

Brown and Black Minimal Business Proposal

FIELD PROJECT

2024–26

Prepared for :

ROLL NO 202426077

CORPORATE STRATEGY

SIRVI MANGILAL GHISARAM

A Deep Dive into Strategic Planning and Organizational Performance at Vijay Sales

Vijay Sales is one of India's leading retail chains in consumer electronics and appliances. With over 130+ stores and a growing digital presence, the company combines decades of offline expertise with modern retail innovation.

ABOUT THE COMPANY

Company Name: Vijay Sales **Industry:** Retail, Consumer Electronics & Appliances **Size:** Over 4,000 employees across 130+ stores in India **Key Products/Services:** Consumer electronics, home appliances, IT products, lifestyle products, mobile phones, and accessories. Services include installation, extended warranties, financing, and after-sales support. **History and Founding:** Founded in 1967 in Mumbai by Mr. Nanu Gupta, Vijay Sales grew from a single showroom to one of India's most trusted retail brands. Its reputation for reliability and customer service has been built over five decades. **Current Market Position:** Vijay Sales is a top consumer electronics retailer in India, competing with both online marketplaces and brick-and-mortar competitors. Its strong offline presence is complemented by rapid digital expansion. **Organizational Structure:** Vijay Sales follows a hierarchical structure with Sales, Marketing, Logistics, IT, and Customer Support divisions. Regional store managers ensure customer-centric operations, while headquarters oversees strategic planning.

VISION

To be India's most trusted and customer-friendly destination for electronics and appliances, blending tradition with modern retail experiences.

MISSION

To deliver high-quality electronics and home appliances at competitive prices, supported by excellent after-sales service and innovative retail formats.

STRATEGIC PLANNING

Vijay Sales combines long-term goals with quarterly reviews. Leadership conducts annual strategic workshops, supported by department-level evaluations every quarter. Using the Balanced Scorecard framework, they focus on: - **Customer:** Enhancing offline and online experience. - **Financial:** Sustaining profitability while matching online competition. - **Internal Processes:** Improving supply chain and logistics. - **Learning & Growth:** Digital transformation and employee training.

PROBLEMS / ISSUES IDENTIFIED

1. Competition from Online Marketplaces – Aggressive pricing from Amazon and Flipkart reduces Vijay Sales' margins.
2. Logistics & Omnichannel Integration – Stock mismatches between online and offline stores create delays and confusion.
3. Digital Transformation Challenges – The website and app lack advanced features compared to e-commerce leaders.
4. Customer Service Scalability – After-sales consistency across regions is a major challenge.

SOLUTIONS OFFERED

1. **Competition:** Launch exclusive product tie-ups, loyalty programs, and financing offers to stand out.
2. **Logistics & Omnichannel:** Implement ERP systems for real-time stock visibility and AI demand forecasting.
3. **Digital Transformation:** Upgrade online platforms with AI personalization, chatbots, and faster delivery models.
4. **Customer Service:** Adopt a unified CRM system and standardize after-sales processes nationwide.

CONCLUSION

Vijay Sales has built a legacy of trust and reliability, but faces challenges from digital-first competitors. By focusing on digital innovation, omnichannel integration, and improved service standards, Vijay Sales can sustain

growth while maintaining its leadership in offline retail.

RECOMMENDATIONS

1. Strengthen Omnichannel Retailing – Seamless integration of online and offline channels.
2. Develop Digital Talent – Train staff in digital marketing, AI, and analytics.
3. Enhance Sustainability – Promote eco-friendly appliances and recycling initiatives.
4. Expand Tier-2 and Tier-3 Presence – Open smaller-format stores supported by e-commerce platforms.