope in promotion & distribution and utilizing the offline learning into online & vice-versa to grow at a faster pace. As a new delivery format, Future Bazaar can benefit from

the learning's and expertise gathered in existing formats as well as boosts sales at these formats through the online sale of gift vouchers



Format-11

Liberty

Shoes

With fashion being the focus of the company, the intent is to provide a complete wardrobe experience to the consumer that includes not just apparel but fashion

accessories also. Accessories speak a lot about the personality of the individual and dare

be a reflection of the attitude of the wearer. Footwear is one such category in the fashion sphere that truly embodies the phrase - best foot forward.

Footwear as a category has been present in most of the company's Big Bazaar; Fashion

Station, Pantaloon and Central retail formats. During the year under review, Pantaloon explored the opportunity to get into branded footwear, by partnering with the well-established footwear company Liberty Shoes. The joint venture named Foot Mart Retail (India) Limited would launch branded footwear retail chains in the country under the 'Shoe Factory' brand. These stores would be located within most retail

spaces that Pantaloon would be present in, and as standalone stores across the country. Shoe Factory stores would be a destination for men, women and children of all ages,

who can choose from a wide variety of quality footwear at various price points, suiting their budgets. The venture launched its first store in Ahmedabad on 5th May 2006.

Spread over nearly 13,000 square feet, this value format houses a wider range of the

latest and trendiest

clothing and accessories for all occasions, at unbeatable prices.

Format-12

GINI & JONY



The company recognizes that the organized kids wear category has shown significant growth over the past couple of years. In order to expand and consolidate its presence in this category, the company entered into a joint venture with the country's leading kids wear retailer, Gini & Jony Apparels Pvt. Ltd. This equal joint venture named GJ Future Fashions Limited, apart from gaining additional visibility within all existing and upcoming Pantaloon's stores and Central malls will setup a chain of exclusive kids wear stores throughout the country, addressing fashion needs of children in all age groups, from 5 to 15 years. This initiative witnessed the opening of two stand-alone stores during the year 2005-06 in Indore and Ahmedabad.



Format-13BIGBAZAAR

Isse sasta aur accha kahinahi!

Big Bazaar has clearly emerged as the favorite shopping destination for millions of its consumers, across the country, its success is a true testament to the emotional bonding it has established with the Indian consumer, on account of its value offerings, aspirational appeal and service levels.

Shoptillyou drop! Big Bazaar has democratized shopping in India and is so much more

than a hypermarket. Here, you will find over 170,000 products under one roof that cater to every need of a family, making Big Bazaar India's favorite shopping destination.

At Big Bazaar, you will get the best products at the best prices from apparel to general

merchandise like plastics, home furnishings, utensils, crockery, cutlery, sports goods,

car accessories, books and music, computer accessories and many,

many more. Big Bazaar is the destination where you get products available

at prices lower than the

MRP, setting a new level of standard in price, convenience and quality.

If you are a fashion-conscious buyer who wants great clothes at great prices, Big Bazaar

is the place to be. Leveraging on the company's inherent strength of fashion, Big

Bazaar has created a strong value-for-money proposition for its customers.

This

highlights the uniqueness of Big Bazaar as compared to traditional hypermarkets, w

high

principally revolve around food, groceries and general merchandise.

Boasting of an impressive array of private labels, Big Bazaar is continually striving to provide customers with a 'complete' look. So be it men's wear, women's wear, kids wear, sportswear or party wear, Big Bazaar fashion has it all!

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Format-14

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Food

Bazaar



Across India, food habits vary according to community, customs and geography. Food Bazaar, through its multiple outlets addresses this. At the same time it offers best quality products at wholesale prices to a wide cross-section of the Indian population. Food Bazaar effectively blends the look, touch and feel of the Indian bazaar with the choice, convenience and hygiene that modern retail provides. The food and grocery division of the company was launched in 2002-03 and has grown to 47 stores nationwide at the end of the current financial year. Most stores are located within Big Bazaar, Central and Pantaloon and act as strong footfall generators. There are separate stand-alone Food Bazaars as well. The business contributed just fewer than 50 percent of value retailing, and about 20 percent to the company's turnover during 2005-06. Food Bazaar offers a variety of daily consumption items, which include staples, soaps and detergents, oils, cereals and biscuits. On the product category side, the primary segregation is done on the basis of staples, fresh produce, branded foods and home

and

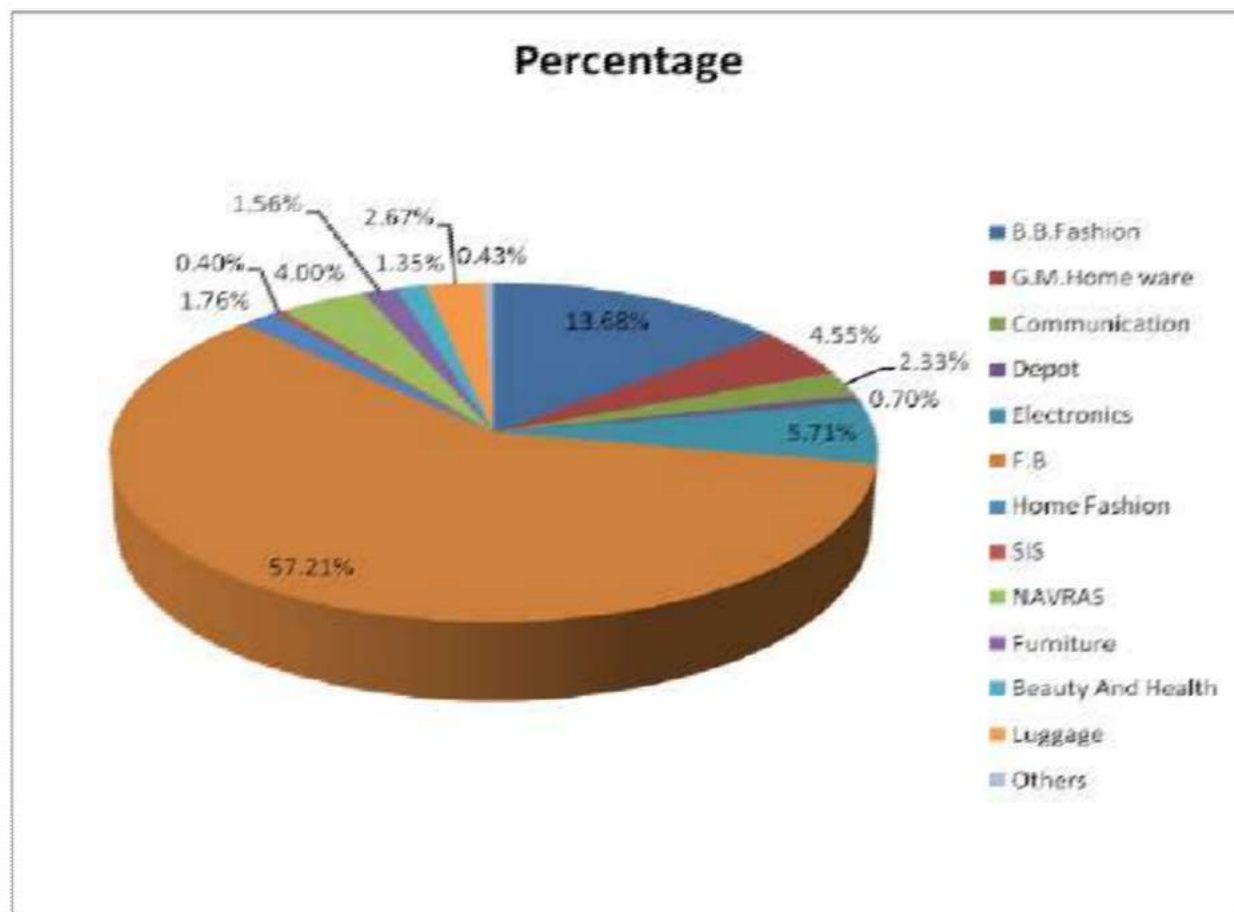
personal care products.

## About Lucknow BigBazaar...

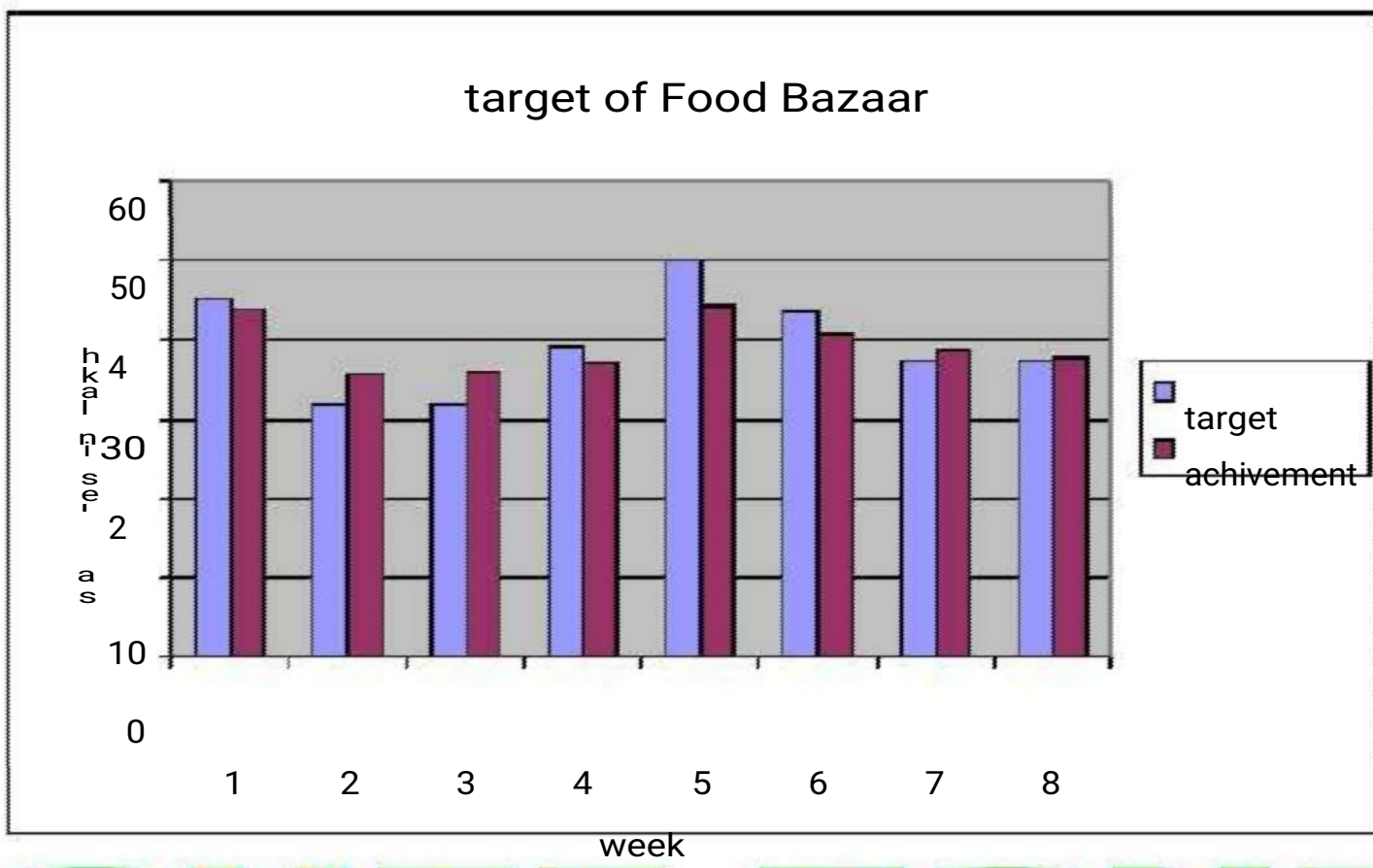
Big Bazaar, Sahara Ganj

## Section at BigBazaar

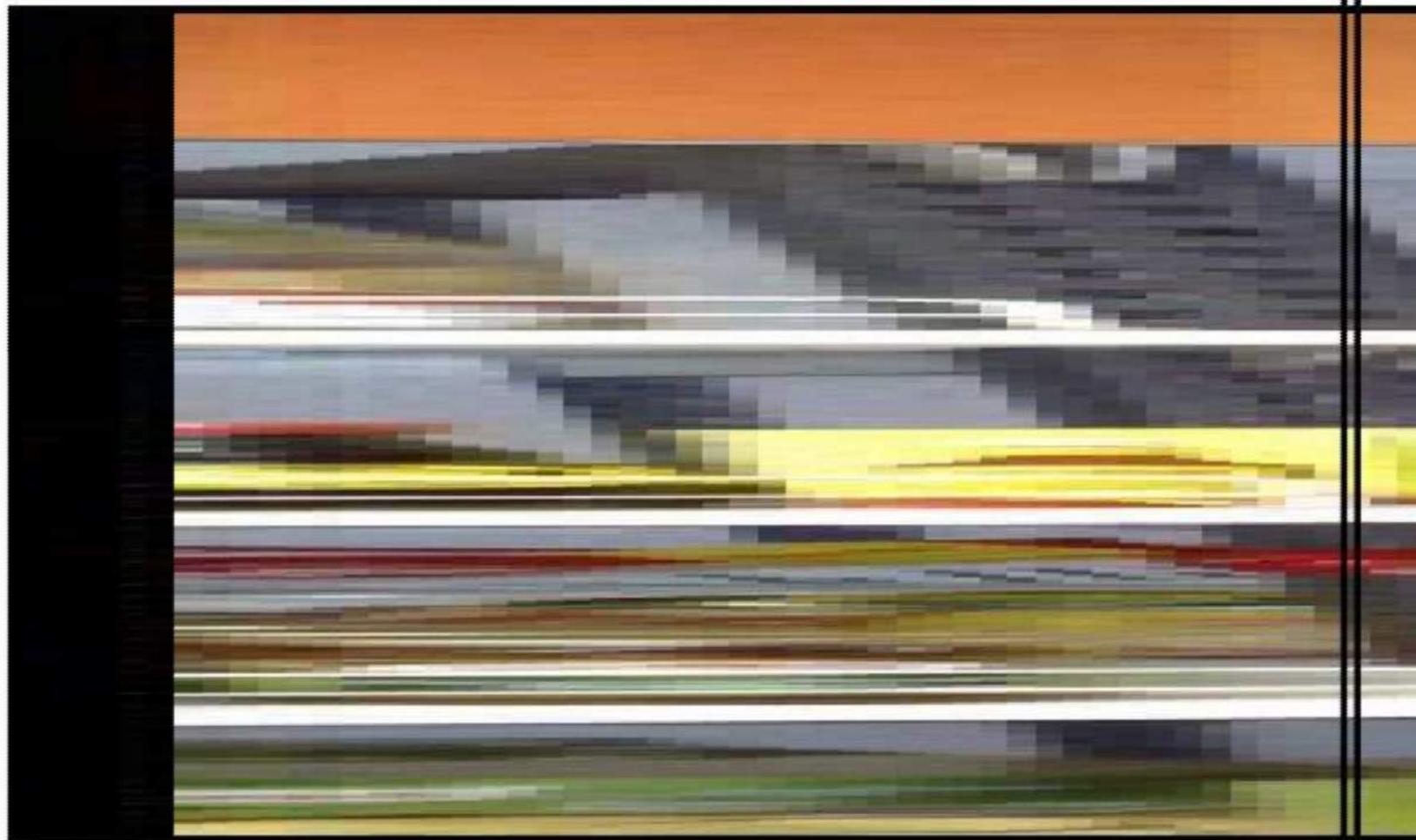
- . B.BFashion
- . Electronics
- . FoodBazaar
- . G.M. Homecare
- . Depot
- . SIS
- . NAVRAS
- . HomeFashion
- . Communication



WEEKLY SALES REPORT FBB BAZAAR (INLAKHS)								
45 <sup>th</sup> week	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total Sales
Target	5.41	4.96	7.22	4.96	5.41	8.12	9.02	45.1
Achievement	5.59	4.91	6.91	5.62	5.98	7.37	7.56	43.94
46 <sup>th</sup> week								
Target	4.13	3.82	5.72	3.5	3.82	4.45	6.36	31.8
Achievement	5.01	4.73	6.42	3.67	3.91	5.13	6.72	35.59
47 <sup>th</sup> week								
Target	3.83	3.51	5.1	3.51	3.83	5.74	6.38	31.89
Achievement	4.87	4.92	6.09	3.92	4.2	5.46	6.38	35.84
48 <sup>th</sup> week								
Target	4.29	3.9	6.24	3.9	4.29	7.8	8.58	39
Achievement	3.86	4.04	5.88	4.08	4.33	6.12	8.63	36.94
49 <sup>th</sup> week								
Target	6	5.5	8	5.5	6	9	10	50
Achievement	5.89	5.48	8.28	5.49	4.8	6.62	7.76	44.32
50 <sup>th</sup> week								
Target	5.66	5.22	6.97	5.22	5.22	7.4	7.84	43.54
Achievement	5	5.24	7.22	4.39	4.6	7.04	7.16	40.65
51 <sup>st</sup> week								
Target	4.48	4.48	5.97	4.11	4.48	6.34	6.34	37.32
Achievement	4.58	4.58	6.88	4.93	4.79	5.84	6.98	38.58
52 <sup>nd</sup>								
Target	4.48	4.11	5.97	4.11	4.48	6.72	7.47	37.33
Achievement	4.43	4.07	5.97	4.32	4.44	6.80	7.70	37.73



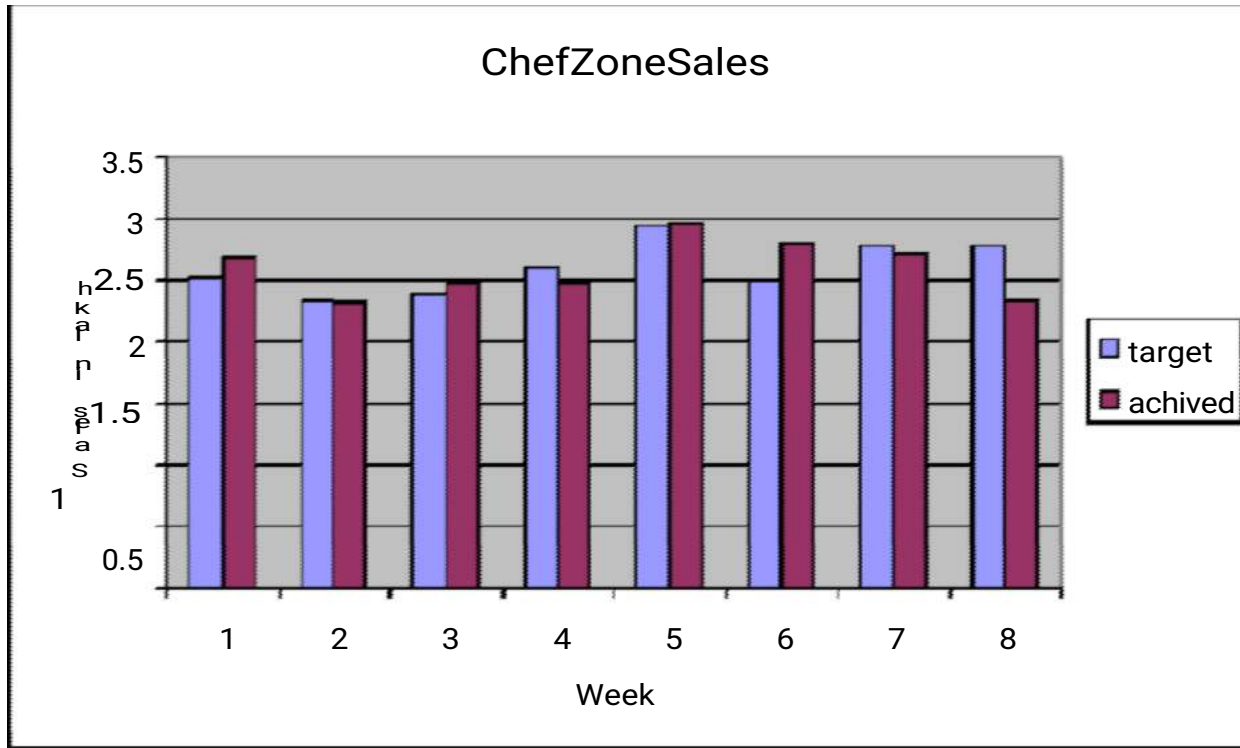
# CHEF ZONE





WEEKLY SALES REPORT CHEFZONE (IN LAKHS)								
45 <sup>th</sup> week	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total Sales
Target	0.31	0.27	0.41	0.27	0.31	0.44	0.49	2.52
Achievement	0.33	0.32	0.42	0.36	0.35	0.37	0.53	2.69
46 <sup>th</sup> week								
Target	0.31	0.28	0.42	0.26	0.28	0.33	0.47	2.35
Achievement	0.31	0.29	0.39	0.22	0.31	0.37	0.44	2.33
47 <sup>th</sup> week								
Target	0.29	0.26	0.38	0.26	0.29	0.43	0.48	2.39
Achievement	0.27	0.29	0.44	0.28	0.28	0.37	0.55	2.47
48 <sup>th</sup> week								
Target	0.29	0.26	0.42	0.26	0.29	0.52	0.57	2.61
Achievement	0.26	0.28	0.39	0.31	0.31	0.36	0.58	2.43
49 <sup>th</sup> week								
Target	0.35	0.32	0.47	0.32	0.35	0.53	0.59	2.94
Achievement	0.36	0.39	0.56	0.36	0.31	0.47	0.52	2.97
50 <sup>th</sup> week								
Target	0.33	0.3	0.4	0.3	0.3	0.43	0.45	2.54
Achievement	0.33	0.35	0.52	0.28	0.3	0.53	0.48	2.81
51 <sup>st</sup> week								
Target	0.3	0.3	0.4	0.3	0.3	0.4	0.5	2.78
Achievement	0.29	0.33	0.53	0.33	0.31	0.42	0.52	2.73

t								
52 <sup>nd</sup> week								
Target	0.33	0.31	0.44	0.31	0.33	0.5	0.56	2.78
Achievement	0.28	0.28	0.35	0.29	0.29	0.38	0.48	2.35





## RESEARCH METHODOLOGY

Big Bazaar basically means business and in business collection of raw data allows the managers to see the real scenario and then take a decision as per the data obtained. There are several implications in this statement:

- . They can examine the available information in the form of data to make a decision
- . They can even get a clear picture of the scenario or potential of Big Bazaar as compared to other retail stores in the city.
- . The information can only be gathered by data collection and then analyzing the available data.

Therefore, it can be said that the data collection is an important part of the project.



The projected objectives were considered and as per the requirement a market survey was done.

### Procedure:

The procedure that followed can be enlisted as below:

- . Reading about the product
- . Deciding on the objective to proceed.
- . Developing Survey instruments
- . Conducting personal interviews of different age-groups, sex, monthly income and occupation through a Questionnaire.

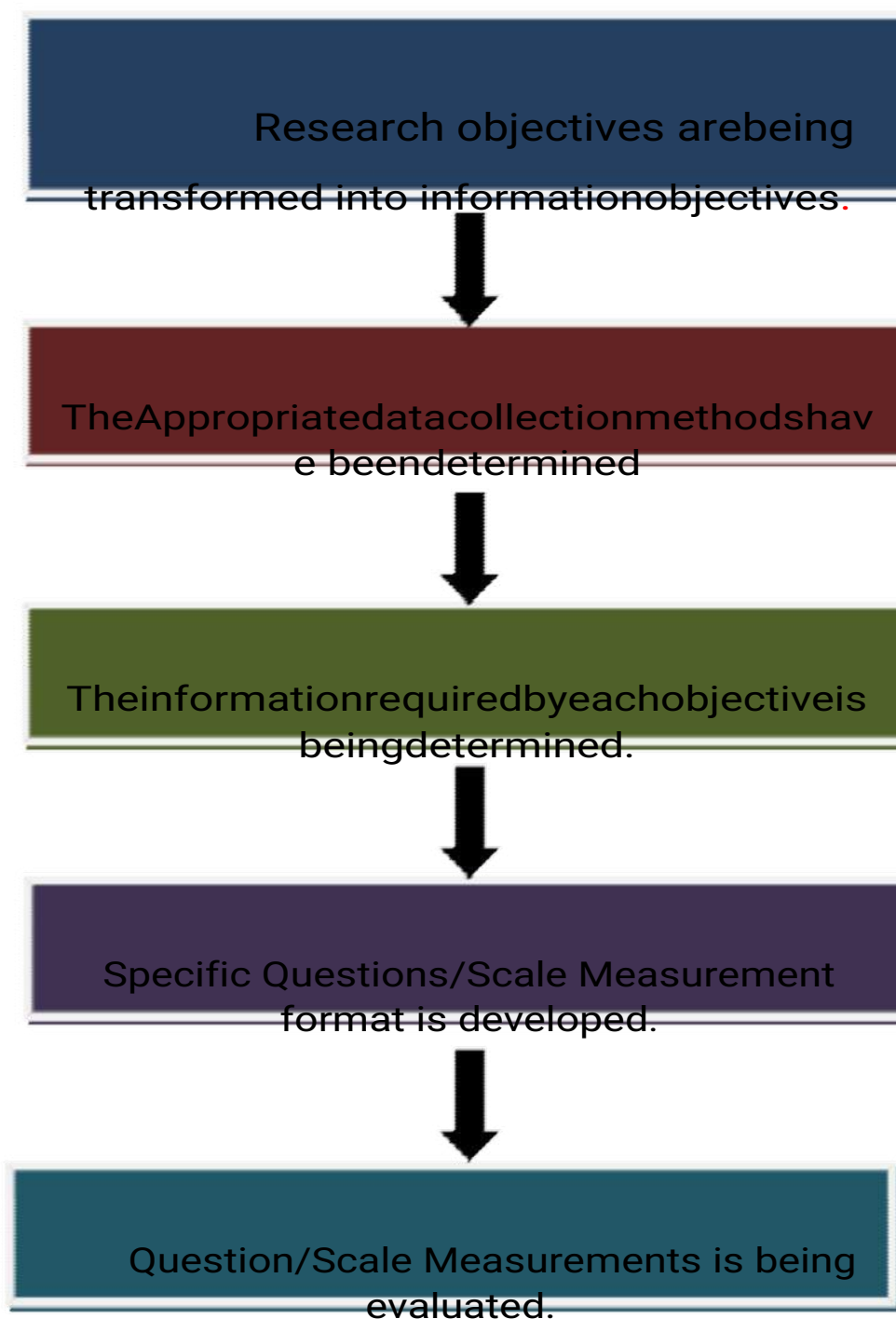
Process adopted:

1. Gaining knowledge about the product at Big Bazaar:

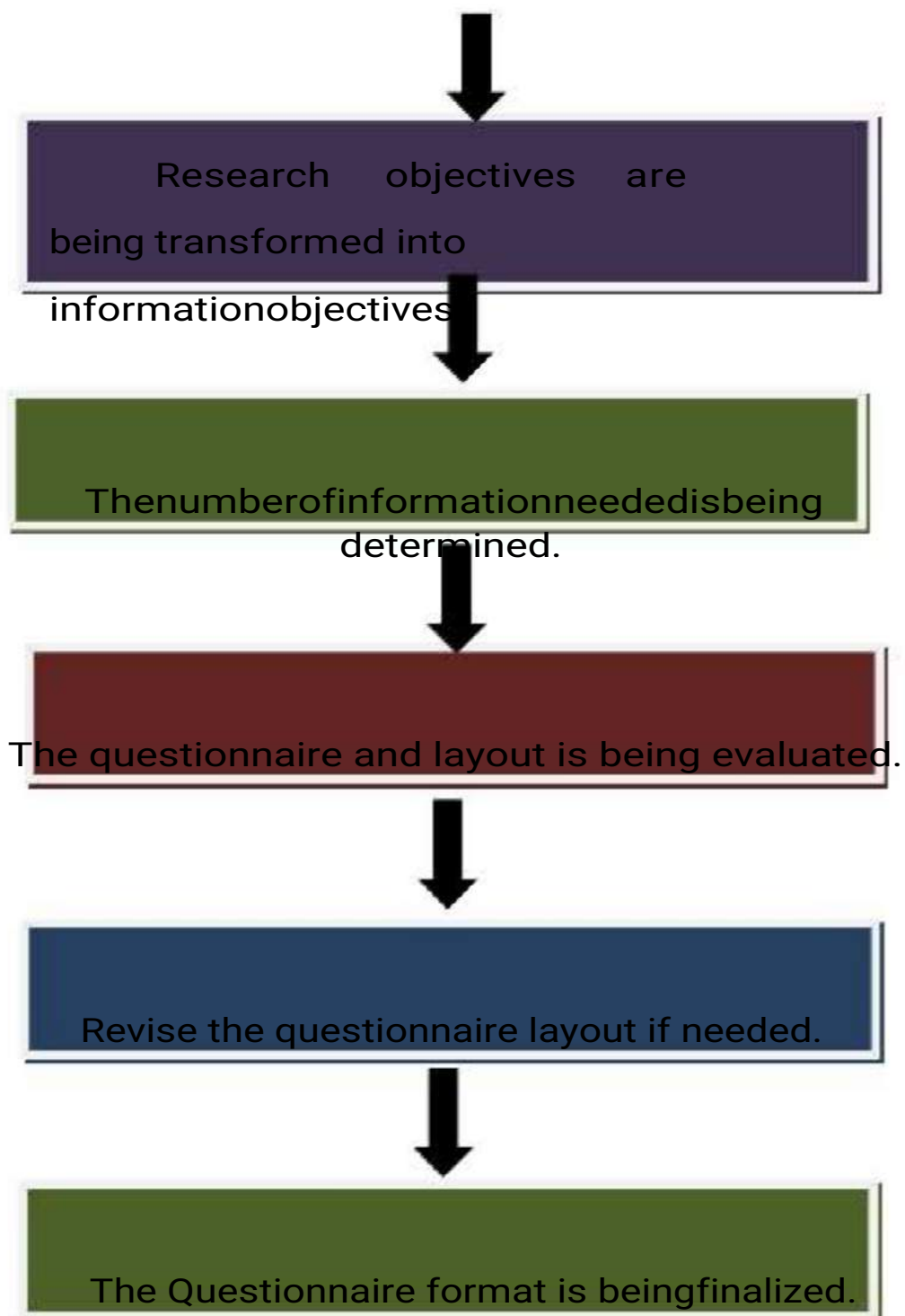
Reading about the products was the first step undertaken. This gave not only in depth knowledge about what is been offered by other players but also proved useful while developing the questionnaire.

2. *Steps in the Development of the Survey Instruments*

The main instrument required for survey was a well-developed questionnaire. The questionnaire development took place in a series of steps as described below:







### 3. Customer Survey:

The people play an important part as a clear perception of people about the product can be estimated and known. Studying the need level of the people regarding the products can be observed. It was very useful in knowing about the requirements of the people.

#### Research Design:

A two stage Research was conducted:

#### 1. Secondary Research:

Data was collected from websites and catalogues to understand the product of the different players

#### 2. Primary Research:

A Primary Research was conducted:

The questionnaire was prepared for the companies and following areas covered:

- . competing retail stores
- . Features offered by different stores
- . Consumer profile
- . Satisfaction level
- . Reasons for their purchase.
- . Desirable features of the product and service.

Sampling Plan: Elements: The target population of the study included the general population of every age who enters to the Big Bazaar

Sample size: 100 people.

## Data Collection

The final draft of the questionnaire (see Appendix) was prepared on the basis of the observations from the pilot study. These were then finally filled by 100 customer, for the conclusive study.

Finally the data collected was fed into the data analysis software- SPSS, to be analyzed using statistical techniques.

### Types of Primary Data collected:

- Socioeconomic Characteristics:

Socioeconomic characteristics are sometimes called “states of being” in that they represent the type of people. The factors on which we are working are occupation. Monthly transaction is also an important parameter but it is difficult to verify. Although the amount of money that business units earn in a month is an absolute, not a relative quantity but it is a sensitive topic in our society and it is difficult to determine.

- Attitudes/Opinions:

Through the questionnaire we have tried to get hold of customers preference, inclination and requirement. Attitude is an important notion in the marketing literature, since it is generally thought that the attitudes are related to the behavior of customer.

- Motivation:



Through the questionnaire we have tried to find the hidden need or want ~~of~~ and have tried to find if these people can be tapped as the potential customer for BigBazaar.

- Behavior:

Behavior concerns what subjects have done or are doing. Through the questionnaire we have tried to find out the behavior of the individuals

regarding the product and their responses. If the responses are favorable then

the person can be said to be our potential customer. The primary data serves

as an important tool to measure the behavioral trend of the customer. It helps in answering some of the vital Questions.

Obtaining the Primary Data:

The data collection was primarily done through communication. Communication involves questioning respondents to secure the desired information, using a data collection instrument called questionnaire. The questions were in writing and so were the responses.

Versatility:

It is the ability of a technique to collect the information on the many types of primary data of interest to marketers. It has also been found that some of the people do not answer truthfully to all the questions especially in the case of the personal details

## Data Analysis

The tools and methods of data collection identified earlier were employed to gather data on the consumer perception on Big Bazaar. The data accrued, especially from the interviews and questionnaires circulated, are tabulated and depicted on graphs in the following pages. The data thus gathered and tabulated is analyzed. The data is then scrutinized and relevant interpretations are drawn. The major objectives of analysis of data are:

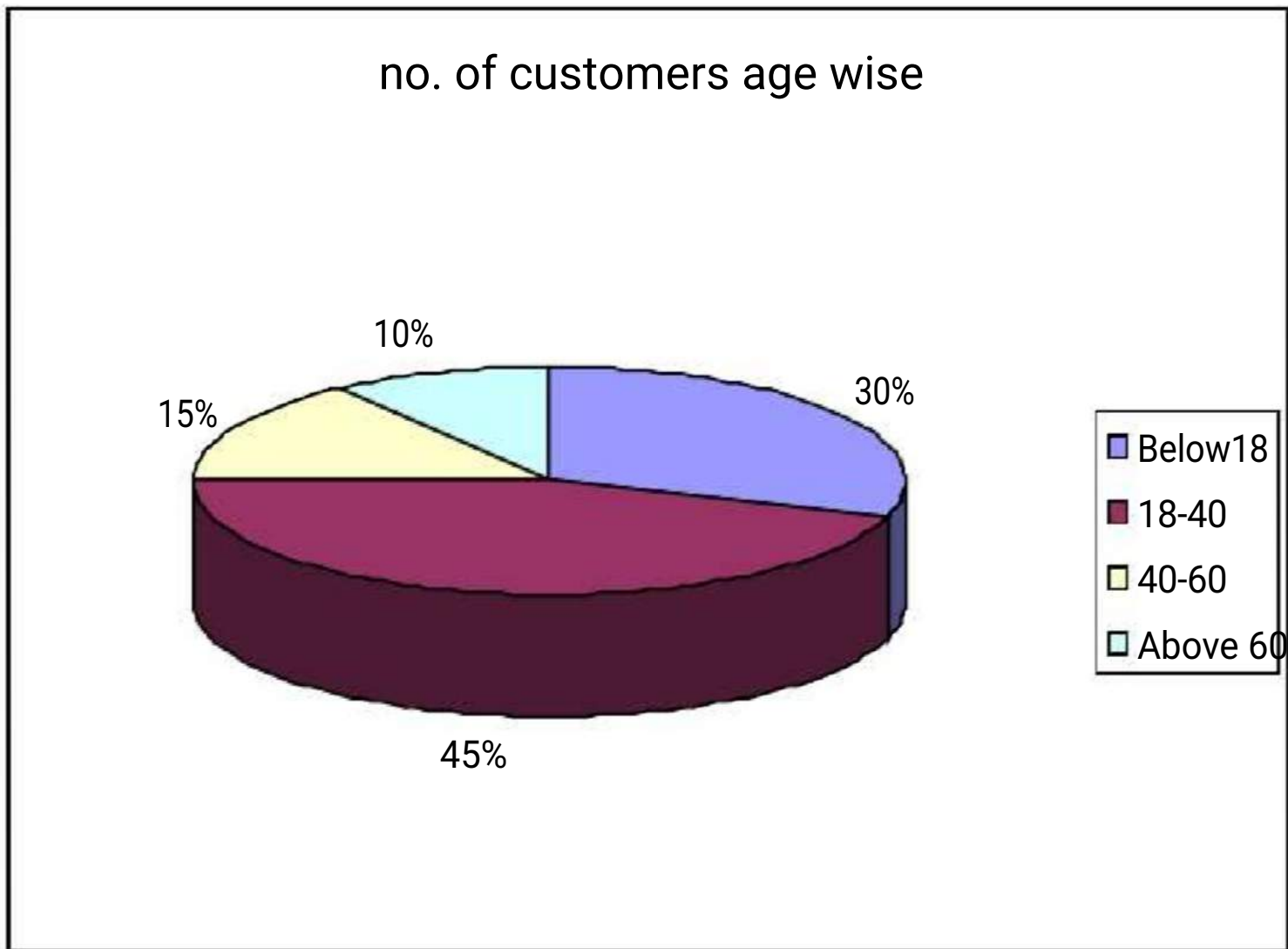
1. To evaluate and enhance data quality
2. Examine effects of other relevant factors
3. Customer satisfaction ratio,
4. Level of satisfaction,
5. Causes of dis-satisfaction,
6. Customer responses regarding services.

The data collection plan, including procedures, instruments, and forms, was designed and pre-tested to maximize accuracy. All data collection activities were monitored to ensure adherence to the data collection protocol and to prompt action to minimize and resolve missing and questionable data. Monitoring procedures were instituted at the outset and maintained throughout the study, since the faster irregularities can be detected; the greater the likelihood that they can be resolved in a satisfactory manner and the sooner preventive measures can be instituted.

Q. 1) Age of the respondents.

Age	Total
Below 18	30
18-40	45
40-60	15
60 above	10
Total	100

-



### Data :

The first criteria respondents were asked to indicate was the age group they belonged to. Respondents were asked to choose among four age group categories, viz., below 18, 18-40, 40-60, 60 above years. The age groups were identified as key factors impacting shopping and purchase decisions of consumers.

### Analysis

From the table, and pie chart depicted above, the distribution of the population under study is evident. Of the 100 respondents who answered the questionnaire, 45% indicated that their ages fell in the category 18-40 years, 30% indicated below 18, 15% indicated 40-60 years and 10% indicated 60 and above.

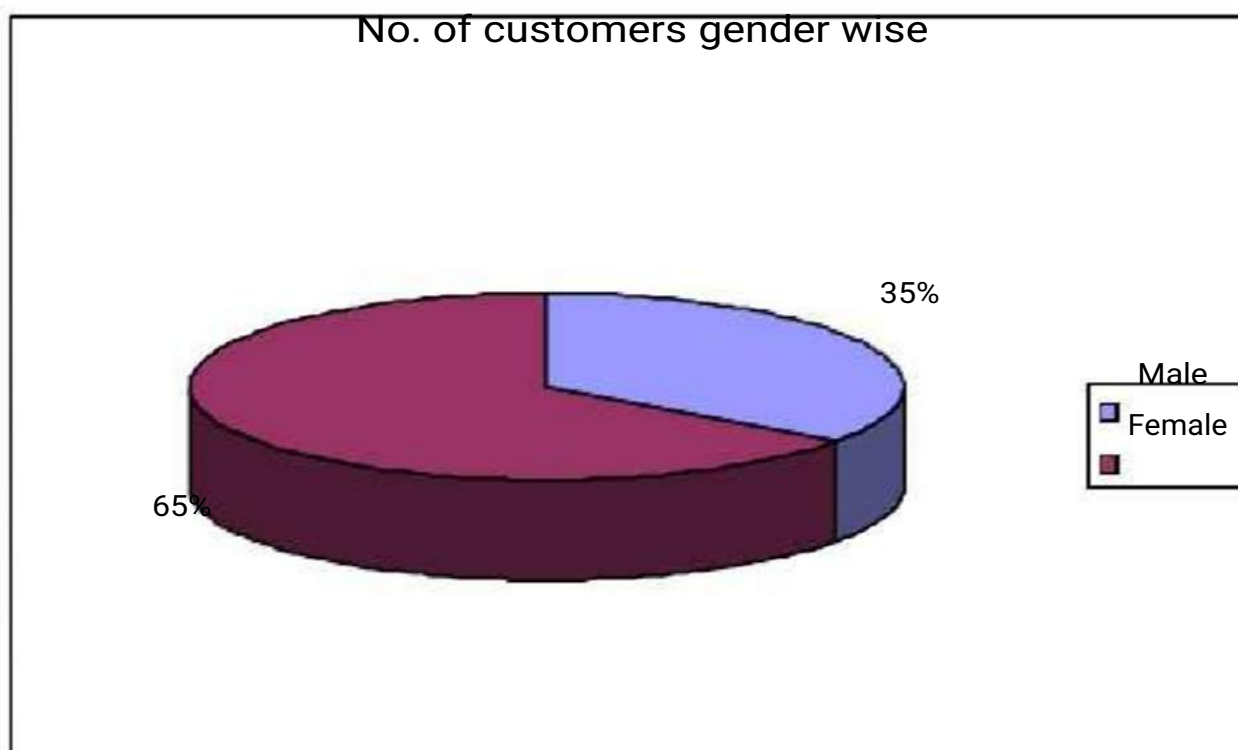
### **Interpretation :**

By analyzing the responses to this question, I, as a researcher, as well as companies, can identify the demographics of the population that visit retail outlets. The highest number of respondents falls in the age group 18-40. It can be deduced that most of the consumers who visit retail outlets regularly are the youth. They make up almost more than half of the population who shop at retail stores.

-

Q. 2) Gender of the respondents:

Gender	Total
Male	65
Female	35
Total	100



Data:

Consumers were asked to indicate their gender. The object of this question is to understand the demographics of the population under study.

Analysis:

From the table, and pie chart depicted above, the distribution of the consumers is evident. Of the 100 respondents who answered the questionnaire, 65 were female and

35 were male. It is evident from the responses and the subsequent tabulation that the number of female respondents was higher than that of the male respondents in the population under study. Female are the major buyers at the Big Bazaar.

### Interpretation:

By analyzing the responses to this question, as a researcher, as well as companies, can identify the distribution in the number of men and women who visit the retail outlets and appropriate decisions can be made keeping these numbers in mind.

The highest number of respondents were female, as is depicted by the graph and chart presented above. The number of male respondents was less compared to the female respondents.

Two decisions can be made from the above data collected:

- one, more women visit retail outlets than men.
- Two, more women are willing to fill out questionnaires and take a survey than men.

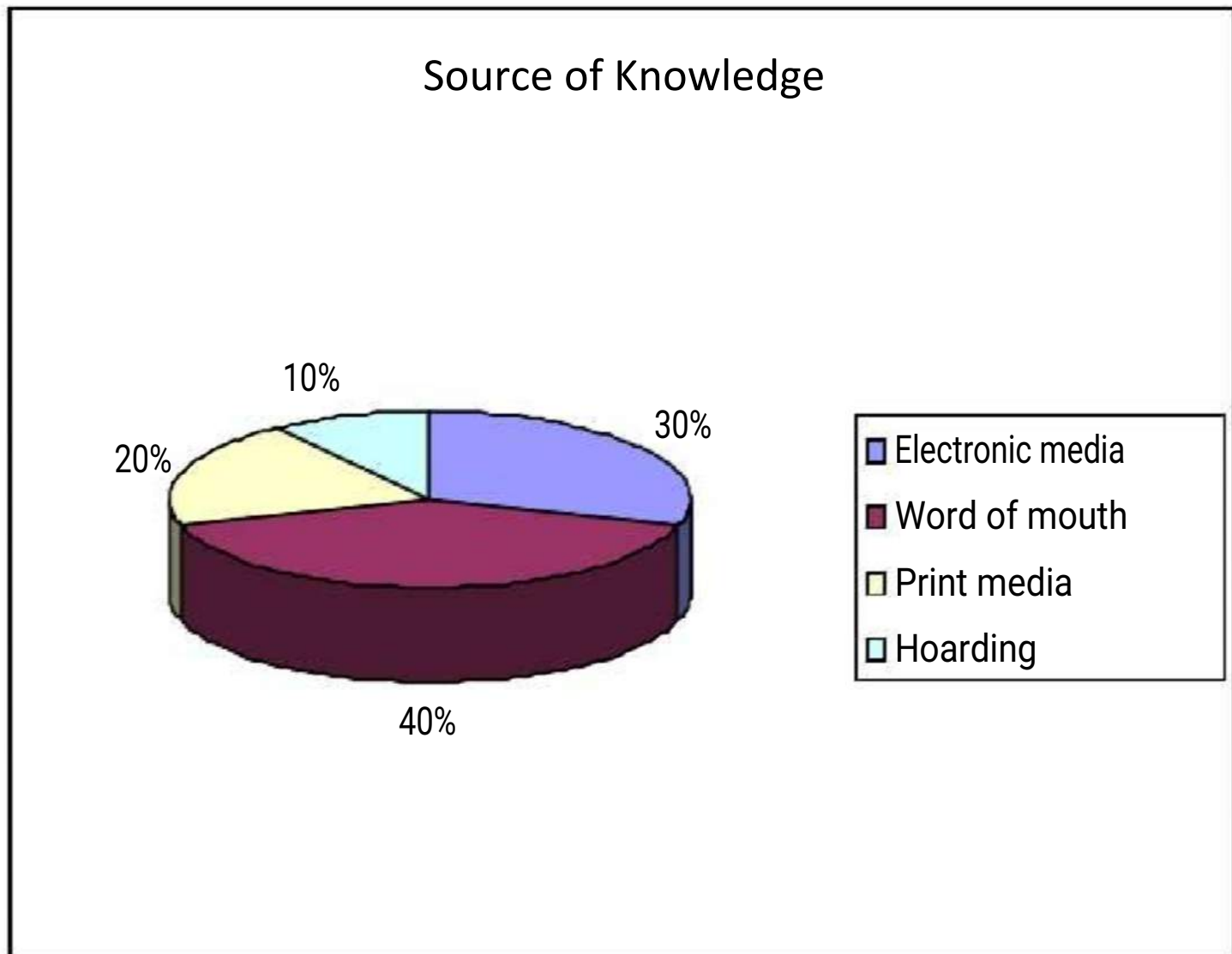
Since more women can be inferred to visit retail stores than men, companies can target their offerings and marketing strategies in two areas. Retail outlets can appeal to the women customers by offering more products geared especially towards women. They can provide a shopping experience that women are particularly attracted to.

Another way that retail chains can use the above data is to think of new techniques so that they can appeal to the men rather than the women. Since fewer men visit retail stores as against women, the companies have a large base of potential customers. By providing products that are geared towards men and by providing a shopping experience that attracts men, they can increase their loyal customers.

Q.3) How you came to know about Big Bazaar.

Source	Total
Electronicmedia	30
Word of mouth	40
Printmedia	20
Hoarding	10
Total	100





### Data:

Consumers were asked to indicate the source from where they got information about Big Bazaar. The object of this question is to understand the source of information of the population under study.

### Analysis:

From the table, and pie chart depicted above, the distribution of the consumers is evident. Of the 100 respondents who answered the questionnaire, 40% people got information about Big Bazaar from word of mouth, 30% from electronic media, 20% from print media, 10% from Hoardings.

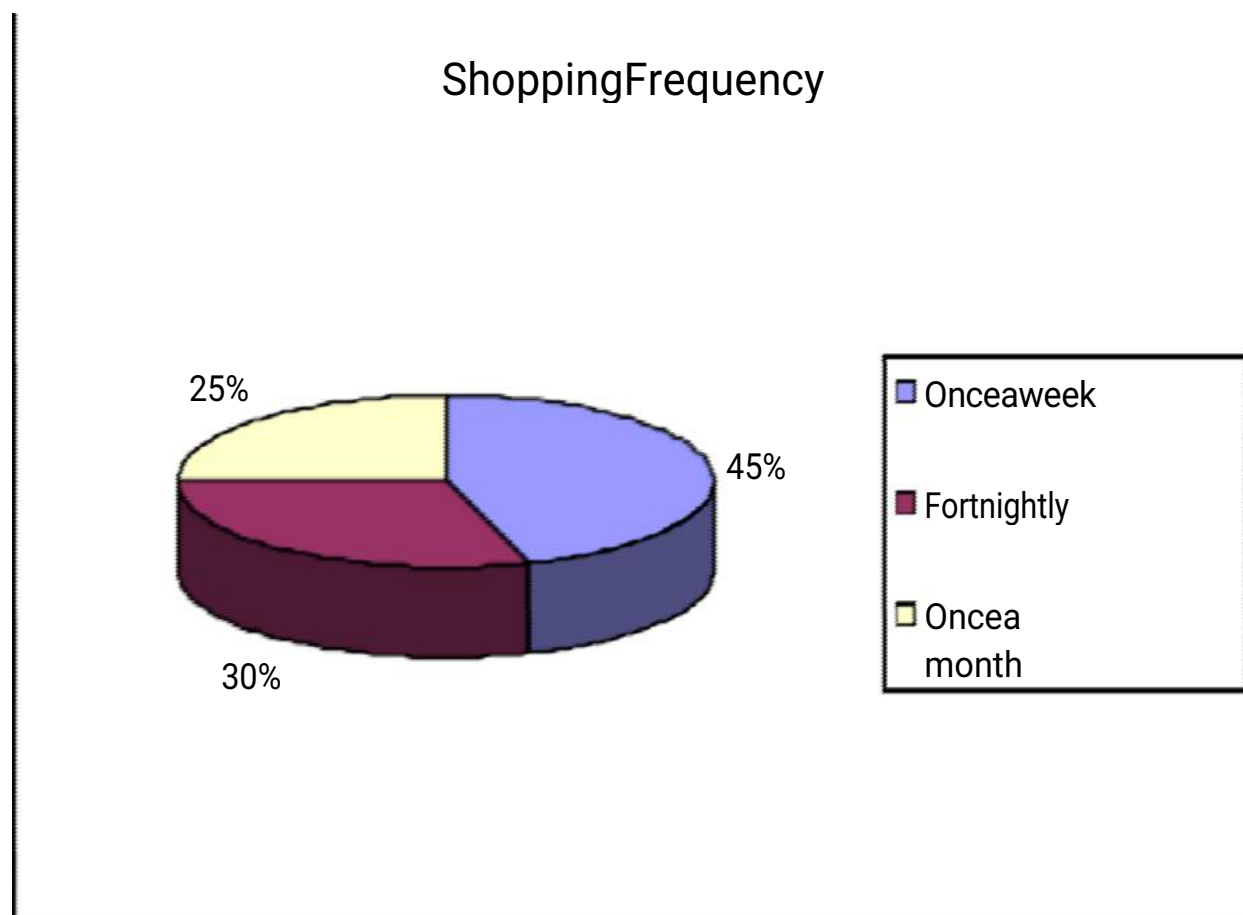
**Interpretation:**

By analyzing the responses to this question, as a researcher, as well as companies, can identify the source of the information for the customers from where they got the information about Big Bazaar.

Appropriate decisions can be made keeping these numbers in mind.

- We should increase the quality of service and which we are providing to customers, so that we can increase loyal customers so that they can influence more people and our customer base can be increased.
- Secondly we can increase our advertisement on electronic media as nowadays customers are also influenced by ads on TV, and other electronic media.

Q. 3) How often do you shop?	
Frequency	Total
Once a week	45
Fortnightly	30
Once a month	25
Total	100



### Data:

Consumers approached were asked about their frequency in visits to shops. The frequency points furnished were: Once a week, Fortnightly, and Once a month. These frequency points were identified by observation and interview as the average time that consumers shop.

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### Analysis

From the table, and pie chart depicted above, the frequency of shopping of the respondents is evident. Of the 100 respondents who answered the questionnaire, 45

indicated that they shopped once a week, 30 indicated that they shopped fortnightly 25 who visit shops, malls or retail stores once a month.

**Interpretation**

This question is aimed at understanding how frequently consumers visit shops and buy their products or avail of their services. The frequency points laid before the respondent have been the result of observation and interview. By analysing the responses to this question, the researchers, as well as companies, can identify the number of times a customer is likely to shop in a month's time.

The highest responses have been attributed to once a week shopping. It can be deduced that consumers who shop only once a week, pose very different challenges to retail stores. Such customers can be presumed to have a high disposable income and may buy more lifestyle or fashion products. Since they shop so frequently, they must continually be entertained and attracted to make repeat purchases at stores. When targeting this segment, companies must be able to get new stock every week, and update their strategies continuously.

As monthly customers can buy the products in bulk so they can shop during (M.B.B) and other offer seasons but we can give every week big discounts to customers so its more difficult to increase the customer base of weekly customers. It can be increased by handle the customer well, display of the product, and ambience of the retail outlet is good .

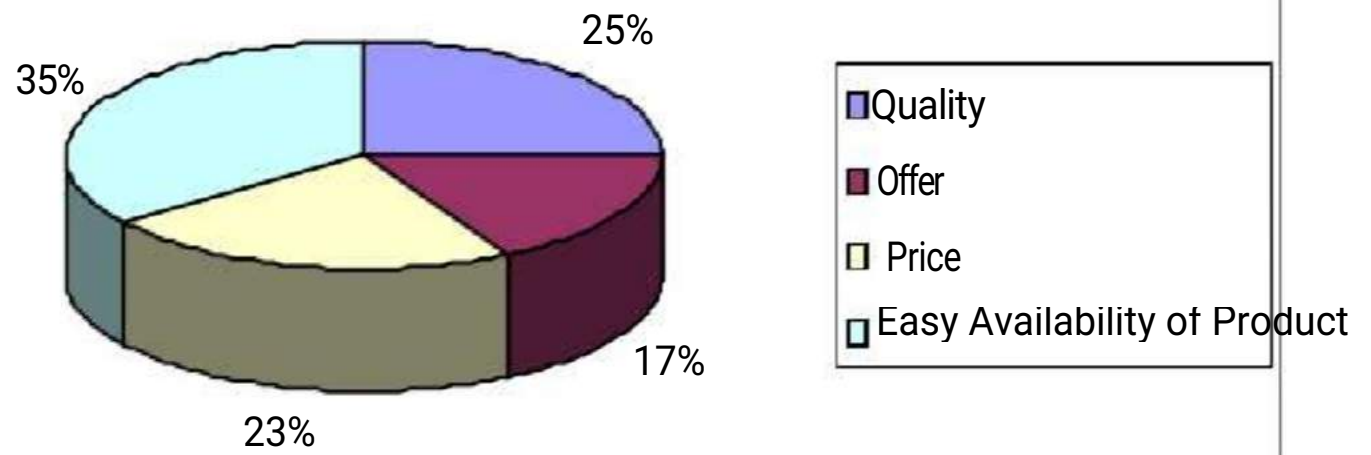
Q 4) Why do you shop at Big Bazaar?

Factors

Total

Offer	17
Price	23
EasyAvailabilityof Product	35

### Factors effecting Buying



Data:

Consumers approached were asked about their factors effecting their purchasing decision. The factor points furnished were: Quality, Price, Offer, Availability of product

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### Analysis

From the table, and pie chart depicted above, the factors effecting purchasing decision of consumers is evident. Of the 100 respondents who answered the questionnaire, 35 answered availability of product 25 answered quality, 23 answered price 17 answered offers as their main factors influencing their buying decision.

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### Interpretation

This question is aimed at understanding what elements attract the consumer the most.

The preference points laid before the respondent have been the result of observation and interview. By analysing the responses to this question, the researchers, as well as companies, can identify the biggest factors that influence the consumers in favouring one store over others.

The highest responses and the highest factor have been attributed to availability of

products on sale, when choosing to shop at a particular store.

Although it is said that the most important things in retail are "Location, location, and

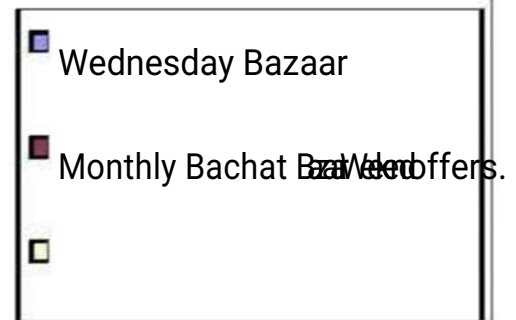
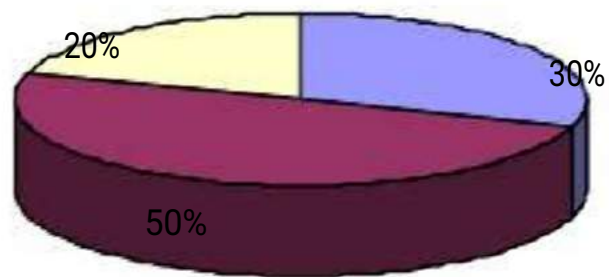
location", from the consumers' point of view, proximity is of little concern. The quality,

price and variety of goods play big roles in the decision making process.

Q.) During which offer you shop most?

Factors	No.
Wednesday Bazaar	30
Monthly Bachat Bazaar	50
Weekend offers	20
Total	100

Offers effecting buying decision





### Data:

Consumers were asked to answer that during which offer they shop most at Big Bazaar. The object of this question is to understand the type of offers which effect the sales of Big Bazaar.

### Analysis:

From the table, and pie chart depicted above, the distribution of the consumers is evident. Of the 100 respondents who answered the questionnaire, 50% customers purchase decision are effected by M.B.B (Monthly Bazaar ) 30% are influenced by Wednesday Bazaar and only 20% got influenced by weekend offers.

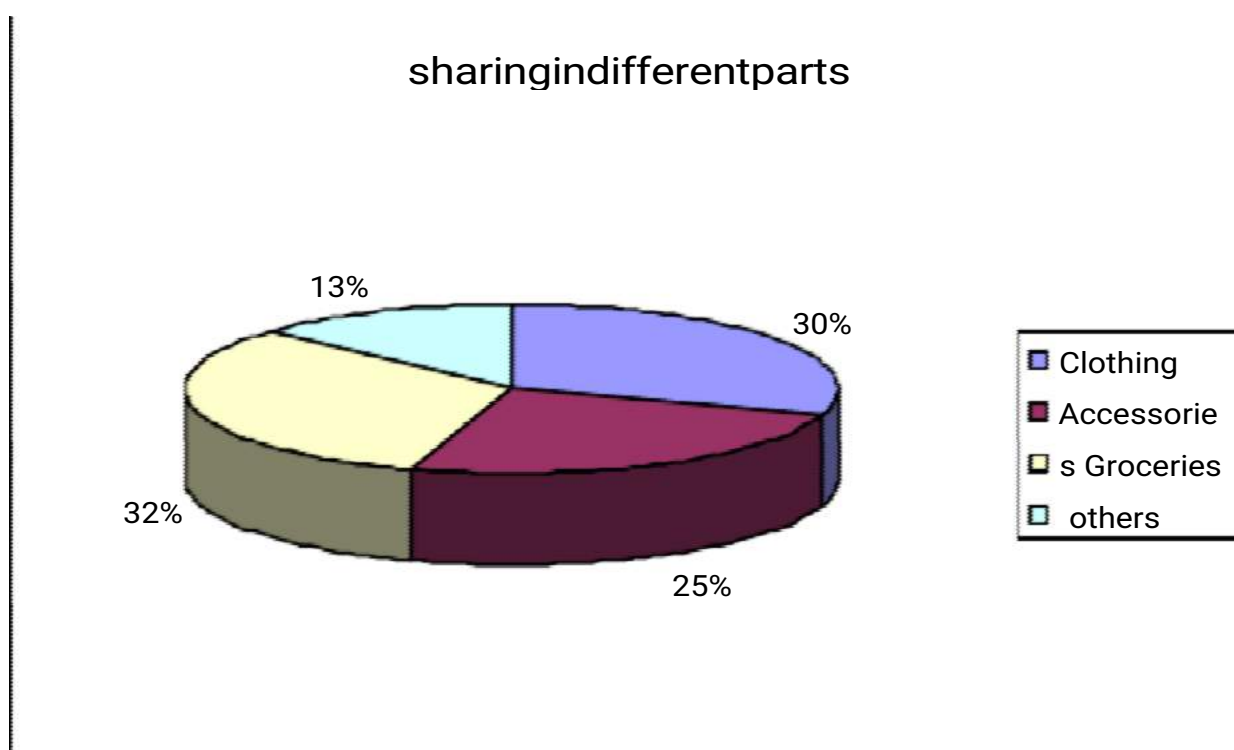
### Interpretation:

By analyzing the responses to this question, as a researcher, as well as companies, can identify the offers which influence the customers most while purchasing at Big Bazaar.

Appropriate decisions can be made keeping these numbers in mind.

- We should increase the no. of offers days as we can give fortnightly offers, and other additional discounts which are not available outside of Big Bazaar, so that we can increase loyal customers so that they can influence more people and our base can be increased.
- Secondly we can increase our advertisement on electronic media as now days customers are also influenced by add on TV, and other electronic media, about different offers as many customers are not aware of different offers going on at Big Bazaar.

Detail	No.
Accessories	25
Groceries	32
Others (specify)	13
Clothing	30



### Data Collected

Consumers approached were asked to indicate the types of products they mostly shopped at Big Bazaar. The types of products presented were Clothing, Accessories, Groceries and others. These products were identified by observation and interview as the most popular products that consumers shop for frequently.

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### Analysis

From the table, and pie chart depicted above, the products frequently shopped for by consumers is evident. Of the 100 respondents who answered the questionnaire, 32% indicated that they essentially shopped for Groceries, 30% Clothing, 15% others (Luggage, Footwear etc), and 25% Accessories . It is evident from the responses and the subsequent tabulation that consumers, on an average, frequently shop for products in the following descending order: Clothing, Accessories, Others and Groceries.

### Interpretation

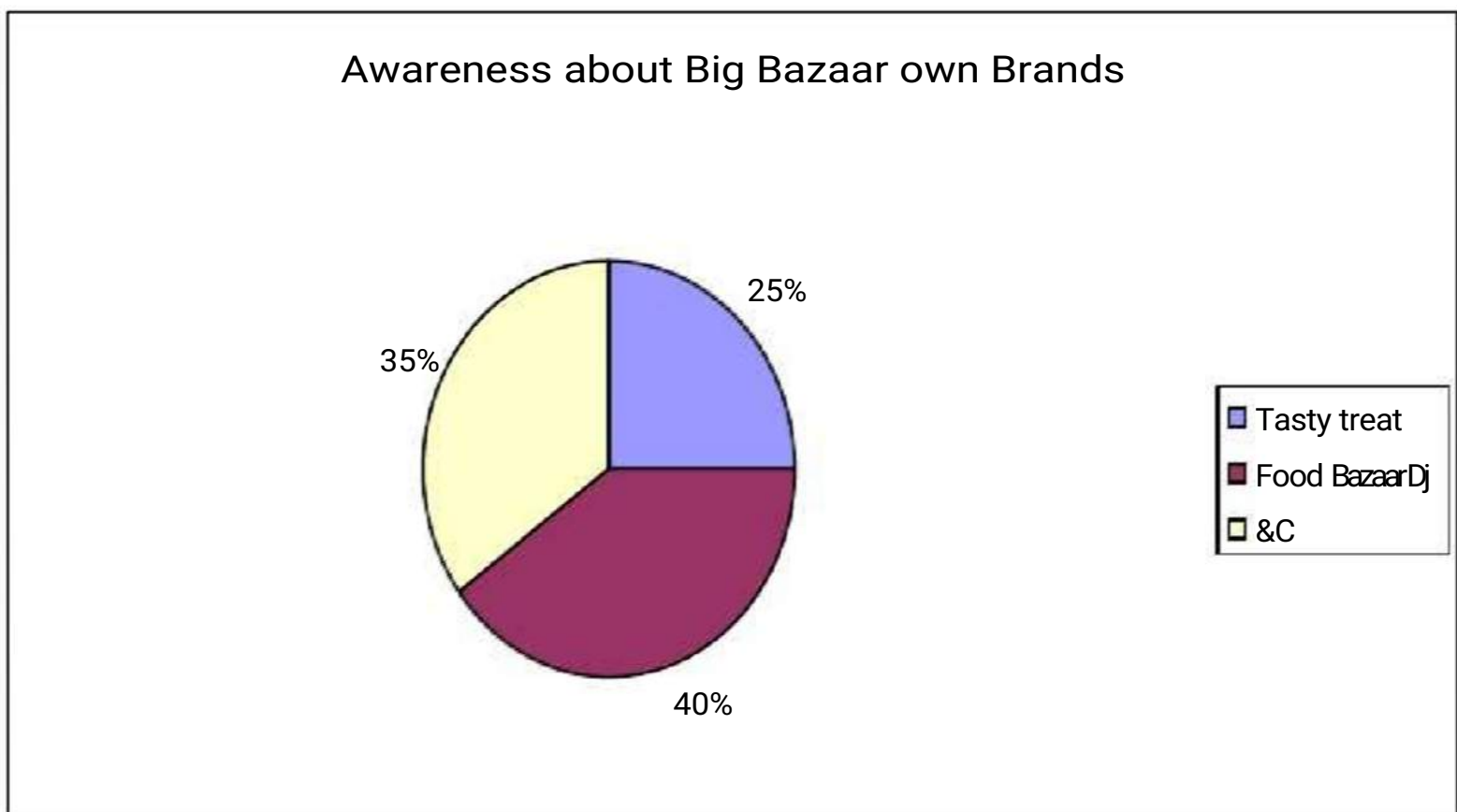
Of the consumers approached, 100 people agreed to fill in the questionnaire and this specific question. This question is aimed at identifying the products consumers shop frequently at retail outlets. The product categories laid before the respondent are the result of observation and interview. By analysing the responses to this question, the researchers, as well as companies, can identify the main attractions of products and services offered.

The high number of responses indicate that a large number of consumers visit retail outlets for groceries. Approx One-third of the respondents indicated that they visit retail outlets to purchase Clothes.

To the retail stores, the above tabulated responses lead to a very important result. Groceries is the fastest moving consumer good. Retail outlets that provide groceries and apparels can see a higher rate of turnover and sales volume.

### 6) Are you aware with Big Bazaar own brands?

Items	No.
FoodBazaar	40
TastyTreat	25
Dj&C	35
Total	100



#### Data Collected

Consumers approached were asked if they were aware about the Big Bazaar own brands as Food Bazaar, Tasty treat, Dj&C etc.

## Analysis

From the table, and pie chart depicted above, the awareness about big bazaar own brands in the consumers is evident. Of the 100 respondents who answered the questionnaire, 40 replied that they were aware about Food Bazaar, 25 were aware about Tasty Treat and 35 were aware about Dj&C brand.

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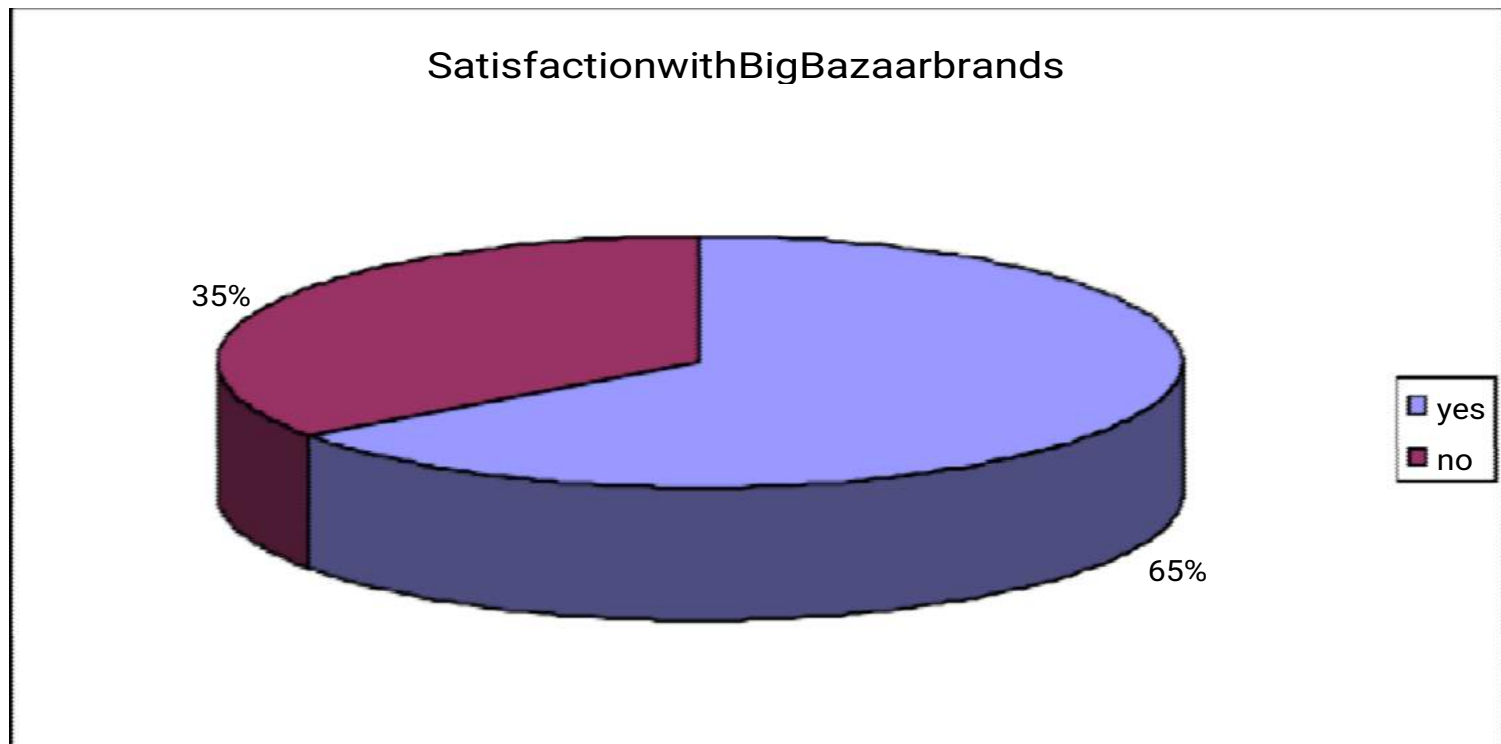
## **Interpretation**

This question is aimed at the awareness in customers about the Big Bazaar own brands. The object is also to analyze how to increase awareness about the Big Bazaar own Brands among consumers. By analysing the responses to this question, the researchers, as well as companies, can identify the awareness about the big bazaar own brands among consumers.

This indicates that although most consumers are aware about the big bazaar brands Food Bazaar brands are more popular than other brands.

6) Are you satisfied with Big Bazaar own brands (e.g Tasty Treat)?

Details	No.
Yes	65
No	35
Total	100



### Data Collected

Consumers approached were asked about their satisfaction level with the Big Bazaar own Brands. This question was answered by 100 consumers.

### Analysis

From the table, and pie chart depicted above, the satisfaction level among the customers about Big Bazaar own brands. Of the 100 respondents who answered the questionnaire, 65 replied yes that they were satisfied with the big bazaar brands and there were 35 people who were not satisfied with big bazaar brands.

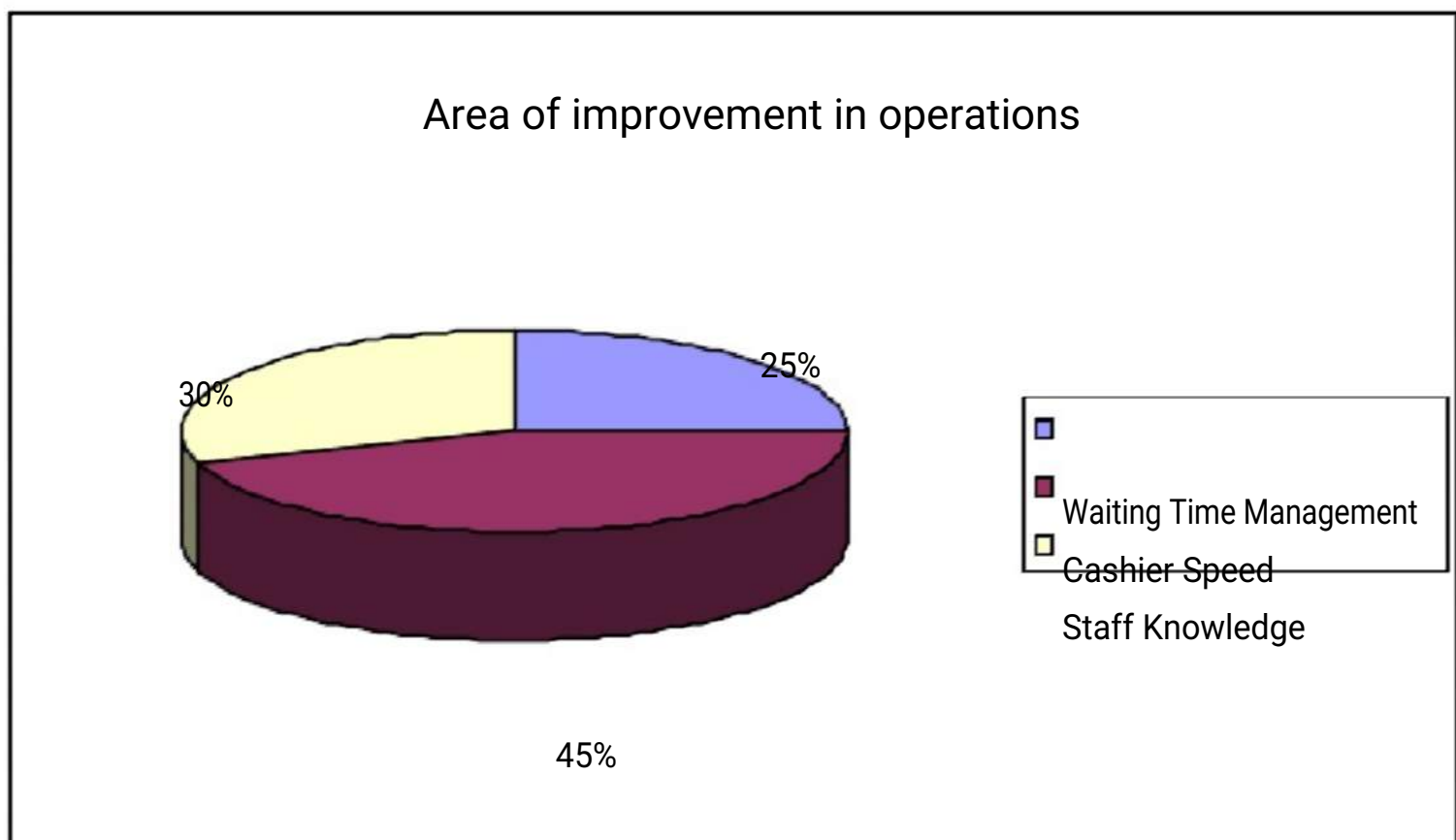
### Interpretation

Of the consumers approached, 100 people agreed to fill in the questionnaire and this specific question. This question is aimed at satisfaction level among the customers for big bazaar brand. By analysing the responses to this question, the researchers, as well as companies, can identify that many customers are satisfied with the own brand of big bazaar.

From the tabulated data depicted above and responses of the consumers, we can see that to promote own brand we should advertise more and packaging can be made more attractive.

7) In which area of operation at Big Bazaar improvement is needed?

Detail	No.
Cashier Speed	45%
Staff Knowledge	30%
Waiting Time Management	25%
Total	



Data:

Consumers were asked to answer that in which operation they want improvement at Big Bazaar. The objective of this question is to understand the improvement area at Big Bazaar.



### Analysis:

From the table, and pie chart depicted above, the distribution of the consumers is evident. Of the 100 respondents who answered the questionnaire, 45% customers need improvement in Cashier speed 30% are not satisfied with the staff knowledge about the product 25% thought waiting process management is not good at Big Bazaar.

### Interpretation:

By analyzing the responses to this question, as a researcher, as well as companies, can identify the improvement areas in supply chain management operations at Big Bazaar.

Appropriate decisions can be made keeping these numbers in mind.

- We should increase the no. of cashiers at least on Wednesday Bazaar, Weekends, Monthly Bachat Bazaar.
- Secondly we can increase sources of entertainment to manage the waiting process management, we can play good songs so that customers are not irritated during waiting.

## Findings

- Generally youth and women's are the main customers at Big Bazaar.
- Electronic media has a great impact on customers they are getting aware about new products and related offers.
- Due to availability of all products under one roof and nearby their house helps customers to shop weekly and shop fresh every time.
- Groceries are the main items purchased by the customers and they are aware about big bazaar brands and mostly are satisfied with them.
- All the customers want that their time should not waste after shopping, number of cashiers should be increased, waiting process management should be made good.

## Conclusion

- The report reveals that there is huge scope for the growth of organized retailing and improvement of Big Bazaar Store in Allahabad city.
- With the changing lifestyle, modernization and westernization there exists a huge scope for the growth of Big Bazaar store and is therefore a threat to unorganized retailing.
- Big Bazaar stores are able to provide almost all categories of items related to food, health, beauty products, clothing & footwear, durable goods so it becomes quite easier for the customer to buy from one shop and hence is a convenient way of shopping when compared to unorganized retailing.
- Aggressive Marketing is the key to increasing the market share in this area, since the market has a lot of potential both in terms of untapped market.



## Recomendation

- . To increase more footfalls more promotional activities must be carried out. For this BIG BAZAAR can either offer more discounts or increase their advertisements. Increase in the number of footfalls will lead to increase in sales.
- .
- . Allowing more space between the entrance of a store and a product gives it more time in the shopper's eye as he or she approaches it. It builds a little visual anticipation.
- . The number of trial rooms available at BIG BAZAAR is very less as compared to the number of people coming. This usually results in long queues and waiting by customers.
- . Install more full length mirrors inside the store so as to assist the customer to make better purchase decisions.
- . Play light music inside the store to make the shopping a pleasurable experience.
- . They can also exhibit their new line of clothing through events like fashion shows.
- . Baskets should be scattered throughout the store, wherever shoppers might need them. Many customers don't begin seriously considering merchandise until they have browsed a bit.



## Limitations

This research has a number of limitations that must be acknowledged.

- First, the sample used for this study consisted mostly of college students. Therefore, these results may not be applicable to the wider population in general.
- Secondly, the results of this study are limited to a specialty retail branded purchasing context.
- Lastly, it must be acknowledged that there may be numerous other variables that contribute to the development of customer satisfaction, customer loyalty, and word of mouth communication which are briefly touched upon below.
- To convince the people for a proper interviewing process is also difficult.
- The figures have been taken as approximations.

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Research Methodology

by M.V.Kulkarni



# ANNEXURE

NAME:

OCCUPATION:

AGE:  Below18  18-40  40-60 Above60 GENDER:  Male  Female

1)How you came to know about Big Bazaar in supply chain

 management?  Electronicmedia  Wordofmouth   
 Printmedia  Hoarding

2)How often do youshop?

 Onceaweek  Fortnightly  Oncea month

3)WhydoyoushopatBigBazaarinsupplychainmanagement?

 Quality  Offer  
 Price Easy Availability ofProduct

4)During which offer you shopmost?

 WednesdayBazaar  Monthly  
 BachatBazar offers.

5)WhatdoyoumostlyshopattheBigBazaarestoresinsupplychainmanagement?

 Clothing  Accessories  Groceries  
 Others(specify)\_\_\_\_\_

6)AreyouawareofFBDownbrandsofBigBazaarinsupplychainmanagement?

 Yes  No

7)AreyousatisfiedwithBigBazaarinsupplychainmanagement?

 Yes  No

8) In which area of operation at Big Bazaar is supply chain management improvement needed?

- Cashier Speed
- Staff Knowledge
- 

Waiting Time Management Date.....

Signature.....