

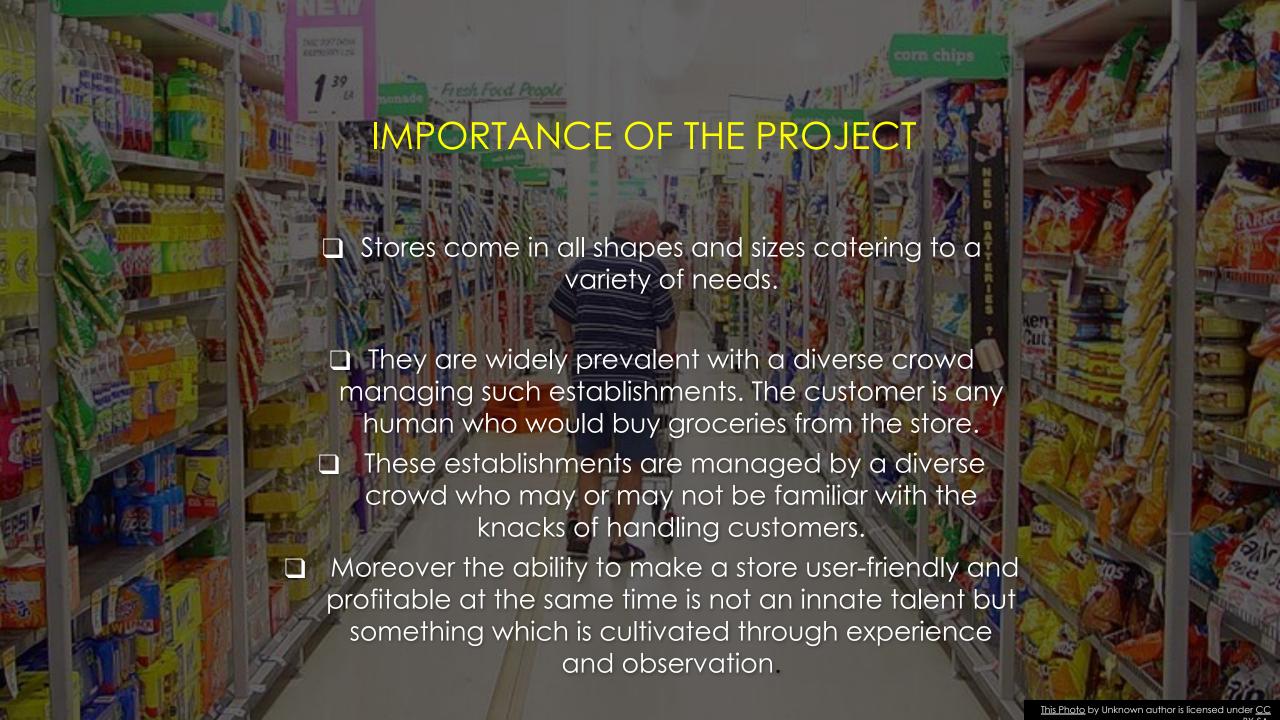
ABSTRACT

When it comes down to a business, especially one dealing with a shop, it is required for a proprietor to infuse tactics and strategies into their business model to see continued profits. As such, there is a need for constant innovations in the field to stand out from the crowd. This study aims to delve into the current methods which are implemented in supermarkets and compare their effectiveness. We will also be exploring the management and psychology associated with the process and determine their weightage. By the end of the project, we aim to uncover ingenious ideas which will not only help struggling owners amplify their game but also give an insight into the customer mentality.

NATURE OF THE PROJECT

Nature of our Project "Analysing How shops are designed to maximise profit" is based on doing research work, conducting surveys and providing valuable suggestions to Shop owners and Customers.

It affects each type of industry as shops and customers associated with these shops are an integral part of the society.



CHALLENGES

- v When taken from any random shop of the same size and utility, despite considering other factors like location it is still observed that their success rates differ.
- v This problem can usually arise either due to lack of education or expertise or both.
- v Most small and medium sized supermarkets which are widely prevalent across the country are managed by individual owners who don't have a relevant educational background or experience in the field.
- v So, it's highly likely that they rely on their observation skills or inefficient methods like trial and error to figure out what works best for their customer.

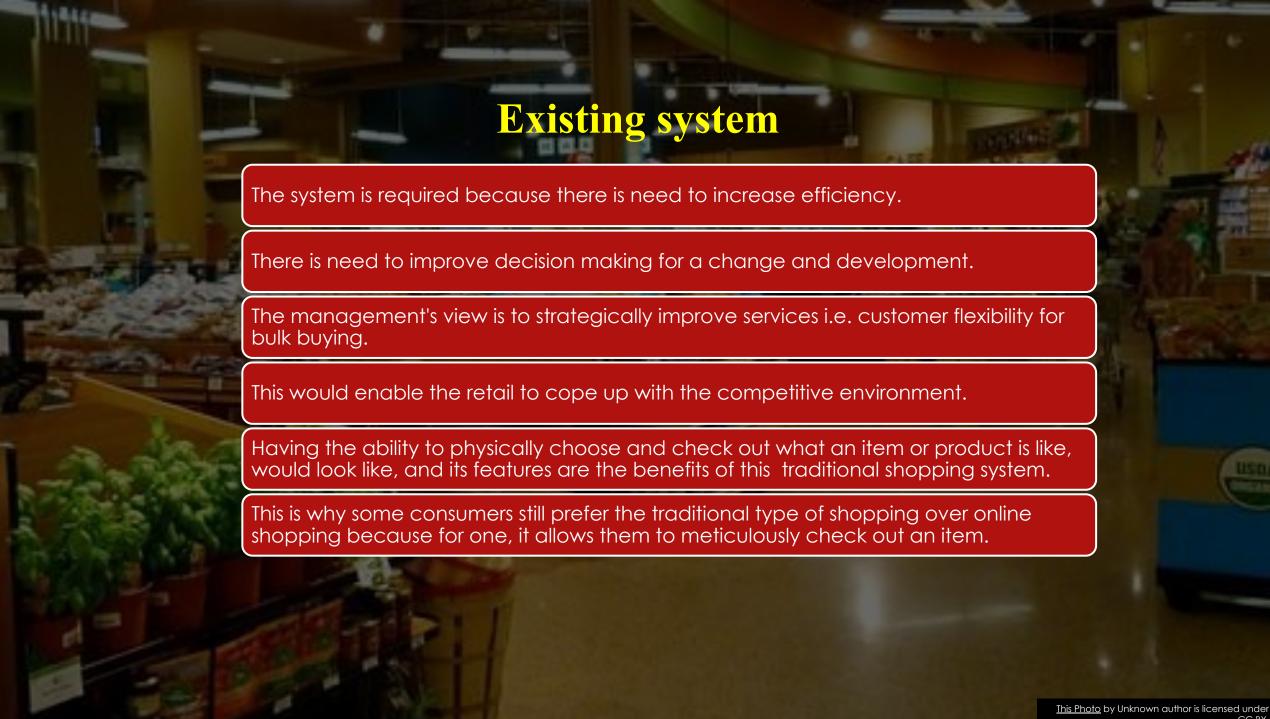


In the current generation, knowledge of current happenings and analysis of data is the basis for most logical and informed decisions/ strategies.

Despite technology blurring the disparities which have existed since a long time, the age of information is still not equally accessible to everyone.

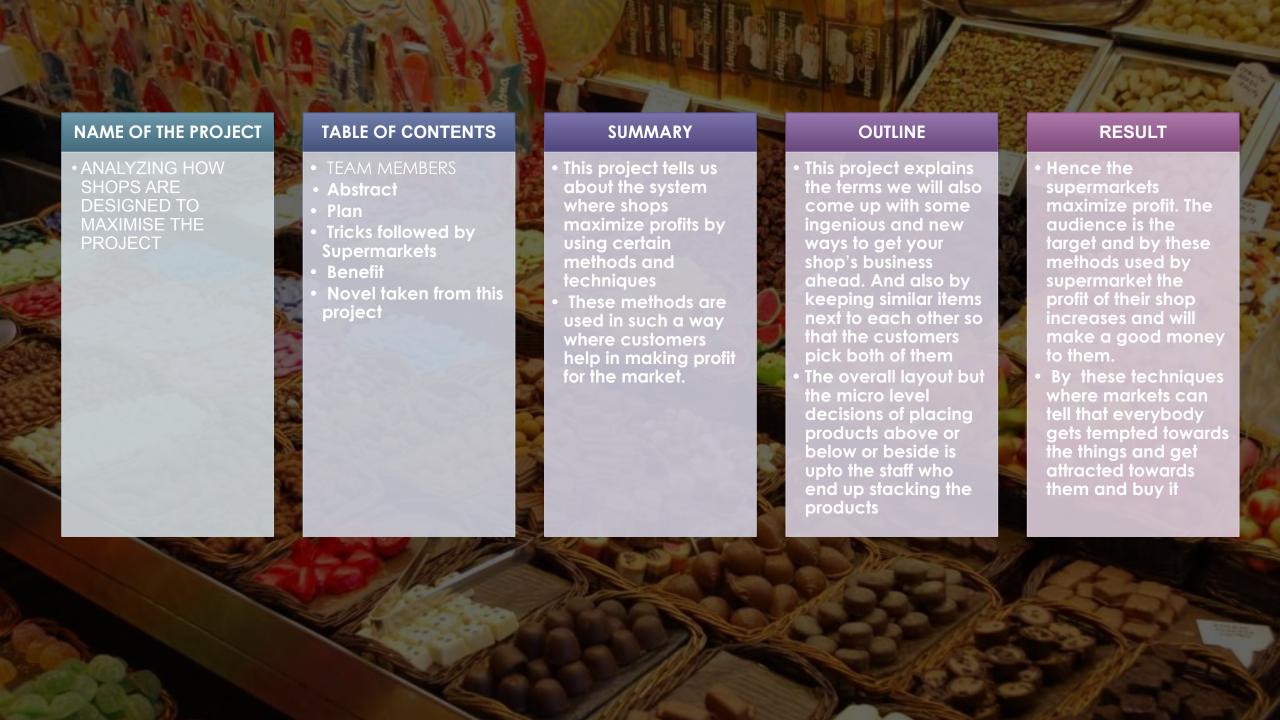
It becomes apparent when small shop owners in housing localities see lesser profits than supermarkets when the products they sell are the same.





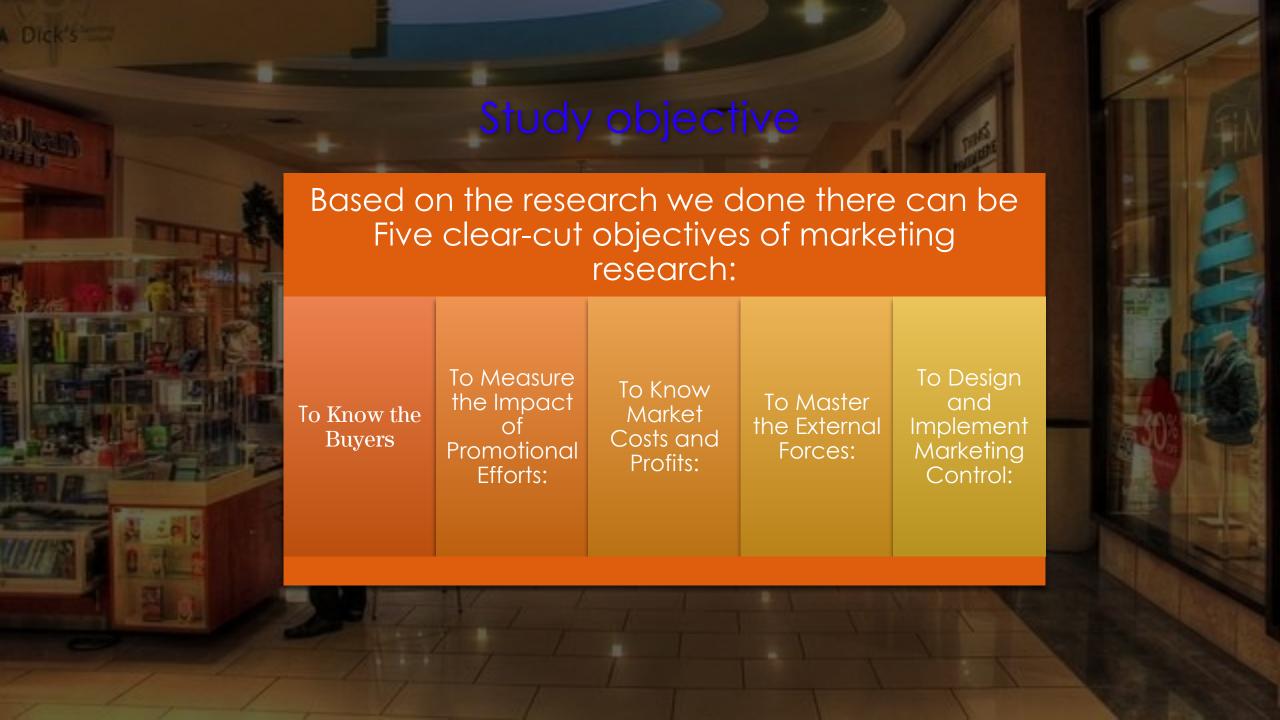
Proposed system





Problem definition

In today's growing economy, there are many new shops being set up daily, thus increasing competition along the way. Thus, it becomes necessary for a proprietor to infuse tactics and strategies into their business model to see continued profits, without which their survival is difficult. Many shop owners are ignorant of ways to drive up their business.



To Know the Buyers

- Marketing is to do with people, product and process of transfer the spending habits of a company's consumer base
- base Its significantly affect its overall business Understanding the different behaviors of buyer types is crucial no matter the product or service.

To Measure the Impact of Promotional Efforts:

- In modern days of changing marketing conditions, it is quite likely that a company may follow different strategies to promote their business
- . It is quite possible that some promotional strategies are strikingly appealing and some are total flop.

To Know Market Costs and Profits

- Their has been huge problem that marketing costs have escalated to such an extent that optimisation of profit has become a big problem.
- These findings of cost behaviour impel certain changes of adjustments in promotion, pricing and distribution.

To Master the External Forces:

Each company needs reliable information about competitor's moves, the company's share in the market, and developments in foreign markets, governmental policies, technological changes, ecological variations, consumer incomes, consumer spending, new products substitutes and the like.

To Design and Implement Marketing Control:

- Interior designers are an excellent resource for businesses that are interested in optimizing their space to best suit their needs, both in terms of functionality and appeal
- •The layout and atmosphere of a retail store strongly influences the customer experience and ultimately their purchase decisions

Area and Scope of Proposed study (Function and Principle)

Functions

- This tells the profitability of the supermarket.
- Tactics and tricks are used to make more profit.
- These techniques tell that supermarket is supermarketing.
- Attraction is the main thing which gets market to a high level.

Principle

- TO INCREASE THE PROFITS WE NEED TACTICS LIKE PLANNING AND TRICKS REQUIRES BY THE EMPLOYEES TO GET PROFIT
- Even senses attract the items in supermarket Where our eyes get attracted to the item and feel like having it and the taste, smell, which will mainly get attracted to the item.
- The person trying to sell have to make an appointment with the owner and come and pitch their product.
- Also, the owner doesn't take many pitches like that. Instead he finds suppliers for products that he thinks should be in the shop.

PLANNING

There are many ways in which the owners can look for maximizing the profit few of them are

Increase the price of your product

Raising your prices will enable you to make more money on each sale, thus widening your margins and improving your bottom line

Be Creative with your price increase

Consider implementing creative or psychological tactics when coming up with your prices, to make them more appealing for example one can place all the expensive chocolates or other items in front the billing counter so that when the customer waits they can

see and buy it.

Optimize your relationship with Vendors

negotiating better contracts with your suppliers to reduce the costs of goods and widen your margins.

Design

►The activities and roles of the project was designed as follows:

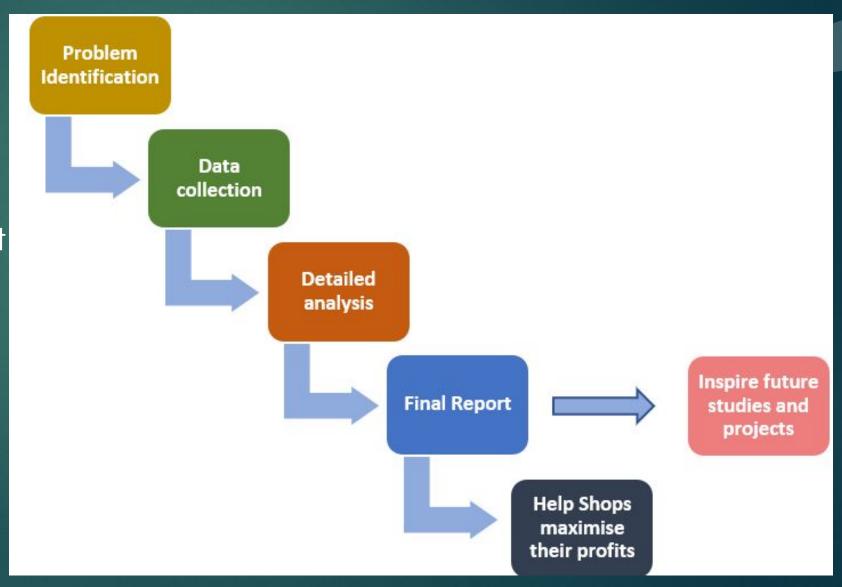
Data collection

General Management and supervision

Content creation

Process flow Design

This project was designed as a research project with no technical development but with deep analysis of real life scenarios of management in shops.



Design: Data Collection Structure

The various techniques that will be used to collect data



Design: Entities Involved

The people/services essential for the project



Implementation

- Our team started Implementation of our project by deciding a specific role and responsibility for each of our teammate.
- Data collectors collected data through research work, physically interviewing Shop owners/managers and conducted surveys.
- All the members gathered in a meet and discussed and analysed data collected by the data collectors.
- The content creators then made a beautiful powerpoint presentation describing each of the analysed data in points very efficiently and effectively.
- The Project manager looked after each and everything regarding the quality control, deadlines, reviews etc and organised each meet conducted among the members.
- The spokesperson described each point written in the powerpoint presentation during review in such a way that it represented the motive of our project and the information that our team was trying to convey.
- ❖ At last all the team member individually contributed in making the project report.

Suggestions

The following are original ideas that shall prove to bring profits and/or raise the appeal of the retail store in the eyes of the customer.

IDEA #1 - Product Review System

With just a simple app, the ultimate product review system can be implemented.

Basically, customers buy products from supermarkets and use them. Their feedback and review of the product can be registered by them on the app by simply making an entry under that product in the app.

IDEA #2 - Vocal for local

Small Kiranas and local grocery stores should not try and compete with bigger supermarkets in terms of product brands. Instead, they should promote more local brands and organic/homemade products that people can not get in super markets. This way, these small shops can have the monopoly of local products.

Conclusion

In Conclusion The aim was how can the owners of the shop be benefited from maximum profit by using tactics and physiological methods and by comparing other processes. By making the owners understand how to increase their profit we also look at the customer's point of view Thank you Ma'am!