## NATIONAL INSTITUTE OF TECHNOLOGY, WARANGAL (TELANGANA), INDIA



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**Organisational Structures and Personnel Management** 

**ASSIGNMENT 1** 

**TOPIC** 

**CASE STUDY: D-MART** 

**SUBMITTED TO** 

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## CASE STUDY

## D. MART

# ABOUT

· FOUNDER	RADHA KRISHNA
	DAMANI
• TYPE	HYPERMARKET CHAIN
· HEADQUARTED	MOMBAT (MH)
· OPERATED BY	AVENUE SUPERMAR-
4.7	KET LTD.
· ESTABLISHED IN	2002
· TOTAL STORES	214 (2021)
· TOTAL REVENUE	24,000 (Gr.) poly
· TOTAL PROFIT	1,300((1) (2019)

· COMPANY

D-MART

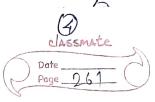
Today, DARTART how become a Synonym of the gelord Supermarket and is also called the WALMART OF INDIA".

# INTRODUCTION; DMART is the most Successful hypermarker chain in India formed by Radha Krisha Damani in 2002 with its first Store in numbai. Radhe Krishna's main Joeus was on Starting small, Keeping the husiness profétable and ellocking on Consistent growth. There business model and Strackegies luene so Stolong and Social than from the day they have started this business till to now they have never forced failure or loss in it. From the year 2002 to 2021 they have an exponential growth in the number of store in all over Inolia. Here is the list of Stores in different your and in different States y india-(i) Year 2002 - 2003 Total Stores: 2 States: Maharaffira. (2) year 2012 - 2013 Total Stores: 57 States: Maharashtra (40) Gujarah (14) Karnahaka (3) #3) year 2015 - 2016 Tokul Stores: 110

Stares: Maharashtra (58)

Gujarar (26)

	Telangang (13)	
	Telangana (13) Karnataka (6)	
	Andhra Pradesh (3)	
	Madhya Pradesh (3)	
	Chha Hisgarh (1)	
(4)	year: 2018 - 19	
	Total Stores: 176	
	States: Mahajashtra (70)	
	Gujavar (34)	` `
	Telang ana (21)	
	Karnaraka (16)	
	Andhra pradesh (11)	
21	Machya Prudesh (6)	
	Rijasthan (5)	
	Punjab (4)	
	Tamil Nacles (4)	<u> </u>
ė.	Chha Hisgarh (3)	
	NCR (Delhi) (1)	
	Daman (1)	
T.		
(5)	year; 2019 - 2020	
	Jared Stores: 214	
	States: Maharashtra (76)	Chhattisgarh (5)
	Grujarar (37)	,
	Telangana (24)	Daman (1)
	Karnataka (20)	·
	Andhra Prodesh (17)	
11.0	Madhya Pradesh (11)	
	Rajasthan (7)	
	Punjub (5) Pamil Nady (10)	
	[	



DMART Bysiness Model Eenol Supply Chain: The chair of DMART operates on a B2C ( Business to Consumer) model in which the company sells its youls from the manufacturers house to that of the end-user Some good practices of DMART business Model are as follows -(1) Ownership Model: This model plays a major sole in making Dray a low or so dest company making it knancially Strong. Most of Stores are Owned by the company and, thus they never have to pay year which helps deman DMART open more stores and gain high positive cash Low Operational Expenses: Roother than making expensive and affractive interior demant trys to to make et as simple as possible. They also make effective utilization of their space by putting as much irems as possible in a small space. They also don't have many billing counters in their store to avoid labor (3) Affordable Seate of Products: DMART is well known for his hudge discouns and excited offers than ncikes DMART Sopular amoung Lustomers. DMART buys their produce from clorically from Manufactories and Sell to customes eliminating the poliminators

gels d'benifit y it.

Shotting fee: D is a fee their Domart changes

from the manufactures to there their product

on the Shefves of Domart Stores. As the

Store got it profit in the form of fee, the

margin of product is decreased as a result

customers are benifited.

Shegional Groods: In different regions there are

different local products that are levy famous

amoung the peoples Domart lessearches the popular

brand (Local) of a fanticular legion and makes

them available in there stores thereby quelding

peoples need to go to the local Kirano Stores.

This has helped Domart to gain name Montet Chanes.

(6) Grood Kelanianship with Manufacturers: MART Repay We suppliers within a week and also by to maintain a healthy relation with Them which results in a Domart items fock love never out of stock.

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##	SUGGESTIONS FOR THE COMPANY:
, έ	Tourcase in Bill Counters! The awarent generation  Values time more than money and if  the Customer has to wait for long time  in a queue may & result in customer discontinue.  This also reclure the rush and at Store  Keeping the avoiding the could siteeriess.
	In crease Parking usea! The is one of the most exocoled places in inclia and it become very difficult to get a parking in It is also a major issue to which breaks customers.
	Home delivery: They can also start home delivery service  by changing amount for it. Receive of this pendamic  most of the peoples aboid browded places as but if  they will get such an option definity DMART  Sales will increase.
##	Conclusion:  Heavy Growd is the major issure  because of which some customes ceroid  Shopping on dmart. H some yechnique to  maintain the crowd is implimented then Surly  there ecevenue will increase.
#	Reference: (1) Startuptalley.com (2) Wikipedia

learnstockmarket. in

(9)

(4) jide.co.