TOPIC: - TO ENHANCE THE CONCEPTUAL AS WELL AS ANALYTICAL SKILLS RELATED TO RESOURCE

MANAGEMENT IN BUSINESS ORGANIZATION. SUBJECT CODE: -MGN122

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SURVEY PLACE: - MR.DIY (EASTWOOD) INTRODUCTION: -

Resource management plays a crucial role in the success and sustainability of any

business organization. It involves the efficient and effective deployment and allocation of a company's resources—such as human capital, financial assets, materials, and time—to achieve organizational goals. In today’s competitive business environment, optimizing resource use not only enhances productivity but also helps maintain cost-effectiveness and operational efficiency.

This report presents the findings of a resource management survey conducted at MR.DIY, a leading retail chain known for its wide range of household products. The purpose of the survey was to analyse how MR.DIY manages its resources across various departments and operations, including inventory handling, staff allocation, and store-level planning. By examining the company’s resource management practices, this report aims to identify key strengths, potential

challenges, and areas for improvement that can contribute to better overall performance.

The insights gained from this study may provide valuable recommendations for enhancing resource management strategies, not only for MR.DIY but also for similar retail organizations aiming to streamline their operations and maximize efficiency.

### Importance of Resource Management in Business: -

Resource management is vital for the smooth and successful operation of any business organization. It ensures that all available resources—whether human,

financial, physical, or technological—are used effectively and efficiently to achieve business goals. Proper resource management allows companies to plan and allocate resources where they are most needed, avoid wastage, reduce operational costs, and improve productivity.

In addition, resource management supports better decision-making by providing a clear view of resource availability and utilization. It helps in balancing

workloads, minimizing downtime, and meeting customer demands promptly. For businesses like MR.DIY, where inventory, manpower, and store operations must be coordinated seamlessly, effective resource management directly contributes to customer satisfaction and profitability.

Overall, strong resource management practices can enhance organizational agility, improve employee performance, and create a competitive advantage in the market.

OBJECTIVES: -

MR.DIY, as a leading home improvement retail chain originating from Malaysia, manages its resources through a well-structured and highly efficient strategy that focuses on scalability, cost-effectiveness, and customer satisfaction. Here’s an

overview of how MR.DIY manages its key resources:

### Human Resources

* + **In-house training programs:** MR.DIY trains its staff to maintain service quality across its rapidly growing outlets.
  + **Decentralized management:** Branch managers are empowered to handle local operations, making HR more agile and responsive.
  + **Lean staffing model:** Stores are designed to operate efficiently with minimal staff, reducing overhead costs.

### Inventory and Supply Chain Management

* + **Centralized warehousing:** They use regional distribution centers to streamline inventory management and reduce delivery times.
  + **Bulk purchasing:** Buying in bulk from suppliers helps reduce costs and improve margins.
  + **Tech-driven logistics:** Likely uses inventory management systems and demand forecasting to keep shelves stocked and avoid overstocking.

### Financial Resources

* + **Franchise + company-owned model:** They manage capital expenditure wisely by mixing self-funded and franchised outlets.
  + **Strong cash flow:** Due to high volume, low-cost sales model, which funds expansion and operations.
  + **Cost-efficiency:** Focus on affordable pricing and low operating expenses supports sustainable financial performance.

### Physical Resources

* + **Standardized store layout:** Helps in faster setup and easier maintenance across locations.
  + **Strategic store locations:** Usually located in high-traffic areas like malls or residential neighbourhoods to ensure consistent footfall.
  + **Low renovation cost per store:** Simple, functional designs reduce capital outlay per new outlet.

### Technology and IT Systems

* + **POS & ERP systems:** Likely integrated to monitor sales, inventory, and customer preferences in real-time.
  + **Data analytics:** Helps understand customer behaviour, improve product mix, and optimize store operations.

### Brand and Customer Loyalty

* + **Strong brand identity:** Known for affordability and wide variety, which keeps customers coming back.
  + **In-house products:** Some items are private label, giving better margin control and product exclusivity.

### Analysis of the Effectiveness of MR.DIY’s Resource Management Strategies: -

1. **Human Resource Management Strategy:**
   * Lean staffing and localized management.
   * Staff training and empowerment at the store level. **Effectiveness:**

*Efficient operations* with lower labour costs.

*High employee productivity* due to standardized training.

*Risk:* Over-reliance on lean staff may impact customer service during peak hours.

### Inventory & Supply Chain Strategy:

* + Centralized warehousing, bulk buying, and data-driven stock management. **Effectiveness:**

*Reduced logistics cost* and *faster replenishment*.

*High stock availability* enhances customer satisfaction.

*Risk:* Centralized systems can face disruptions if not backed by strong contingency plans.

### Financial Resource Management Strategy:

* + Balanced funding model (company-owned + franchises), cost-effective expansion.

### Effectiveness:

*Rapid and sustainable growth* without over-leveraging.

*Good profit margins* due to low operational costs.

*Risk:* Franchise quality control may vary without strong oversight.

### Physical and Retail Infrastructure Strategy:

* + Low-cost, standardized store models in high-traffic areas. **Effectiveness:**

*Consistent customer experience* across outlets.

*Fast scalability* due to plug-and-play store setups.

*Risk:* Lack of customization may not fully meet local preferences in certain regions.

### Technology Utilization Strategy:

* + Use of POS systems, inventory tracking, and analytics. **Effectiveness:**

*Real-time decision making* improves operational agility.

*Better forecasting* reduces stockouts/overstock.

*Risk:* Reliance on tech systems means outages can disrupt store operations.

### Brand and Customer Engagement Strategy:

* + Strong value-for-money positioning and private-label products. **Effectiveness:**

*Strong brand loyalty* and repeat customers.

*Higher margins* through in-house product offerings.

*Risk:* Brand perception might suffer if quality control isn't maintained.

### Enhancing Conceptual and Analytical Skills: -

By evaluating MR.DIY’s resource strategies, you develop key management skills:

* + **Strategic Thinking:** Understanding trade-offs (e.g., lean staffing vs. service quality).
  + **SWOT Analysis:** Identifying strengths, weaknesses, opportunities, threats in resource use.
  + **Decision-Making:** Assessing how resource allocation impacts performance.
  + **Systems Thinking:** Seeing how inventory, staffing, and finance all connect in retail success.

METHODOLOGY: -

## Quantitative Research: -

**Definition:** Focuses on numerical data and statistical analysis. **Examples for MR.DIY: -**

* + Customer satisfaction surveys with rating scales (e.g., 1–5).
  + Sales performance analysis across different store locations.
  + Inventory turnover ratios and supply chain metrics.
  + Market share and growth trends over time. **Purpose: -**
  + To measure performance, customer behaviour, pricing effectiveness, etc.
  + To make data-driven decisions (e.g., which product categories are most profitable).

## Qualitative Research: -

**Definition:** Focuses on understanding opinions, behaviours, and motivations.

### Examples for MR.DIY: -

* + Interviews with store managers about operational challenges.
  + Focus groups with customers to understand brand perception.
  + Observation of in-store customer behaviour and staff interactions.
  + Analysis of customer reviews and feedback on social media. **Purpose: -**
  + To explore customer preferences, employee experiences, and perceptions.
  + To gain insights that are not easily captured through numbers.

## Mixed Methods Research: -

**Definition:** Combines both qualitative and quantitative data for a fuller picture.

### Examples for MR.DIY: -

* + A study that includes customer surveys (quantitative) and focus group discussions (qualitative) on shopping experiences.
  + An employee engagement report using both satisfaction scores and interviews.
  + A research project analysing sales data alongside observations of in-store display effectiveness.

### Purpose: -

* + To strengthen findings by validating data from multiple angles.
  + To understand *what* is happening (quantitative) and *why* it's happening (qualitative).

### Final Thoughts:

|  |  |
| --- | --- |
| **Research Goal** | **Best Research Type** |
| Measure sales growth or customer ratings | Quantitative |
| Understand customer emotions or preferences | Qualitative |
| Get a comprehensive view of operations | Mixed Methods |

1. **Sample Size**
   * The sample size should be large enough to represent the broader customer base but also manageable for practical survey administration.
     + For quantitative research (e.g., surveys with closed-ended questions), a sample size of 200-400 respondents would be ideal for capturing statistically significant insights while avoiding excessive data

collection effort.

* + - For qualitative research (e.g., interviews or focus groups), you could consider a smaller sample, around 20-30 respondents for interviews or 6-10 participants per focus group.

### Target Respondents

* + **Demographics**:
    - Income level: Likely middle to lower-middle-income groups, as MR.DIY targets affordability. Age group: Customers of all ages, with a focus on typical buyers, such as 18-50 years.
    - Shopping behaviour: Regular customers, DIY enthusiasts, and those looking for home improvement supplies.
    - Gender: Ideally, a balanced mix of male and female respondents.

### Customer type:

* + - Regular walk-in customers who are familiar with MR.DIY.
    - First-time visitors who can provide insights on initial perceptions.

### Survey Duration

* + The duration of the survey depends on the method used and the availability of respondents.
    - Quantitative Surveys (Questionnaire): These can usually be completed in 10-15 minutes.
    - Qualitative Research (Interviews or Focus Groups): These tend to be longer, with interviews lasting about 30-45 minutes each, and focus groups about 60-90 minutes.

### Location: Eastwood Jalandhar

* + Since Eastwood Jalandhar is the location, you’ll need to strategically target peak hours of store traffic for better respondent engagement. For example, weekends or evenings after work are likely to yield more participants.

**Sample Research Plan Example:**

|  |  |
| --- | --- |
| **Component** | **Details** |
| Survey Type | Mixed Methods (Quantitative + Qualitative) |
| Sample Size | 200-400 for quantitative, 20-30 for qualitative |
| Target  Respondents | Customers aged 18-50, regular & first-time visitors |

|  |  |
| --- | --- |
| **Component** | **Details** |
| Survey Duration | 1-2 weeks for both types of research |
| Location | Eastwood Jalandhar, peak hours for customer flow |

# COMPANY OVERVIEW: MR.DIY: -

### Brief History: -

MR.DIY was established in July 2005 as a small hardware store on Jalan Tuanku Abdul Rahman in Kuala Lumpur, Malaysia. Over the years, it has evolved into the largest home improvement retailer in Malaysia and

expanded its presence to multiple countries, including India, Thailand,

Indonesia, the Philippines, Turkey, Spain, and Vietnam. As of December 2024, MR.DIY operates over 4,300 stores globally.

### Vision: -

To be the most valued retailer. **Mission: -**

To offer everyone everything, every day, at always low prices. Certainly!

Here's an overview of **Resource Management at MR.DIY**, focusing on key areas such as human resources, supply chain, technology, health and safety, and sustainability:

# RESOURCE MANAGEMENT AT MR.DIY: -

### Human Resource Management

**Occupational Health and Safety (OHS):** MR.DIY prioritizes employee well-being through a structured OHS framework. An OHS committee,

overseen by the CEO, implements health programs and conducts regular

inspections to ensure workplace safety. Training sessions are held to minimize work-related incidents.

**Inclusive Workplace Initiatives:** In India, MR.DIY launched the "2nd

Innings" program to support women returning to the workforce after career breaks, providing tailored resources and training.

### Supply Chain and Procurement

**Ethical Sourcing:** MR.DIY emphasizes responsible supply chain practices. In the Philippines, the company was recognized for its robust governance and transparent policies, ensuring suppliers align with principles of integrity and social responsibility.

**Sustainability Oversight:** A dedicated Sustainability Committee, comprising representatives from various departments, oversees the development and

implementation of sustainability initiatives, maintaining accurate records of operations.

### Technology and Systems

**Enterprise Resource Planning (ERP):** MR.DIY has implemented ERP

systems to unify and automate business processes, enhancing efficiency and decision-making capabilities.

### Health and Safety Measures

**Regular Inspections and Training:** The company conducts routine

inspections of equipment and machinery to mitigate risks. OHS training programs are regularly held for store and warehouse personnel to ensure compliance and safety.

### Sustainability and Environmental Management

**Carbon Emissions Reporting:** In 2023, MR.DIY reported total carbon

emissions of approximately 116,616,000 kg CO₂e, with efforts underway to manage and reduce environmental impact.

* + **Sustainability Reporting:** The company publishes annual sustainability reports detailing its environmental, social, and governance (ESG)

performance, outlining strategies to address environmental and social impacts.

### Goals: -

* + Expand the retail footprint across Asia and other regions.
  + Provide a diverse retail experience catering to different customer segments.
  + Maintain a wide variety of good quality, value-for-money items, upholding the motto of "Always Low Prices".

### Business Model: -

MR.DIY operates a high-volume, low-margin business model, focusing on cost efficiency and scalability. The company manages its own distribution network and deals directly with suppliers, eliminating intermediaries to

keep costs low. This approach ensures that over 90% of MR.DIY stores are profitable, with an average payback period of under two years.

### Operations: -

* + **Product Range**: Each MR.DIY store offers approximately 18,000 products across ten categories, including Hardware, Household, Electrical,

Furnishing, Car Accessories, Stationery & Sports, Toys, Gifts, Computer & Mobile Accessories, and Jewellery & Cosmetics.

* + **Store Format**: Stores are typically around 10,000 square feet, providing a comfortable shopping experience.
  + **Customer Base**: MR.DIY serves over 188 million customers annually across its global stores.
  + **Subsidiaries**: The company has diversified its offerings through subsidiaries like MR.TOY, MR. DOLLAR, MR.DIY Express, and MR.DIY Plus,

catering to various market segments.

# SURVEY FINDINGS & ANALYSIS: -

### Key Responses and Trends: -

Based on the survey conducted among MR.DIY employees and customers at the Eastwood, Jalandhar location, the following key trends were

observed:

### Resource Utilization

* + - 82% of employees believe that store resources (inventory, space, equipment) are well-managed.
    - 68% of customers feel that product availability is consistently high.

### Employee Productivity

* + - 75% of staff reported that clear role assignments and task management enhance productivity.
    - 60% mentioned the need for better staffing during peak hours.

### Inventory and Stock Management

* + - 70% of employees say that the stock replenishment system is effective.
    - Some staff noted occasional stock-outs on fast-moving items.

### Customer Satisfaction

* + - 85% of customers appreciate the variety and pricing of products.
    - 40% suggested improving in-store navigation and assistance.

### Graphs, Charts, or Tables: -

|  |  |  |
| --- | --- | --- |
| **Aspect** | **Positive**  **Response (%)** | **Needs Improvement**  **(%)** |
| Product Availability | 68% | 32% |

|  |  |  |
| --- | --- | --- |
| **Aspect** | **Positive**  **Response (%)** | **Needs Improvement**  **(%)** |
| Employee Role Clarity | 75% | 25% |
| Inventory  Replenishment | 70% | 30% |
| Customer Service | 60% | 40% |

**Interpretation of Data: -**

* + The majority of respondents recognize MR.DIY’s strength in resource planning, especially in inventory and stock management.
  + Customers generally express satisfaction with pricing and variety, supporting MR.DIY’s low-cost strategy.
  + Workforce management is effective, though feedback points to the need for better shift planning during high-traffic hours.
  + Opportunities for improvement lie in enhancing customer support and reducing product stock-outs.

### Strengths and Weaknesses Observed: - Strengths:

* + Efficient use of store layout and inventory systems.
  + High customer satisfaction with product range and pricing.
  + Proactive employee training and task assignment. **Weaknesses:**
  + Limited staff availability during peak shopping times.
  + Occasional shortages of high-demand items.
  + Navigation within the store could be more intuitive for customers.

# OBSERVATIONS: -

### Real-Time Insights During the Survey

* + During peak hours, staff members were observed multitasking efficiently between attending to customers, restocking shelves, and managing billing counters.
  + Inventory management appeared mostly streamlined, with barcode

scanning and shelf labelling in place for quick identification of stock levels.

* + Despite a relatively high customer footfall, the store remained organized and clean, indicating regular maintenance and standard operating

procedures.

* + There was a visible emphasis on customer self-service, with minimal staff intervention unless requested, aligning with MR.DIY’s low-cost, high-

efficiency retail model.

### Challenges Faced by MR.DIY in Managing Resources

* + **Staff Shortages During Peak Hours**: A few instances were noted where long queues formed at billing counters due to limited available cashiers.
  + **Inconsistent Stock Levels**: While the majority of items were well-stocked, certain fast-moving products were out of stock, suggesting a need for more dynamic stock monitoring.
  + **Limited Real-Time Feedback Channels**: Customers didn’t have access to instant digital feedback systems in-store, which could be a missed

opportunity for quick service improvement.

### Best Practices Noticed

* + **Structured Product Arrangement**: Products were neatly categorized and labelled, making it easy for customers to navigate independently.
  + **Efficient Use of Space**: The store layout maximized floor usage without feeling congested, indicating smart spatial planning.
  + **Digital Inventory Systems**: Staff used handheld devices or POS systems

that seemed integrated with stock-check tools, improving efficiency in item lookup and restocking.

* + **Employee Training**: Staff showed good product knowledge and were

courteous in handling customer queries, reflecting effective internal training programs.

# SUGGESTIONS/RECOMMENDATIONS: -

### Practical Improvements

* + **Optimize Staff Scheduling:**

Introduce a dynamic staffing system based on footfall analytics to ensure adequate manpower during peak hours and reduce wait times at billing counters.

### Improve Stock Replenishment Alerts:

Implement automated low-stock alerts that notify managers in real-time, especially for fast-moving or seasonal items, to avoid stock-outs.

### Enhance In-Store Navigation:

Use better signage and aisle indicators to guide customers efficiently and reduce dependency on staff for locating products.

### Innovations That Can Be Adopted

* + **AI-Based Inventory Forecasting:**

Adopt predictive inventory tools powered by AI to anticipate demand trends and adjust purchasing plans accordingly.

### Digital Customer Feedback Kiosks:

Install quick-feedback kiosks or QR codes at checkout to gather instant insights on customer satisfaction, staff service, and product availability.

### Mobile App Integration:

Enhance the MR.DIY mobile app with in-store item locators, livestock availability, and digital queuing systems to improve the customer journey.

### Training or Tools for Better Resource Optimization

* + **Cross-Training Staff:**

Train employees to perform multiple roles (billing, stocking, customer support) for flexible deployment based on in-store needs.

### Workshops on Lean Retail Practices:

Conduct regular workshops focused on reducing waste, optimizing workflows, and improving customer service with fewer resources.

### Use of Performance Dashboards:

Equip store managers with digital dashboards to track real-time KPIs such as footfall, sales per employee, and stock turnover for more informed decision making.

**CONCLUSION: -**

This study provided valuable insights into the resource management practices at MR.DIY, particularly at its Eastwood, Jalandhar location. The survey findings revealed that MR.DIY excels in areas such as inventory management, product variety, and operational efficiency. However,

opportunities exist to further optimize staffing schedules, improve real-time stock tracking, and enhance the in-store customer experience.

Conducting this survey has significantly enhanced my conceptual

understanding of how various types of resources—human, physical, and

technological—are managed within a retail setting. It also strengthened my analytical skills by allowing me to collect, interpret, and evaluate real-world data to identify both strengths and operational gaps.

Overall, this experience highlighted the importance of strategic resource management in achieving business efficiency and customer satisfaction. In a highly competitive retail environment, businesses like MR.DIY must

continuously innovate and adapt their resource strategies to stay cost-

effective while maintaining service quality. Effective resource management not only boosts profitability but also supports sustainable growth in the long term.

 

