

Project Report On  
**SUPPLY CHANGE MANAGEMENT IN BIG BAZAAR**

Submitted by  
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*Certificate*

This is to certify that **MS PRIYANKA VIVEK PALAV** has worked and duly completed her Project Work for the degree of Master in Commerce under the Faculty of Commerce in the subject of **SUPPLY CHAIN MANAGEMENT AND LOGISTICS** and her project is entitled, **SUPPLY CHANGE MANAGEMENT IN BIG BAZAAR** under my supervision.

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University. It is her own work and facts reported by his personal findings and investigations.

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I, the undersigned **MS PRIYANKA VIVEK PALAV** declare that the work embodied in this project work hereby, titled **SUPPLY CHANGE MANAGEMENT IN BIG BAZAAR**, forms my own contribution to the research work carried out under the guidance of **MR. HIMANSHU LAPASHIA** is a result of my own research work and has not been previously submitted to any other University for any other Degree to this or any other University.

Wherever reference has been made to previous works of others, it has been clearly indicated as such and included in the bibliography.

I, here by further declare that all information of this document has been obtained and presented in accordance with academic rules and ethical conduct.

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**Signature of the Student**

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## Introduction

Creating a customer is a major task of marketing. But delivering the goods to the customer so created is the most critical task. If the product is not available when and where the consumer wants it, it is sure to fail in the market. And it is this function, that of making available the product at the place that the consumer wants it, at the time that he wants, which is carried out by the physical distribution mix, or the place mix. Modern day marketing also calls this function as Supply Chain Management. If you go to a Supermarket and pick up a few items of the shelf like shoes, clothes, accessories, jeweler, bags or electronic products and look at the labels, you will notice that they have been manufactured in China, Japan or Bangladesh. If manufactured in India, they have been manufactured in Gujarat, Punjab or any state of India. The ordinary tea leaves you use to make your tea every day comes from Darjeeling. Computers have been shipped out of South American Factories and wooden furniture in the various retail outlets and malls is from Malaysia and China. Global markets are expanding beyond borders and this is what is re-defining the way demand and supplies are managed. Global companies are driven to source products from markets across continents, in order to keep the cost of manufacturing down. Every company in order to be competitive is forced to keep looking out to set up production centers at places where the cost of raw material and labor is cheap. In the competitive global environment, no company has the luxury of sourcing supplies through the internal or local market only. You have to explore to find the best and cheapest sources. Thus sourcing of raw materials and vendors to supply the right quality of material, the right quantity of goods, components and raw materials, at the right price requires a dynamic procurement strategy spanning across various areas, states and countries. It is the norm today that companies expand beyond the borders not just of the city and state but also the country to source raw materials, components and parts for their production process. The finished goods so manufactured are then disbursed through a network of channels to the various parts of the world wherever the final customer is situated. IN simple language, managing all of the above activities in a synchronized fashion and to manage demand and supply on a global scale is Supply Chain Management.

## **What is the Supply Chain Management (SCM)?**

Supply Chain Management (SCM) is a systematic and strategic management of the product from raw material to finished goods. SCM helps the company to maximize their productions. SCM is also called the art of management by providing the Right Product, At the Right Time, Right Place and at the Right Cost to the Customer. Supply chain management (SCM) is the process and activity of sourcing the raw materials or components an enterprise needs to create a product or service and deliver that product or service to customers. The goal of SCM software is to improve supply chain performance. Timely and accurate supply chain information allows manufacturers to make and ship only as much product as can be sold. Effective supply chain systems help both manufacturers and retailers reduce excess inventory. This decreases the cost of producing, shipping, insuring, and storing product that cannot be sold. The supply chain includes all the activities, people, organizations, information, and resources required to move a product from inception to the customer. For example, in the consumer goods space, this likely spans raw materials, production, packaging, shipping, warehousing, delivery, and retailing. The end goal is simple: meet the customer 'request

Benefits of supply chain management Supply chain management creates a number of benefits that translate to higher profits, better brand image and greater competitive advantage. These include the following:

- Better ability to predict and meet customer demand;
- Better supply chain visibility, risk management and predictive capabilities;
- Fewer process inefficiencies and less product waste;
- Improvements in quality;
- Increased sustainability, both from a societal and an environmental standpoint;
- Lower overhead;
- Improvements in cash flow; and
- More efficient logistics.

## **What is the supply chain management process?**

The supply chain management (SCM) process is composed of four main parts: demand management, supply management, S&OP, and product portfolio management.

1. Demand management Demand management consists of three parts: demand planning,

merchandise planning, and tradpromotion planning. Demand is the process of forecasting demand to make sure products can be reliably delivered. Effective demand planning can improve the accuracy of revenue forecasts, align inventory levels with peaks and troughs in demand, and enhance profitability for a particular channel or product. Merchandise planning is a systematic approach to planning, buying, and selling merchandise to maximize the return on investment (ROI) while simultaneously making merchandise available at the places, times, prices, and quantities that the market demands. Trade is a marketing technique to increase demand for products in retail stores based on special pricing, display fixtures, demonstrations, value-added bonuses, no-obligation gifts, and other promotions. Trade promotions help drive short-term consumer demand for products normally sold in retail environments.

2. Supply management Supply management is made up of five areas: supply planning, production planning, inventory planning, capacity planning, and distribution planning. Supply planning determines how best to fulfill the requirements created from the demand plan. The objective is to balance supply and demand in a manner that achieves the financial and service objectives of the enterprise. Production planning addresses the production and manufacturing modules within a company. It considers the resource allocation of employees, materials, and of production capacity.

- Production/supply planning consists of:
- Supplier management and collaboration
- Production scheduling
- Inventory planning determines the optimal quantity and timing of inventory to align it with sales and production needs.
- Capacity planning determines the production staff and equipment needed to meet the demand for products.
- Distribution planning and network planning oversees the movement of goods from a supplier or manufacturer to the point of sale. Distribution management is an overarching term that refers to processes such as packaging, inventory, warehousing, supply chain, and logistics.

3. Sales and operations planning (S&OP) Sales and operations planning is a monthly integrated business management process that empowers leadership to focus on key supply chain drivers, including sales, marketing, demand management, production, inventory management, and new product introduction. With an eye on financial and business impact, the goal of S&OP is to enable executives to make better-informed decisions through a dynamic connection of plans and strategies across the business. Often repeated on a monthly basis, S&OP enables effective supply chain management and focuses the resources of an organization on delivering what their customers need while staying profitable.

4. Product portfolio management Product is the process from creating a product idea creation to market introduction. A company must have an exit strategy for its product when it reaches the end of its profitable life or in case the product doesn't sell well.

- Product portfolio management includes:
- New product introduction
- End-of-life planning
- Cannibalization planning
- Commercialization and ramp planning
- Contribution margin analysis
- Portfolio management
- Brand, portfolio, and platform planning

5. Supply chain management best practices To succeed in a growing global market, you need a supply chain that's connected from start to finish, across your enterprise and beyond. Here are five steps we recommend to achieve connected supply chain planning.

6. Make the move to real-time supply chain planning When using ERP systems and spreadsheets for planning, companies typically rely only on historical data, resulting in little wiggle room for changes should any disruptions occur in demand or supply. For example, based on the previous

year's numbers, a company can estimate the number of products it will sell in the next quarter. But what if a massive hurricane destroys a key distribution center, leading to too little supply on the shelves? With Ana plan's real-time connected supply chain planning solution, you can create "what-if" scenarios and plan more effectively so you're ready when disruptions occur.

7. Unify supply chain planning with enterprise planning A vital second step is connecting traditionally silted supply chain planning to sales and operations planning and financial planning. Companies can benefit from synchronizing their short-term operational planning with their wider business planning processes to make real-time updates to inventory forecasts and supply. Deploying real-time S&OP solutions that enable enterprise-wide collaboration means that key stakeholders across the business can create new scenarios and quickly assess how to use their resources to optimize profitability when an unforeseen event happens.

8. Anticipate the demand of the end customer For consumer packaged-goods companies, anticipating what customers want and when they want it is an ongoing challenge. A solution like Ana plan allows end-to-end visibility across the supply chain and beyond an existing network of wholesalers and retailers to sense demand signals from customers. When changing consumer sentiments can be rapidly identified and changes to demand for the product assessed, the company, partners, and customers benefit from improved profitability, margins, and lead time.

9. Leverage real-time data across all points of the supply chain Because supply chain planning typically involves a myriad of suppliers, channels, customers, and pricing schemes, models can become large and potentially unwieldy—especially when spreadsheets are the primary planning tools. Incorporating a solution that uses real-time data allows planning with great accuracy and reduces the risk of stock-outs or surplus inventory.

10. Ensure the flexibility to cope with change when technology facilitates efficient planning and quick reactions, disruptions aren't disruptive because re-planning and re-forecasting is easy—resulting in time and money saved and increased profitability.

## **Function of supply chain management**

1. Purchasing the first function of supply chain management is purchasing. In the manufacturing process, raw materials are required to produce goods and products. It is important that these materials are procured and delivered on time so that production can begin. For this to occur, coordination with suppliers and delivery companies will be required to avoid any potential delays.
2. Operations Demand planning and forecasting are usually required before materials can be procured, as the demand market will dictate how many units to be produced and how much material is required for production. This function is important in supply chain management as organizations must accurately forecast demand to avoid having too much or too little inventory that will lead to losses in revenue. Therefore, demand planning and forecasting must be tied in with inventory management, production, and shipping to avoid such mistakes.
3. Logistics Logistics is the part of supply chain management that coordinates all aspects of planning, purchasing, production, warehousing, and transportation so that the products will reach the end-consumer without any hindrances. It is helpful to have adequate communication between multiple departments so that products can be shipped to customers quickly and at the lowest cost.
4. Resource Management Production consumes raw materials, technology, time, and labor. Resource management ensures that the right resources are allocated to the right activities in an optimized manner. This will ensure that an optimized production schedule is created to maximize the efficiency of the operations. When calculating the available capacity, you should consider the capabilities of each resource and determine whether they can perform the work that is scheduled on it. This will ensure that you are not over-promising orders and that your production schedule is feasible and accurate.
5. Information Workflow Information sharing and distribution is what keeps all of the other functions of supply chain management on track. If the information workflow and communication are poor, it could break apart the entire chain. Many disruptions that arise in supply chains can be prevented by increased visibility and communication. Having a consistent system that is used by all departments will ensure that everyone is working with the same set of data and will prevent miscommunications and time spent updating everyone on new developments.

## Importance of Supply Chain Management

- It is well known that supply chain management is an integral part of most businesses and
- Essential to company success and customer satisfaction. The main importance of Supply Chain Management are:-
- **REDUCE OPERATING COSTS**
- Decreases Purchasing Cost – Organizations generally prefer quick distributions of costly products and raw materials to avoid expensive inventory
- Decrease Production Cost – A reliable supply chain delivers materials to assembly plants and avoid any costs that may occur due to delays.
- **IMPROVE CUSTOMER SERVICES**
- Right quantity and quality – Customer expects delivery of right quantity and quality of products.
- On-time delivery – Customers expect to receive the correct product mix and quantity to be delivered on time. A reliable supply chain can help in avoiding any bottlenecks and ensure customers get their products in the promised time frame
- Services – After sales services is one of the important aspects in any business. If any kind of problem occur in the product, customer expects it to be fixed quickly. A right supply chain ensures that customers get the service they want.

## Process of Supply Chain Management

1. **Plan** The initial stage of the supply chain process is the planning stage. We need to develop a plan or strategy in order to address how the products and services will satisfy the demands and necessities of the customers. In this stage, the planning should mainly focus on designing a strategy that yields maximum profit. For managing all the resources required for designing products and providing services, a strategy has to be designed by the companies. Supply chain management mainly focuses on planning and developing a set of metrics.
2. **Develop (Source)** After planning, the next step involves developing or sourcing. In this stage, we mainly concentrate on building a strong relationship with suppliers of the raw materials required for production. This involves not only identifying dependable suppliers but also determining different planning methods for shipping, delivery, and payment of the

product. Companies need to select suppliers to deliver the items and services they require to develop their product. So in this stage, the supply chain managers need to construct a set of pricing, delivery and payment processes with suppliers and also create the metrics for controlling and improving relationships. Finally, the supply chain managers can combine all these processes for handling their goods and services inventory. This handling comprises receiving and examining shipments, transferring them to the manufacturing facilities and authorizing supplier payments.

3. **Make** The third step in the supply chain management process is the manufacturing or making of products that were demanded by the customer. In this stage, the products are designed, produced, tested, packaged, and synchronized for delivery. Here, the task of the supply chain manager is to schedule all the activities required for manufacturing, testing, packaging and preparation for delivery. This stage is considered as the most metric-intensive unit of the supply chain, where firms can gauge the quality levels, production output and worker productivity.
4. **Deliver** The fourth stage is the delivery stage. Here the products are delivered to the customer at the destined location by the supplier. This stage is basically the logistics phase, where customer orders are accepted and delivery of the goods is planned. The delivery stage is often referred as logistics, where firms collaborate for the receipt of orders from customers, establish a network of warehouses, pick carriers to deliver products to customers and set up an invoicing system to receive payments.
5. **Return** The last and final stage of supply chain management is referred as the return. In the stage, defective or damaged goods are returned to the supplier by the customer. Here, the companies need to deal with customer queries and respond to their complaints etc. This stage often tends to be a problematic section of the supply chain for many companies. The planners of supply chain need to discover a responsive and flexible network for accepting damaged, defective and extra products back from their customers and facilitating the return process for customers who have issues with delivered products.

## **Principles of supply chain management**

**1. Adapt Supply Chain to Customer's Needs** The businesses and supply chain professionals understand customer's needs. Customers are divided into different groups called 'segments' in order to understand them better. On the basis of sales volume or profitability, the primitive way to segment customer is ABC analysis. It can also be done by product, trade channel and industry. Anticipating the customer's needs is also very important. Once the needs of the customers are anticipated, the supply chain should be aligned to cater to the needs.

**2. Customize Logistics Network** After the segmentation of the customers based on different requirements, SCM managers have to tailor logistics networks to serve different segments. The SCM manager has to prioritize the deliveries and make suitable provisions to quickly distribute those goods that are marked as urgent.

**3. Align Demand Planning Across Supply Chain** Supply chain professionals are trained to share data with trading partners in order to avoid the unnecessary stock. The demand data must be used wisely by the SCM managers.

**4. Differentiate Products Close to Customers** Standardization and differentiation are two completely opposite things. Some cosmetic companies manufacture only 1 SKU that can be sold throughout Asia instead of 1 SKU per country. Due to the economy of the sales, standardization can drastically bring down the cost.

**5. Outsources Strategically** Though outsourcing is all the rage, the managers must outsource strategically. The core expertise should not be outsourced ever. This principle stands the test of time.

**6. Develop IT that Support Multi-Level Decision Making** The IT projects should not be done in isolation and before IT projects, the business process reengineering should be done. This provides a proper understanding of process insufficiencies and helps to determine the kind of innovation needed.

**7. Adapt Both Services and Financial Metrics** The activity-based costing (ABC) is applied to determine the customer's profitability. It is even better to exploit Time Driven Activity Based

Costing in order to understand changes in activities, process, product and customers.

## **EVOLUTION OF SUPPLY CHANGE MANAGEMENT**

**CREATION ERA:** The term "supply chain management" was first coined by Keith Oliver in 1982. • The concept of a supply chain in management was of great importance long before, in the early 20th century, especially with the creation of the assembly line. • The characteristics of this era of supply chain management include the need for large-scale changes, re-engineering, downsizing driven by cost reduction programs, and widespread attention to Japanese management practices.

**INTEGRATION ERA:** This era of supply chain management studies was highlighted with the development of electronic data interchange (EDI) systems in the 1960s, and developed through the 1990s by the introduction of enterprise resource planning (ERP) systems. • This era has continued to develop into the 21st century with the expansion of Internet-based collaborative systems. • This era of supply chain evolution is characterized by both increasing value added and cost reductions through integration.

**GLOBALISATION ERA:** The third movement of supply chain management development, the globalization era, can be characterized by the attention given to global systems of supplier relationships and the expansion of supply chains beyond national boundaries and into other continents.

**SPECIALIZATION ERA1:** This specialization model creates manufacturing and distribution networks composed of several individual supply chain specific to producer to end consumer. • Supply chain management works as a service.

**SPECIALIZATION ERA 2:** There are many function of this era: Transportation Management Storage and Inventory Management Planning Development Management Performance Management

### **Challenges in Supply Chain Management**

1. Quality Customer Service The supply chain management is centralized on the needs of the customers. It is about giving the right quantity and the right quality of the product for the right amount of money. All this, in perfect timing and setting. Solution: It might seem simply, but on the contrary, it isn't. Customers have different preferences and we have to always adjust to the customer's needs. Being able to provide customer's unique solutions make a difference entirely.

Companies that actually excel in this field are the ones that make an effort to learn and invest in new technologies

2. Costing globally speaking, the costs of raw materials, energy and labor have increased due to economic constraints. In order for operations to continue production and provide customers with good quality items at affordable rates, adjustments have to be made to keep operations running.

Solution: The best solution to this issue would be improving your cost control by executing your plans efficiently through constant monitoring. Through efforts in providing warehouse efficiency you would be able to do so. Risk Management Due to the constant change in the market

Supplier Relationship By creating a mutually sound and harmonious relationship with your partners or suppliers, you will be able to provide your customers with products of high standards in a timely manner. This also allows you to create opportunities for improvement in terms of performance.

3. Qualified Personnel Over the years, it has become a challenge to find talent interested and passionate about this line of work. Unforeseen Delays Procurement of materials and products may be easy, but the delivery may not always be 100% on time, especially with time differences and a variety of shipping time frames. When items are sourced from different countries, delay like this are very common.

4. Fast-Changing Markets With technological advancements changing our markets every day, it is quite difficult to stay in pace and adapt to the variety of innovations in the market. But because the goal is to stay efficient in these changing times, companies would have to be more flexible

*Fickle Customers* World commerce is on the fingertips of customers, literally. Digital and mobile commerce have transformed how humankind buys. Not to mention, the plethora of options and flexibility to make purchases, anytime anywhere.

The customer is truly empowered. It would not be incorrect to sum it up this way – “Customers are dictating the market. “Managing and Applying the Flow of Data Supply chain professionals are extremely aware of the potential digital supply chains can offer, but now, this potential can become a reality. Connected devices and It-enabled solutions have become a necessary implementation for all shippers. This will ensure effective operations that link all points within a supply chain, while simplifying information exchange.

5. Planning and Executing on Customer Demand Customers want what they want, and they want it now. Companies must deal with managing the high expectations from customers around product availability and expedited delivery. While this Amazon effect has elevated customer experience across the board, it has also resulted in companies stockpiling trillions of dollars of inventory – a cost that very few, including Amazon, can justify. As a result, companies should consider focusing on improving supply chain operations such as logistics & inventory management and execution, versus massive stockpiling. It is also essential for logistic service providers (LSPs) to be able to securely collaborate with their customers, carriers, and other service providers on a neutral digital platform in order to successfully meet these rising demands. At a time when accessible data and predictive analytics are key competitive differentiators, establishing a centralized, digital repository provides an even playing field for companies. It provides the same access to reliable data across the supply chain, enabling retailers to concentrate on delivering improved customer experience, competitive prices and a higher quality offering.

6. Reducing Waste in the Supply Chain Eliminating the empty miles and excess CO2 emissions must become a bigger focus for smaller companies. Not only are larger organizations increasingly using it as criteria to select partners, but it is the right action to take to better protect our environment. While major manufacturers, shippers and carriers can cause incredible influence within the supply chain market, smaller companies must realize their power, by investing in sustainable initiatives. Organizations need to address these challenges in the near term to ensure the effectiveness and efficiency of their supply chain in the long term. To prepare for these challenges, organizations should consider the most impactful technology in order to successfully navigate through the unexpected.

## **SCOPE OF SUPPLY CHANGE MANAGEMENT**

### 1. Minimises operating cost

Supply Chain Management is a systematic and strategic management of the product from raw material to finished goods. SCM helps the company to maximize their productions. SCM is also called the art of management by providing the Right Product, At the Right Time, Right Place and at the Right Cost to the Customer.

## 2. Boosts Customer Service

Supply chain management helps in providing better service to customers. All production strategies are framed in accordance with requirements of customers to manufacture right product. It properly anticipates the demands of customers before initiating the production. Supply managers monitor all operations of business and ensure that quality products are produced using best combination of resources. Right product available to right cost provide better satisfaction to customers. This will boost their confidence level in company's products.

## 3. Enhance Financial Position

Management of supply chain has an effective role on the financial position of business. It improves the efficiency of the organization, cut down the excessive cost and avoids any shortage. Supply chain manager bring down the cost by reducing the use of fixed assets like plants, transportation vehicles, warehouses etc. Proper supply chain results in speedy flow of products which minimizes the blockage of funds in inventories. It ensures that optimum funds are always available which helps in improving financial position.

## 4. Manages Distribution

Distribution of products at the right time and the right location is a complex task for every organization. Supply chain management accelerated the overall distribution system of an organization. It coordinates with various transportation channels and warehouses for attaining faster movement of goods. Supply chain managers ensure that all products get delivered at the right location within the time limit. By developing a proper network for movement of goods it has to ease the whole distribution system.

## 5. Bring Coordination among Partners

Proper coordination among all partners of business increase productivity and profitability. It develops a proper channel through which employees, supplier and customers can easily interact with business. Managers can easily control the activities of their subordinates by communicating them all the required information.

## 6. Supplier Management

Supply chain management works on strengthening the relationships between business and suppliers. It tracks and records every interactions or transaction with the suppliers. Proper supply chain enables timely procurement of all required raw materials from suppliers. It develops a proper network through which suppliers and business can easily interact. Supply chain management solutions provide a self-service portal through which suppliers can contact the company in case of any issues or problems

## 7. Inventory Management

Maintaining an optimum inventory is a must for uninterrupted operation of every business. It keeps record of all inventories that is raw materials, spare parts and finished goods. Supply chain managers ensure that the proper amount of inventory is always maintained within the organization. They work towards avoiding situations like understocking or overstocking. Supply chain managers frame proper strategies for procuring, producing and maintaining all inventories as per requirements.

## INTRODUCTION OF A COMPANY



Big Bazaar is a chain of Hypermarkets in India, with more than 110 stores in operation. It is a subsidiary of future group of venture Ltd.'s, and follows the business model of US-based Wal-Mart. Facilities offered by Big Bazaar Online shopping: Big Bazaar has an official website, FutureBazaar.com, which is one of the most favorite sites among people of India for online shopping. Future Bazaar is an online business venture of Future Group, which sells an assortment of products such as fashion, which includes merchandise for men and women, mobile accessories, mobile Future Group is India's leading business group led by **Mr. Kishore Biyani**, and the Group operates through: Retail, Capital, Brands, Space, Media and Logistics. The company's leading formats include Pantaloons, a chain of fashion outlets, Big Bazaar, a uniquely Indian hypermarket chain, Food Bazar, a supermarket chain, blends the look. Some of its other formats include Depot, Shoe Factory, Brand Factory, Blue Sky, Fashion Station, Mobile Bazaar And Star Sitara( Beauty Clinic). The company also operates an online portal, **futurebazaar.com**. A subsidiary company, Home Solution Retail (India) Limited, operates Home Town, selling home furniture products and E-Zone focused on electronics segments. The group's subsidiary companies include, Home Solutions Retail India Ltd, Pantaloons Industries Ltd, Galaxy Entertainment and Indus League Clothing. 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, Mani pal 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, **General**. The Asia's largest property companies Future Group's vision is to, "deliver Everything, Everywhere, Every time to Every Indian Consumer in the most profitable manner." 'Indian-ness' as a core Big Bazaar is part of Future Group founded in 2001. • Big Bazaar is a chain of hypermarket in India. • There are 214 stores across 90 cities and towns in India covering around 16 million sq.ft. Of retail space • Big Bazaar offers a wide range of merchandise including fashion and apparels, food products, general merchandise, furniture, electronics, books, fast food and leisure and entertainment sections. It mainly targets all types of consumers to full their every kind of needs. • They have different section for apparels at "Fashion Big Bazaar" which mainly focuses on the new, stylish and fashionable clothes for all age group customers.

**STRATEGY WEDNESDAY BAZAAR** Big Bazaar introduced the Wednesday Bazaar concept and promoted it as "Hafta Ka Sabse Sasta Din". It was mainly to draw customers to the stores on Wednesdays, when least number of customers is observed. According to the chain, the aim of the concept is "to give homemakers the power to save the most and even the stores in the city don a fresh look to make customers feel that it is their day."

**SABSE SASTA DIN** Big Bazaar introduced the concept of "Sabse Sasta Din". The idea was to simply create a day in a year that truly belonged to Big Bazaar. **MAHA BACHAT** Maha Bachat as a single day campaign with attractive promotional offers across all Big Bazaar stores. It has attractive offers in all its value formats such as Big Bazaar, Food Bazaar, Electronic Bazaar and Furniture Bazaar - catering to the entire needs of a consumer

**THE GREAT EXCHANGE OFFER** Big Bazaar launched "The Great Exchange Offer", through with the customers can exchange their old goods in for Big Bazaar coupons. Later, consumers can redeem these coupons for brand new goods across the nation.

**STORE LAYOUT AND DESIGN** the store layout and design is perfect in creating image in the minds of the customers. Planograms store design-providing lots of space for customers to walk and see varieties of products without any difficulty. It is designed just like convenience stores to make people feel that they are shopping in their local streets.

**STORE AMBIENCE** Food Bazaar The ambience of the store is like a convenience store. The whole setup provides freedom to the people in selecting the products of their choices.

Fashion Big Bazaar as per the tagline, “Isse sasta aur achcha kahin nahi”, the merchandises are also available at very less prices. They are placed in a bulk form in different types of fixtures and the atmosphere of the store is very calm and the colors and music used, displays the message and logo of big bazaar and also suits the taste of Indian customers. But, sometimes, the ambience sounds bit boring and unpleasant because of repeated music, unchanged colors and stuffs. This area needs some improvement.

**SIGNAGE USED BY BIG BAZAAR** Advertising is done by newspaper, television and through hoardings. Hoardings at public places helps in attracting huge masses of people from various places.

**PRICING STRATEGY** Value Pricing (Every Day Low Price) Promotional Pricing Low Interest Financing Psychological Discounting Bundling (Offering several products for sale as one combined product)

**PROMOTION AND INNOVATIVE IDEAS TO SELL MERCHANDISE** Advertising ( Print ads, TV ads, radio ads ) ,Weekend Discounts ,Exchange offers , Point of purchase promotion ,Word of mouth , Brand Endorsement , Future Card

**PLANOGRAMS USED BY BIG BAZAAR** Shows the placement of retail products on shelves. It makes a section more aesthetically appealing to the customer. Effects of Planograms Satisfying customer with a better visual appeal Tighter inventory control and reduction of out of stock Better-related product positioning Improved sales Assign selling potential to every inch of retail space Effective communication tool for staff –produced display

Big Bazaar with its size no doubt the biggest retail chain in India. The employees accept their responsibilities whole heartily. The store is reaching out to all section of society with its customer centric way of organizing the store. Big Bazaar creates a holistic experience of shopping.

## **BIG BAZAAR TIMELINE**

2001

- India Ka Bazaar Three stores launched within a span of 22 days in Kolkatta, Bangalore and Hyderabad

2002

- ICICI Bank Card is launched.
- Food Bazaar becomes part of Big Bazaar with the launch of the first store in Mumbai at High Street Phoenix

2003

- Enters Tier II cities with the launch of the store in Nagpur
- Welcomes its 10 millionth customer at its new store in Gurgaon

2004

- Wins its first award and national recognition. Big Bazaar and Food Bazaar awarded the country's most admired retailer award in value retailing and food retailing segment at the India Retail Forum

2005

- Implementation of SAP and pilots a RFID project at its central warehouse in Tarapur
- Launch of a shopping program: the Big Bazaar Exchange Offer, inviting customers to exchange household junk at Big Bazaar
- Electronic Bazaar and Furniture Bazaar are launched
- Big Bazaar and ICICI Bank launched ICICI Bank-Big Bazaar Gold credit card program to reward its loyal customers.

2006

- Launches Shakti, India's first credit card program tailored for housewives
- Navaras – the jewellery store launched within Big Bazaar stores
- Navaras – the jewellery store launched within Big Bazaar stores

2007

- The 50th Big Bazaar store is launched in Kanpur
- Partners with Futurebazaar.com to launch India's most popular shopping portal
- Initiates the "Power of One" campaign to help raise funds for the Save The Children India Fund.
- Pantaloons Retail wins the International Retailer of the Year at US-based National Retail Federation convention in New York and Emerging Retailer of the Year award at the World Retail Congress held in Barcelona.

#### 2008

- New section, Fashion Big Bazaar, starts
- Voted among the top ten service brands in the country in the latest Pitch-IMRB international survey
- Initiates the Mega Saving "Monthly Bachat Bazaar" campaign, to provide deals on groceries and food items during the first week of every month.

#### 2009

- Opens its second store in Assam at Tinusukia
- Initiates Maha Annasantarpane program at its stores in South India – an initiative to offer meals to visitors and support local social organizations
- Mahindra Singh Dhoni and Asin, youth icons of India, were chosen as the brand ambassadors of Big Bazaar
- Announced the launch of 'The Great Exchange Offer'
- Formed a joint venture with Hidesign to launch Holii, a new brand of handbags, laptop bags and other accessories.

#### 2010

- Future Value Retail Limited is formed as a subsidiary to spearhead the group's value retail business through Big Bazaar, Food Bazaar and other formats.
- Wins CNBC Awaaz Consumer Awards for the third consecutive year. Adjudged the Most Preferred Multi Brand Food & Beverage Chain, Most Preferred Multi Brand Retail Outlet and Most Preferred Multi Brand One Stop Shop

- Opens its third store in Kanpur at Z square Mall
- Vidya Balan was chosen as the brand ambassador of Big Bazaar's Price Challenge exercise
- Ranked six among the Top 50 Service Brands in India.

2011

- Enters the rural wholesale and distribution business through 'Aadhaar Wholesale' store at Kalol, Gujarat.
- Big Bazaar has come up a new logo with a new tag line: 'Naye India ka bazar'

## **DIFFERENT FORMATS OF FUTURE GROUP**

Pantaloon Retail (India) Limited, is India's leading retail company .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. Pantaloon Retail forayed into modern retail in 1997 with the launching of fashion retail chain, Pantaloon 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, Collection i (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 entailing venture, **future bazaar.com**

**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 pantaloons seeks 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.

**Restaurant, Leisure & Entertainment** Increasing urbanization and rising disposable incomes are characteristics 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. 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

**Star and 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.

**Beauty & Health Mall** pantaloons, 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, healthcare services, retailing fitness equipment's, yoga centers 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.

**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 India 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 Pantaloons and act as strong footfall generators.

There are separate stand-alone Food Bazaars as well. The business contributed just fewer than 50 per cent of value retailing, and about 20 per cent 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.

### **BIG BAZAAR**

**Isse sasta aur accha kahin nahi!** Big Bazaar has clearly emerged as the favorite shopping destination for millions of its consumers, across the country, it's 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.

Shop till you 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, which 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 fashions has it all!

**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 the 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.

**CENTRAL**, the showcase seamless mall 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 wide range of national and international brands, enjoying their favorite cuisine at the multiple specialty restaurants and food courts or watching the latest movie releases 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 (Import and Gen M), electronics (E-Zone), furniture and accents (Collection I), fitness equipment's 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.

**Depot** This largely untapped unorganized market for books and music with very few players, throws up an enormous opportunity; something that prompted Pantaloons 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 the mind and soul through different languages, ideas and tunes.

**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 for meeting his home needs. This was the opportunity that Pantaloons perceived and the reason why it entered the Rs. 90,000 core home solutions market in 2004-05. With its presence in the modern retail and consumer space, this new concept 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 corer 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 durables brands. It retails products ranging from music systems to laptops, from the latest plasma television sets to DVD players, from 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 Central malls

**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 carriage 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 mobiles than 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.

### **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. Etailing 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 multi channel integration to benefit on 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 boost sales at these formats through the online sale of gift vouchers

**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 are 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, Pantaloons 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 Pantaloons 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. Spread over nearly 13,000 square feet, this value format houses a wide range of the latest and trendiest too Tear and accessories for all occasions, at unbeatable prices.

### **GINI & JONY**

The company recognizes that the organized kids wear category has shown signs of sizeable 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 Pantaloons stores and Central malls will set up 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.

## **OBJECTIVES OF THE STUDY**

To carry out the study of BIG BAZAAR, we framed the following objectives

- To understand the role of supply chain management in Big Bazaar
- To evaluate the image of Big Bazaar in customer mind
- To understand how the process of goods has been improved in the overall organization and customer satisfaction of product and services
- To understand role of management system in functionality of Big Bazaar

## REVIEW OF LITERATURE

**Sha, Chen & Chen, (2008) detailed** that supply chain encompasses totality of Functions and stages in the chain to target the same goal of fulfilling customer needs. In a Similar endeavor towards defining supply chain, Lejeune & Yak ova, (2005) distinguishes Supply chain concept and meaning, among them are communicative (characterized by slight Dependence among supply chain members, cross-function integration), coordinated(Characterized by prominent dependence, lead organization), collaborative (slight interdependence, common supply chain goals) and competitive (prominent Interdependence, cooperation) supply chains. These basically depict the development or Evolutionary stages of supply chains. For example, Mentzer et al., (2001) describe the Communicative supply chain as one that exists, but is not managed. This is a reflection of early stages of supply chain development, as it involves short-term (as needed) relationships and the chain can change into any of the three initially discussed supply chain types. With Realization of benefits, the chain will definitely develop into higher stages (Quesada, et al., 2010). the approach to manage the supply chain is an additional area that needs to be Explored (Cambra-Fierro & Ruiz-Benitez, 2011).

Supply Chain Management is a network of facilities that produce raw materials, transform them into intermediate goods and then final products, and deliver the products to customers through a distribution system. It spans procurement, manufacturing and distribution (Lee & Billington 1995) the basic objective of supply chain management is to “optimize performance of the chain to add as much value as possible for the least cost possible”. In other words, it aims to link all the supply chain agents to jointly cooperate within the firm as a way to maximize productivity in the supply chain and deliver the most benefits to all related parties (Finch 2006). Adoption of Supply chain management practices in industries has steadily increased since the 1980s. A number of definitions are proposed and the concept is discussed from many perspectives. However Cousins et al. (2006); Sachan and Datta (2005); Storey et al. (2006) provided excellent review on supply chain management literature. These papers define the concept, principals, nature, and development of SCM and indicate that there is an intense research being conducted around the world in this field they critically assessed developments in the theory and practice of supply management.

SCM has been interpreted by various researchers. Based onthe relatively recent development of

the supply chain literature, it is not surprising that there has been much debate as to a specific SCM definition. Ganesh and Harrison (1995) has defined SCM as a network of facilities and distribution options that performs the functions of procurement of materials, transformation of these materials into intermediate and finished products, and the distribution of these finished products to customers. Lee & Corey (1995) stated that SCM consists of the integration activities taking place among a network of facilities that procure raw material, transform them into intermediate goods and then final products, & deliver products to customers through distribution system. Christopher (1998) defined the supply chain as the network of organizations that are involved, through upstream and downstream linkages, in the different processes and activities that produce value in the form of products and services in the hands of the ultimate customer. The latest trend of evolution in the SCM is the movement towards systems of supplier relations over national boundaries and into other continents (Movahedi et al, 2009). GSCM is the latest concept introduced to the literature of SCM. Firms are much bigger than they used to be. They have achieved economies of scale and with the establishment of trade liberalization policies they are internationalizing their businesses to find the lowest sources of inputs and growing markets to sell their products. The concept of SCM is not enough for being efficient and competitive in the new environment that is why new concept and management strategies (i.e. GSCM) are emerging. An integrated supply chain gives considerable competitive advantage to the individual actors participating in the chain. In the developed economies, there is a switch from firm – firm competition to chain – chain competition (Koh et al, 2007; Lummus et al, 1998, Morgan and Monczka, 1996, Anderson and Katz, 1998).

## 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:

- 1.They can examine the available information in the form of data to make a decision
- 2.They can even get a clear picture of the scenario or potential of Big Bazaar as compared to other retail stores in the city.
- 3.The information can only be gathered by DATA COLLECTION AND THEN ANALYZING the available data.

The projected objectives were considered and as per the requirement a mar can be enlisted as below:

- 1.Reading about the product
- 2.Deciding on the objective to proceed.
- 3.Developing Survey instruments

Conducting personal interviews of different age-groups, sex, monthly income and occupation through a Questionnaire

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.

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 levels 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:

Secondary Research:

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

Primary Research:

A Primary Research was conducted:

The questionnaire was prepared for the companies and following areas Features offered by

different stores covered: Consumer profile, satisfaction level, reason for their purchase and 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.

## **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, and waiting process management should be made good.

## DATA ANALYSIS AND INTERPRETATION

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.

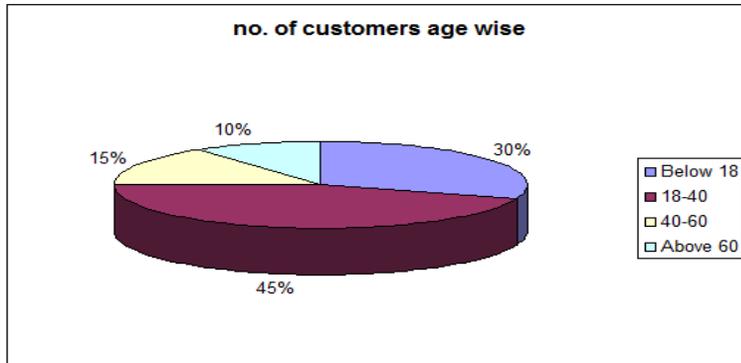
The data collection plan, including procedures, instruments, and forms, was designed and pre-tested to maximize accuracy. All data collection activities were monitored to ensure adherence to the data collection protocol and to prompt actions to minimize

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.

Interpretation: 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



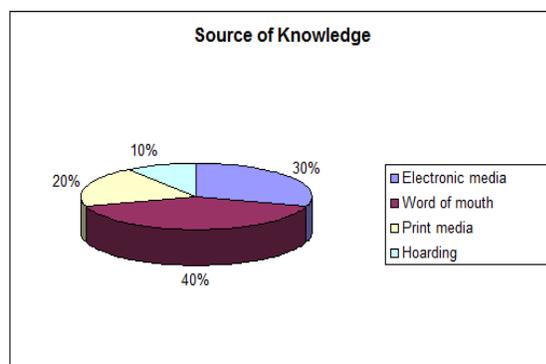
Data: Consumers were asked to indicate their gender. The object of this question is to understand the demographics of the population under study.

Interpretation: 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 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 attract men's they can increase their loyal customers.

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

Source	Total
Electronic media	30
Word of mouth	40
Print media	20
Hoarding	10
Total	100



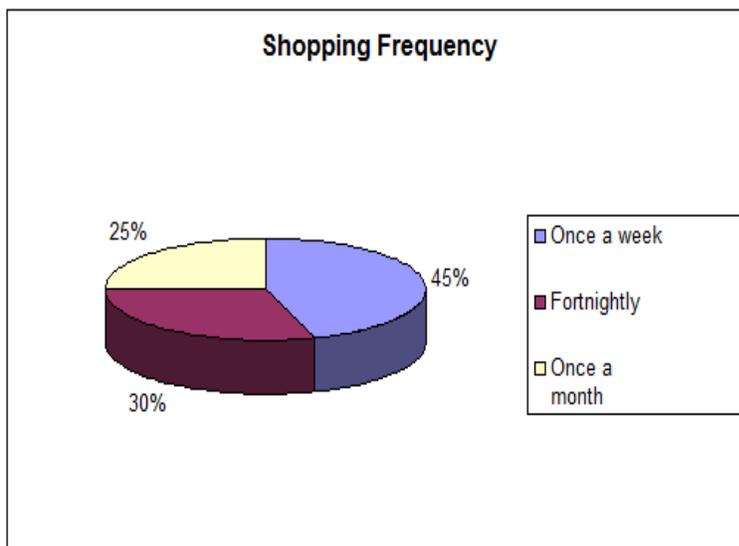
Data: Consumers were asked to indicate the source from where they got information about Big Bazaar. The object of this question is to understand the source of information of the population under study.

Interpretation: 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 now day's customers are also influenced by ads on TV, and other electronic media.

Q. 4) 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 times that consumers shop.

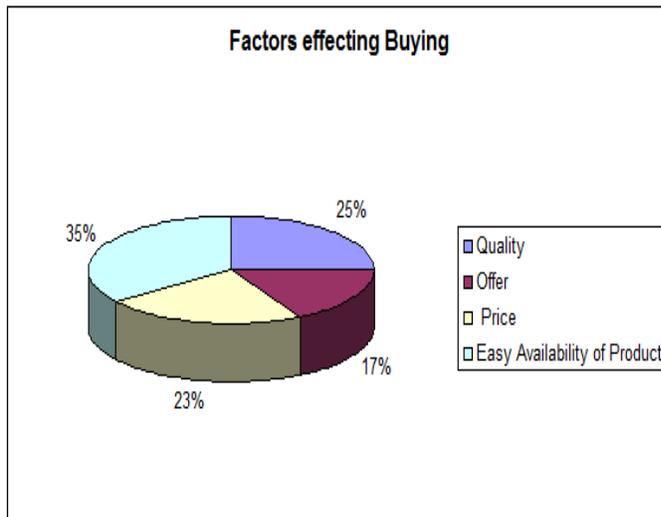
#### Interpretation

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 marketing 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 it's more difficult to increase the

customer base of weekly customers. It can be increased if employee handle the customer well, display of the product, and ambience of the retail outlet is good.

Q 5) Why do you shop at Big Bazaar?

Factors	Total
Offer	17
Price	23
Easy Availability of Product	35
Quality	25
Total	100

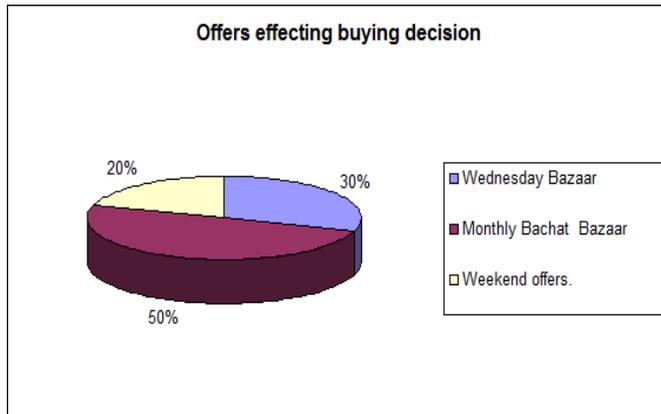


Data: Consumers approached were asked about their factors affecting their purchasing decision. The factor points furnished were: Quality, Price, Offer, and Availability of product

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, I 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. The quality, price and variety of goods play big roles in the decision making process.

Q6) During which offer you shop most?

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



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 affect the sales of Big Bazaar.

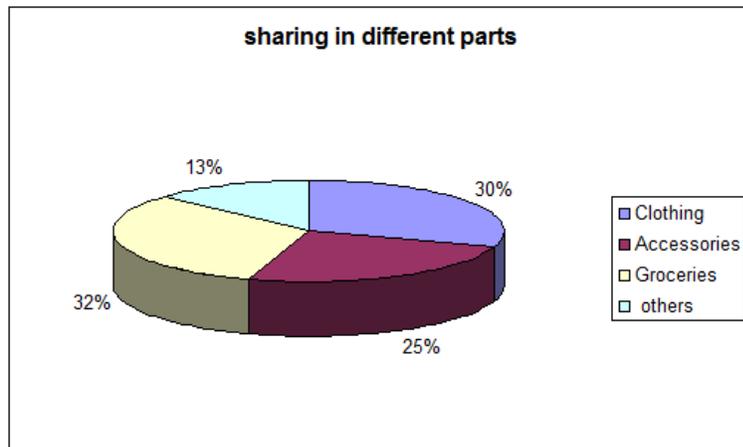
Interpretation: Appropriate decisions can be made keeping these numbers in mind.

- 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 customer base can be increased.
- Secondly we can increase our advertisement on electronic media as now day's customers are also influenced by ads on TV, and other electronic media, about different offers as many customers are not aware of different offers going on at Big Bazaar.

Q.7) What do you mostly shop at the Big Bazaar stores?

Detail	No.
Accessories	25
Groceries	32

Others (specify)	13
Clothing	30

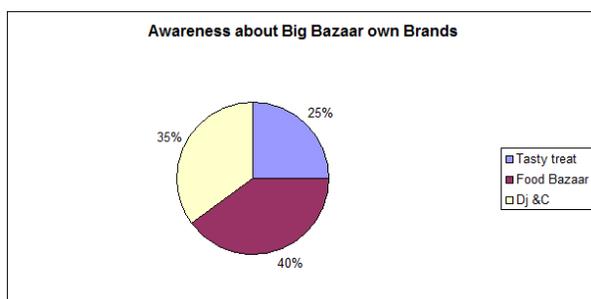


Data Collected Consumers approached were asked to indicate the types of products they mostly shopped at Big Bazaar. The types of products presented were Clothing, Accessories, Groceries and others. These products were identified by observation and interview as the most popular products that consumers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

Interpretation 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 are the fastest moving consumer good. Retail outlets that provide groceries and apparels can see a higher rate of turnover and sales volume

Q.8) Are you aware with Big Bazaar own brands?

Items	No.
Food Bazaar	40
Tasty Treat	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, Do &C etc.

### Interpretation

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

Q.9) Are you satisfied with Big Bazaar own brands (e.g Tasty Treat)?

Details	No.
Yes	65
No	35
Total	100

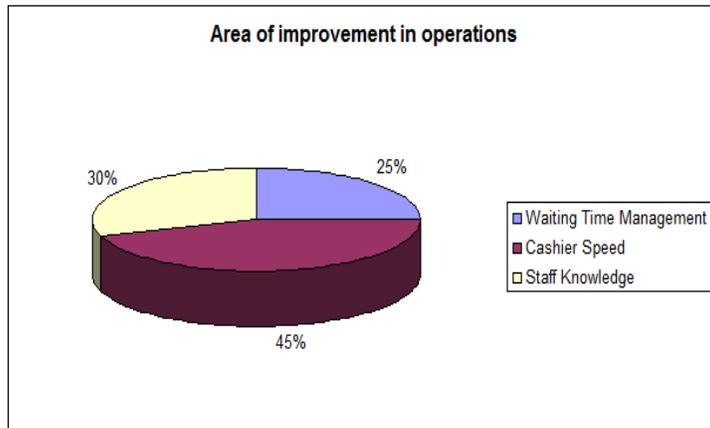


Data Collected Consumers approached were asked about their satisfaction level with the Big Bazaar own Brands. This question was answered by 100 consumers.

Interpretation 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.

Q.10) In which area of operation at Big Bazaar improvement is needed?

Detail	No.
Cashier Speed	45%
Staff Knowledge	30%
Waiting Time Management	25%
Total	100%



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

Interpretation: Appropriate decisions can be made keeping these numbers in mind.

- We should increase the no. of cashiers at least on Wednesday Bazaar, Weekends, Monthly Bacchant 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

## 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 store are able to provide almost all categories of items related to food, health, beauty products, clothing & footwear, durable goods so it become 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.

## **RECOMMENDATION**

- 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 customers 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.

## REFERENCES

- Economic times Wikipedia
- Supply chain management and logistics (vipul prakashan) MCOM
- Big Bazaar-Wikipedia

## ANNEXURE

Q1- Age of the respondents?

- Below 18
- 18-40
- 40-60
- 60 above

Q2 -Gender of the respondent?

- Male
- Female

Q3 -How you came to know about Big Bazaar?

- Electronic media
- Word of mouth
- Print media
- Hoarding

Q4 -How often do you shop?

- Once in a week
- Fortnightly
- Once a month

Q5 -Why do you shop at Big Bazaar?

- Offer
- Price
- Easy Availability of product

Q6 - During which offer you shop most?

- Wednesday Bazaar
- Monthly Bacchant Bazaar

- Weekend Offers

Q7 -what do you mostly shop at the Big Bazaar stores?

- Accessories
- Groceries
- Others(specify)
- Clothing

Q8 -Are you aware with Big Bazaar own brands?

- Food bazaar
- Tasty treat
- D & C

Q9 -Are you satisfied with Big Bazaar Improvement is needed?

- Yes
- No

Q10 -In which area of operation at Big Bazaar improvement is needed?

- Cashier speed
- Staff knowledge
- Waiting Time Management