

Fundamentals of Organisational Structure

Organisation: Big Bazaar

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Introduction

This assignment contains a brief assessment of the major Indian retail chain of department stores, Big Bazaar. I decided to go with Big Bazaar because growing up, going to the huge (or as I used to describe them: the shop that's bigger than the Earth!) multi-storied store on a weekend with my family was something I eagerly looked forward to every month. Big Bazaar had just about everything we needed: be it groceries, electric appliances, everyday apparel, or pretty much any other household item we could think of. Big Bazaar used to be (or still is) an integral part of any household. Every house had at least half a dozen of those Big Bazaar plastic bags at hand, and not to mention other odds and ends spread throughout the house be it a soap dish in the bathroom, or the little stool your mother bought to reach the highest shelves in the kitchen.

History

As mentioned, Big Bazaar is a huge retail chain of department stores, grocery stores and hypermarkets (a hypermarket is a combination of a supermarket and department stores) in India. It was founded by **Kishore Biyani** under his conglomerate company, the Future Group and is headquartered in Mumbai, Maharashtra. The Future Group plays an important role in Indian retail and fashion sectors and has many Prominent chains like Food Bazaar, Home Town, Brand Factory, Central, etc. under its umbrella, alongside Big Bazaar. In fact, Big Bazaar is the mother chain of Food Bazaar, Fashion at Big Bazaar (many might know this simply as *fbf*) and eZone, and the stores usually house all these chains in the same location, thereby providing for all their customer's needs in the same place. Sadashiv Nayak is the President of the company while Umashankar Shukla serves as the Director.

Big Bazaar was founded in **2001**, and it has since become one of the largest and the oldest hypermarket chains of India, and as of August 25, 2019, it has 295 stores in more than 120 towns and cities all over the country. However, due to debt, it was acquired by Reliance Industries in a sale transaction of ₹27,513 crores in 2020.

Products and Services

As mentioned multiple times, Big Bazaar houses a large collection of products for every need. The products include:

- Groceries
- Electronics
- Entertainment
- Home Improvement and Furniture
- Kitchen Appliances
- Home Automation
- Clothing and Footwear
- Jewellery
- Toys
- Automobile Accessories
- Health and Beauty
- Pet supplies
- Sporting and Fitness goods
- Photofinishing
- Stationery and Craft supplies
- Bags, Luggage and Travel Accessories

In addition to these products, in recent years Big Bazaar also started providing an online shopping and delivery service. Big Bazaar tied up with Paytm Mall (a leading online shopping portal in India known for selling day to day products at considerably low prices) to set up their online shopping platform. Without this step, the store would have become obsolete a long time ago because with almost everything being available to people online within the comfort of their homes, people would have switched to alternate online stores without a second thought.

Major Stakeholders

Like most other organisations, Big Bazaar has the following highly crucial stakeholders:

- Customers/Consumers
- Investors
- Employees
- Employees of Suppliers and Distributors

Competitors

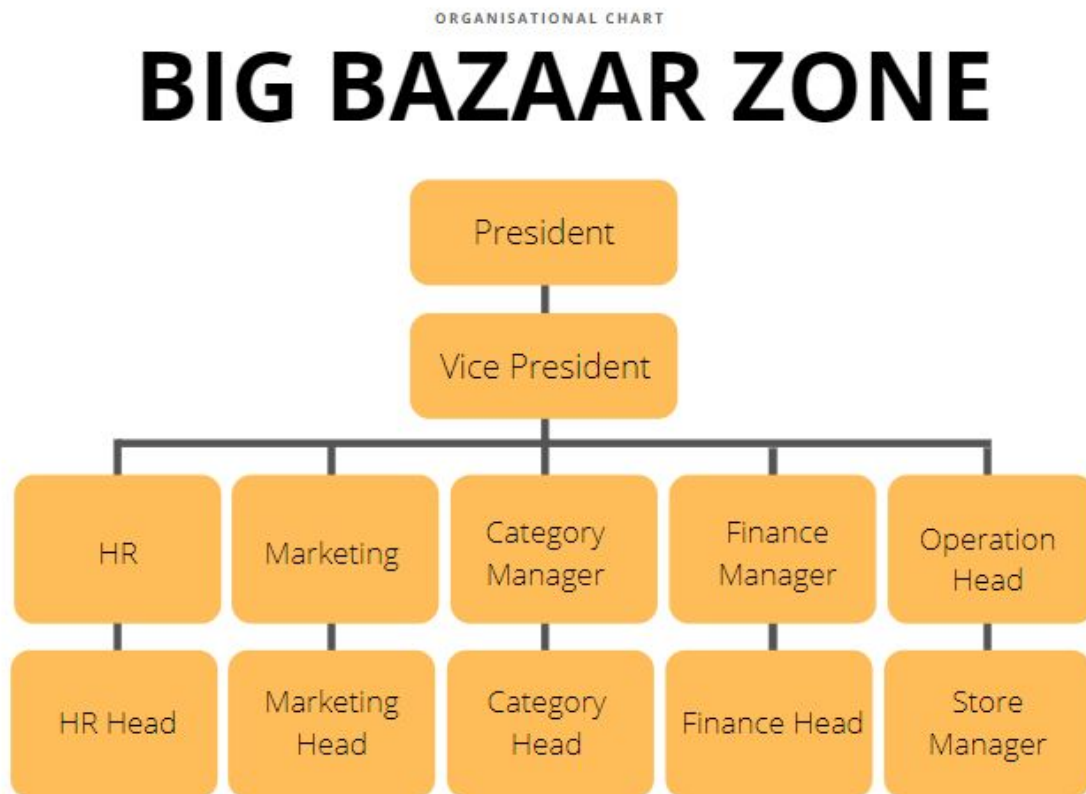
Back when it started out, Big Bazaar quickly turned into a retail giant in India and for the longest time, it had no worthy competitors, at least in India. However, the situation has changed today. With a plethora of new online stores with much faster delivery systems and better discounts, many of Big Bazaar's customers have migrated to other alternatives. Moreover, Big Bazaar also has many other offline competitors as well. Some of these include:

- DMart
- Big Basket
- Grofers
- Star Bazaar
- More
- Reliance Fresh
- Food World

Organisational Structure

There are two levels of organisational structures in Big Bazaar: one for the overall company, and one within each store.

Overall



In stores:



Big Bazaar follows a hierarchical organisational structure with a centralised chain of command where each employee knows their position and has a superior to report to if/when required.

The store manager is in charge of each individual store but does not have the liberty to make major decisions concerning the brand without consulting his superiors first. The store manager is majorly responsible for his team of employees within his store, delegating work to everyone under him. The major decisions regarding business/marketing aspects of Big Bazaar still lie with the higher authorities, namely the President, Vice-President and their immediate team.