

A Project Report On
“Dmart Retail Management”
Submitted To
Savitribai Phule Pune University
In partial fulfilment of the degree of
Bachelor of Business Administration
For the Specialisation Subject ‘Retail Management ’



By

Sandesh Gawade

Seat No:

BBA Semester-III

Under the guidance of

Sandip Rathod

Research Guide

MES Garware College of Commerce, Karve Road, Pune 411004 (2020-
2021)

MES GARWARE COLLEGE OF COMMERCE, PUNE-411004

BACHELERS OF BUSINESS ADMINISTRATION

CERTIFICATE

This is to certify that Mr./Ms. **Sandesh Rajendra Gawade** Roll Number 13220 University Exam Seat Number - Student of BBA Semester-III has successfully completed the project work in specialization subject **Retail Management** entitled as **Dmart Retail Management** a partial fulfillment of the degree of Bachelors of Business Administration as per the syllabus of Savitribai Phule Pune University Year 2020-2021.

I further clarify that, the work has been carried out under my supervision.

Project Guide

BBA Coordinator

Principal

Internal Examiner

External Examiner

III DECLARATION

We declare that this written submission represents our ideas in our own words and where others' ideas or words have been included, we have adequately cited and referenced the sources. We also declare that we have adhered to all principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea/data/fact/source in our submission. We understand that any violation of the above will be cause for disciplinary action by the Institute and can also evoke penal action from the sources which have thus not been properly cited or from whom proper permission has not been taken when needed.

Name of student

Roll No.

Signature

1.Sandesh Rajendra Gawade

13220

Date:

IV ACKNOWLEDGEMENT

We are pleased to present “**Dmart Retail Management**” as our project and take this opportunity to express our profound gratitude to all those people who helped us in the completion of this project.

We thank our college for providing us with excellent facilities that helped us to complete and present this project. We would also like to thank the staff members and lab assistants for permitting us to use computers in the lab as and when required.

We express our deepest gratitude towards our project guide Prof. Sandeep Rathod for his valuable and timely advice during the various phases of our project. We would also like to thank him for providing us with all the proper facilities and support as the project co-coordinator. We would like to thank him for his support, patience, and faith in our capabilities and for giving us flexibility in terms of working and reporting schedules.

Finally, we would like to thank everyone who has helped us directly or indirectly in our project.

SANDESH GAWADE

INDEX

TABLE OF CONTENTS

Abstract

Currently the retailing industry is booming industry in India. It has been considered as equal competent with IT industry. D-MART is one of the renowned retail companies in India. It is famous for its low price and good quality products. It has its branches all over the India. Retailing is one such step in the marketing chain of activities that facilitates the distribution function. Initially it was considered as just another step in the marketing chain and the function was accepted as obvious.

As the competition increased globally, differentiation became more and more difficult. Consumer purchasing power increased as economy opened up into more market-oriented mode. Often used and final link with the ultimate consumer, marketers thought of using it for differentiating and positioning. So, retailing ceased to be considered as an outgrowth of traditional marketing activity, rather it was recognized as an important business proposition in its own accord, which ultimately helps marketing in performing its function and successfully satisfying the objectives

Retail stores are very success with their customers, and customers are satisfied retail stores services, there is only one problem is facing from retail stores is customers billing time. To solve this is to find that retail store customer waiting time is high or not. With the pilot study data collected with that data used some statistical technics are used and results are found. Most of the customers are interested to shopping in evenings time, and at the same time the shopping malls are attracted customers with good discount offers.

Introduction

DMart is one of the fastest-growing hypermarket retail chains in India. It was started in 2002 in Powai in Mumbai, Maharashtra by Radhakishan Damani. Today, it is one of the biggest retail store chain companies in India (196 stores) not just in terms of size and spread but also in terms of performance and management.

Conservatism worked wonders for DMart. It is commonly observed that supermarkets or hypermarkets eventually bring diversification into their merchandise. However, DMart hardly ever digressed from their original offering which is still food and grocery.

The company has a terrific inventory turnover ratio of 12.64 indicating strong sales, the efficacy of their marketing strategies, robust inventory management, and business-friendly supplier/vendor management.

DMart is a one-stop supermarket chain that aims to offer customers a wide range of basic home and personal products under one roof. Each DMart store stock home utility products - including food, toiletries, beauty products, garments, kitchenware, bed and bath linen, home appliances and more - available at competitive prices that our customers appreciate. Our core objective is to offer customers good products at great value.

Pillars of DMart

DMart's success is focused on three pillars Customers, Vendors and Employees.

1. **Customers.** Since Dmart is targeting middle income households, all their stores are in, or close to, residential areas and not in malls. Their idea is not to meet every consumer need like other competitors, but instead, Dmart aspires to meet most regular consumer needs, while providing value for their money.
2. **Vendors :** Vendor relationships are the second pillar of their model. Since Damani comes from a trader background, his vendor relationships have been his biggest strength. The FMCG industry has a payment terms of 12-21 days, but Dmart pays its vendors on 11th day itself. This helps him stay in the priority list of the vendors. Since Dmart buys in bulk and pays its vendors on time, they also get to earn higher margins. Their strategy is to **“Buy it low, stack it high and sell it cheap”!**
3. **Employees :** It is the third pillar of their model. DMart offers good money ,flexibility, empowerment, and relaxed & efficient work culture. They even go on to hire 10th standard dropouts with the right attitude and commitment. They prefer hiring raw talent, and then invest heavily in training, to mold them as per their requirement.

Findings

- The customers are entered in to the store after 7 am to 10 pm.
- It is opened from Monday to Sunday.
- The shopping time is starts from 10 am to 9 pm.
- The waiting time is below the 10 minutes after entering billing que.
- The exit time is also high in 8 pm to 9 pm.
- In the timings the from 4.00-5.00 is the customers visit the store 13.73%, from 5.00 to 5.59 is the customer visit the store 11.76%, from 6.00 to 6.59 is the customer visit the store 27.45% and from 7.00 to 7.59 is the customer visit the store is 47.06% and from 7.00 to 7.59 period most of the customers entered into the retail store.
- From 4.00 to 4.59 only 9.80% of customers entered in to the billing que. 5.00 to 5.59, 6.00 to 6.59 only 13.73% of the customers are entered into billing que. 7.00 to 7.59 only 29.41% of the customers are entered into the billing que, 8.00 to 8.59 only 33.33% are entered into the billing que.
- From 4.00 to 8.00 the data is collected so the exit time is also noted from 4.00 to 8.00, from 4.00 to 5.00 only 9.80%, from 5.00 to 6.00 only 11.76%, 6.00 to 7.00 only 15.69%, 7.00 to 8.00 only 23.53, 8.00 to 9.00 only 39.22%.

Objectives

- To find how much queuing time is taking the customer from shopping to billing process.
- To find at what time this Queuing time is high in the Retail store.
- To find out exit timings of the customers and shopping times of the customers.
- To understand the retail industry.
- To analyse the customer satisfaction towards the products sold by D-Mart.
- To analyse the satisfaction level of customer experience while shopping at D-mart.
- To offer customers good products at great value.
- To know availability of varieties of products.
- To know about affordable price for everyone.
- To know the customer satisfaction level. To study of quality of products

Observation

- Out of 100 , 17% of them are influenced by 'shopping experience' to visit Dmart, 23% of them by 'word of mouth', which means the word of mouth generate positive attitude towards the store . 17% of them are 'attracted by adds', means giving the creative adds and the more colorful adds which attract the customer to buy the products .43% of them visit Dmart as they get all the products under one roof which influences the strong conviction about the store .
- 35% are see durability of product. 30% respondents are seeing for a price of a product whether the price is low or high for a particular product. 19% see the uniqueness of a product. Only 4% are see the prestige of the product because most of the people living in India are middle class people.12% people are see the style of a product whether the style is new or trendy.
- Among 100 people, 3% people states that the products available at Dmart are not trendy because not latest product are also available which leads to negative image in the customers mind about the latest products 31% people says that 'good' and 49% people says that 'satisfied' means the customer are more convinced about the products and also latest products will generate positive word mouth of the store and which leads to more customers are purchasing the products 17% % people says that 'highly satisfied' and hence Majority of the respondents are satisfied with product available at D-Mart are trendy and of latest fashion.

SWOT ANALYSIS

Strengths in the SWOT analysis of D mart :

Strengths are defined as what each business does best in its gamut of operations which can give it an upper hand over its competitors. The following are the strengths of DMart :

- **Focus on long-term:** Damani, the founder of D Mart is an investor and thus the company has been focused entirely on long-term gains. This has made the company maximise its returns through a value driven pricing strategy.
- **Slow scaling up :** D Mart started off on a very low key note and slowly took its time to move up the ladder. This gave the company a better control and deeper understanding of its supply chain and also helped them manage the bottom line better.
- **People-centric management style :** D Mart has a very good employee policy in place and is very transparent in its employee relations. They also have a good relationship with vendors and suppliers and the stakeholders are happy.
- **Discount Policy:** One factor that delineates D Mart from its competitor is its huge discount policy. The retailer sells essential goods at a flat discount price which most competitors cannot match and this helped them penetrate the market.
- **Clear price based differentiation :** D Mart never followed the trends set by other competing retail brands but believed in setting their own trends. They captured the market through a clear price based differentiation and priced their goods at significantly lower prices than competitors.

Weaknesses in the SWOT analysis of D mart :

Weaknesses are used to refer to areas where the business or the [brand needs](#) improvement.

Some of the key weaknesses of D Mart are:

- **Focus on certain places:** Quite unlike their competitors, who are present everywhere, D Mart has focused more on the Western States and has a very low presence in the South. This has restricted them from gaining market prominence.
- **Slow growth :** D Mart has established almost 16 years ago much before the retail boom set a fire in India. However, it has not been able to capture the market even as much as many of the later entrants primarily because of its long-term focus.
- **Sustainability of low pricing:** The company has a zero credit policy and thus vendors and suppliers give them a much better price which is how the company is able to afford the low prices that the competitors cannot imagine.
- **No frills :** D Mart follows a no-frills approach where the focus is to cut costs wherever possible. Their facilities are basic and lack the frills of most upmarket retailers. The customers who come here essentially look at the low prices of products on offer. So thus the sustainability of this differentiator is questionable.

Opportunities in the SWOT analysis of D mart :

Opportunities refer to those avenues in the environment that surrounds the business on which it can capitalize to increase its returns. Some of the opportunities include:

- **Technology**: Technology has a lot to offer to retailers in terms of in-store experiences and retailer can use IoT, artificial intelligence etc to create value-adding services to their customers for which a premium can be charged.
- **Personalization of services**: Customers are looking for personalized services for which they are willing to pay extra. Retailers should capitalize on this propensity to pay more and increase the quality of their services.

Threats in the SWOT analysis of D mart :

Threats are those factors in the environment which can be detrimental to the growth of the business. Some of the threats include:

- **Online retailers**: People in cities especially are highly lethargic about leaving their homes and prefer to shop online today. Companies like Amazon and Flipkart thus become major threats to most retailers.
- **Online Start-ups**: The hottest trend in India is online start-ups. Many of them are aggregators who bring together the supplier and the customer cost-effectively. These companies are the emerging threats more so because many new brands are cropping up in the aggregation market primarily because of lower barriers to entry.

Recommendation

- The time wasted in billing queue is to be reduced to increase the billing counters in the retail store.
- The store maintains new billing process to reduce the billing waiting time.
- To maintain new billing counters in the particular shelves so to bill in that shelf only.
- To avoid long billing queue, implement the smart shopping card. It creates a better, faster and more efficient shopping experience for the customers.
- It minimizes the man-power required at the shopping malls, as the billing process at the checkout is eliminated altogether.
- It monitors and modifies cases of discrepancies and deception, if any, thereby making the system attractive not only to the customers but also to the store owner.
- Offering a reward is a good way to motivate your customers to buy more. Reward points, scratch cards, gift vouchers etc. are a few examples. Rewarding customers ensures their loyalty and encourages them to visit your store more often.
- Customers need to feel wanted. A business has to demonstrate to them that they are valued. A way to make them feel wanted is by showing them that you respect their valuable time.

Conclusion

D mart is a hypermarket as it provides various kinds of goods like apparels, grocery, stationary, food items, electronic items, leather items, watches, jewellery, crockery, decorative items, chocolates and many more. It completes all socially stores of different product which provides good at a discounted rate all throughout the year. It holds a large customer based and it seemed from the study that the customer is quite satisfied with Dmart. The customers are also satisfied with some services like complaints & return handling, packaging / gift wrapping, information from the store, safety of personal things, alteration, refreshment facilities, shopping carts as well as the pricing of these services. However, many services fall short of the expectations of the customers, e.g. parking, baby strollers, fitting / trial room, personal assistance in selecting merchandise, washrooms and drinking water, billing facilities, store environment, warranties. It can be concluded that customer satisfaction is very important. Thus, though customer satisfaction does not guarantee repurchase on the part of the customers but still it plays a very important part in ensuring customer loyalty and retention. Therefore, organizations should always strive to ensure that their customers are very satisfied.

References:

- [https://www.researchgate.net/publication/340081826 Strategy and Success of DMart The Case of Retail Chain in India](https://www.researchgate.net/publication/340081826)
- <https://www.linkedin.com/pulse/5-key-success-factors-develop-brand-like-dmart-dr-rupal-agarwal>
- https://www.google.com/search?q=Pillars+of+DMart%3A+vendor&rlz=1C1CHBF_enIN950IN950&sxsrf=AOaemvKzbfqlEu7RctH-yIZhOCAsFWMA6A%3A1637954124719&ei=TDKhYa22K6jhz7sPm_OjyAg&ved=0ahUKEwitjIzO3rb0AhWo8HMBHZv5CIkQ4dUDCA4&uact=5&oq=Pillars+of+DMart%3A+vendor&gs_lcp=Cgdnd3Mtd2l6EAMyBQghEKABMgUIIRCgATIFCCEQoAE6BwgAEecQsAM6BAgjECc6CAghEBYQHRAeOgcIIRAKEKABOgQIIRAVSgQIQRgAUM8BWJMdYLUhaAFwAngAgAHqAYgBpAqSAQUwLjQuM5gBAKABAcgBCMABAQ&sclient=gws-wiz