

NABAGRAM HIRALAL PAUL COLLEGE

ESTD:1957

NABAGRAM, KONNAGAR, HOOGHLY, PIN:712246

THE UNIVERSITY OF CALCUTTA



INDUSTRIAL TRAINING PROJECT

NAME OF ORGANAISATION : PANTALOONS FASHION & RETAIL LTD.

NAME OF CANDIDATE : DEEP KHELO

COURSE NAME : BACHELOR OF VOCATIONAL

DEPERTMENT : RETAIL MANAGEMENT

SEMESTER : VI

JOB ROLE : DEPARTMENT MANAGER

COLLEGE ROLL NO. : 20/B.VOC(RM)/005

UNIVERSITY REG. NO. : 612-1112-0029-20

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SESSION :2020-2023

Signature Of Teacher:- _____

Internship Project Report

Introduction :- I am Deep Khelo I am from Sheoraphuli. I am pursuing of Vocational in Retail Management 3rd year from “NABAGRAM HIRALAL PUAL COLLEGE” under “Calcutta University”. I have done internships from 01st Jun 2022 to 08th Sept 2022 , from the well known store Pantaloons which located in Srerampore . I have Assign for industrial training work and I parallel done this on job training on my study period as an.

Organization Address:- The name of organization where I complete the internship that is Pantaloons Fashion Retail Ltd. Which located in Brishti Apartment, 50, R.B. Sarani, Srerampore, Hooghly-712201.The present parentel company of pantaloons that is Aditya Birla Fashion and Retail Ltd.



History of Pantaloons:-

Pantaloon Retail India Limited (PRIL) a retailer was incorporated in 12th October of the year 1987 headquartered in Mumbai the company operates through primarily the Lifestyle' and Value' formats through multiple delivery mechanisms and lines of business some of them being fashion food general merchandise home leisure and entertainment financial services communications and wellness. The Company has stores in 51 cities across the country constituting over 6 million square feet of retail space. It caters to the Lifestyle' segment through its 35 Pantaloons Stores and 5 Central Malls as well as its other concepts. In Value' retailing it is present through 78 Big Bazaar hypermarkets 113 Food Bazaars and other delivery formats. In the year 1991 the company had launched BARE the Indian jeans brand. Initial public offer (IPO) was made in May of the year 1992. During the year 1994 the Pantaloon Shoppe an exclusive menswear store in franchisee format launched across the nation and also the company starts the distribution of branded garments through multi-brand retail outlets across the nation. In the year 1995 the John Miller formal shirt brand of the company was launched in market. India's family store Pantaloons was launched in Kolkata during the year 1997. In the year 2001 Big Bazaar Is se sasta aur accha kahi nahin' India's first hypermarket chain was launched after this a supermarket chain also launched in the period of 2002 under the name and style of Food Bazaar. The Company had initiated India's first seamless mall in Bangalore in the name of 'Central' in the year 2004. During the year 2005 Fashion Station of the company was launched it was the popular fashion chain and also in the same year a little larger' (aLL) an exclusive store for plus-size individuals was launched. In 2006 Future Capital Holdings the company's financial arm launched its real estate funds Kshitij and Horizon and private equity fund Indivision. Multiple retail formats including Collection i Furniture Bazaar Shoe Factory EZone Depot and futurebazaar.com are launched across the nation in the year 2006. The Company had signed a Memorandum of Understanding (MOU) with Blue Foods Private Limited to form a 50-50 Joint Venture Company in July 31st of the year 2006 for setting up food courts and speciality restaurants across the country. In January of the year 2008 the company had entered into joint venture with US based Staples Indian office products business unit Future Office. As at February 2008 Pantaloon awarded a comprehensive USD 50 million 5-year IT outsourcing contract to Wipro Infotech. The Company initiated its flagship hypermarket retail store 'Big Bazaar' in Barrdhaman city during January of the year 2008.

Srerampore City

Serampore is an old colonial town of West Bengal. Situated just 24 kilometers from Kolkata, it is a bustling crowded place on the right bank of the Hooghly River. While most of the town is under local administration, the Kolkata Metropolitan Development Authority (KMDA) also covers a part of it. It was the only town to be colonized by the Danish and was known as Frederiksnagore from 1755- 1845. Serampore was famous for its superior education institutions and William Carey founded the Serampore College. It was also the first College University in Bengal. The town is also known for publication of the first Bengali Newspaper, Samachar Darpan.

Serampore is well connected to Kolkata by railways and by road. It takes a little more than 30 minutes to travel to the town by car, while local buses and trains ply at regular intervals from Kolkata. Mithila Express, Doon Express, and Amritsar Express are some of the long distance trains that travel via Serampore to Kolkata.

The residents of Serampore usually travel to Kolkata for work and education on a daily basis. Both the rail and bus fares are economical and do not exceed Rs 100. Cars for hire and taxis are also available at approximately Rs 200 from Kolkata.

Serampore is currently a satellite town of Kolkata and most people indulge in the normal day-to-day activities while in the town. However, there are quite a few places to visit in the area as a tourist. Some of the most popular ones are:-

Radhaballav Jiu Temple is open to the public; Puja and anjali are performed daily both in the morning and evening. Jhulan Jatra, Janmastami, Nandotsob, Radhastami, Rasjatra and Doljatra are celebrated every year. Radhaballav Jiu Temple is also known as Thakurbari.

Jagannatha Temple had built by Dhrubananda Brahmachari, a devout man of Mahesh at 1397. But this temple is no longer in existence. Prestemple in Mahesh was built in 1755 and cost around Rs. 20,000; donated by Nayanchand Mallik of Pathuriaghata at Kolkata.

Rath Yatra: Mahesh Rath Yatra is Second oldest in India after Puri. Serampore is famous for this and the town receives an unprecedented number of tourists during the occasion.

Serampore Rajbari: The Goswamis of Serampore are one of the five Brahmin families whom King of Gaur, Adisur had invited to settle in Bengal, with gifts of land and monies, to grow eternal knowledge. Raghuram; a member of the Goswami family was built a house during the

time between 1815 and 1820. Now a days this giant mansion known as "Serampore Rajbari".

Danish cemetery: Serampore also houses two Cemeteries dating back to the Danish days. The Baptist Mission Cemetery in Serampore contains the family graves of Carey, Ward and Marshman, while the Danish Cemetery houses several other Danish graves.

Serampore College: Since Serampore was a Danish Colony from 1755 to 1845, the Baptist missionaries were given all encouragement to develop their educational enterprise by the Danish Governors, Colonel Bie and his successor Colonel Krefting. Joshua Marshman visited Copenhagen and secured from the King of Denmark, Frederick the Sixth, a Royal Charter, empowering the College to confer degrees in all faculties. In other words, Serampore College was considered the third University, the other two being at Copenhagen and at Kiel. In 1845, when the Danish settlement was purchased by the British, the treaty of purchase included provisions for maintaining the rights and immunities granted to the College by the Royal Charter of 1827.

Serampore Jute Mill: India Jute Mill at Serampore, Hooghly became the company's second composite mill after acquisition in June, 2007. It has an installed capacity 120 MT per day producing Sacking cloth & Bags and Hessian cloth & Bags. Located next to the prestigious Serampore College of Textiles, the mill has a rich heritage and background in textile and Jute. This unit employs over 4000 individuals and is known in the industry for its immaculate work culture and ethics.

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Acknowledgment

I would like to express my special thanks of gratitude to my teacher MR. Atanu Mukherjee and MR. Rajjib Debnath sir as well as our principal DR. Srikanta Samanta who gave me the golden opportunity to do this wonderful project on the industrial training, which also helped me in doing a lot of research and I came to know about so many new things I am really thankful to them.

Bibliography and References

I complete this project with the help of some web pages and books and also guided about the project as well as from my class teacher and also from the stuff of the store where I Assign for industrial on job training at Srerampore pantaloons.

Property Details

Establishment :- ABFRL is part of a leading Indian conglomerate, Aditya Birla Group. Spanning a retail space of 8.4 million sq. (as on March 31, 2021), Aditya Birla Fashion and Retail Limited (ABFRL) is India's fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats. In 1987 the owner of future group Kishore Biyani established Pantaloon's brand as one of the Indian Retail Brand. ABFRL brings together the learnings and businesses of two renowned Indian fashion icons, Madura Fashion & Lifestyle and Pantaloon's creating a synergistic core that will act as the nucleus of the future fashion businesses of the Aditya Birla Group.

It has a repertoire of leading brands such as Louis Philippe, Van Heusen, Allen Solly and Peter England established for over 25 years. Pantaloon's is one of India's largest fast fashion store brand.

Present company :- With over 24 years of retailing experience, Pantaloon's, a division of Aditya Birla Fashion and Retail Ltd. is one of the most loved fashion brands in India with 344+ stores spread across 170+ towns and cities in the country.

Chain/Outlets :- Pantaloon's is one of the largest retail chains in India. The chain belongs to Pantaloon Retail India Ltd (PRIL) which owns the Pantaloon brand and manufactures and markets Pantaloon brand apparel. As a fashion conglomerate, ABFRL has a strong network of 3,212 brand stores across the country. It is present across 31,000 multi-brand outlets and 6,800+ point of sales in department stores across India.

Weekly Work Activity Done As Per Schedule

Work activity done as per schedule	Work activities done	Working progress
Day-1	The first day I found out about the store offer.	I was not given any work that day.
Day-2	The next day I was observing the billing section.	
Day-3	I was learn about POS application system.	
Day-4	I was done 3 bill by back support.	
Day-5	I was learn about GC and Non GC customer .	
Day-6	I was learn about Insignia Membership.	
Day-7	I was done 7 bill .	I have been done one Insignia Membership to convincing a customer.
Day-8	I was learn about different Brand offer.	
Day-9	I was done 10 bill.	I have been done 3 Insignia Membership.
Day-10	I was done my first big bill near about 22K.	And done to enroll the Insignia Membership.
Day-11	I have been done some calling to customer for store offer.	
Day-12	I was hanging new stocks and deal with customers.	
Day-13	I was hanging new stocks with tag pins.	So I completed the whole work.
Day-14	I was learning to fold the shirts on the front table.	I was able to arrange half of the front table.
Day-15	I was learn about Gift Card and Gift Voucher.	

Day-16	I was done to sale one Gift Voucher by the application of Quick Silver.	
Day-17	I was done some bill.	And done to enroll 5 Insignia Membership.
Day-18	I was hanging new stocks....and customer dealing.	
Day-19	I was learning to fold formal shirt.	
Day-20	I was done so many bill with Insignia.	
Day-21	I was learn about Tally for whole day Selling Amount Details.	
Day-22	I have been done the Tally for closing my account.	
Day-23	Now continually done one by one bill.	And number of possibilities to make Insignia Membership.
Day-24	So I help my senior to folding shirt.	
Day-25	Learn about many Rules of store for Maintaining Discipline.	
Day-26	Trained about using Fire Extinguisher.	

Advantages And Disadvantages In The Store

Advantages

- 1.The pantaloons cash counter is in the middle which make it easy for the customers to see and they do not have any problem.
- 2.If there is any problem in the offer here, the staff will explain it to them in a very good way.
- 3.All the sections are available in one place to stay one store of pantaloons.

Disadvantages

- 1.Here the customer gets annoyed from time to time due to the problem of offer.
- 2.Because the store is not too big, the space to keep all kinds of brands goes small.
3. The store has no separate parking area.

Different Departments

Cash Department:- Cash department as the name of suggests , deals with the Cash that is either inward or outward, payment in cash by the customer or payment to customer in cash form, with cheques and with receipt the cash department, generally, performs the following activities...It collects the funds of government.

Security Department:- Their job is to prevent a crime from happening by proactively watching for suspicious behaviour, mitigation risk as they appear and contacting the proper authorities when an incident occurs. Simply put, security guards keep people, property and other valuable assets safe and secure.

Sales Department:- A sales department is the direct link between a company's product or service and its customers.

Back office:- The back office is the portion of a company made up of administration and support personnel who are not client facing. Back office functions include settlements, clearances, record maintenance, regulatory compliance, accounting and IT service.

Store Department:- A Retail manager or a store manager is the person ultimately responsible for the day-to-day operation (or management) of a retail store. All employees working in the store report to the store manager. A store manager reports to a general manager. Pantaloon has its own in-house brand. These are the men's PT or in-house brands in Pantaloon:- 1. Indus 2. Indus 3. SF Jean's Co 4. Bare Denim 5. ByFord 6. RIG 7. URBAN RANGER.

Formal shirts and pants for women in Pantaloon A dress shirt, button shirt, button-front, button-front shirt, or button-up shirt, is a garment with a collar and a full-length opening at the front, which is fastened using buttons or shirt studs. A button-down or button-down shirt is a dress shirt which has a button-down collar – a collar having the ends fastened to the shirt with buttons. A dress shirt is normally made from woven cloth , and is often

accompanied by a tie, jacket, suit, or formalwear, but a dress shirt may also be worn more casually. Pantaloons are an in house brands for women :- Akkriti & Rang Munch (ethnic section), Honey , BARE, Annabelle these are western.

The whole section of kids is later in the in house brand. Here you can find 0-2 year boys and girls products for new born baby (Infant).clothes for children 2-3 and 7-8 years old are available at kids.

Among the junior's clothes for 7-14 year old girls and boys are available.

Opportunity In This Industry

An internship provides a variety of benefits for young workers who want to Broaden their chances for landing a job and jump-starting their careers. Internships give you a taste of what a profession is like, help you build your resume and let you meet people who can help you in your career. Don't be passive during an internship and miss opportunities to expand your business background. Take advantage of the many benefits of holding an internship.

Special act done for with or without any supervisor proactively

While at Srerampore pantaloons industrial training, I was also handling some time Cash Billing section. In those days Cash, Card, UPI accept from customers. I did in cash section. Although there was a problem many times, the staff of the other section would help me. Apart from that, I was also handling the section of Cash. I had to take a lot of help from the staff, because I didn't know something about Billing.

Difficulties and over come in the industry

The pantaloons have not parking area the customers are getting in to the problem, Because of there have no parking area outside the Mall.

In the store there have various brand of product, so customers have not identify the right product or brand in the time of sale, discount and any other redemption of terms and conditions but there have enough staff or brand staff to collaborate the communication to the customers.

Findings

Retailing involves all activities required to market consumer goods and services to ultimate consumers who are purchasing for individual or family needs.

The term retail refers to the sale of goods and services to the public for consumption. Retailing involves all activities required to market consumer goods and services to consumers who are purchasing for individual or family needs through a point of purchase. The retail industry covers an enormous range of consumer needs. Retailers define their target buyer segments, identify the service outputs that those segments require, and match their offerings to provide value to each target segment. Retailers define their target buyer segments, identify the service outputs that those segments require, and match their offerings to provide value to each target segment.

Conclusion

Customer are always hungry for Modern way of shopping. India Retail sector and its employment potential is growing fast. Like Spencer, Big bazaar , Reliance fresh etc, are tapping customers by creating point of sales display. So we can that India is a rising star and going to be one of the fastest growing regions of the future.

Retailing, thus enjoys many unique features .Inefficiency in retailing leads to lower profitability of the retailers and lower service out puts for the customers. Steps to strengthen the position of the retailing industry must be taken. Such steps may include establishment of retailer's co-operatives, merger and buy out, use of technology to the greatest possible extent, setting up of non- store retailing centre's.

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ESTD : 1957

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INDUSTRIAL RESEARCH PROJECT

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JOB ROLE : TEAM LEADER

COLLEGE ROLL NO. : 20/B.VOC(RM)/014

UNIVERSITY REGISTRATION NO: 612-1111-0007-20

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Acknowledgment

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Books(PDF)

1. Evelution of retail in India
2. Retail sector in India

Introduction

Retailing can be traced back to the barter system where exchange of goods took place. With the evolution of human civilization the business function has transformed from producer-to-consumer to business-to-consumer. Thus retailing is an activity which sells products and services to customers in the final stage of supply chain marketing. It does this by procuring in large scale quantities from manufacturers and supplying them to customers on a relatively small scale for their personal consumption or for family. Retailer is a person or agent or agency or company or organization who is instrumental in reaching the goods or merchandise or services to the end user or ultimate consumer. All the efforts of a retailers is to manage the business by attracting the consumers to their stores and make them buy more and make repeat purchase with them. Retail marketing has an element of eternity in the formats of markets and the marketing ethos. In the post industrialization era, economies have grown, purchasing power of the people and markets have grown from strength to strength. Marketing knowledge and strategies have created new styles of markets not as a replacement of the old styles but as an addition to the existing. The evolutionary process of marketing has undergone sea change, still accommodating the old style of traditional markets. Centuries after organized styles of marketing unorganized marketing is also living by its side.

Origin

Retail in India originated with the Mom and Pop Stores and Kirana Stores, which used to cater to the requirements of the local population. Over a period, the government encouraged rural retail and provided support for establishing Khadi & Village industries.

History

Barter system is considered as the oldest form of doing business in India. Then it is Haats, Mandis and Melas are the retail formats that have been a part of Indian landscape in the medieval period. For centuries, most merchandise was sold in these retail formats of the local market place that operated weekly by displaying their produce. As the journey was far and too slow, consumers were dependent on local sources of supplies for perishable goods. However for specialty items customers travelled long distances and traders fetched from abroad. International trade thrived from times immemorial. Other than these local markets, it is peddlers who travelled long distances to bring products to locations which were in short supply of goods. “They could be termed as early entrepreneurs who saw the opportunity in serving the needs of the consumers for a profit” . Even today these formats of retail are still prevalent in some corners of India.

At the time of independence in 1947, India was in poverty with low percapita income. Retail was more focused on fulfilling basic necessities rather than luxury items. Accordingly kirana stores formed the basis for the emergence of retail in India. These stores catered to the fulfillment of human needs of the local communities. For many years, retail in India has evolved to support the unique needs of the diversified population, size and complexity. Kirana stores were also known as multipurpose departmental stores located in the residential areas that stocked multiple utility and were with the purpose of providing convenient buying near door step of the consumer.

The evolution of PDS (Public Distribution System) of Grains in India having its origin in the rationing system introduced by the British during World War II. Eventually the government supported the rural retail and many indigenous franchise stores came up with the help of Khadi & Village Industries Commission. The economy began to open up in the 1980s resulting in the change of retailing. Bombay Dyeing, S Kumar's and Raymonds are the companies that came with retail chains in textile sector. Later Titan launched retail showrooms in the organized retail sector.

Retail in India

The retail sector in Indian context can be subdivided into Organized and Unorganized retail sectors. Organized retailing constitutes licensed retailers registered under sales and income tax, involved in carrying out their day-to-day trading functions. This may include large hypermarkets, large-scale owned retail ventures owned privately or the retail chains as well. On the other hand, unorganized retailing comprises of a sizeable proportion of small retailers operating their own Kirana, paan, beedi shops, general stores, chemists, hawkers, etc. In developed economies, organized retail enjoys a predominant share of around nearly 75-80% as against traditional retailing, while in developing economies; unorganized sector enjoys a predominant share in the retail market.

The retail sector in India is highly fragmented or distributed. Unorganized retail constitutes a significant share of over 90%, while the organized retail segment is just in a start up stage and has witnessed an impressive growth over last few years. Retail in India originated with the Mom and Pop Stores and Kirana Stores, which used to cater to the requirements of the local population. Over a period, the government encouraged rural retail and provided support for establishing Khadi & Village industries.

During 1980's, the retail scene in India changed further with the opening up of the economy, as a result of which leading retail chains in textile sector were established like Raymond's, S Kumar's and Bombay Dyeing. Subsequently, Titan launched its retail showroom, and the organized retailing started strengthening its grip in the Indian market.

Food & Grocery is the major contributor in the entire retail market in India with a total contribution of almost around 60% of the total retail sector in 2012. This is followed by Clothing (8%) and Telecom & Mobile (6%) and many others. In organized retailing, Apparels is the major contributor which accounted for a total contribution of 33% in 2012 to the retail industry followed by food and grocery (11%). Though, the share of Food & Grocery segment in organized retailing has shown an impressive growth since last few years. E Commerce and E Tailing in recent years have redefined the retail landscape and offer a lot of opportunities to various stakeholders.

Economic Significance

The retailers play the role of sales specialists and also as agents of purchase for their customers and suppliers respectively. Retailers handle the entire gamut of roles and functions aiming at understanding customer requirements and anticipating the demand, gathering information about the market trends through strong market intelligence and making product related assortments and discovering financing opportunities.

It is relatively easier to become a retailer, as large investment is not required, procurement of production equipment is not required, and a retailer can procure merchandise on the basis of credit.

The retail sector in the present scenario is witnessing a fierce competition as a large number of retail players have entered in the same market segment with similar product offerings. The only differentiating factor which may provide a winning edge in the competitive race is by providing better value to the consumers and satisfying the consumers with their offerings. Besides this, a retailer should also be providing justice to the producers and also to the wholesalers by ensuring that their products are sold to the ultimate consumers.

Pre, present and present scenario

Traditional formats:-

- 1) Itinerant salesman
- 2) Haats
- 3) Moles
- 4) Mandis, etc

Established formats:-

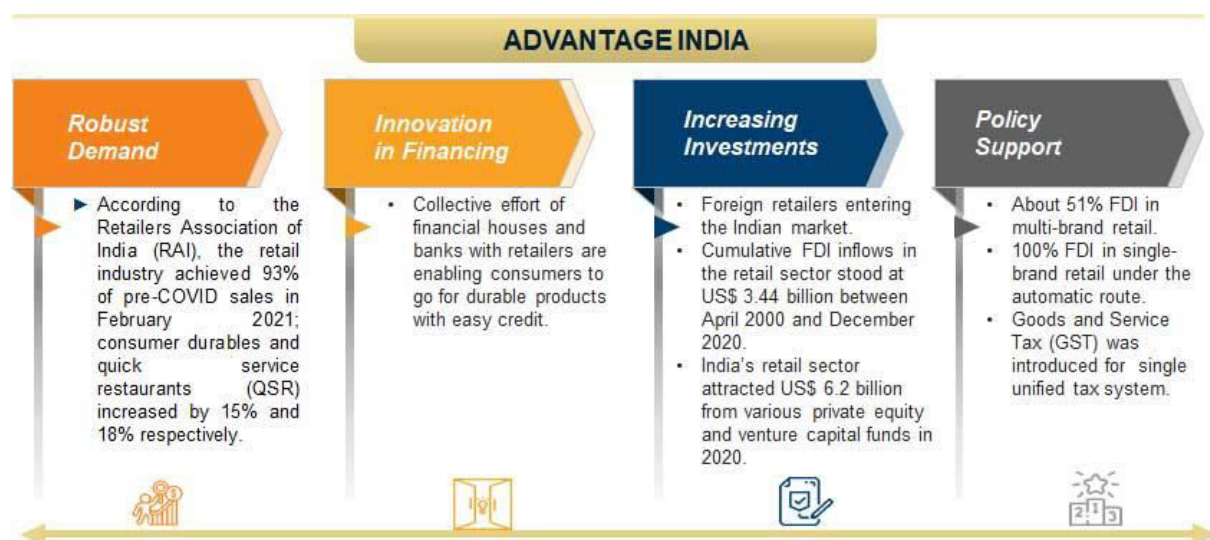
- 1) Kirana
- 2) Convenience / Department stores
- 3) Company / Multi brand showrooms
- 4) PDS / Fair Price shops
- 5) Co-operative stores
- 6) Pan / beedi shops

Emerging formats:-

- 1) Exclusive retail outlets
- 2) Hypermarkets
- 3) Internal retail
- 4) Malls / Specialty malls
- 5) Multiplexes
- 6) Rural oriented formats
- 7) Fast food outlets
- 8) Service galleries etc

Future goals and new & upcoming trends

With rising needs for consumer goods across different sectors, many companies have invested in the Indian retail space in the past few years. It has emerged as one of the most fast-paced and dynamic industries due to the entry of several new players.



Small kiranas or general merchants became an integral part of the daily lives of people. In this way, retail gained recognition as a professional activity.

Research on Big Bazaar

Origin:-

Big Bazaar is an Indian retail chain of hypermarkets, discount department stores, and grocery stores. The retail chain was founded by Kishore Biyani under his parent organisation Future Group, a subsidiary of Reliance Retail, which is known for having a significant prominence in Indian retail and fashion sectors. Big Bazaar is also the parent chain of Food Bazaar, Fashion at Big Bazaar (abbreviated as fbb) and e-Zone where at locations it houses all under one roof, while it is sister chain of retail outlets like Brand Factory, Home Town, Central, e-Zone, etc.



Establishment:-

Big Bazaar was founded in 2001 by Kishore Biyani, the founder and chief executive officer (CEO) of the parent company, the Future Group.

History:-

Future Group is a corporate group and nearly all of its businesses are managed through its various operating companies based on the target sectors. For example, retail supermarket/hypermarket chains Big Bazaar, FBB, Food Bazaar, Food Hall, Hometown, etc. are operated by its retail division, Future Retail Limited, while its fashion and clothing outlets Brand Factory, Central, and Planet Sports are operated via another of its subsidiaries, Future Lifestyle Fashions Limited. Furniture is retailed through HomeTown stores in major cities and online. With these many fashion outlets and supermarkets, the group also promotes its fashion and sports brands like Indigo Nation, Spalding, Lombard, Bare, etc., and FMCGs like Tasty Treat, Fresh & Pure, Clean Mate, Ektaa, Premium Harvest, Sach, etc. It also has operating companies to cater specifically to internal financial matters and consulting within its group of companies.

Future Goals:-

Big Bazaar aims to have 300 hypermarket stores in next three quarters. Big Bazaar, one of the leading hypermarket chain in India, is planning to open 16 new stores over the next three quarter. With this, the popular brand aims to touch 300 stores in the India, according to official.

Findings

1.

Most of the customers buy their requirement in Big Bazaar on the basis of Weekly and monthly basis. Customers realized that Big Bazaar stores provide qualitative products/service with reasonable price.

2.

At present time Big Bazaar provide different types of product assortments to the customers.

3.

Continuously opening of Big Bazaar chains in different major cities, increasing quantities of the customers & profit show that Big Bazaar most accepted name in organized retail chain in India.

4.

Big Bazaar mainly deal with middle income group people who want qualitative product with reasonable cost.

5.

Big bazaar has a good reputation of itself in the market.

6.

Big bazaar has positioned itself in the market as a discounted store.

7.

Big bazaar holds a huge customer base. The majority of customers belong to middle class family.

8.

Impulse buying behavior of customers comes in to play most of the times in big bazaar.

9.

There are more than 120 big bazaars in different cities of India, it seems that there is a vast growth of big bazaar lying as customers demand is increasing for big bazaars.

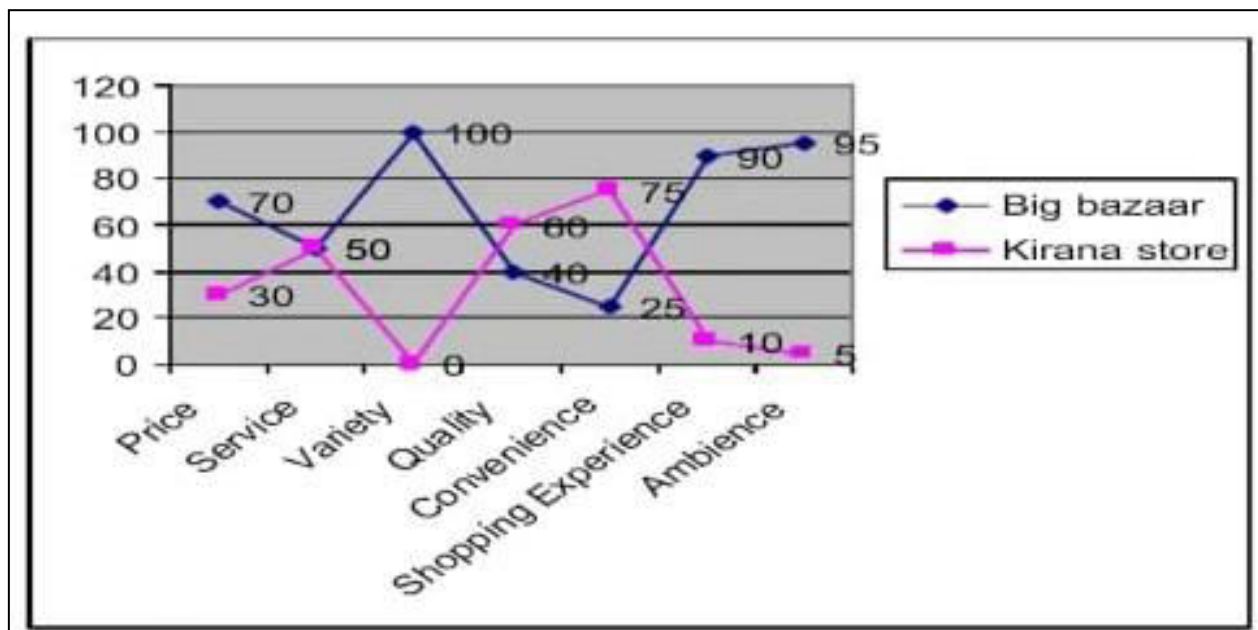
10.

Big bazaar is a hypermarket as it provides various kinds of goods like apparels, grocery, stationary, food items, electronic items, leather items, watches, jewellery, crockery, decorative items, sport items, chocolates and many more. It competes with all the specialty stores of different products which provide goods at a discounted rate all through the year.

11.

The major players in retail industries are Big bazaar, The Tata Groups (Croma), Vishal Retail Group, Reliance Retail, Kirana stores & Sabka Bazaar etc.

Comparison of Big Bazaar With Any Kirana Store



Analysis: The above graph shows the comparison of different factors between big bazaar and a nearby kirana store. 70% of people say big bazaar provides goods at a cheaper price as compared to that of a kirana store. 50% of people say big bazaar provides better service and another 50% of them say kirana store provides better service. Each and every customer that is 100% agrees that there are more variety of products available at big bazaar than that of kirana store. As per quality of goods is concerned 60% of the customer say kirana store provides better qualitative products while 40% of the customers say big bazaar also provides qualitative products. 75% people say it is more convenient for them to go to a kirana store while 25% of them say going to big bazaar is more convenient for them. 90% of respondents said it is a good shopping experience at

big bazaar while 105 of them said that they also have a good shopping experience at kirana store. As per ambience is concerned 95% of customers said big bazaar provides much nice ambience than big bazaar while 5% of them said that ambience provided by kirana store is also equivalent to that of big bazaar.

Conclusion

Big bazaar is a major shopping complex for today's customers. It is a place where customers find variety of products at a reasonable price. Big bazaar has a good reputation of itself in the market. It has positioned itself in the market as a discounted store. It holds a huge customer base. The majority of customers belong to middle class family. The youth generation also likes shopping and moving around big bazaar. Volume sales always take place in big bazaar. Impulse buying behavior of customers comes in to play most of the times in big bazaar. Big bazaar is a hypermarket as it provides various kinds of goods like apparels, grocery, stationary, food items, electronic items, leather items, watches, jewellery, crockery, decorative items, sport items, chocolates and many more. It competes with all the specialty stores of different products which provide goods at a discounted rate all through the year. It holds a large customer base and it seemed from the study that the customers are quite satisfied with big bazaar. As of now there are 34 big bazaars in different cities of India, it seems that there is a vast growth of big bazaar lying as customers demand is increasing for big bazaars. Big bazaar is a hypermarket store where varieties of products are being sold on different product category. It has emerged as a hub of shopping specially for middle class people. Different types of products starting from a baby food to pizzas all are available under one roof. In Delhi it is the middle class people who

mostly do marketing from big bazaar. Even most of the people do their monthly shopping from big bazaar. People not only visit big bazaar to do shopping but also visit for outing purpose as it provides a very nice ambience to its customers. As people go to malls they just tend to move around big bazaar whether it is for shopping purpose or for outing purpose. Grocery, apparels and food items are the products which are demanded most by the customers.

Referance

I complete this project with the help of some web page and books they are under write and also guided about the project as well as from my class teacher.

Web Links

- https://www.academia.edu/7815738/Sunil_big_bazar_project_report
- <https://www.slideshare.net/hemanthcrpatna/a-project-report-on-retail-industry-in-india>

Books(PDF)

- Evelution of retail in India
- Retail sector in India

NABAGRAM HIRALAL PAUL COLLEGE

ESTD: 1957
KONNOGAR, HOOGHLY- 712246
THE UNIVERSITY OF CALCUTTA



INDUSTRIAL TRAINING PROJECT

NAME OF CANDIDATE	: SUBHASISH MUKHERJEE
COURSE NAME	: BACHELOR OF VOCATIONAL
DEPERTMENT	: RETAIL MANAGEMENT
CU. REG. NO.	: 612-1111-0034-20
CU. ROLL NO.	: 612-BVOC-RM-20-16
SEMESTER	: III & IV
JOB ROLE	: DEPARTMENT MANAGER (DM)
SESSION	: 2020 – 2023
GUIDED BY	: ATANU MUKHERJEE (RETAIL CLASS TEACHER, NHLPC)

Industrial Training Project Report

Introduction:-

My name is Subhasish Mukherjee, perusing bachelor of vocational degree in retail management 3rd year from Nabagram Hiralal Paul College under Calcutta University, above three month working experience disclosures, I have been done industrial training from Riwaaz store. Which have famous for branded fashion also ethnic ware product of own brand.

There I have assign for industrial training and I parallel working this on job training on my study period as Trainee. In the working training period I have learn and explore many things which we are read in books.

Organaisation name & address :-

Name of the organization where I complete the internship that is Riwaaz , telephone exchange, Riwaaz, Shantiniketan apartments, 20, Round Tank Lane, opposite mullick fatak, Howrah, West Bengal 711101.

Howrah City

Howrah is the second-largest city after Kolkata in the Indian state of West Bengal. Howrah is located on the western bank of the Hooghly River opposite its twin city of Kolkata. Administratively it lies within Howrah district, and is the headquarters of the Howrah Sadar subdivision. It is a part of the area covered by the Kolkata Metropolitan Development Authority (KMDA). Howrah is an important transportation hub and gateway to Kolkata and West Bengal.

Howrah Municipality was established in 1862. From 1896, it started supplying filter water across the city. During 1882–83, Bally Municipality was formed separating it out from Howrah. As per the Howrah Municipal Corporation Act of 1980, Howrah became a municipal corporation in 1984. The corporation area was divided into fifty wards, each of which elects a councillor. The Mayor-in-council, which is led by Mayor and supported by Commissioner and officers, is responsible for administration of the corporation area. In 2015, the Bally Municipality was re-amalgamated into Howrah Municipal Corporation; through Corporation vide notification no. 428/MA/O/C-4/IM-36/2014 dated 26 June 2015, which increased the total number of wards to 66.

Even though it is one of the largest cities in the state, Howrah witnessed urbanization in an unplanned manner. As a result, Howrah is continuing to face its perennial problems like traffic congestion, population explosion and pollution.

The city contains a few unlicensed and unregulated residential areas or slums. The name of the novel City of Joy, which has been often the name the Kolkata metropolis been called, is actually based on one such slum of Howrah.

However, recently, work has been done on broadening the National Highways and several local roads. These activities are expected to help in improvement of traffic conditions. Of late, Howrah has seen a lot of new industrial proposals like the Kona Truck Terminus, Kolkata West International City and relocation of the old smoky foundry plants. The West Bengal Government has also planned a major renovation of the city to match the city's urban facilities with its neighboring city Kolkata.

Kolkata Metropolitan Development Authority (KMDA) is the statutory planning and development authority for Howrah, as the city lies within the Kolkata Metropolitan Area (KMA).

Transport

Howrah can be accessed from its many rail links, road links to National Highways, as well as its transport connections to Kolkata. Apart from the bridges connecting the cities, there are also ferry services between various jetties.

Rail

Howrah Junction railway station (more commonly referred to as Howrah Station) is the major railway station serving Howrah, Kolkata and the neighboring districts. It was established in 1854 when a railway line was constructed connecting the city to the coalfields of Bardhaman. Howrah Station serves as a terminal for two railway zones of India: the Eastern Railway and the South Eastern Railway, and it is connected to most of the major cities of India. From Howrah both Eastern Railway and South Eastern Railway operates connecting various stations of the districts of Howrah, Hooghly, Bardhaman, East Midnapore and West Midnapore. Within Howrah city itself, there are twelve more stations, the most prominent being Shalimar.

Bridges

Howrah and Kolkata are separated by the Hooghly River/Ganges and connected by four bridges across the river. These are given below:-

- Howrah Bridge, also known as Rabindra Setu
- Vidyasagar Setu, also known as the second Hooghly Bridge
- Vivekananda Setu, also known as Bally Bridge
- Nivedita Setu, also known as Second Bally Bridge

The cantilever style Howrah Bridge and the cable-stayed Vidyasagar Setu are counted among the longest bridges in the world within their types.

Education

The Indian Institute of Engineering Science and Technology, Shibpur is a public engineering and research institution. It is the second oldest engineering institution in India, and is an institute of national importance.

Howrah's schools are either run by the state government or by private institutions. The medium of instruction is Bengali, English or Hindi. Schools are affiliated to the West Bengal Board of Secondary Education (WBBSE), West Bengal Council of Higher Secondary Education (WBCHSE), the Indian Certificate of Secondary Education (ICSE), National Institute of Open Schooling (NIOS) and Central Board of Secondary Education (CBSE).

Howrah Zilla School, established in 1845, is the only governmental school in Howrah. Howrah's first vernacular Bengali medium school, established in 1857, was Santragachi Minor School. Currently the school is running as Santragachi Kedarnath Institution, Howrah.



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Acknowledgment

Respected Sir,

I would like to express my special thanks to my teacher MR. Atanu Mukherjee and MR. Rajjib Debnath sir as well as our principal DR. Srikanta Samanta and also the Store Manager Mr. Sanjay Gupta who gave me the golden opportunity to do this wonderful project on “Industrial training” with the team of the skills and knowledge which I have gained throughout my practical training I perceive as very valuable component in my future career development. the various department included Ethnic of the Indian, among all team which also helped me in doing a lot of research and I came to know about so many new things I am really thankful to all of them.

Bibliography & Reference

I complete this project with the help of some web page and books and also guided about the project as well as from my class teacher and also from the Staff of the store where I assign for working period Industrial Training.

Weblinks:-

- <https://en.wikipedia.org/wiki/Howrah>
- <https://m.indiamart.com/simraninternational/aboutus.html>

Property Detail

Origin:-

The parental company of Riwaaz that is Simran International. The owner of the company is Sanjay Gupta who started the business from Howrah Shibpur.

Establishment:-

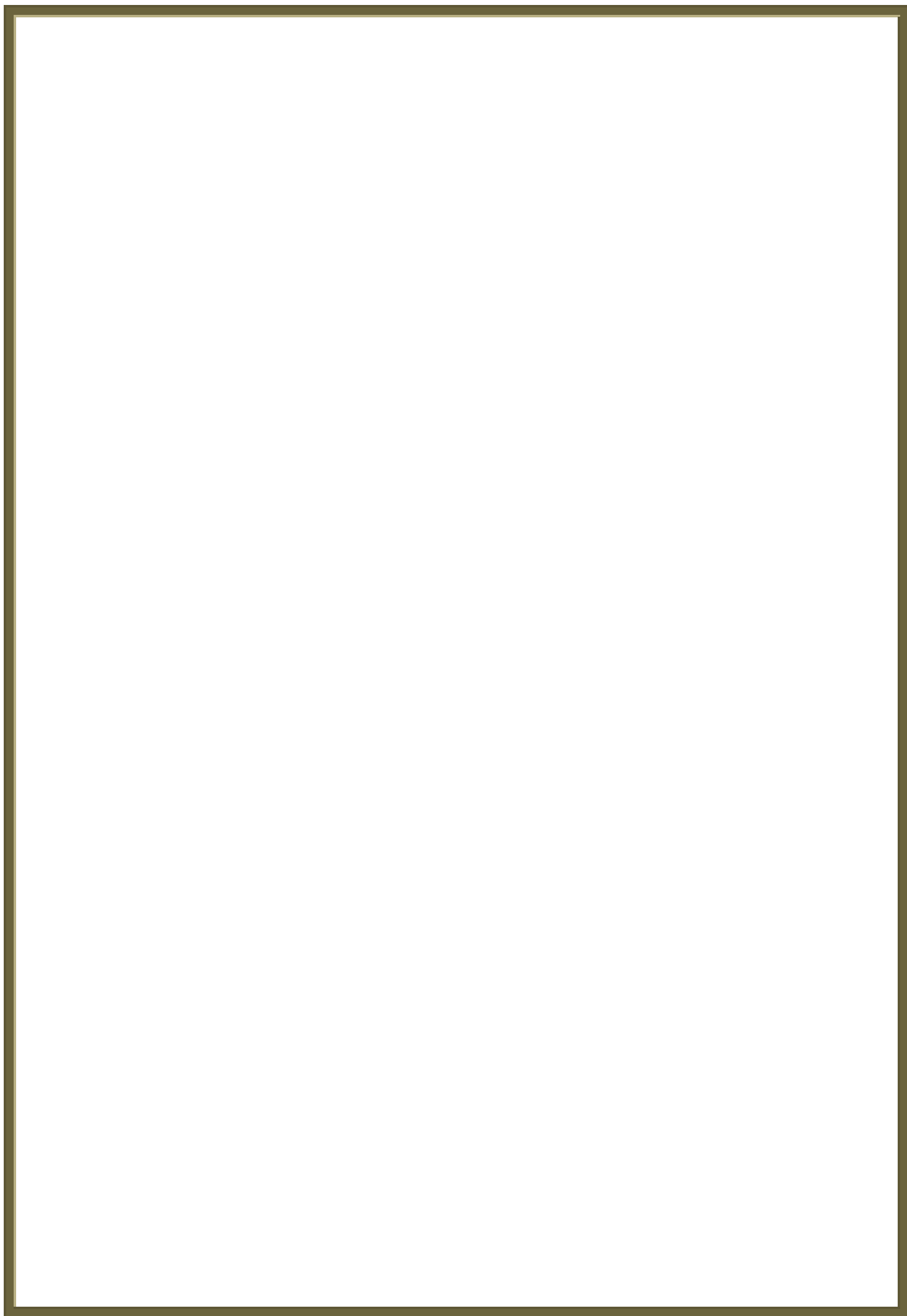
In 2001, the entrepreneurial skills of Mr. Sanjay Gupta, a Fashion designer himself, led to the establishment of Simran International, a leading Apparel Manufacturer from India with the sole aim of manufacturing classic Ethnic Wear from the Indian Sub continent.

Present Company:-

Simran International is the main company of the store brand name is Riwaaz.

Chain/Outlet:-

In a competitive market, those keeping up to traditional standards of quality are a rare breed. Ever since its inception, Simran International has taken great care to nurture customers' faith on its products, since they believe quality is the most dependable investment when it comes to brand loyalty of the consumers.



Departments Of The Store

In the store there have various department of various responsibility in the store they are under Wright-

➤ HR Department(Human Resource)

- This department responsible for recurrent, documentation for the employee as per required.

➤ Administrative Department

- Administrative Department always responsible with the dealing of authority and store.

➤ Marketing

- This department responsible for marketing through the promotion and advertised.

➤ Sales

- This is the department involved in the direct interact with the customer for sealing and revenue purpose of the company. In this department divided into 3 sections they are – Men's, Women and Kids, each section have divided into the Indian and western category.

➤ POS

- POS is the main point of the sale where the customer bills the product whatever need of the customer.

➤ Cash

- These are the section of revenue generator into sales report and make target goals to the staff.

➤ CSD

- This department always deals with the customer, customer service and customer's feedback.

➤ Operation

- Management deals with the entire department how to increase sales and offerings and also problems solving.

➤ Security

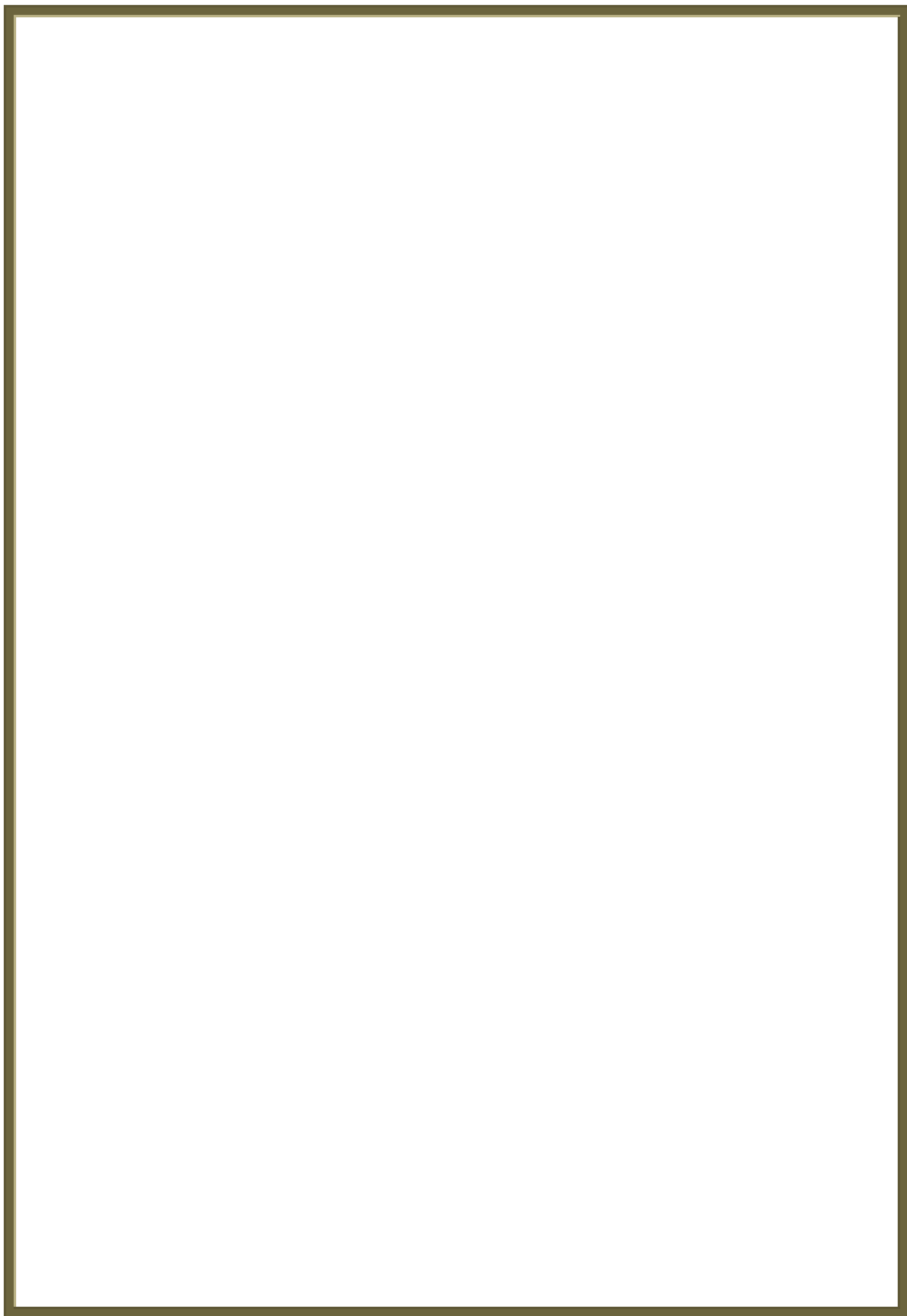
- This is the one of the department who looks all time to the employee of the company for their safety and security.

Weekly Work Done

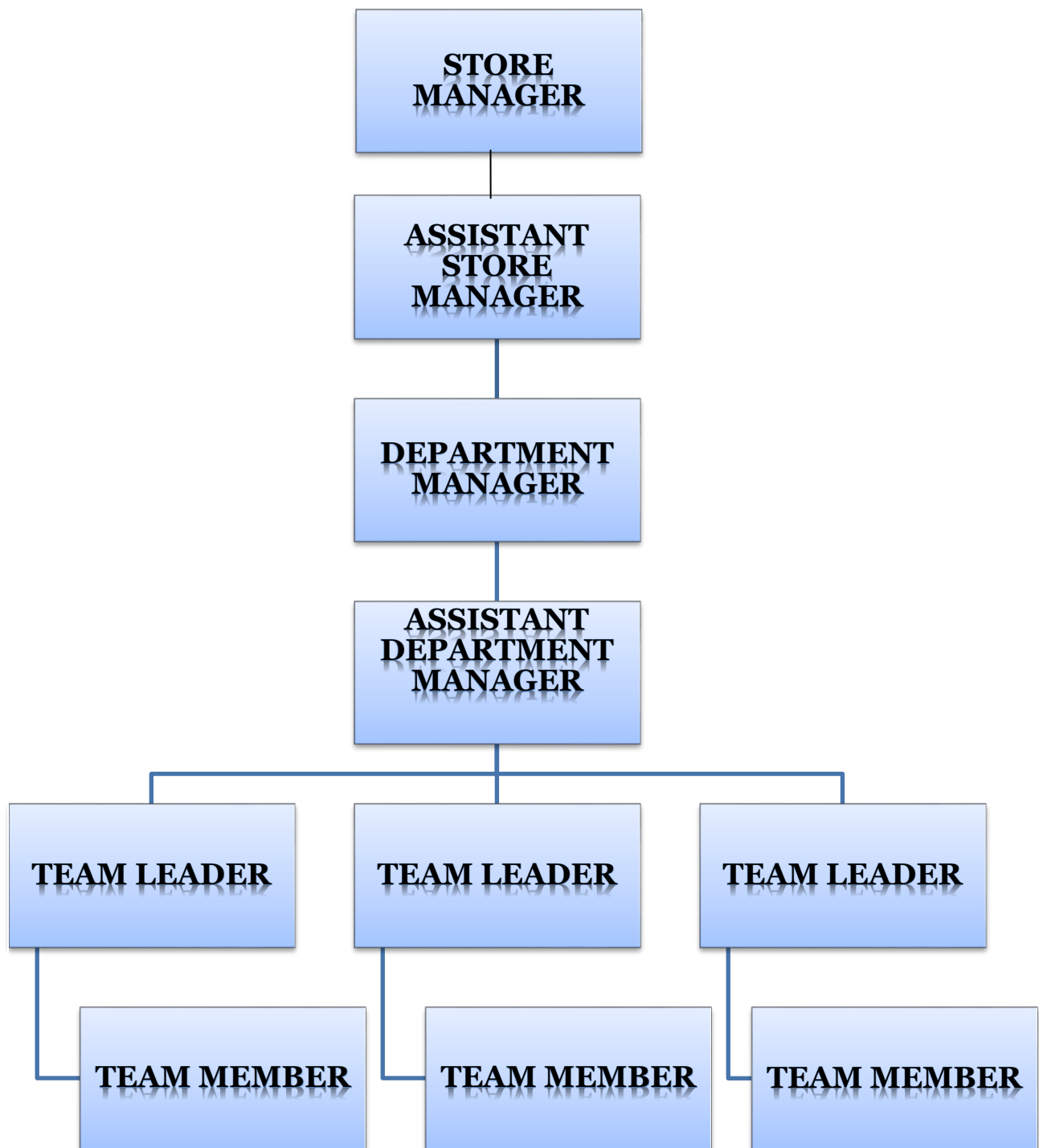
Week no.	Work activity done
Week-1	Call to customer for promotion, tagging garments & offer communication (Buy Sherwani Get 14 items free), Indowester set, Modicoat set, Blazer set, Tuxedo set. Cash handling etc.
Week-2	Briefing store KRA & KPI Offer communication ((Buy Sherwani Get 14 items free), folding & display, try to full filling customer's need. Cash handling etc.
Week-3	Target goals to sale face mask, Offer communication (on winter garments, (Buy Sherwani Get 14 items free), Customer service, Ironing garments. Cash handling etc.
Week-4	Briefing store KRA & KPI Offer communication ((Buy Sherwani Get 14 items free), folding & display, try to full filling customer's need. Cash handling etc.

Week-5	Offer communication ((Buy Sherwani Get 14 items free), folding & display, try to full filling customer's need. Cash handling etc.
Week-6	Briefing store KRA & KPI Offer communication ((Buy Sherwani Get 14 items free), customer attended, folding & display, try to full filling customer's need.
Week-7	Call to customer for promotion , tagging garments & offer communication(Buy Sherwani Get 14 items free)
Week-8	Briefing store KRA & KPI Handling Ethnic section for this week. Cash handling etc.
Week-9	Handling Ethnic section for this weekly Offer conversion.
Week-10	Briefing store KRA & KPI Call to customer for promotion , tagging garments & offer communication(Buy Sherwani Get 14 items free)

Week-11	Stock inwards and display. Offer communication ((Buy Sherwani Get 14 items free), customer attended, folding & display, try to full filling customer's need. Cash handling etc.
Week-12	Stock inwards and display. Offer communication ((Buy Sherwani Get 14 items free), customer attended, folding & display, try to full filling customer's need. Cash handling etc.
Week-13	Stock inwards and display. Offer communication ((Buy Sherwani Get 14 items free), customer attended, folding & display, try to full filling customer's need. Cash handling etc.
Week-14	Briefing store KRA & KPI Stock inwards and display. Offer communication ((Buy Sherwani Get 14 items free), customer attended, folding & display, try to full filling customer's need. Cash handling etc.



Career Growth



Opportunities In This Industry

The working provides a variety of benefits for young workers who want to broaden their chances for landing a job and jump-starting their careers. Internships give you a taste of what a profession is like, help you build your resume and let you meet people who can help you in your career. Don't be passive during an internship and miss opportunities to expand your business background. Take advantage of the many benefits of holding the working.



Advantages & Disadvantages

Advantages:-

1. The store has that place of very good transportation system.
2. Marketplace area.
3. Product availability.
4. Customer satisfaction.
5. Road side.
6. Parking area is there.

Disadvantages:-

1. Store Interior space is not much.
2. In the time of evening shifting there have not enough stuff as per customer.
3. Accessory section not their as per required.

Findings

1. Most of the customers buy their requirement in Riwaaz on the basis of Weekly and monthly basis. Customers realized that Riwaaz stores provide qualitative products/service with reasonable price.

2. At present time Riwaaz provide similar types of garments especially men assortments to the customers.

3. Continuously opening of Riwaaz chains in different major cities, increasing quantities of the customers & profit show that Riwaaz most accepted name in organized retail chain in India.

4. Riwaaz mainly deals with group people who want qualitative product with reasonable price.

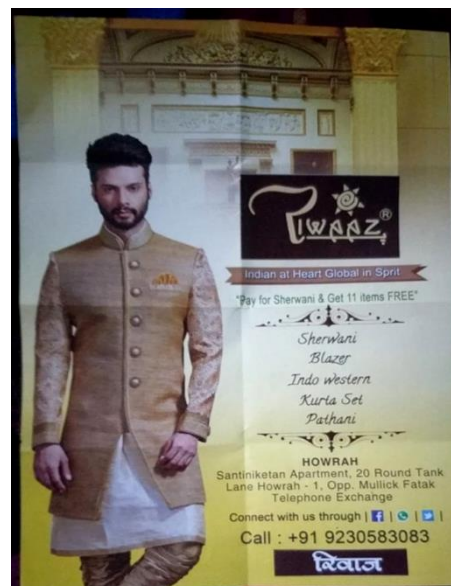
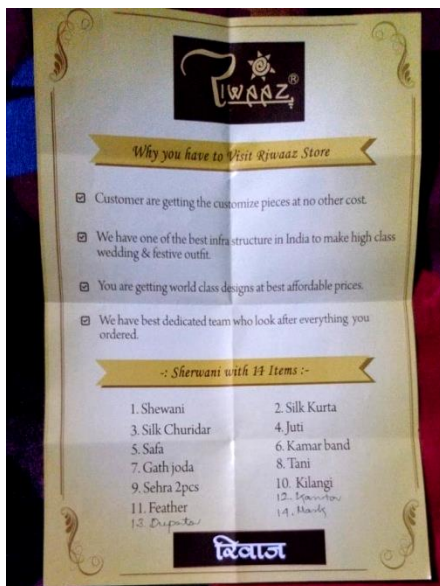


Difficulties and over come in the store

In the store there have various brand of product, so customer confuse to identify the right product or brand in the time of sale, discount and any other redemption of terms and conditions but there have enough staff or brand staff who are collaborate the communication to the customers.

Special Act Done

In the working program I had done some of special act with the communicate offer to the customer and helps the team member to cross sell and up sell products in the time of sale.



Conclusion

I am Subhasish Mukherjee, I have working at the Riwaaz store where I assign for trainee in this period. Through the entire session I have learn a lot of things in practically.