



TRENDS
GET THEM TALKING

Summer Internship

Presented By –

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Summer Intern – Marketing, General Sales

Duration – 23rd April – 23rd June

Place – RelianceTrends (Madanpur, Nadia)

Agenda

01

Company Overview

02

Executive Summary

03

Objective

04

**Competitor Mapping
& Data Analysis**

05

Job Profile

06

**Finding &
Recommendations**

07

**Deliverables
& Learning**

Company Overview

- ❑ Reliance Retail is ranked 53rd among Top Global Retailers, the only Indian retailer in the Top 100.
- ❑ Largest retailer in India, with more over 1.06 billion foot traffic in FY24 and 304 million registered users.



Fashion & Lifestyles

Consumer Electronics

Grocery

Health & Wellness

Reliance Trends
Project Eve
Ajio

Reliance Digital
JioMart Digital

Reliance Smart
Jio Mart

Reliance Wellness
Netmeds



Executive Summary

- ❑ I got a fantastic opportunity to work with Reliance Trends as summer interns, thanks to Reliance Retail, who allowed us to work with their internal operations and gain a lot of experience in the retail industry. I worked as a General sales and Marketing intern for these two months. The following are the works I completed there:

01

Receive stocks from IST or DC

02

Decode and encode with store RFID tag

03

Visualize and place products according to price points

04

Create an attractive shopping environment

05

Understand retail dashboard KPIs

06

Reach to customers with best offers

07

Executing Push sales and customer dealing

08

Gain leadership qualities and team management

Objectives

Providing Affordable

Fashion: Offering trendy and fashionable clothing and accessories after knowing customer demand.

Enhancing Customer

Experience: Ensuring a high-quality shopping experience through well-designed stores, excellent customer service, and push products at their required price points.

Increase Conversion

Rate: Focus to convert visitors to real customers and maintain ATS .



Track KPI indicators and promote a healthy retail setting:

- **Average Ticket Size** = (Total sales/ Total bill).
- **Footfall Rate** = No of footfall.
- **Conversion** = (Total bill / Total footfall)*100.
- **Achievement Sales Percentage** = (Performed Sales/Targeted Sales)*100
- **Growth Percentage** = (This week sale / Last week sale)-1.

Competitor Mapping



In this case of mapping I have taken “high quality & Low quality product” in the X – axis and “high & low price” in the Y – axis. For this competitor mapping, I have chosen Pantaloons, M Bazaar, Bazaar Kolkata, Zudio to compare with Reliance Trends.



Job Profile

I'm thrilled to be a part of this rapidly expanding retail company, and in the course of doing my work, I've acquired a lot related to marketing and customer satisfaction. In Reliance Trends, my job profile was -

Job Role

Marketing-General
Sales



Job Description

- 01** Responsibility Managing display
- 02** Visual Merchandising
- 03** KPIs Management
- 04** Customer dealing
- 05** Develop Leadership & Team Coordination skills



Data Analysis to track Brands Health & Store Performance

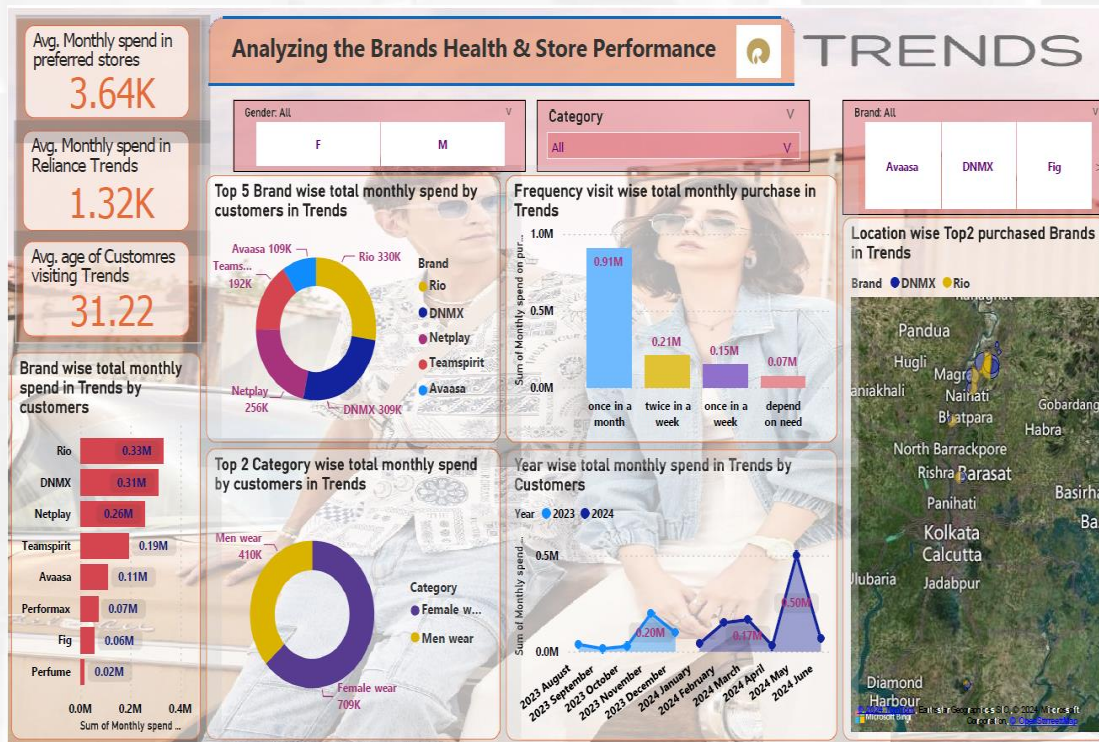
Analyzing Data with Power BI

KPI's Interpretation:

- Customers' average monthly spending in their favourite stores is always greater than their average monthly spending in Reliance Trends. With a modification to the slicer input, the values of those two KPIs can be changed correspondingly. Thus, I may draw the conclusion that customers are more inclined to purchase from other local enterprises than from Trends.

Charts & Graphs Interpretation:

- ❑ Based on the analysis of consumer feedback, I have concluded that the brand (RIO) is the strongest brand of the entire store, followed by DNMX, Netplay, and so forth. It is evident that the brand (RIO) contributes a larger contribution margin to the entire profit, followed by other brands.
- ❑ The donut graphic makes it clear which are the top five brands that consumers most want to buy from Trends.
- ❑ It is therefore clear from the data that has been collected that customer were more inclined to frequent Local stores than they were to visit Trends. According to this stacked column chart as well, the majority of consumers were only visiting Trends once a month.
- ❑ The stacked area chart makes it simple for me to compare the total monthly spend by customers in Trends by year (2023 & 2024). That this year's retail performance is significantly better than last year's is evident.



Findings

- ❑ **Men's & Kid's apparels are comparatively less -** During a recent analysis of customer feedback at our retail store, it was found that stock shortages, particularly in the kid's and male wear sections, were a significant source of dissatisfaction. This study aims to provide a detailed account of these findings and their implications for store management and inventory strategies.
- ❑ **Lack of Visual Merchandising staff performance -** The lack of performance in Visual Merchandising (VM) is adversely affecting the store's sales due to inconsistent and poorly maintained displays. The VM team's failure to regularly update and present the store displays is resulting in a lack of visual appeal and product visibility for customers. Most likely brands are not present in the store makes customer dissatisfied.
- ❑ **Most likely brands are not present in the store makes customer dissatisfied-** The absence of popular and sought-after brands such as Turtle, Pepe Jeans, and Peter England in the store represents a significant challenge that impacts customer satisfaction and overall business performance.
- ❑ **Findings on Stock Availability and Billing Delays at the Store:** A substantial number of customers, specifically 225, reported dissatisfaction with the availability of kids' wear, making it the most reported issue. Many customers expressed frustration over prolonged billing processes. The delay in billing is largely attributed to the lack of sufficient workforce to manage peak hours efficiently.
- ❑ **Lack of workforce to interact with customer:** The store is currently grappling with a significant issue stemming from an insufficient workforce to adequately interact with customers, particularly during peak marketing periods. This shortage of staff severely hampers the ability to provide timely and effective customer service, resulting in customer dissatisfaction and frustration. When customers are unable to find their desired products or receive the assistance they need, their overall shopping experience is negatively impacted.
- ❑ **Repeated offers make customers bored:** By continuously presenting the same offers on weekly basis such as (on shopping at Rs. 3750, they are eligible to purchase other items at Rs. 3750 all for free) and failing to refresh stock, the store risks not only irritating its customer base but also losing them to competitors who offer a more varied and engaging shopping experience. To maintain customer interest and loyalty, it is crucial to balance the frequency of promotional communications with meaningful content and to ensure that the store's inventory is consistently updated with new and appealing products.



Recommendations

01

Upgradation in Visual Merchandising- To enhance customer engagement and perception of the store, it is recommended to implement regular changes in the visual display of garments. By strategically altering the position of items on a weekly basis, the store can create a fresh and dynamic shopping environment that attracts customers and sustains their interest.

03

Push Marketing- To enhance sales and customer satisfaction at the store, implementing a push marketing strategy is highly recommended. This approach focuses on actively promoting garments to customers by understanding and catering to their individual preferences. By leveraging this strategy, the store can effectively drive sales, increase customer engagement, and build long-term loyalty.

05

Introducing Varied Weekend Offers to Boost Customer Engagement and Sales- To enhance customer engagement and drive sales, it is recommended to introduce new and varied weekend offers at different price points. This strategy aims to attract a diverse customer base, create excitement around shopping experiences, and increase store traffic during weekends when shoppers are more likely to visit.

02

Improve customer focus- To improve customer focus and enhance the overall shopping experience at the store, it is recommended to implement a multifaceted approach involving promotions, tele calling, and advertisements. These strategies will help in better understanding and addressing customer needs, ultimately driving higher engagement and sales.

04

Enhancing Sales through Focused Brand Promotions- To drive profitability and optimize sales performance, it is highly recommended to prioritize promoting in-house brands that offer higher profit margins compared to external brands. By strategically focusing on these brands, the store can not only boost its revenue but also create a unique value proposition that differentiates it from competitors.

06

Data driven recommendations: Enhance Inventory Management: Work closely with suppliers to boost inventory levels, particularly for high-demand categories like kids' and male wear. Implement an advanced inventory management system to track stock levels in real-time and predict demand more accurately.

Strengthen Workforce & Optimize Billing Process

Deliverables

01

Decoding & Encoding

Decode RFID tag of 2000+ GRN products and then encode those and recorded their EN within excel.

02

Tele calling

Called 2000+ customers to aware about the coming offers and enlisted their details within excel sheet and analyzed the data.

03

AJIO orders Dispatched

500+ orders are dispatched by me

04

Selling & Push Marketing

I converted non billing customers to billing customers and involved in customer interaction.

05

Customer Feedback & Analysis

Collected 600 + customer feedback and submitted to the mentor



Learnings

☐ Category of Apparels based on Pricing & Placement–

Ultimate

Core

Fashion

Basic
Fashion

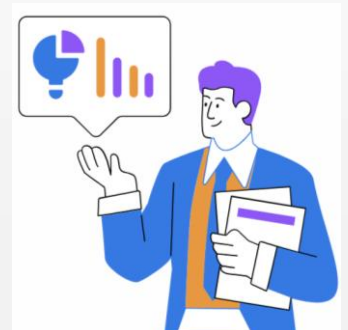
☐ Inventory Management –

- BOH (Back of House) replenishment
- IST receive and out
- GRN (Goods Received Note) maintaining
- GRDC (Goods Returned to Distribution Center)

☐ KPIs Indicators –

- ATS (Average Ticket Sales)
- Footfall rate
- Conversion rate
- Achievement sales percentage
- Growth percentage

☐ Visual Merchandising



THANK YOU

