

A PROJECT REPORT ON

AN ANALYTICAL STUDY OF RETAILING ACTIVITIES CONDUCTED IN

**PRAXIS HOME REATAIL LTD
(THE ART OF BETTER LEAVING)**

)2023 - 2024

SUBMITTED TO

**Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur
In Partial fulfillment of B. VOC (Retail Management) 5th Semester**

SUBMIITED BY

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UNDER THE GUIDANCE

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KAMLA NEHRU MAHAVIDYALYA SAKKARDARA, NAGPUR

2023 - 2024

CERTIFICATE

This is to certify that the project report on entitled "**AN ANALYTICAL STUDY ON RETALING ACTIVITY PERFORM BY PRAXIS HOME RETAIL LTD.**" is submitted by **ISHA BIRENDRA KUMAR KHARE** for partial fulfillment of **BACHELOR OF VOCATIONAL(B.Voc) Retail Management** degree of the **R.T.M Nagpur University, Nagpur.**

It is original project carried out under the supervision of **Dr.Nilesh A. Chole** and undergone requisite duration as prescribed by **R.T.M.Nagpur University, Nagpur** for the project work.

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PRAXIS HOME RETAIL LTD

**3rd flour, Landmark building landmark tower, Wardha rd,
Sahu colony, Ramdaspeth, Nagpur, MH 440010**

Ref No:

Date:

This is to certify that **ISHA BIRENDRA KUMAR KHARE** has successfully completed her project work on “An Analytical study on Retailing activity perform by **Praxis Home Retail Ltd.** Products Sold by **Praxis Home Retail Ltd .Nagpur** ” in our firm **Praxis Home Retail Ltd.** from the assigned period of

I wish him all the best for his future endeavors.

Praxis Home Retail

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DECLARATION

I m Isha B Khare hereby declare that Project Report entitled "**An Analytical study on Retailing activit's perform by Praxis Home Retail Ltd.** Products Sold by under the name of **hometown Nagpur.**" is submitted by me for the partial fulfillment of B.voc at "**Kamla Nehru Mahavidyalaya** " Nagpur.

This report is an original work prepared done by me and it has never been submitted to any university institution for the award of any degree.

Place: Nagpur

ISHA BIRENDRA KUMAR KHARE

Date:

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INTRODUCTION

Praxis Home Retail Ltd. firm established in 2007 at situated **3rd flour, Landmark building landmark tower, Wardha rd, Sahu colony, Ramdaspeth, Nagpur, Owned by Kishor Biyani.**

Praxis Home Retail Ltd deal in various products light furniture decor kitchen wear, bedsheet, curtain, interior design etc.

The firm is a manufacturer of all Home Product's

A firm consists of 6 main activities i.e.:

- Imports
- Transportation
- Resemble
- Storage
- Consumption

A Retail firm involves overseeing the flow of goods and services from raw material suppliers to the end customers.

Key components include procurement of Home products:

- Inventory Management
- Transportation
- Warehousing
- Marketing

Efficient supply of Home Product management ensures timely delivery of Home products minimizes inventory costs, and maintains quality standards.

Factors such as demand forecasting, supplier relationships, and logistics optimization play crucial roles in optimizing Home Product's.

- **Supply chain management of a praxis firm :**

Supply chain management is a process of managing the upstream & downstream value-added flow of materials. It also supplies related information among suppliers, the company, resellers & consumers.

1. Suppliers: From the very beginning of any production, suppliers are the main person who helps a company produce its desired product. In the production of the dairy industry we can see that there are a lot of suppliers who are ready to help.

2. Company: The company and suppliers have an inbound relationship. Because, whatever a company needs at the primary levels, suppliers give them that. After then, a company should go into production. In the case of dairy, they do the same things. Let's see-

- **Collection of Raw Material:** As Praxis firm is a furniture and interior design kitchen wear appliances etc. the home products processing by the company so we they need a lot of raw material's. even they have their own brands products. But these are not enough for meeting the market demand. So need to collect more raw materials from outside of the firm. These raw materials are also collected from different firm.

- **Product Strategies:** After the collection of raw materials, Hometown should go for the production process. Here, the collection of Home should go for Interior design.

These products are a combination of raw material, sheets, colour combination, etc. A HomeTown also have different type of home products.

Have a look-

- Budhhah murti
- Laughing budhhah
- Flower pot's
- Watche's
- Painting's
- Curtain's
- Glove
- Glasses
- Glass item's

- **Pricing Strategy:** The producer may apply a number of pricing strategies. For example, the producer may charge a high price for the high quality of a product, others may use a value pricing strategy with a lower price and quality. Besides, everyone doesn't want a higher quality of product and that's why some people will sacrifice some quality for a lower price. Moreover, producer adopts physiological pricing and status promotion encourages customers to purchase goods. Sometimes, food producer also gives price discounts to attract customers.

- **Distribution Strategies:** Place and transportation are significantly related to product distribution. The producer may go for selling their food products through conventional food stores, selling through online, vending machines, mail or catalogs, home delivery, and door-to-door selling. Besides, there are three principal markets for food processors industrial customers, food service firms, and consumer markets. There are many producers operating their own sales offices and wholesale operations but very few are involved in retailing to consumers

3. Resellers: There are two forms of resellers in the supply chain management-

- **Dealers or Wholesalers and Retailers:** After producing any product, the company sells it to dealers or wholesalers. Then wholesalers sell it to the retailers who bring the product to the final customers.

- **Promotional Strategies:** Promotion means to remind, inform, or persuade. This is the most visible strategy for every company. At this stage, firm obviously goes for the promotion of its product. Milk and dairy products are related to our daily life. So, promotion can make awareness among customers through-

- **Electronic Media:** T.V, F.M, Radio, Facebook, Twitter, Instagram, YouTube, etc

- **Print Media:** Newspaper, Magazine, Poster etc.

4. Customers: Customers are the final user of the product. Customers can buy their necessary goods from retailers. Whatever the producers set their price, consumers are ready to pay this. Because, producers have well information about customers, their taste and preferences, their income, spending patterns, etc.

Activities of Wholesalers: Wholesalers or dealers and independent wholesalers because they add value by doing their tasks. Dairy sells its final food product to the wholesaler. In this case the producer makes a profit 10% from a wholesaler. After purchasing from producers have some activities that need to be completed.

These activities are:

- Selling and promoting
- Buying and assortment building
- Bulk breaking
- Warehousing
- Transportation
- Financing

- Risk-bearing
- Market information
- Market services and advice

By doing activities, the wholesaler needs to bear the cost. In that case, the wholesaler makes a profit of at least 12/15% by selling to the retailers.

Dairy has its own dealers who bring their products to the wholesalers. In that case, dealers reduce the tasks of the wholesaler.

Dairy provides promotion, warehousing, transportation, and financial support to their dealers. These dealers directly sell to the retailers at the company-selected price.

- The area of improvement for wholesalers: At present, wholesalers face some competitive pressure because there are more demanding customers and new technologies.

Besides, there are direct buying programs arranged by large industries. As a result, wholesalers need to adopt better strategies. These may be related to segmentation, targeting, differentiation, positioning, and marketing mix.

- **Price setting of wholesalers:** If we look at the price setting of wholesalers, we can see that wholesalers set their pricing by keeping at least 12 or 15 % profit.

It means that wholesalers make 12-15% profit from retailers by selling goods. Why do they do that? It is a big question for us. Basically, they do it for several reasons. Have look-

At first, wholesalers buy a bulk amount of goods from producers. Then they need to go for warehousing, transportation, financing, risk bearing, and so on.

● **The activities of Retailers:** Retailers are those who bring a product to the final customers. Because they have a direct connection with the buyers. They buy from the wholesaler and sell to the customer. Besides, they need to perform some other activities. Like –

- Arrange for the assortment of offerings
- Breaking quantity
- Holding stock
- Extending services

● **The area of improvement for Retailers:** They always need to follow the new marketing strategy to attract and hold customers. They always seek unique products and services. At present, so many retailers do the same job. That's why consumers prefer mass-merchandise discount stores, off-price retail stores, specialty stores, and online stores. Today's customers are so smart and price sensitive. They are ready for any identical brands. For all these reasons, retailers need to improve their strategies. These may be related to segmentation, targeting, differentiation, positioning, and marketing mix.

Marketing Strategies:

● **Price setting of Retailers:** If we look at the price setting of retailers, we can see that retailers set their pricing by keeping at least 20 or 25 %profit. It means that retailers make 20-25% profit from the customer by selling goods. Why do they do that? It is a big question for us. Basically, they do it for several reasons. Have look-

At first, retailers buy a large number of goods from wholesalers. They store or hold these goods until they sell them. To keep these goods, retailers need to bear store rent, workers' salaries, and electricity bills.

Management problem of Home Product: Sometimes, dairy faces problems in two major areas. Such as – processing operations and buying operations.

● **Processing Operations:** At the primary level, Food producer needs to invest a lot in plant and equipment. Because this investment can help them to operate efficiently all over the year. Besides,

there is a wide variation of farm product supplies and seasonal variations. One of the main problems is All farm products are perishable. The food processing cost is not the same all over the year, there is seasonal variability. The producer may face a dilemma in deciding on the number and size of the operations. Besides the labour costs are increasing day by day

● **Buying and operations:** Farm products are mostly purchased by food processors. Their purchasing decisions must consider many marketing decisions. Like – storage, transportation, risk bearing, financing, and market information. There is a big variation in output and prices of farm products that affect the food processors. Food producers may develop better market information and purchasing information.

➤ **National Level Praxis firm in Maharashtra State:** Maharashtra, with its significant agricultural output and diverse livestock population, has been a crucial hub for the dairy industry in India. Several national-level dairy firms operate within the state, leveraging its resources and market potential. Let's delve into the interface and outlook of a national-level dairy firm in Maharashtra

1. Interface:

■ **Market Presence:** National-level dairy firms in Maharashtra have a robust market presence, often spanning across various regions within the state. They establish distribution networks that reach both urban and rural areas, tapping into the diverse consumer base.

■ **Procurement Infrastructure:** These firms typically establish procurement infrastructure in key

Home-producing regions of Maharashtra. This includes setting up collection center or directly engaging with local farmers to ensure a steady supply of home product.

■ **Processing Facilities:** To meet the demand for home products, these firms invest in state-of-the-art processing facilities. These facilities adhere to quality standards and employ modern technology to ensure the production of high-quality home products.

■ **Product Portfolio:** National-level dairy firms offer a wide range of dairy products, including milk, yogurt, butter, cheese, and other value-added products. They often tailor their product portfolio to cater to the diverse preferences of consumers in Maharashtra.

■ **Quality Assurance:** Maintaining quality standards is paramount for these firms. They implement rigorous quality control measures at every stage of the production process, from procurement to distribution, to ensure the safety and freshness of their products.

2. Outlook :

■ **Expansion Opportunities:** Maharashtra's dairy sector continues to offer growth opportunities for national-level firms. With a large population base and increasing disposable income, the demand for dairy products is expected to rise, presenting expansion opportunities.

■ **Diversification:** To stay competitive, dairy firms may diversify their product offerings further. This could include introducing innovative home products, exploring new market segments, or expanding into related sectors such as dairy-based beverages or functional foods.

■ **Technological Advancements:** Embracing technological advancements is crucial for enhancing operational efficiency and product innovation. National-level home product are likely to invest in technologies such as automation, IoT, and data analytics to optimize processes and gain insights into consumer preferences.

■ **Sustainability Initiatives:** With growing environmental concerns, sustainability initiatives are gaining importance in the dairy industry. Firms may focus on reducing their carbon footprint, implementing eco-friendly packaging solutions, and promoting responsible sourcing practices to align with consumer expectations and regulatory requirements.

■ **Market Dynamics:** The dairy industry is subject to various market dynamics, including fluctuating input costs, regulatory changes, and evolving consumer trends. National-level firms in Maharashtra need to stay agile and adapt to these changes to maintain their competitive edge in the market.

In conclusion, the interface and outlook of a national-level dairy firm in Maharashtra are shaped by factors such as market presence, procurement infrastructure, product portfolio, and technological advancements. With the right strategies and foresight, these firms can capitalize on the growth opportunities offered by Maharashtra's dynamic dairy sector.

➤National Level Praxis Firm in Other States:

- **Introduction:** As the home industry continues to grow, national level firms are exploring expansion opportunities into other states. This paper examines the interface and outlook of such ventures, considering various factors influencing success.

1. Market Analysis:

- Evaluate the home market landscape in the target state, including demand, competition, and consumer preferences.
- Identify potential growth areas and niches within the home sector.

2. Regulatory Considerations:

- Investigate state-specific regulations governing home production, distribution, and marketing.
- Ensure compliance with labeling, safety, and environmental standards.

3. Supply Chain Management:

- Establish efficient supply chains for sourcing raw materials, transportation, and distribution networks.
- Collaborate with local farmers and suppliers to ensure quality and consistency.

4. Branding and Marketing Strategy:

- Develop a tailored branding and marketing strategy to resonate with the target state's demographics.
- Utilize digital marketing traditional advertising tools and methods to increase brand awareness.

5. Product Portfolio Expansion:

- Adapt the product portfolio to cater to regional preferences and dietary habits.
- Introduce new home products or variations to meet evolving consumer demands.

6. Technological Integration:

- Implement technology-driven solutions for production optimization, quality control, and inventory management.
- Explore opportunities for automation and digitization within the dairy production process.

7. Talent Acquisition and Training:

- Recruit and train local talent to manage operations and customer relations effectively.
- Provide ongoing education and skill development programs to enhance workforce capabilities.

8. Sustainability Initiatives:

- Incorporate sustainable practices throughout the supply chain to minimize environmental impact.
- Invest in renewable energy sources and waste management systems to promote eco-friendly operations.

9. Financial Viability:

- Conduct thorough financial analysis to assess the feasibility and profitability of expansion.
- Secure funding or investment partners to support initial capital expenditures and ongoing operations.

10. Risk Management

- Identify potential risks and develop contingency plans to mitigate unforeseen challenges.
- Monitor market trends and adapt strategies accordingly to maintain competitiveness.

Conclusion: Expanding a national-level home product into other states requires a comprehensive approach encompassing market analysis, regulatory compliance, supply chain management, branding, technology integration, talent acquisition, sustainability initiatives, financial viability, and risk management. By addressing these factors strategically, firms can navigate the complexities of new markets and achieve sustainable growth and success.

➤International-level praxis home product in Maharashtra State:

The international level outlook for home product in Maharashtra, India, is influenced by several factors including market dynamics, technological advancements, regulatory frameworks, and global trends in dairy consumption. Maharashtra, being one of the leading states in India for home production, presents significant opportunities and challenges for home firms aiming for international expansion.

1. Market Potential:

Maharashtra's large population, urbanization, and increasing disposable income contribute to a growing demand for dairy products. This creates opportunities for dairy firms to expand their market presence both domestically and internationally.

2. Technological Advancements:

Adoption of modern technologies such as automated milking systems, IoT (Internet of Things) based monitoring of cattle health, and advanced processing techniques can enhance productivity and product quality, enabling dairy firms to compete at an international level.

3. Quality Standards and Certifications:

Meeting international quality standards and obtaining relevant certifications such as ISO, HACCP, and FSSAI (Food Safety and Standards Authority of India) is crucial for exporting dairy products. Home product in Maharashtra need to adhere to these standards to access international markets.

4. Supply Chain Efficiency:

Developing a robust supply chain is essential for ensuring the timely delivery of fresh dairy products to international markets. This includes efficient transportation, cold chain logistics, and storage facilities to maintain product integrity during transit.

5. Export Regulations and Trade Agreements:

Understanding and complying with export regulations of target countries, as well as leveraging trade agreements, can facilitate smoother entry into international markets. Home product need to navigate tariffs, quotas, and sanitary and phytosanitary (SPS) requirements to export their products successfully.

6. Competitive Landscape:

Praxis home product in Maharashtra face competition not only from domestic players but also from international home giants operating in India. Understanding the competitive landscape and identifying unique selling propositions (USPs) is crucial for carving out a niche in international markets.

7. Consumer Preferences and Trends:

Consumer preferences for home products vary across different regions and countries. Home product need to conduct market research to understand consumer preferences, dietary habits, and emerging trends such as plant-based alternatives, organic products, and functional home products to tailor their offerings accordingly.

8. Sustainably sourced Sustainability and Ethical Practices:

increasingly, consumers are demanding and ethically produced home products. Adopting sustainable practices in cattle rearing, home production, and processing can enhance the brand image of praxis home production and attract environmentally conscious consumers in international markets.

In summary, the international outlook for home in Maharashtra depends on their ability to leverage market potential, embrace technological advancements, adhere to quality standards, optimize supply chain efficiency, navigate export regulations, differentiate from competitors, cater to consumer preferences, and embrace sustainability and ethical practices. By addressing these factors, dairy firms can enhance their competitiveness and expand their presence in international markets.

➤The international level praxis home in other states:

At an international level, a praxis firm's interface and outlook in other states are influenced by various factors including market demand, regulatory frameworks, cultural preferences, and economic conditions. When expanding into other states, a home product needs to consider several aspects:

1. Market Analysis:

Conducting thorough market research to understand the demand for dairy products in the target state. This involves studying consumer preferences, consumption patterns, and competition analysis.

2. Regulatory Compliance:

Adhering to local regulations and standards related to dairy production, packaging, labeling, and distribution. This includes obtaining necessary permits and certifications to operate in the new state.

3. Supply Chain Management:

Establishing an efficient supply chain network to ensure timely delivery of products while maintaining quality and freshness. This may involve sourcing raw materials locally or setting up production facilities closer to the target market.

4. Cultural Sensitivity:

Recognizing and respecting cultural differences in dietary habits, taste preferences, and marketing strategies. Adapting product offerings and marketing campaigns to align with local cultural norms can enhance acceptance and brand perception.

5. Distribution Channels:

Identifying appropriate distribution channels to reach consumers effectively. This could involve partnering with local retailers, and wholesalers, or leveraging e-commerce platforms depending on the state's infrastructure and consumer behavior.

6. Brand Positioning:

Developing a clear brand positioning strategy to differentiate the dairy firm from competitors and resonate with the target audience. This may involve highlighting unique selling propositions such as product quality, nutritional value, or sustainability practices.

7. Technology Adoption:

Embracing technology advancements in dairy processing, packaging, and distribution to improve efficiency, reduce costs, and enhance product quality. This could include implementing automation, IoT devices, or blockchain for traceability and transparency.

8. Sustainability Initiatives:

Implementing sustainable practices across the supply chain to minimize environmental impact and meet evolving consumer expectations. This could involve initiatives related to waste reduction, energy efficiency, or responsible sourcing of ingredients.

9. Customer Engagement:

Engaging with consumers through various channels such as social media, customer feedback platforms, and promotional events to build brand loyalty and gather insights for continuous improvement.

10. Risk Management:

Identifying and mitigating potential risks such as supply chain disruptions, regulatory changes, or negative public perception through proactive risk management strategies and contingency plans. Overall, successful expansion into other states at international level requires a holistic approach encompassing market understanding, regulatory compliance, cultural sensitivity, efficient operations, and strategic branding. By carefully addressing these aspects, a dairy firm can establish a strong interface and outlook in other states, fostering growth and sustainability in the global market.

➤Regional level of the dairy firm in Maharashtra:

The regional level of the dairy firm interface and outlook in Maharashtra state is influenced by several factors including production, processing, distribution, and consumption dynamics within the dairy industry.

1. Production:

Maharashtra is one of the leading states in India for home production. The availability of folder, suitable climatic conditions, and the presence of various indigenous and exotic cattle breeds contribute to the state's significant milk production. Dairy farming is practiced across both rural and peri-urban areas, with many farmers relying on small to medium-sized dairy operations.

2. Processing:

Maharashtra has a well-established network of home processing plants and cooperatives. Various private dairy companies and cooperatives like home product, and local home cooperatives play a crucial role in collecting raw materials from farmers and processing it into various home products like home, interior home product and rtc. These processing units adhere to quality standards and often employ modern technologies to ensure product safety and consistency.

3. Distribution:

The distribution network of dairy products in Maharashtra is extensive, catering to both urban and rural consumers. Large cities like Mumbai, Pune, and Nagpur have a high demand for packaged dairy products, which are distributed through supermarkets, retail chains, and local vendors. In rural areas, the distribution is often facilitated through cooperative societies and local retailers.

4. Consumption: home products are an integral part of the diet in Maharashtra, with milk being consumed in various forms like tea, coffee, and as a standalone beverage. Additionally, products like yogurt (curd), paneer (cottage cheese), and ghee (clarified butter) are widely used in traditional Maharashtrian cuisine. The growing awareness of the nutritional benefits of dairy products has led to an increase in their consumption across different demographics.

➤**Regional level of the dairy firm in Other States:**

The regional level of a dairy firm's interface refers to its operations, interactions, and presence within a specific geographic region. This involves various aspects such as production, distribution, marketing, and sales activities that are tailored to meet the needs and preferences of consumers within that region. At the regional level, a dairy firm typically focuses on sourcing raw milk from local farms or suppliers, processing it into various dairy products like milk, cheese, yogurt, and butter, and then distributing these products to retailers, supermarkets, restaurants, and other outlets within the region. This requires efficient logistics and distribution networks to ensure timely delivery and availability of fresh dairy products to consumers. In terms of outlook in other states, expanding into new geographic regions presents both opportunities and challenges for a dairy firm. On one hand, it allows the company to tap into new markets, reach a larger customer base, and potentially increase its revenue and market share. However, expanding into other states also requires careful planning, investment, and adaptation to local market dynamics, consumer preferences, regulatory requirements, and competition. To succeed in other states, a dairy firm may need to establish new production facilities, distribution channels, and marketing strategies tailored to the specific needs and preferences of consumers in those states.

This could involve conducting market research, forming partnerships with local suppliers or distributors, adapting product formulations or packaging to suit local tastes, and complying with state-specific regulations and standards. Furthermore, competition in other states may be different from the firm's home region, requiring the company to differentiate its products and brand, offer competitive pricing, and provide superior quality and customer

service to gain a foothold in the new market. Overall, while expanding into other states offers growth opportunities for a dairy firm, it requires careful planning, adaptation, and execution to navigate the complexities of regional markets and achieve success.

➤Interface and outlook in Global level for dairy firm in Maharashtra state:

To enhance the interface and outlook of a dairy firm in Maharashtra on a global level, several strategies can be implemented:

- 1. Modernizing Infrastructure:** Upgrading equipment and facilities to meet international standards improves efficiency and product quality.
- 2. Digital Transformation:** Implementing digital solutions for supply chain management, quality control, and customer interaction and agility.
- 3. Certifications and Standards:** Obtaining certifications like ISO, HACCP, or organic certifications boosts credibility and facilitates access to international markets.
- 4. Product Diversification:** Developing new dairy products catering to global tastes and preferences expands market reach and competitiveness.
- 5. Brand Building:** Investing in branding and marketing efforts to position the firm as a premium provider of dairy products from Maharashtra.
- 6. Sustainability Initiatives:** Demonstrating commitment to sustainability through eco-friendly practices in production and packaging appeals to environmentally conscious consumers globally.
- 7. Export Promotion:** Actively participating in trade fairs, exhibitions, and trade missions to showcase products and explore partnerships in global markets.
- 8. Quality Control:** Implementing rigorous quality control measures throughout the production process ensures consistency and meets international quality standards.
- 9. Customer Engagement:** Utilizing social media and online platforms to engage with customers globally, gather feedback, and build brand loyalty.

10. Government Support: 28 Leveraging government schemes and incentives for export promotion and infrastructure development in the dairy sector

. ➤**Interface and outlook for a global level of the dairy firms in other state:**

To design an interface and outlook for a global dairy firm operating in another state, consider incorporating features such as:

1. Multilingual Support: Ensure the interface supports multiple languages to cater to diverse users in different regions.

2. User-Friendly Design: Create an intuitive interface with easy navigation to allow users to access information effortlessly.

3. Product Showcase: Showcase the firm's dairy products prominently with high-quality images and detailed descriptions.

4. Location-Based Services: Incorporate location-based services to provide users with information about nearby stores, distribution centers, or events.

5. Customization Options: Allow users to customize their preferences, such as favorite products or preferred language, for a personalized experience.

6. Interactive Features: Include interactive elements like videos, quizzes, or recipes to engage users and educate them about dairy products.

7. Responsive Design: Ensure the interface is responsive and accessible across various devices, including smartphones, tablets, and desktops.

8. Social Media Integration: Integrate social media platforms to enable users to share their experiences, recipes, or feedback easily.

9. Customer Support: Provide easy access to customer support channels, such as live chat, email, or a toll-free number, for assistance or inquiries.

10. Branding Elements: Maintain consistency in branding elements like logo, color scheme, and typography to reinforce brand identity.

11. Sustainability Focus: 30 Highlight the firm's commitment to sustainability through eco-friendly packaging, responsible sourcing, or corporate social responsibility initiatives.

12. Data Privacy: Prioritize data privacy and security measures to protect users' personal information and ensure compliance with relevant regulations.

By incorporating these features, you can create an interface and outlook that effectively represents the global dairy firm while catering to users in another state.

OBJECTIVES

➤ Study SCM. System of the dairy products.

Supply Chain Management (SCM) for dairy products involves the coordination and integration of various processes and activities across the entire supply chain, from raw material procurement to delivery of finished dairy products to consumers. Here's a detailed breakdown of the components and processes involved in studying SCM for dairy products:

- 1. Raw Material Procurement:** SCM begins with the procurement of raw materials, such as milk from dairy farms. This involves establishing relationships with dairy farmers or cooperatives, negotiating contracts, ensuring quality standards, and managing transportation logistics.
- 2. Production Planning:** Once raw materials are procured, production planning is essential to optimize manufacturing processes. This includes determining production schedules, allocating resources such as equipment and manpower, and coordinating with suppliers to ensure timely delivery of ingredients.
- 3. Inventory Management:** Effective inventory management is crucial in dairy SCM to balance supply and demand, minimize waste, and ensure product freshness. This involves monitoring inventory levels, implementing FIFO (First In, First Out) strategies, and optimizing storage conditions to maintain product quality.
- 4. Quality Control:** Quality control measures are imperative in dairy SCM to maintain product safety and integrity. This includes implementing quality assurance protocols, conducting regular inspections, and adhering to industry regulations and standards.

5. Distribution and Logistics: Distribution and logistics management play a vital role in delivering dairy products to customers efficiently. This involves route optimization, transportation planning, warehouse management, and last-mile delivery strategies to ensure on-time delivery while minimizing costs.

6. Information Systems: Information systems are integral to dairy SCM for real-time tracking, data analytics, and decision-making. This includes implementing software solutions for inventory management, order processing, and supply chain visibility to streamline operations and improve efficiency.

7. Supplier Relationship Management: Building and maintaining strong relationships with suppliers is essential in dairy SCM to ensure reliable and sustainable supply chains. This involves supplier performance evaluation, risk management, and collaboration to address issues such as price fluctuations and supply disruptions.

8. Sustainability and Compliance: Sustainability and compliance are increasingly important considerations in dairy SCM, addressing environmental impact, ethical sourcing, and regulatory requirements. This includes implementing sustainable practices throughout the supply chain and ensuring compliance with food safety regulations.

9. Customer Relationship Management: Lastly, customer relationship management is vital in dairy SCM to understand consumer preferences, manage demand forecasting, and enhance customer satisfaction. This involves gathering feedback, implementing promotional strategies, and maintaining responsive customer service to meet market demands effectively.

In studying SCM for dairy products, it's essential to analyze each of these components in detail, considering factors such as market dynamics, technological advancements, regulatory changes, and consumer trends to develop effective strategies for optimizing dairy supply chains and meeting consumer demands efficiently.

➤ To study long-term stability of customers in the business.

● **Introduction:** Understanding the long-term stability of consumers in business is crucial for companies to develop effective strategies that ensure sustained growth and profitability. This paper aims to explore various factors that influence consumer stability over time, including economic conditions, technological advancements, and shifts in consumer behaviour. By analyzing these factors, businesses can adapt and thrive in dynamic market environments.

● **Economic Conditions and Consumer Stability:** Economic conditions play a significant role in shaping consumer behavior and long-term stability. During periods of economic downturn, consumers tend to prioritize essential purchases, leading to reduced spending on discretionary items. This shift in spending behavior can impact businesses across various sectors, especially those reliant on consumer discretionary income. Additionally, unemployment rates and income levels influence consumer confidence and purchasing power, further impacting long-term stability. Businesses must closely monitor economic indicators and adapt their strategies to navigate through volatile economic cycles while maintaining consumer loyalty.

● **Technological Advancements and Consumer Behavior:** The rapid pace of technological advancements has transformed consumer behavior and expectations, affecting long-term stability in the business landscape. The advent of e-commerce platforms, mobile applications, and digital payment systems has revolutionized how consumers interact with businesses. Convenience, personalization, and seamless user experiences have become integral aspects of consumer decision-making, influencing brand loyalty and long-term relationships. Companies must invest in innovative technologies and Omni channel strategies to meet evolving consumer preferences and maintain competitiveness in the long run.

- **Shifts in Consumer Behavior and Market Trends:** Building trust and loyalty are fundamental for ensuring long-term stability in consumer-business relationships. Transparency, reliability, and consistent quality are key elements that contribute to consumer trust. Moreover, effective communication and responsive customer service play vital roles in fostering positive relationships with consumers over time. Businesses that prioritize customer satisfaction and engagement are more likely to achieve long-term stability by cultivating a loyal customer base that supports sustainable growth and resilience against market uncertainties.

➤**To study the multiple stock management of various products maintain by the firm.**

- **Introduction:** Inventory management is crucial for firms dealing with multiple products as it directly impacts operational efficiency, financial performance, and customer satisfaction. This paper delves into the complexities and strategies involved in managing stocks across various products within a firm.

- **Challenges in Multiple Stock Management:**

1. **Demand Variability:** Products may experience varying demand patterns, leading to challenges in accurately forecasting demand and maintaining optimal stock levels.

2. **Inventory Holding Costs:** Holding excess inventory ties up capital and incurs costs such as storage, insurance, and obsolescence, while insufficient inventory can lead to stock outs and lost sales.

3. **Supply Chain Complexity:** Managing multiple suppliers, lead times, and procurement processes adds complexity to stock management, especially when dealing with perishable or seasonal goods.

- **Strategies for Effective Multiple Stock Management:**

- 1. ABC Analysis:** Categorize products based on their value and prioritize management efforts accordingly. Classify products as A (high-value, low-quantity), B (moderate-value, moderate-quantity), and C (low-value, high-quantity) to allocate resources efficiently.
- 2. Demand Forecasting:** Utilize historical data, market trends, and predictive analytics to forecast demand accurately. Employ techniques like moving averages, exponential smoothing, or advanced machine learning algorithms for better predictions.
- 3. Safety Stock and Reorder Point:** Calculate safety stock levels considering demand variability and lead times to buffer against uncertainties. Set reorder points to trigger replenishment orders, taking into account lead times and service level targets.
- 4. Supplier Collaboration:** Build strong relationships with suppliers to ensure reliable and timely deliveries. Implement vendor-managed inventory (VMI) or collaborative planning, forecasting, and replenishment (CPFR) practices to enhance supply chain visibility and responsiveness.
- 5. Inventory Optimization Models:** Utilize mathematical models such as Economic Order Quantity (EOQ), Just-In-Time (JIT), or Material Requirements Planning (MRP) to optimize inventory levels while minimizing costs and maximizing service levels.
- 10. Long-term Relationship Building:** Examining strategies for building long-term relationships with customers, such as loyalty programs, personalized interactions, and proactive outreach initiatives. By analyzing these factors in depth, you can gain valuable insights into the firm's customer service practices and identify opportunities for enhancing customer satisfaction and loyalty.

RATIONAL OF THE STUDY

The main purpose of study is to understand “A study of Retailing activity perform by **PRAXIS HOME RETAIL LTD.** in 2023-2024.”

3rd flour, Landmark building landmark tower, Wardha rd,
Sahu colony, Ramdaspeth, Nagpur, MH 440010

The firm deal with the Home products.

HYPOTHESIS

The hypothesis taken under consideration for study is that Retailing activity perform by **PRAXIS HOME RETAIL LTD.** is effective.

DATA COLLECTION

- **PRIMARY DATA:** Primary data is a type of information that is obtained directly from the first-hand source through experiments, surveys or observation.

Introduction

Data collection in a dairy firm is crucial for understanding market trends, consumer preferences, production efficiency, and overall business performance. Primary data collection, which involves gathering data directly from original sources, plays a vital role in this process. In this essay, we will explore the methods, importance, challenges, and best practices of primary data collection in the context of a dairy firm.

● Methods of Primary Data Collection

- 1. Surveys and Questionnaires:** Conducting surveys and distributing questionnaires to customers, suppliers, and employees can provide valuable insights into consumer behavior, product satisfaction, and operational efficiency.
- 2. Interviews:** In-depth interviews with key stakeholders such as farmers, distributors, and retailers can uncover nuanced information about market dynamics, supply chain challenges, and product demand.
- 3. Observations:** Direct observation of production processes, distribution channels, and customer interactions can yield valuable data on operational bottlenecks, quality control issues, and consumer preferences.
- 4. Experimental Research:** Conducting controlled experiments to test new product formulations, packaging designs, or marketing strategies can generate actionable insights for product development and market positioning.
- 5. Focus Groups:** Organizing focus group discussions with consumers from different demographic segments can facilitate a deeper exploration of attitudes, perceptions, and preferences related to home products.

- **Importance of Primary Data Collection**

- 1. Accuracy:** Primary data collection ensures the accuracy and reliability of data by directly capturing information from original sources, minimizing the risk of distortion or bias.
- 2. Relevance:** Primary data collection allows dairy firms to gather specific, tailored information that is directly relevant to their business objectives, enabling informed decision-making and strategic planning.
- 3. Timeliness:** By collecting data directly, dairy firms can access real-time information and respond promptly to changing market conditions, customer feedback, and competitive threats.
- 4. Insights Generation:** Primary data collection facilitates the generation of unique insights and actionable recommendations that can drive innovation, improve product quality, and enhance customer satisfaction.
- 5. Competitive Advantage:** Effective primary data collection empowers dairy firms to gain a competitive advantage by understanding market trends, anticipating customer needs, and adapting their strategies accordingly

- **secondary Data Collection**

1. Resource Intensive: Primary data collection can be resource-intensive in terms of time, manpower, and financial investment, particularly for large-scale surveys or longitudinal studies.

2. Data Quality: Ensuring the quality and reliability of primary data requires careful planning, rigorous methodology, and robust quality control measures to minimize errors, biases, and inconsistencies.

3. Sample Representativeness: Achieving a representative sample of respondents can be challenging, especially in diverse markets or when targeting niche consumer segments, leading to potential sampling bias.

4. Ethical Considerations: Primary data collection involves ethical considerations related to informed consent, privacy protection, and data confidentiality, requiring adherence to ethical guidelines and regulatory standards.

5. Data Analysis Complexity: Analyzing large volumes of primary data can be complex and time-consuming, requiring advanced statistical techniques, data visualization tools, and interdisciplinary expertise for meaningful interpretation.

- **Best Practices for secondary Data Collection**

1. Clear Objectives: Define clear research objectives and hypotheses to guide the primary data collection process and ensure alignment with business goals.

2. Sampling Strategy: Develop a comprehensive sampling strategy that ensures representativeness, diversity, and sufficient sample size to enhance the validity and generalizability of findings.

3. Data Collection Instruments: Design robust data collection instruments such as surveys, questionnaires, or interview guides that are concise, structured, and user-friendly to maximize response rates and data quality.

4. Training and Supervision: Provide adequate training and supervision to data collectors to ensure consistency, reliability, and adherence to standardized protocols throughout the data collection process.

5. Data Validation and Cleaning: Implement rigorous data validation and cleaning procedures to identify and rectify errors, outliers, and inconsistencies in the collected data, enhancing its reliability and usability for analysis.

6. Ethical Considerations: Adhere to ethical principles and regulatory guidelines governing primary data collection, including obtaining informed consent, protecting participant confidentiality, and ensuring data security.

7. Data Analysis Plan: Develop a detailed data analysis plan outlining the statistical techniques, software tools, and analytical frameworks to analyze and interpret primary data effectively. 8. Continuous Improvement: Continuously monitor and evaluate the primary data collection process, solicit feedback from stakeholders, and incorporate lessons learned to refine future data collection efforts and enhance overall effectiveness.

Conclusion

In conclusion, primary data collection is a fundamental aspect of data-driven decision-making in dairy firms, enabling them to gain valuable insights into market dynamics, consumer preferences, and operational performance. By employing a variety of methods such as surveys, interviews, observations, and experiments, dairy firms can gather accurate, relevant, and timely data to inform strategic planning, product development, and marketing strategies. Despite the challenges associated with primary data collection, adherence to best practices and ethical guidelines can enhance the quality, reliability, and usability of collected data, ultimately contributing to the sustainable growth and competitiveness of dairy firms in a dynamic market environment. A systematic collection and analysis of data are most vital to any empirical research. Collection of data constitutes the first step in a statistical investigation. Utmost care must be exercised in collecting data as because they form the foundation of statistical method. It is the most essential for a researcher to have appropriate methods of data collection.

Suggestion

- Your conclusion effectively highlights the importance of primary data collection in dairy firms for informed decision-making and sustainable growth.
- It emphasizes the significance of adhering to best practices and ethical guidelines to ensure the quality and reliability of collected data.
- You mentioned the necessity of systematic collection and analysis of data for empirical research.
- If you have a meaningful suggestion to add to strengthen your conclusion further, feel free to share it, and I can assist you in incorporating it.

BIBLIOGRAPHY

For successfully completing my project file. I have taken help from following

www.google.com

<https://www.praxisretail.in>

PEOPLE :

1. Store manager.
2. Departmental manager.

BOOKS

1. Retail store operation.
2. Retail Management and marketing.

Survey Questions

Survey questions of Praxis Home-

1. Are you aware of our hometown brand?

Ans:- yes

2. Have you purchased our Hometown brand from past few month?

Ans:- yes

3. Do you find our Hometown products at reasonable prices?

Ans:- yes

4. Have you ever had any issues with our Hometown product?

Ans: no

5. Are you satisfied with the quality of hometown product?

Ans:- yes