

Project Report

On

A Study on Promotional Strategy of Shoppers Stop With Reference to Noida

**(A Report Submitted in Partial Fulfilment of Requirements for the Degree of
Bachelor of Commerce(Hons.) in Galgotias University, Greater Noida)**



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Students' Declaration

I, Diya Rawat hereby declare that the Project Work titled “**A Study on Promotional Strategy of Shoppers Stop With Reference to Noida**”(CUSTOMER’S PROSPECTIVE) is the original work done by me and submitted to Galgotias University in partial fulfilment of requirements for the award of Bachelors of Commerce Degree (H) is a record of original work done by me under the supervision of Prof. Girish Garg in School of Finance & Commerce.

Name: Diya Rawat

Enrolment No : 1708101025

Signature of the Student

ACKNOWLEDGEMENT

The research work requires co-operation of many people and this work is no exception. It is difficult to thank individually all the persons who patronized this work. I being the researcher had asked for favours, borrowed ideas, expressions and facts from so many that it would require one volume to give credit to all. So, I want to thank all the patrons of this report. First and foremost, we would like to express our sincere and profound gratitude to **Asst.Prof. Mr. Girish Garg** who's guidance has given a proper shape to this project. Her attitude towards excellence, her helping nature and her enthusiasm has been source of constant inspiration. Her unflinching support during our work is very admirable. She is the true driving force behind this work throughout, constantly encouraging me to do my best and inspiring me to aim higher. I will be failing in my duty, if I do not express my indebtedness to my Parents for generating confidence in me right from the commencement of this task to its accomplishment. I am also very thankful to all the faculty members, the whole school staff for providing me with necessary facilities and support, essential for bringing out this work in a given time. I want to thank my friends who extended their cooperation and were patient at all stages of my work. Last but not the least, we are thankful to all respondents, who gave me their precious time and support to fulfil this task, without their co-operation the study would not have seen the light of the day.

DIYARAWAT

Certificate of the Guide

This is to certify that the Project Work titled “**A Study on Promotional Strategy of Shoppers Stop With Reference to Noida**” (CUSTOMER’S PROSPECTIVE) is a bonafide work of **Miss.DIYA RAWAT** Enroll No:- 1708101025 carried out in partial fulfilment for the award of degree of B.Com (H):BANKING and MARKETING (specialization) of Galgotias University under my guidance. This project work is original and not submitted earlier for the award of any degree / diploma or associateship of any other University / Institution, in best of my knowledge and belief.

Signature of the Guide Office/Guide's seal (Name of the Guide)

Place :GREATERNOIDA

Date :24th February 2020

Certificate of the Dean

This is to certify that the Project Work titled “**A Study on Promotional Strategy of Shoppers Stop With Reference to Noida**” (CUSTOMER’S PROSPECTIVE) is a bonafide work of **Miss.DIYA RAWAT** Enroll No:- 1708101025 carried out in partial fulfilment for the award of degree of B.Com (H):BANKING and MARKETING (specialization) of Galgotias University under my guidance. This project work is original and not submitted earlier for the award of any degree / diploma or associateship of any other University / Institution, in best of my knowledge and belief.

Signature of the Dean (Name of the Dean)

Place :GREATERNOIDA

Date :24th February 2020

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CHAPTER I

Executive summary

My project is made on the topic “PROMOTIONAL STRATEGY OF SHOPPERS STOP”. This project is totally focusing on consumer perception about the Shoppers Stop. As today many retail brand are being available in the city, so one cannot choose any particular thing and also cannot choose any particular location. So this is descriptive research. In this research, the sampling technique is random sampling and the design which is used is convenience sampling design, because convenience sampling design has two properties which is unrestricted and non-probability. Data collection technique and questionnaire is data collection instrument, which is both close & open ended.

INTRODUCTION TO RETAIL

This project has been made on the research problem “This project is made on the topic identifying target market of a retail outlet of “SHOPPER STOP” in Jaipur city. in 2009.” Purpose of this project is to understand the consumer behaviour towards this retail outlet and to know their opinion about the determinants of image of another retail outlet in Jaipur. Today India is standing on the threshold of retail revolution and witnessing a great change in its retail landscape i.e. from unorganized retailing to organized retailing. Retail is growing with an annual rate of 40%. Its contribution towards GDP is 11% and towards employment is 8%. So after agriculture retailing is one of the biggest sources of employment in the country and is one of the largest industries in India. Although retail industry has existed in our country for centuries but it is only the recent past that it is witnessing such a tremendous growth. This has become possible due to large number of global players flocking to Indian shores for business expansion as India is the second fastest growing economy in the world and third largest economy in terms of GDP. Western markets are suffering from saturation point. So they are recognizing potential Indian market to serve. Combination of many factors has made it a top destination for many global retail players. Many malls are opening up in the city. It is a dire need of an hour to understand the consumer behaviour and knowing its opinion about the determinants of image of a retail outlet which can lead to their success. So this project has its worth this time.

HISTORY OF RETAIL

Retail stores started to develop in India from the beginning of 1995's. They run their retail stores from cities to towns from communities to department stores, hospitals, schools and stations. The total amount of retail stores is about two hundred fifty for the first five biggest retail stores. The competition is getting stronger and stronger. Facing with fierce competition, retail stores are not only enforcing marketing strategy, but also need to maintain customer relationship. Crosby, Evans and Cowels suggest that good relationship quality can be achieved by managing relationship.

Retail strategy

The retailing strategy is a marketing plan abstractly designed to offer its products and services in a way that will optimize customer satisfaction. Service quality and marketing mix strategy have significant and positive association on customer loyalty.[2] The marketing strategy effectively outlines all key aspects of firm's targeted audience; demographic and preference. Throughout a highly competitive market, the retail strategy sets up long-term sustainability. It focuses on customer relationships, stressing the importance of

added value and customer satisfaction. The retail mix is designed to complement the retail strategy through theoretical tools such as the product, its quality and value, the promotions, place, and price.

Retail store design strategy

The design of a retail store is critical when appealing to its intended market, as this is where first impressions are made. It can influence a consumer's perception of the quality of the store, visually communicating value. Certain techniques are used to create a consumer brand experience, which in the long run drives brand loyalty. The front of the store is paid close attention too, known as the "decompression zone" This is usually an open space in the entrance of the store to allow customers to adjust to their new environment. An open planned floor design is effective in retail as it allows customers to see everything. Depending on what side of the road cars drive on in the country, determines what way the store will direct its customers. New Zealand retailer stores for instances would direct customers to the left. Brands are now recognizing that human nature has a conceptual profile and a sensory profile. Through the notions of sensory stimulation retailers can engage maximum emotional impact between a brand and its consumers by relating to both profiles; the goal and experience. By achieving so it can influence purchasing behaviour maximizing outcomes. This is done through the relation of touch, smell, sight, taste and noise. It is common for a retailer store to play music that relates to their targeted market. Jewellery stores like Michel Hill have dim lighting to creating a sense of intimacy. Super markets offer taste testers. Clothing garments are at arms reach, allowing customers to feel the different textures of clothing. Wooden floors also contrast with the carpeted fitting rooms, which is designed to create a sense of homeliness when trying on garments. 'Peter Alexandra' is renown for their scented candles. These aspects outlined add to the sensory experience put in place to strategically achieve customer satisfaction and retention. This will create future opportunity and help a brand stand out in amongst the competitive market.

A marketplace is a location where goods and services are exchanged. The traditional market square is a city square where traders set up stalls and buyers browse the stores. This kind of market is very old, and countless such markets are still in operation around the whole world.

In some parts of the world, the retail business is still dominated by small family-run stores, but this market is increasingly being taken over by large retail chains. Most of these stores are called high street stores. Gradually high street stores are being re-grouped in condensed geographical areas along specific streets or districts such as the Magnificent Mile in Chicago, Illinois or at single locations called malls. These are more defined and planned spaces for retail stores and brands.

Types by products

Retail is usually classified by the following type of products:

- Food products — typically require cold storage facilities.
- Hard goods or durable goods ("hardline retailers")[7] — automobiles, appliances, electronics, furniture, sporting goods, lumber, etc., and parts for them. Goods that do not quickly wear out and provide utility over time.
- Soft goods or consumables— clothing, other fabrics, footwear, cosmetics, medicines and stationery. Goods that are consumed after one use or have a limited period (typically under three years) in which you may use them.
- Arts — contemporary art galleries, bookstores, handicrafts, musical instruments, gift shops, and supplies for them.

Types by marketing strategy

These are the following types of retailers by marketing strategy:

Department store

Department stores are very large stores offering a huge assortment of "soft" and "hard" goods which often bear a resemblance to a collection of specialty stores. A retailer of such store carries a variety of categories and has a broad assortment of goods at an average price. They offer considerable customer service.

Discount store

Discount stores tend to offer a wide array of products and services, but they compete mainly on price. They offer extensive assortments of merchandise at affordable and cut-rate prices. In the past, retailers sold less fashion-oriented brands. However, in more recent years companies such as TJX Companies (Own T.J. Maxx and Marshalls) and Ross Stores are discount store operations increasingly offering fashion-oriented brands on a larger scale.

Warehouse store

Warehouses that offer low-cost, often high-quantity goods piled on pallets or steel shelves; warehouse clubs charge a membership fee.

Variety store

Variety stores offer extremely low-cost goods, with a vast array of selection. The downfall to this is that the items are not very high quality.

Demographic

Retailers that aim at one particular segment (e.g., high-end retailers focusing on wealthy individuals).

Mom-And-Pop

A small retail outlet owned and operated by an individual or family. Focuses on a relatively limited and selective set of products.

Specialty store

A specialty (BE: speciality) store has a narrow marketing focus — either specializing on specific merchandise, such as toys, shoes, or clothing, or on a target audience, such as children, tourists, or plus-size women. Size of store varies — some specialty stores might be retail giants such as Toys "R" Us, Foot Locker, and The Body Shop, while others might be small, individual shops such as Nutters of Savile Row.[10] Such stores, regardless of size, tend to have a greater depth of the specialist stock than general stores, and generally offer specialist product knowledge valued by the consumer. Pricing is usually not the priority when consumers are deciding upon a specialty store; factors such as branding image, selection choice, and purchasing assistance are seen as important. They differ from department stores and supermarkets which carry a wide range of merchandise.

Boutique

Boutique or concept stores are similar to specialty stores. Concept stores are very small in size, and only ever stock one brand. They are run by the brand that controls them. An example of brand that distributes largely through their own widely distributed concept stores is L'OCCITANE en Provence. The limited size and offering of L'OCCITANE's stores are too small to be considered a specialty store proper.

General store

A general store is a rural store that supplies the main needs for the local community.

Convenience store

A convenience store provides limited amount of merchandise at more than average prices with a speedy checkout. This store is ideal for emergency and immediate purchase consumables as it often works with extended hours, stocking every day.

Hypermarkets

Provides variety and huge volumes of exclusive merchandise at low margins. The operating cost is comparatively less than other retail formats.

Supermarket

A supermarket is a self-service store consisting mainly of grocery and limited products on non food items. They may adopt a Hi-Lo or an EDLP strategy for pricing. The supermarkets can be anywhere between 20,000 and 40,000 square feet (3,700 m²). Example: SPAR supermarket.

Mall

A shopping mall has a range of retail shops at a single outlet. They can include products, food and entertainment under one roof. Malls provide 7% of retail revenue in India, 10% in Vietnam, 25% in China, 28% in Indonesia, 39% in the Philippines, and 45% in Thailand.

"Category killer" or specialist

By supplying wide assortment in a single category for lower prices a category killer retailer can "kill" that category for other retailers. For few categories, such as electronics, the products are displayed at the centre of the store and sales person will be available to address customer queries and give suggestions when required. Other retail format stores are forced to reduce the prices if a category specialist retail store is present in the vicinity.

E-tailer

The customer can shop and order through the internet and the merchandise is dropped at the customer's doorstep or an e-tailer. Here the retailers use drop shipping technique. They accept the payment for the product but the customer receives the product directly from the manufacturer or a wholesaler. This format is ideal for customers who do not want to travel to retail stores and are interested in home shopping.

Vending machine

A vending machine is an automated piece of equipment wherein customers can drop the money in the machine and acquire the products. Some stores take a no frills approach, while others are "mid-range" or "high end", depending on what income level they target.

Other types

Other types of retail store include:

- Automated retail stores — self-service, robotic kiosks located in airports, malls and grocery stores. The stores accept credit cards and are usually open 24/7. Examples include ZoomShops and Redbox.
- Big-box stores — encompass larger department, discount, general merchandise, and warehouse stores.

Retailers can opt for a format as each provides different retail mix to its customers based on their customer demographics, lifestyle and purchase behaviour. A good format will lend a hand to display products well and entice the target customers to spawn sales.

RESEARCH METHODOLOGY

- Methodology is very important part of the project. Though the objective is set but if the methodology used is not correct the data interpreted will be misleading. So it is very much necessary that precautions should be taken while deciding the methodology to be used for the collection of data.

Variables

- Location
- Price of products
- Variety of items
- Quality of items
- Ambience / Location
- Visit options
- Availability of products
- Lucrative offers
- Advertisements
- Need of purchase
- Design of products

Research Design

- Descriptive
- Descriptive is selected because

1. Variables have been identified.
2. I wanted to describe the characteristic of variables

Sample Size

- 100 Respondents

Sample Design

- Non probability Convenience (because) :
 - Population is finite.
 - Source list is not available.

Collection of Data

The reliability of the result depends upon the data collection .to conduct a Purposeful research the market researchers need various type of regarding market Researchers need various type of information regarding market ,product and Marketing policies. The basic need of obtaining primary data is communicating with the various customers. Communicating involves questioning to the customers to secure the desired information using the data collecting technique called questionnaire. The question will be asked in the writing. This technique was very useful for collecting data regarding perception of the researcher.

Types of Data

There are two types of data:

- Primary data
- Secondary data

In the market research conducted I have gathered Primary data from different resources.

Survey Method

Survey is a research method used for collecting data from a pre-defined group of respondents to gain information. This is the most widely used method for the research. Two opinions are available to the person conducting the market research either he surveys the entire universe or a part of the universe and draws conclusions about the whole universe on the basis the information obtained on studying a part of it.In survey two methods are used one is questionnaire method and another is interview method.

OBJECTIVES

PRIMARY OBJECTIVES

- To know the customer composition of the Shoppers Stop
 - To know the effectiveness of the present Marketing Strategies of the store
 - To know the customer needs

SECONDARY OBJECTIVES

- To reframe offers of the stores
- To know major competitors in the region of Noida
- To know the taste and preference of the customers

LIMITATIONS

Though I tried my level best to make the study perfect & proof yet it has following limitation for the reason beyond control.

- Time was major constraint in the study process.
- The result if study is applicable to the survey area only.
- Some of the consumer could have been achieved the actual information.
- It is assumed that the information given by the respondents is genuine and best of their knowledge.

CHAPTER-II

COMPANY PROFILE

Shoppers Stop is an Indian retailing company promoted by the K Raheja Corp Group, started in the year 1991 with its first store in Andheri, Mumbai. Shoppers Stop Ltd has been awarded "The Hall of Fame" and won "The Emerging Market Retailer of the Year Award", by World Retail Congress at Barcelona, on April 10, 2008. Shoppers Stop is listed on the BSE. As of 2013, Shoppers Stop has 73 stores in India.

Shoppers Stop began by operating a chain of department stores under the name "Shoppers' Stop" in India. Shoppers Stop has 74 stores across 35 cities in India.

Specifically, Shoppers Stop stores retails clothing, accessories, handbags, shoes, jewellery, fragrances, cosmetics, health and beauty products, home furnishing and decor products.

Shoppers Stop launched its e-store with delivery across major cities in India in 2008. The website retails all the products available at Shoppers Stop stores, including apparel, cosmetics and accessories. Shoppers Stop opened stores in Amritsar, Bhopal and Aurangabad.

From inception, Shoppers Stop has progressed from being a single brand shop to becoming a Fashion & Lifestyle store for the family. Today, Shoppers stop is a household name, known for its superior quality products, services and above all, for providing a complete shopping experience.

With an immense amount of expertise and credibility, Shoppers Stop has become the highest benchmark for the Indian retail industry. In fact, the company's continuing expansion plans aim to help Shoppers Stop meet the challenges of the retail industry in an even better manner than it does today.

VISION

“To be an inspirational and trusted brand, transforming customer's lives through fashion and delightful shopping experience every time”

Values that help us in achieving our mission and vision:

EXCELLENCE - "We will have an environment that encourages development & excellence."

OPENNESS - "The obligation to dissent and an environment conducive to openness."

CARE - "We will have a willingness to apologize and forgive."

INTEGRITY – "We will be fair and not take what is not ours."

INNOVATIVE– "We will have an environment of innovation and growth."

SOCIALLY RESPONSIBLE – "We will respect our customers' rights and be socially responsible."

CSR

- Shoppers Stop commenced Eco Friendly Initiatives in 2007 with the mission to conserve energy and formulated “Energy Management Policy”.
- Evaluated opportunities available, to advocate 3Rs...Reduce-Reuse-Recycle.
- Initiatives which were purely business driven to improve bottom line; before
- Government mandates.

Opportunities

- Lower operating expenses against increased power tariffs.
- Introduce eco-friendly products against Global Warming and Ozone depletion.
- Own a cause and promote eco-friendly merchandize range.
- Recycle e-waste and clothes.
- Conserve water at stores.

SHOPPERS STOP

With an unparalleled assortment of the leading international and national brands in clothing for men, women, and kids; accessories, fragrances, cosmetics, footwear; home furnishing and decor products, our stores aim to provide shoppers a truly international shopping destination.

Experienced, professional management; supported by world-class systems and practices; and a talented pool of associates with a shared passion for making every shopper visit a memorable one, has helped Shoppers Stop to grow from a single store in 1991 to the largest chain of Department Stores in India today.

Our unending pursuit to benchmark ourselves with the best in the world is testified by the fact that Shoppers Stop is the only Indian member of the "Intercontinental Group of Departmental Stores", which has the likes of Selfridges (United Kingdom), Karstadt (Germany), Marks & Spencer (UK), Matahari (Indonesia), Myers Grace Bros. (Australia) and Rustan's (Philippines) among its members.

At Shoppers Stop we believe in a world of limitless possibilities. We always

set benchmarks, cross limits, achieve the impossible and celebrate our successes. Innovation being our key driver, we have adopted a new philosophy of "Start Something New" to give retail a new dimension. We endeavor to Start Something New in performance. Start Something New in products. Start Something New in customer service. Start Something New in Life

BRANDS

Shoppers Stop retails products of domestic and international brands such as Louis Philippe, Pepe, Arrow, Biba Apparels, Gini&Jony, Carbon, Corelle, Magppie, Nike, Reebok, Soulflower, LEGO, and Mattel. Shoppers Stop retails merchandise under its own labels, such as STOP, Kashish, LIFE and VettorioFratini, Elliza Donatein, Acropolis etc. The company also licensees for Austin Reed (London), an international brand, whose men's and women's outerwear are retailed in India exclusively through the chain 2009, Shoppers Stop has bought the license for merchandising Zoozoo the brand mascot for Vodafone India.

Company Profile of Shoppers Stop

- 1. Krishnamurthy Hedge:- GM web solution**
- 2. Tanya Mishra:- HR head**
- 3. SahilAnand:- Area head north**
- 4. Roohi Mohammad:- Head HR crossword**
- 5. SoumyaChattopadhyay:- Mgmt. Intern**
- 6. Piyushi Singh:- Unit Head marketing**
- 7. RajatMathur:- DGM marketing**
- 8. ArchanaSinha:- Manager**
- 9. Sanjay Chakravarti:- Sen. General manager(finance & account)**

LIST OF ITEMS FOR SALE IN SHOPPERS STOP STORE OF NOIDA

The Shoppers Stop store at The Great India Place Mall, Noida

Men's Apparel-Shirts, T-shirts & Polos, Jeans, Trousers, Innerwear, Sportswear, Shorts & Cargos, Socks, Caps & Handkerchiefs, Suits & Jackets, Ties, Kurta, Pyjamas & Stoles, Winterwear,

Men's Accessories- Wallets, Belts, Watches, Sunglasses, Pens, Cufflinks, Socks, Caps & Handkerchiefs, Men's Jewellery,

Men's Footwear- Formal Footwear, Casual Footwear, Sandals and Slippers, Sports Footwear.

Women's Apparel-Kurtas, Salwar and Churidar Suits, Churidars, Salwar and Dupatta, Sarees, Ready to Stitch, T-Shirts & Tops, Shirts, Skirts & Dresses, Jeans & Casual, Bottomwear, Trousers, Lingerie, Night wear, Partywear, Maternity wear, Sportswear, Jackets, Scarves & Stoles, Winterwear,

Women's Accessories- Handbags, Wallets & Clutches, Watches, Sunglasses, Fine Jewellery, Artificial Jewellery, Fashion Jewellery & Accessories, Belts, Socks, Pens,

Women's Footwear-Sandals and Slippers, Evening Wear, Shoes and Boots, Sports Footwear,

Kid's Apparel- Girls, Boys, Baby Apparel, Socks, Winterwear,

Kid's Accessories-Watches, Hair Accessories, Hats & Caps, Sunglasses,

Kid's Shoes- Boys, Girls,

Toys-Early Learning Center, Action Figures, Soft Toys, Dolls, Wheels, Activity & Games, Stationery, Others,

School Essentials- Lunch Box, Sipper, Stationery,

Mothercare- Baby, Boyswear, Girlswear, Travel, Feeding, Toiletries, Toys & Gifts, Bath time, Bedding, Footwear, Socks, Home Safety, Maternity

Men's Shoes- Formal Shoes, Casual Shoes, Sports Shoes, Sandals & Slippers,

Women's Shoes-Flats, Boots & Ankle Boots, Low & Medium Heels, High Heels, Platform & Wedges, Wedding, Sandals, Formal, Sports, Evening Wear,

Kid's Shoes- Boys, Girls

Cosmetics- Skincare and Haircare, Cosmetics and Makeup, Skincare, Haircare, Mens Care,

Fragrances-Perfumes and Deos For Women, Perfumes and Deos for Men

Jewellery- Fine Jewellery, Rings, Bracelets, Necklaces, Earrings, Pendants, Mangalsutra, Nose pin, Sets,

Gold Coins, Artificial Jewellery, Rings, Bracelets, Necklaces, Earrings, Pendants, Sets,

Fashion Jewellery & Accessories, Earrings, Chains & Necklaces, Bracelets, Hair Accessories

Home- Bed, Bath, Kitchen, Home and Personal Appliances, Home Décor, For Kids, Storage & Bins

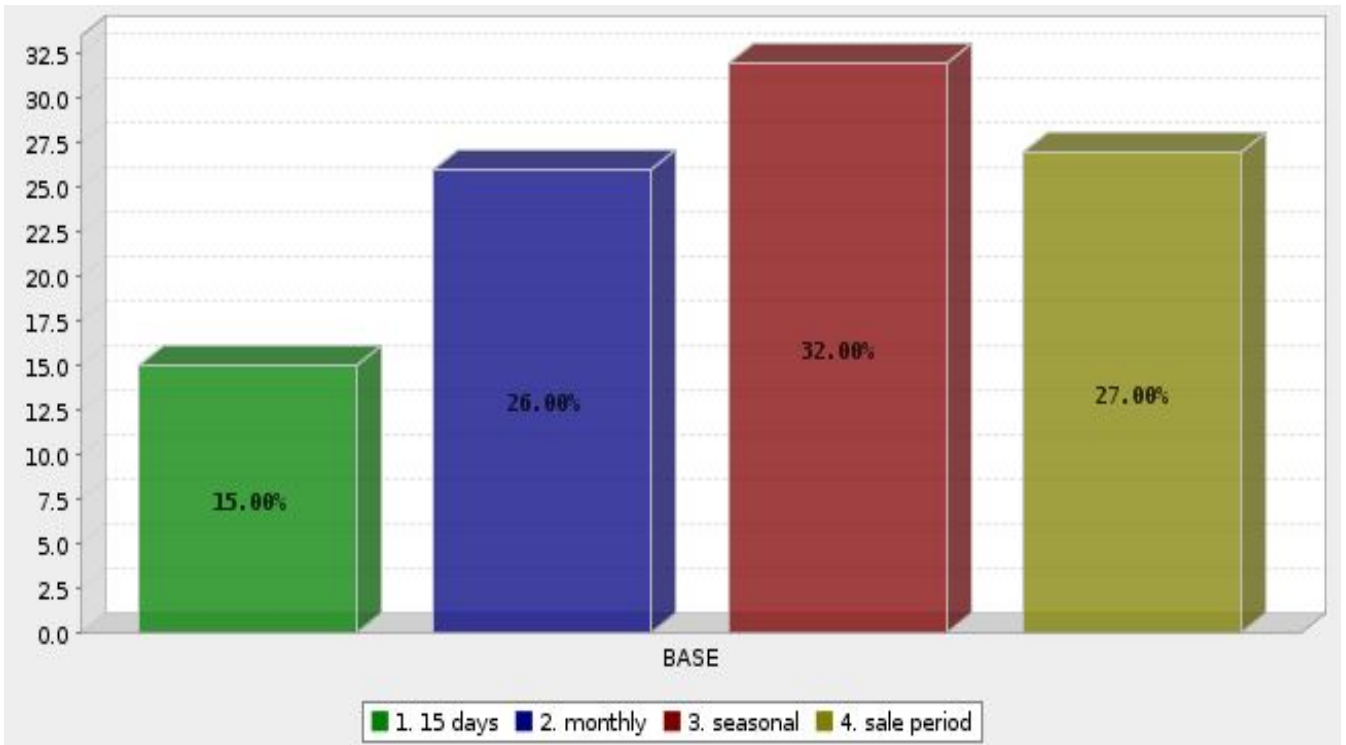
Travel-Soft Trolleys, Hard Trolleys, Airbags & Duffle Bags, BackPacks& Sling Bags, Laptop Bags, Travel Accessories, Kids Travel Accessories

Sports & Fitness- Cricket, Football, Carrom, Baseball, Boxing, Treadmills, Cycles, Sportswear, Footwear.

CHAPTER

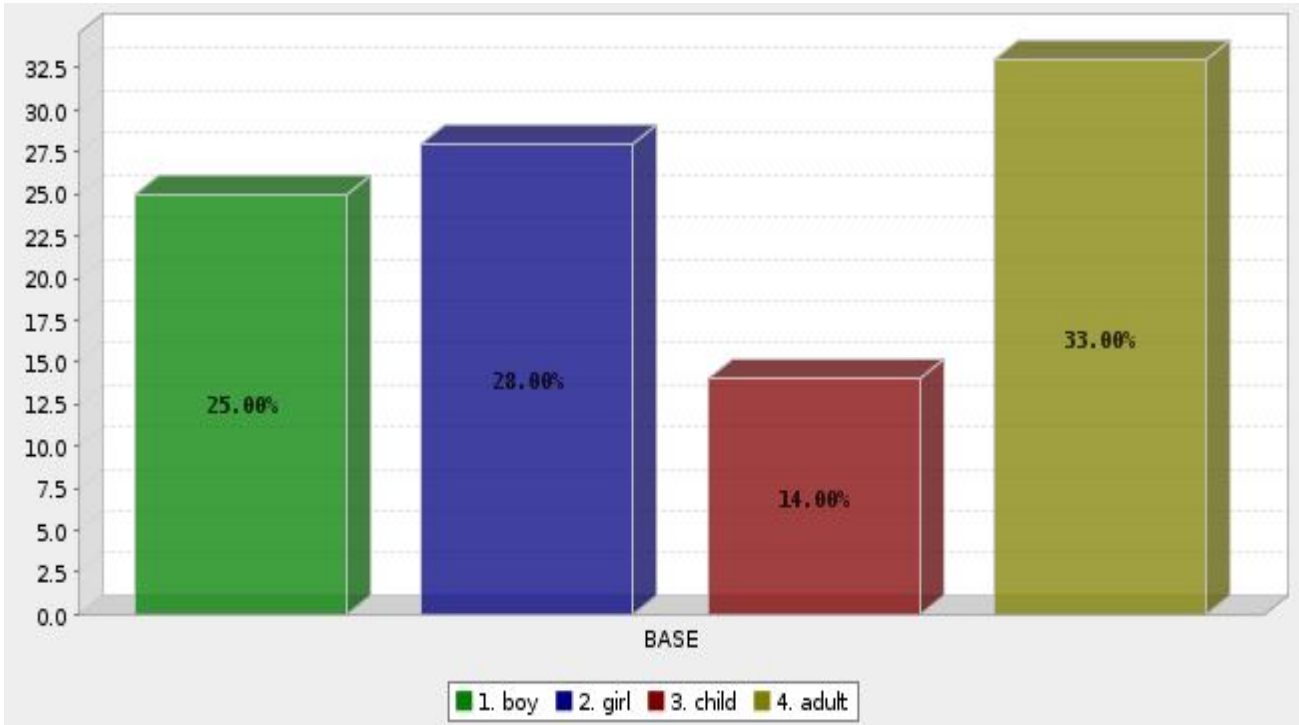
–III

Q1. How often do you Visit Shoppers Stop?



	Answer	Count	Percent	
	1. 15 days	15	15.00%	
	2. Monthly	26	26.00%	
	3. Seasonal	32	32.00%	
	4. Sale period	27	27.00%	
	Total	100	100%	
Mean : Confidence Interval @ 95% : 2.710 [2.509 - 2.911]				Standard Deviation : 1.028
				Standard Error : 0.103

Q2 .Likely to Purchase for?



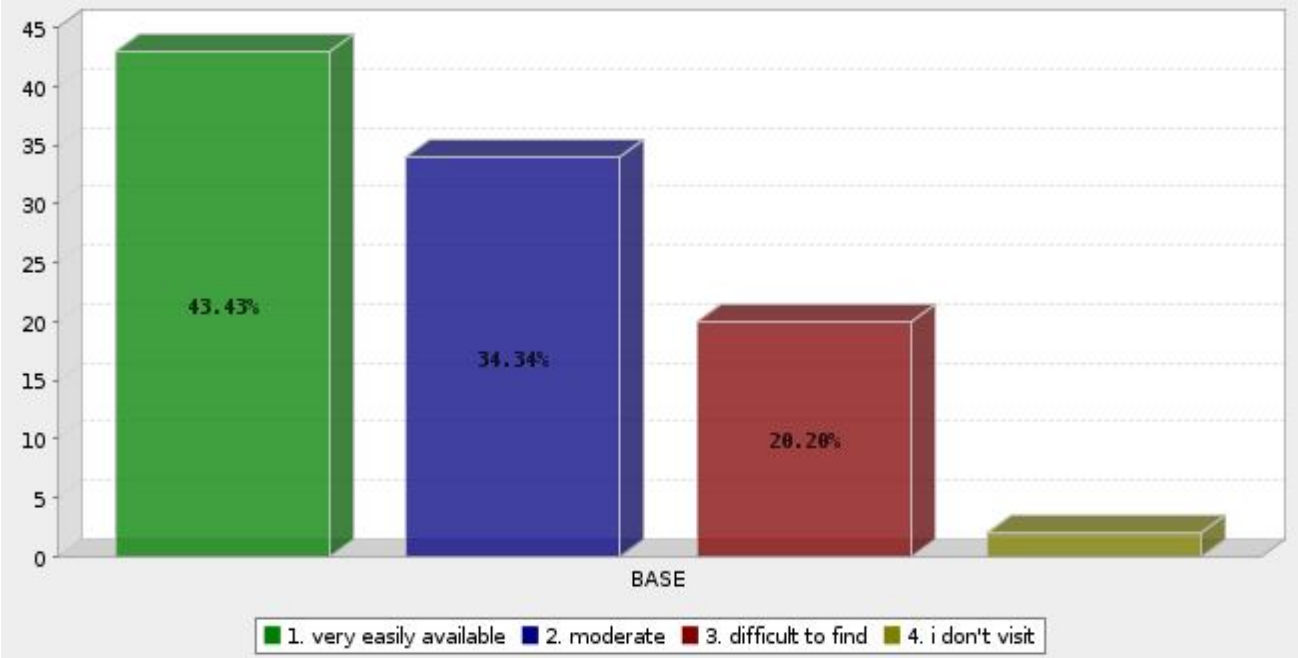
Answer	Count	Percent
1. Boy	25	25.00%
2. Girl	28	28.00%
3. Child	14	14.00%
4. Adult	33	33.00%
Total		100 100%

Mean : **2.550** Confidence Interval @ 95% : **[2.316 - 2.784]**

Standard Deviation : **0.119**

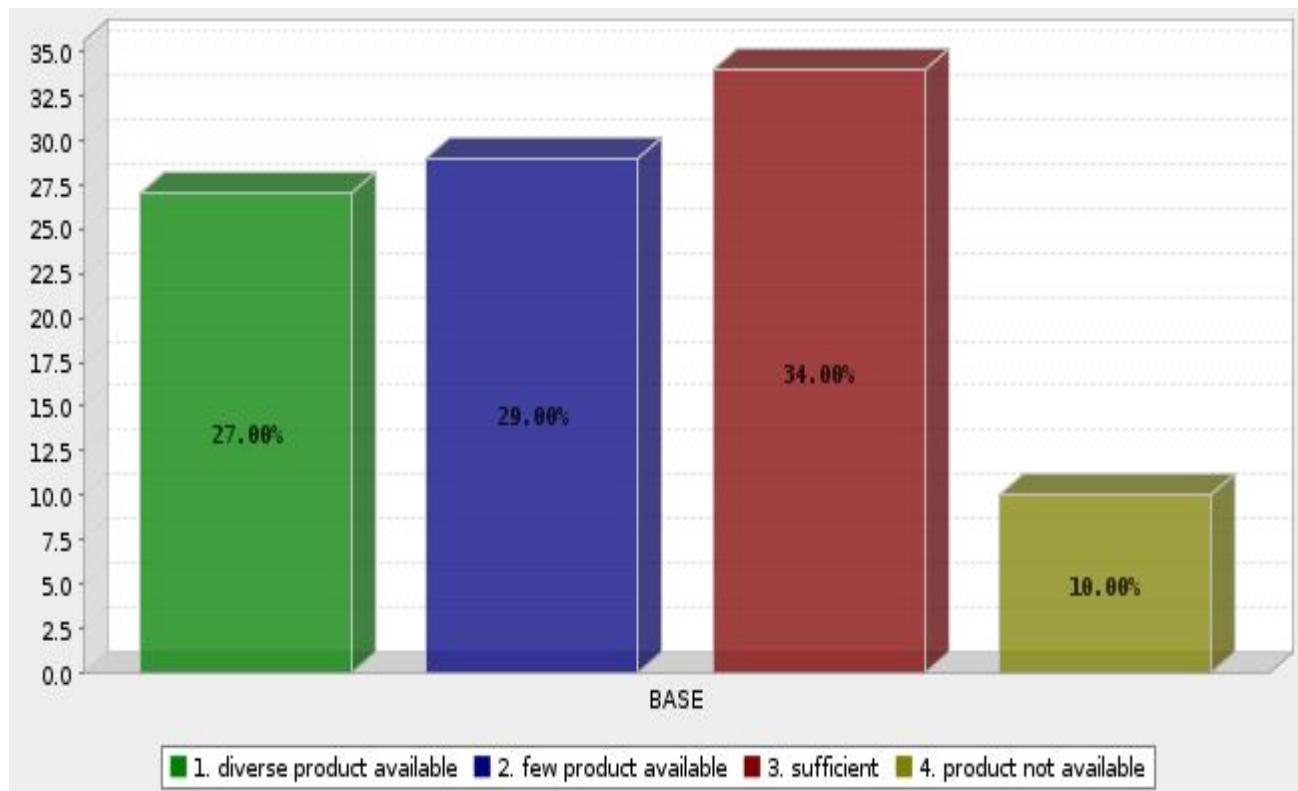
Standard Error : **1.192**

Q3. How easy is the Reach/Location of the Store?



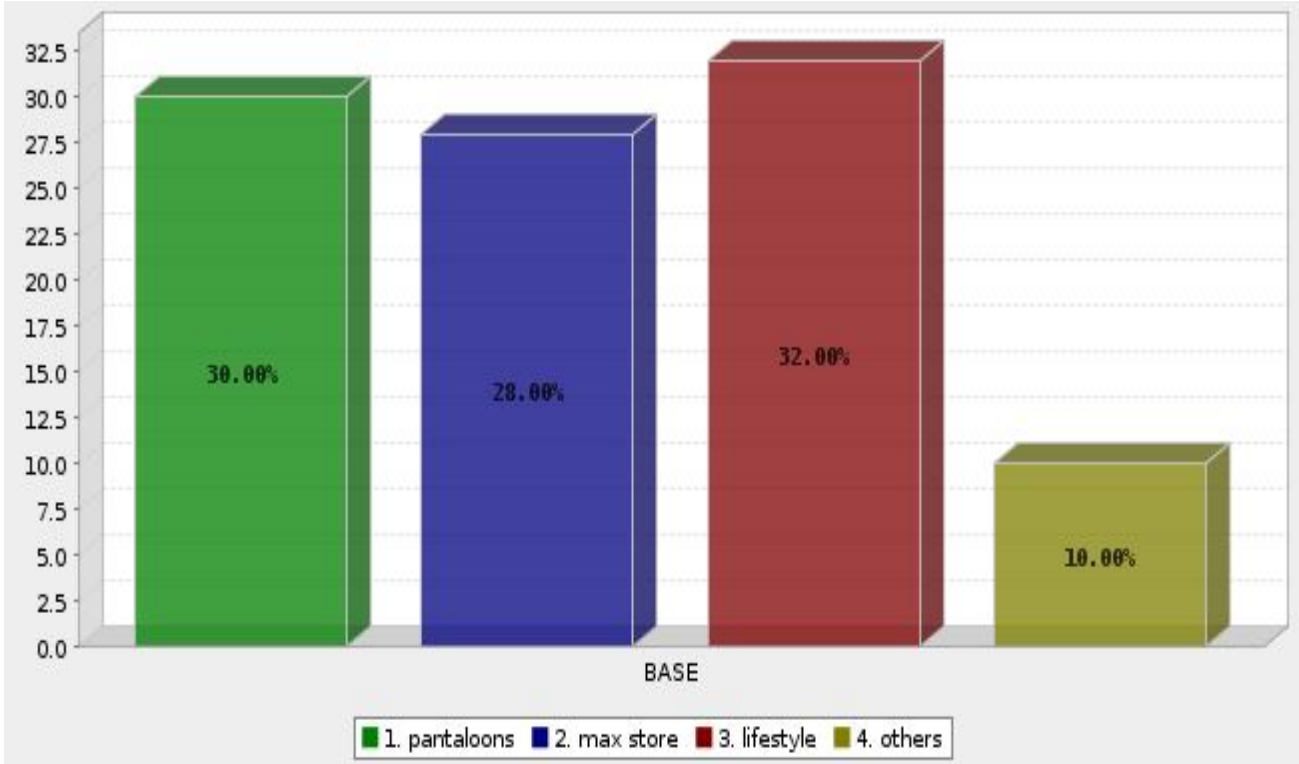
Answer	Count	Percent	
1. Very easily available	43	43.43%	
2. Moderate	34	34.34%	
3. Difficult to find	20	20.20%	
4. I don't visit	3	3.02%	
Total	100	100%	
Mean :	Confidence Interval @ 95% :	Standard Deviation :	Standard Error :
1.808	[1.645 - 1.971]	0.829	0.083

Q4. How do you like the Diversity of Product Range?



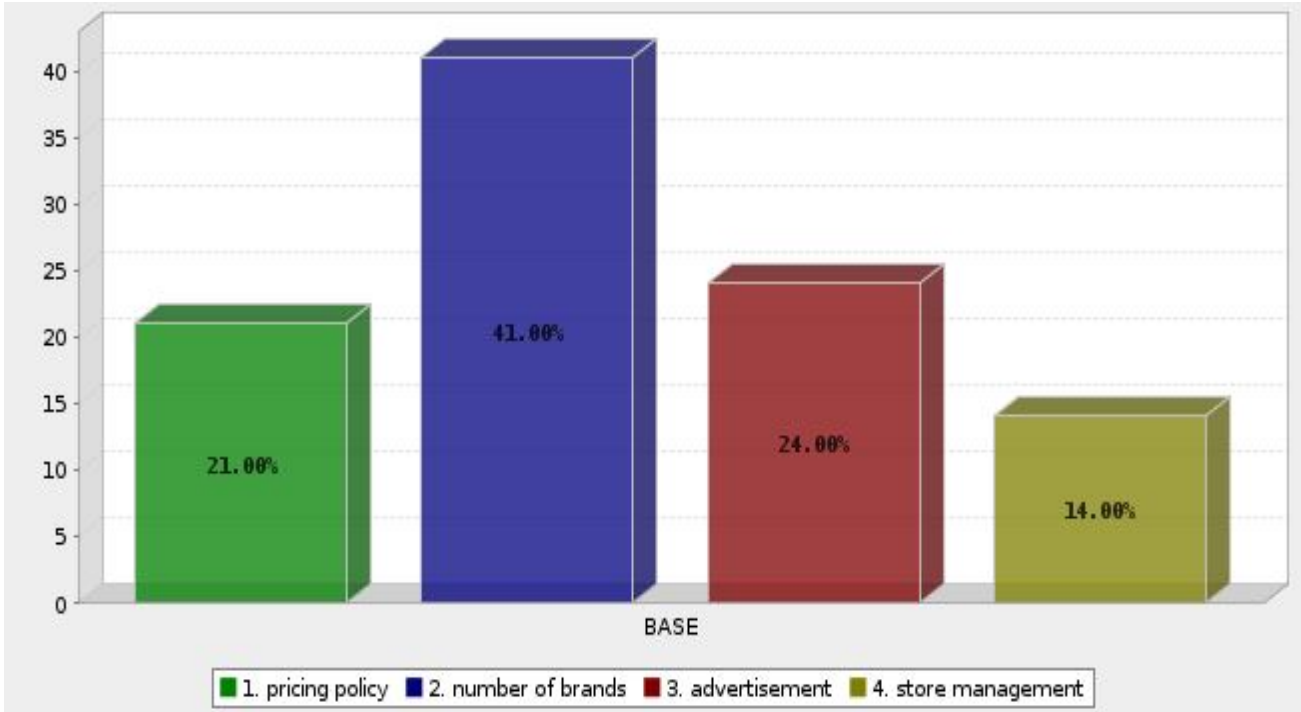
Answer	Count	Percent	
1. Diverse Product Available	27	27.00%	
2. Few Product Available	29	29.00%	
3. Sufficient	34	34.00%	
4. Product not Available	10	10.00%	
Total	100	100%	
Mean :	Confidence Interval @ 95% :	Standard Deviation :	Standard Error :
2.270	[2.079 - 2.461]	0.973	0.097

Q5. Whom do you think is the Major Competitor of Shoppers Stop?



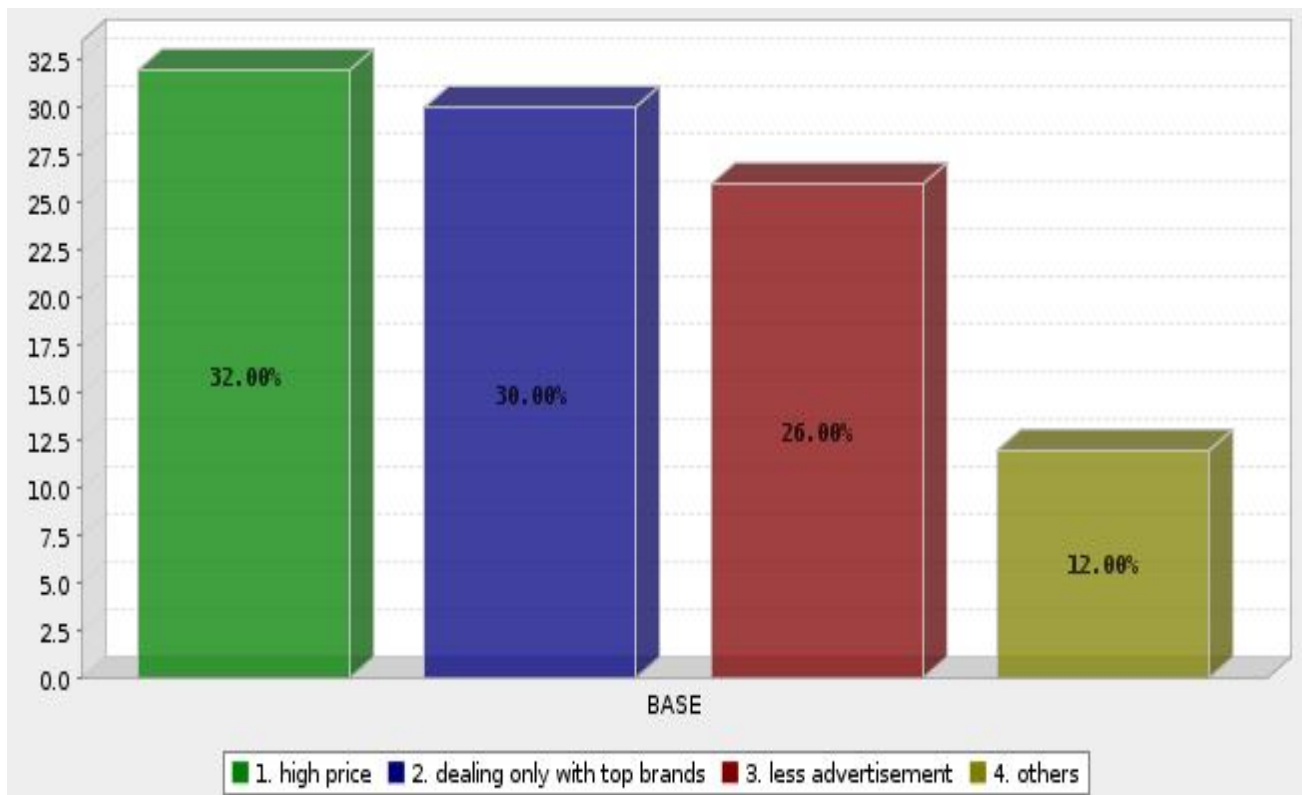
	Answer	Count	Percent	
	1. Pantaloons	30	30.00%	
	2. Max Store	28	28.00%	
	3. LifeStyle	32	32.00%	
	4. Others	10	10.00%	
	Total	100	100%	
Mean :	2.220	Confidence Interval @ 95% :		Standard Standard
		[2.026 - 2.414]		Deviation Error :
				: 0.991 0.099

Q6. What is the Basic Strength of Shoppers Stop?



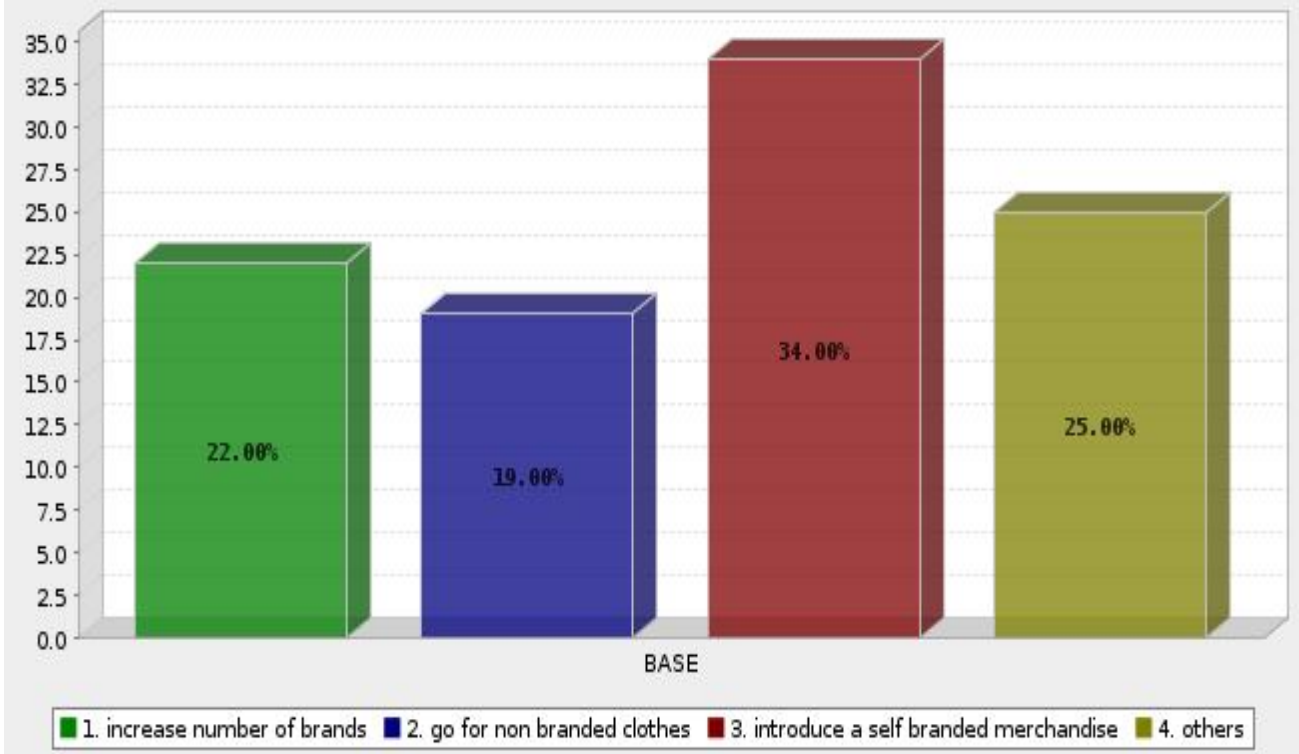
	Answer	Count	Percent	
	1. Pricing Policy	21	21.00%	
	2. Number of Brands	41	41.00%	
	3. Advertisement	24	24.00%	
	4. Store Management	14	14.00%	
	Total	100	100%	
Mean :	Confidence Interval @ 95% :	[2.122 -	Standard	Standard
2.310	2.498]		Deviation :	rd
			0.961	Err
				or :
				0.0
				96

Q7. What Shows Shoppers Stop major Weakness?



Answer	Count	Percent	
1. High Price	32	32.00%	
2. Dealing only with Top Brands	30	30.00%	
3. Less Advertisement	26	26.00%	
4. Others	12	12.00%	
Total	100		100%
Mean : 2.180		Confidence Interval @ 95% : [1.980 - 2.380]	
		Standard Deviation : 1.019	
		Standard Error : 0.102	

Q8. What is the Greatest Opportunity for Shoppers Stop?



Answer	Count	Percent
1. Increase Number of Brands	22	22.00%
2. Go for Non- Branded Clothes	19	19.00%
3. Introduce a Self- Branded Merchandise	34	34.00%
4. Others	25	25.00%
Total	100	100%

Confidence Interval
 Mean : **2.620** @ 95% : [**2.406** - **2.834**] Standard Deviation : **1.090** Standard Error : **0.109**

SITUATIONAL ANALYSIS:

Situational analysis includes current organizational mission, ownership and management alternatives, and current goods/services category. As we have explained above the customers view towards the store , so now we have done the SWOT analysis of Shoppers Stop .

STRENGTH

- System and Processes
- Strong and well Established Management Term
- Loyal Customer Base

WEAKNESS

- Employee Retention
- Inadequate Promotional Strategies
- Uneven Distribution Network

THREATS

- Threat of New Entrants
- Economic Slowdown
- Competitive Rivalry in the Industry

OPPORTUNITIES

- Geographical Reach
- Hyper City – An Entry into Value Retail

FINDINGS AND ANALYSIS REPORT

- The major visitor's on the store are the middle income and high income group of people.
- The major composition mixes the teen agers and parents.
- Majority of people wish to visit the store seasonal rather than monthly or forth-nightly and also a major turn up happens in the sale period.
- The most sold products are of adults followed by girl child and then the boy child.
- Being famous for its western style of collection the store is most likely visited by the customers for western merchandise followed by casuals and Indian style and giving formals the last slot of likelihood.
- The Noida store is very easily available as it is situated in one of the most famous mall of Delhi "THE GREATINDIA PLACE"
- Shoppers Stop is famous for its customer loyalty programs and offers and so does it enjoys the highest bidding when asked by customers about their views on offers. They are highly satisfied with offers provided by Shoppers Stop.
- As per the quality and design assisted by the store customers are satisfied by the prices charged to them in return. Majority think that prices are quiet fair.
- There is a mixed approach towards the quality of product offered by the store. Nearly one third people find it satisfactory and the same ratio goes for people who think the products are good in quality.
- The products are of varied nature in the store and people are moderately satisfied from the diversity of the products.
- When it comes to factory outlet , people find it similar for prices of the product but when it comes to quality of the product then retail store enjoys the majority by 10-15% range.
- Customers are not highly satisfied with the online shopping module of the company. The problem comes is the self-touch of the product.
- People find the design of clothes very attractive and innovative.

CHAPTER IV

CONCLUSION

The conclusion which generalized after data analysis is that the sales of Shopper's Stop can increase with the proper quality of products, availability of products whereas location, lucrative offers, advertisements and parking facility are not so influential. These are the main things which influence the sales volume of the Shopper's Stop. So I can say that the customer's perception towards Shopper's stop is overall good. The image of Shopper's Stop in consumer's mind is good as per the response collected of all the respondents. I can say so as, the respondents would want to see more outlets of Shoppers Stop and prefer shopping in Shopper's Stop as compared to other well-known shopping marts. So this is how the project would conclude.

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ANNEXURE 1

Marketing Strategy of SHOPPERS STOP

Questionnaire

PERSONAL DETAILS:

- Name
- Age
- Gender
- Email
- Contact
- Monthly Income

GENERAL DATA:

- 1- How often do you visit SHOPPER'S STOP?
 1. 15 Days
 2. Monthly
 3. Seasonal
 4. Sale Period
- 2- Likely to purchase for?
 1. Boy
 2. Girl
 3. Child
 4. Adult
- 3- What are the desirable design of clothes?
 1. Western
 2. Indian

3. Formals
4. Casuals
- 4- How easy is the reach/location of the store?
 1. Very easily available
 2. Moderate
 3. Difficult to find
 4. I don't visit

- 5- How will you rate offers out of 10?
 1. Below 5 / Poor
 2. 6-7 / Average
 3. 8-9 / Good
 4. 10 / Excellent

- 6- How likely do you rate the pricing as per the clothes?
 1. High priced
 2. Low priced
 3. Equilibrium/Fairly priced
 4. No opinion

- 7- How do you like the quality of product on basis of usage?
 1. Very good
 2. Good
 3. Satisfactory
 4. Un-Satisfactory

- 8- How do you like the diversity of product range?
 1. Diverse product available
 2. Few products available
 3. Sufficient
 4. Products not available

- 9- What do you prefer factory outlet or retail store in context of price?
 1. Factory Outlet
 2. Retail Store

- 10- What do you prefer factory outlet or retail store in context of product?
 1. Factory Outlet
 2. Retail Store

- 11- Rate the online shopping in context of ease?
 1. Below 5
 2. 6-7
 3. 8-9
 4. 10

- 12- How do you like the innovative design of merchandise?

1. Very innovative
2. Moderate
3. Less innovative
4. No comments

13- Whom do you think is the major competitor of Shoppers Stop?

1. Pantaloons
2. Max Store
3. Lifestyle
4. Others (please specify)

14- What is the basic strength of Shoppers Stop?

1. Pricing Policy
2. Number of brands
3. Advertisement
4. Store management

15- What shows Shoppers Stop major Weakness?

1. High Prices
2. Dealing only with top brands
3. Less advertisement
4. Others (please specify)

16- What is the greatest opportunity for Shoppers Stop?

1. Increase number of brands
2. Go for some non branded clothes
3. Introduce a self branded merchandise
4. Others (please specify)