Study on Retail Identity of the Exclusive Excalibur Store

By

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Of

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Department of Management Studies

Kumaraguru College of Technology

Coimbatore – 641006

BONAFIDE CERTIFICATE

Certified that this project report titled **"Study on Retail Identity of the Exclusive Excalibur Store"** is the bonafide work of **Ms. Divya Suresh Kumar, 71206631013** who carried out the research under my supervision. Certified further, that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

Project guide **Director**

Evaluated and Viva Voce conducted on 29/10/07

Examiner 1 Examiner 2

DECLARATION

I, hereby declare that this project report entitled as **"Study on Retail Identity of the Exclusive Excalibur Store".** has been undertaken for academic purpose submitted to Anna University in partial fulfillment of the requirements for the summer internship project of Master of Business Administration. The project report is the record of the original work done by me under the guidance of **Dr. B. Subramani**, Senior Lecturer, during the academic year 2007 – 2008.

I, also declare hereby, that the information given in this report is correct to best of my knowledge and belief.

Date : 29/10/07

Place : Coimbatore

Divya Suresh Kumar

Exclusive Excalibur Stores

DVG Road, Bangalore.

Website: www.arvindmills.com

Date: 01.08.2007

SUMMER INTERNSHIP PROJECT COMPLETION CERTIFICATE

This is to certify that **Ms. DIVYA SURESH KUMAR (Roll No. 06MBA13)**, a Student of **KCT Business School, Kumaraguru College of Technology**, had undergone a Project between **19th July and 1st August** entitled "**A Study on the Retail Identity of The Exclusive Excalibur Showroom**".

During the tenure her performance was **Very Good**.

Name and Designation Of Organisational Guide	: Mr. Naveen Arora- Branch Manager
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Signature of the
Organisational Guide

Naveen Arora

Arvind

EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

The consumer is going deep and the marketing is getting complex, detesting the uni-dimensional or two-dimensional framework employed by companies to define the market trends. Fashion should work deep and harder and this concept paved the way for growth of retailing in India. Retailing includes all the activities involved in selling goods or services directly to final consumers for use.

The title of the project is "Study on the Retail Identity of the Exclusive Excalibur Store". The aim of the organization is to explore the retail market and enhance sales by opening various exclusive Excalibur Stores in Bangalore.

The Basic aim involved in conducting the study was to study the retail identity of Excalibur Showroom in Bangalore. The other objectives were-

- To study the demographic variables of the various customers visiting the store.
- To evaluate the performance and the sales of various products of the exclusive Excalibur Showroom.
- To analyze the various factors and its impact on the satisfaction level among the customers of the Excalibur Brand.
- To offer suggestions to the showroom officials based on the findings of the study.

The report includes, a survey done with a sample size of 200 customers at the exclusive Excalibur store on DVG Road that was recently opened. This customer feedback analysis gives a brief picture of the customer's perception and their buying behavior while making a purchase at such Exclusive Brand Outlets (E.B.O.). A sales analysis is done on the first 30 days of the store.

Some of my understandings out of this study are as follows:

- The difference between an exclusive brand outlet and a multi brand outlet.
- The various concepts and channels that Arvind Brand ltd uses for the retailing of their products.
- The working of an exclusive brand outlet, from stacking of products to the final sales.
- The various different strategies that can be used to spread awareness of the store.
- The customer's perception and buying behaviour with respect to brands.

By doing the analysis of the study the following points were found:

- ➢ The age group that visits the store at any given point of time is mostly between 26-35 years of age.
- ➢ Customers visiting this store are more particular about the brand of the product than anything else. The Brand attribute dominates and influences the buyer behaviour. Rest of the attributes doesn't count much in the customer's interest.
- ➢ Most of customers who visited the store have to suggest that there have to be more products with different designs available in the store.
- ➢ The sales data showed that the psychological pricing strategy of products is a factor for increased sales of that priced products.
- ➢ Excalibur being mid-segment ranges brand, the people who visits the store are the people from the lower Income level or medium level and as the Income Level increases the walk-ins of that segment is low.

Based on the findings the following suggestions were given to the showroom officials:

- Most of customers who visited the store have to suggest that there have to be more products with different designs available in the store.
- The ground floor should have only Excalibur products on display and on racks and there shouldn't be any display of Jeans or T-shirts, this is to give the customer a feel of the store being an exclusive Excalibur outlet.
- The garments used for display on the mannequins are very dull, the choice garments for the mannequins are very important as that catches the eyes of the customers first. Therefore the combination of the shirts and the trousers should match with each other.
- The store has to create more awareness of their showroom and brand. This can be done by displaying flashes about their store in the local channel.
- Most of the respondents suggested that the Excalibur showroom must be opened at various other potential markets like in Vijaynagar and JP Nagar.

Finally to conclude, this study is a good experience as one can really learn lot of things from it. One can learn how each channel of retailing co-ordinate and performs their function in order to achieve the goals.

ACKNOWLEDGEMENT

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The materialization of this report has witnessed innumerous contributions from numerous people in the form of selfless criticism, valuable suggestions and above all power packed words of motivation. I am deeply indebted to all of them and take this opportunity to express my feeling of gratitude to all of them.

I take the privilege of thanking our beloved Correspondent Prof. Dr. K. Arumugam and our Principal Dr. Joseph V. Thanikal for encouraging and providing facilities to do this project. I wish to express my sincere thanks to our Director for his continuous encouragement throughout my project and for the moral support extended to me during the shaping of this report.

I express my profound sense of gratitude to my project guide, Dr. B. Subramani, Senior Lecturer, for his valuable guidance and support during the course of this project and for the valuable suggestions given by him in bringing out this report.

I am extremely thankful to my Organisation Guide Mr. Naveen Arora, Mr. Satish and Mr. Chandan from Arvind Brands Ltd. for all the encouragement and support given to me. My special thanks go to all the other faculty members and staffs of Arvind mills for all the help rendered to me during the course of this project. I cherish to acknowledge the benevolence of my Family and Friends for their encouragement, enthusiasm, co-operation and moral support.

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INTRODUCTION

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INTRODUCTION

1.1. Back ground of the Study

Retail: A strong pillar of Indian economy

Retailing is the last mile infrastructure to access and deliver goods to consumers. Retail forms the backbone of the nation's delivery system and its importance can be exemplified by the network of 15,000 outlets that support 4 lakhs plus small and medium scale manufacturers across the country. With around 13% contribution to the GDP and 7% employment of the national workforce, retailing no doubt is a strong pillar of the Indian economy. What it requires is more corporate backed retail operations that have started to emerge over the past couple of years.

The total concept and idea of shopping has undergone an attention drawing change in terms of format and consumer buying behavior, ushering in a revolution in shopping in India. Modern retailing has entered into the Retail market in India as is observed in the form of bustling shopping centers, multi-storied malls and the huge complexes that offer shopping, entertainment and food all under one roof.

There are different types of retail outlet through which the store can have very intimate relationship with transactions made on a face-to-face, first name basis. At the other end of the scale, goods may be retailed across the globe, with no physical contact being made at all. The different types of retail stores are as follows,

- Department store
- Door-to-door retailing
- Distance retailing
- Chain retailing
- Party retailing
- Single independent non-franchised store

- Super market
- Van retailing
- Ware house club

Until the introduction of the self service stores, the customers were buying goods by simply asking the shopkeeper for their goods. There was a personal one-to-one relationship between the customer and the shop keeper.

A large young working population with median age of 24 years, nuclear families in urban areas, along with increasing working women population and emerging opportunities in the services sector are going to be the key factors in the growth of the organized sector in India.

In India the vast middle class and its almost untapped retail industry are the key attractive forces for global retail giants wanting to enter into newer markets, which in turn will help the India Retail Industry to grow faster. Indian retail is expected to grow 25 per cent annually. Modern retail in India could be worth US$ 175-200 billion by 2016. The Food Retail Industry in India dominates the shopping basket. The Mobile phone Retail Industry in India is already a US$ 16.7 billion business, growing at over 20 per cent per year. The future of the India Retail Industry looks promising with the growing of the market, with the government policies becoming more favorable and the emerging technologies facilitating operations.

This study is a good experience as one can really learn lot of things from it. One can learn how each channel of retailing co-ordinate and performs their function in order to achieve the goals. The title of the project is "Study on Retail Identity of the Exclusive Excalibur Store". The aim of the organization is to explore the retail market and enhance sales by opening various exclusive Excalibur showrooms in Bangalore.

1.2. Review of Literature

The purpose of the chapter is to review the various studies conducted and made to consolidate the views and studies to determine the effectiveness of different factors which influence the growth of Retailing all over the world.

C. Theodore Koebel in his study has analyzed the impact of changes in retailing and services in the neighbourhood in six different cities. The fundamental thesis of this research was that change in neighborhood retail and service establishments (number of establishments, employment size of establishment, number of employees, and payroll) is a function of market and non-market factors. The primary market factors relate to levels of demand from the residents of the businesses' market areas and proximity to negative externalities in or near the neighborhood. The primary non-market factors are discrimination due to race and ethnicity, and the impact of household characteristics unrelated to demand.

Kelly Nolan in his article reports on the outcome of the National Retail Federation's latest survey about customer spending for the back-to-school season in the U.S. It was revealed that apparel and accessories continue to be the largest spending category with $7.6 billion expected to be spent for 2007 and 95.4 percent of shoppers planning on purchasing apparel and accessories items for their kids. On average, each family will spend about $230 on apparel.

Mike Troy reported on the high expectation of Wal-Mart Stores Inc.'s merchandising organization regarding the time frame in which they will be able to influence change considering the back-to-school season and holidays in the U.S. The home and apparel segments are the areas where Wal-Mart will be largely challenged to show improvement for 2007. One of the retailers, Dottie Mattison had joined Wal-Mart.com and shares her expertise in apparel.

Michael Garry conducted a study Focusing on multichannel retailing of apparel industry in the U.S. Transaction capabilities for the catalog and Web. His findings indicated that there is an ability to gain access on sales inventory and assistance on the picking and packing functions for order fulfillment in the warehouse.

Marguerite Moore , Carolina Coliseum, Jason M. Carpenter and Ann Fairhurst conducted a research on the Strategic Integration of Multi-Channel Retailing in the Soft goods Sector. The development of the Internet as a marketing channel represents an unprecedented innovation in the retailing industry. The research explored levels of multi-channel integration among major U.S. retailers in the soft goods sector from an Organizational Diffusion of Innovations perspective. A network of hypotheses examining Internet innovation across retail formats was empirically tested using analysis of covariance (ANCOVA). Findings indicated significant differences among retail formats in the degree that marketing executives have integrated a multi-channel focus into their current and/or future strategic agendas. Outcomes revealed important multi-channel opportunities and considerations for domestic soft goods retailers among specialty apparel, footwear and general merchandise formats.

Kelly Nolan in one of his articles reports on the acquisition of two fashion companies, 7 For All Mankind and Lucy Activewear Inc., by the apparel company VF Corp. in Greensboro, North Carolina. The two companies were acquired with the total of $885 million. It is stated that the combined total revenue of $350 million will be the foundation of a new contemporary labels brand portfolio that VF intends to build.

Andrew O'Connell conducted a survey based on the interview with Chris Van Dyke, chief executive officer of NAU, an outdoor apparel retailer in the United States. The company's marketing strategy engages consumers who are knowledgeable about annual reports and shopping online. NAU used a contrarian approach to retailing and developed a Web experience for shoppers before establishing its stores. In the stores, customers go to a computer screen to place their orders. Corporate social responsibility, the risky business model, and authenticity are topics in the interview.

Jason M. Carpenter and Ann Fairhurst conducted a research study to examine the effect of utilitarian and hedonic shopping benefits on customer satisfaction, loyalty, and word of mouth communication in a retail branded context. A sample of young adult consumers was surveyed using a self-administered questionnaire. It was found that in the increasingly competitive environment faced by today's retailers, the pursuit of customer loyalty is paramount. In order to be competitive, retailers must identify the key antecedents to customer loyalty and the relationships between the benefits delivered to the consumer and important outcomes (e.g. satisfaction, word of mouth communication). The findings of this study contribute to the development of an organizing framework for such relationships, which is exceptionally important for retailers.

The ICFAI Center for Management conducted a study to analyse the competitive position of Arvind Mills in the branded apparel market. They found out that Arvind Brands, a subsidiary of Arvind Mills, is an important player in the Indian branded apparel industry. With an array of international brands like Lee, Arrow, Tommy Hilfiger, Wrangler and domestic brands like Newport, Flying Machine, Ruf n Tuf and Excalibur, the company was present in most of the segments of the market. But the company was facing severe competition from major brands like Louis Philippe, Park Avenue and small brands like Trigger and Blackberrys. Also, with several MNC brands poised to enter the Indian market, the company was under pressure. The case discusses the various brands of Arvind Brands and its competitors and outlines in detail, the efforts made by the company to organize its brands. The case also throws light on the future of the branded apparel industry vis-à-vis Arvind Brands.

1.3. Objectives of the Study

Primary Objective

To study the retail identity of Excalibur Showroom in Bangalore.

Secondary Objectives

1. To study the demographic variables of the various customers visiting the store.
2. To evaluate the performance and the sales of various products of the exclusive Excalibur Showroom.
3. To analyze the various factors and its impact on the satisfaction level among the customers of the Excalibur Brand.
4. To offer suggestions to the showroom officials based on the findings of the study.

1.4. Statement of the Problem

This study has been carried out for Arvind Brands Ltd., Bangalore. The title of the project is "Study on Retail Identity of the Exclusive Excalibur Store". The aim of the organization is to explore the retail market for the Excalibur brand and enhance sales by implementing various up-gradation and promotional strategies for the exclusive Excalibur showroom in Bangalore.

1.5. Scope of the Study

The primary task of the study is to plan & implement promotional strategies and up-gradation of the exclusive Excalibur store at DVG Road, Bangalore. It is hoped that the study will help the company to evaluate both *new* and existing up-gradation options and various parameters to spread awareness of the showroom, to better understand the customer's perception of the new exclusive Excalibur stores and the study will give the company options on the feasibility of few more such exclusive Excalibur outlets.

1.6. Methodology

1.6.1. Research Design

The research design is the blue print of the research study for the collection, measurement and analysis of data. It is the conceptual structure within which research is conducted. The study constitutes the Descriptive design as there is specific identification of the statement of problems at the store.

1.6.2. Sampling Design

The convenient sampling technique was used to arrive at the sample. To analyze the performance of the showroom, a sample size of 200 respondents were selected.

1.6.3. Method of Data Collection

The accuracy of the data collected is of great significance for drawing correct and valid conclusion from the study. The study was conducted using both primary and secondary data. A questionnaire was designed to collect primary data. Secondary data was collected from various websites and books. The study was conducted in the city of Bangalore.

1.6.4. Tools for Analysis

The statistical tools used for analysis are

- Percentage analysis
- Weighted Average Method
- Ranking Method
- Chi – square analysis
- Sales Analysis

Percentages Analysis

Percentages are often used in data presentation to simplify the numbers reducing to 0 to 100 ranges. Through the use of percentage analysis, the data can be reduced in the standard form with base equal to 100.

The percentage analysis is calculated as follows:

- Different ratings are listed in the first column.
- Number of customers responded to category of ratings are listed in the second column by using the tally mark.
- Total of each category of ratings is divided by the grand total to derive the percentage of customers responded to each ratings.

Weighted Average Method

Weighted Average Method is an average calculated to take into account the importance of each value to the overall total, that is, an average in which each observation value is weighted by some index of its importance.

Chi –square Analysis

Chi – square analysis is used when two variables are to be compared. In this study, chi-square analysis is used to make a comparison between the satisfaction level and the profile of the various customers.

1.7. Limitations of the Study

a. This being an academic study suffers from cost and time constraints.

b. The study is restricted to Bangalore City only.

c. The secondary data was collected from various websites and books, so the inherent limitations of the secondary data also apply to the study.

d. There are chances of personal bias by the respondents while answering the questionnaire.

1.8. Chapter scheme

The chapter scheme of the project report consists of the following:

a) Introduction

The introduction part of the report structure includes the background of the study, review of literature, objectives f the study, statement of the problem, scope of the study, the methodology which consists of the type of study, sampling design, method of data collection and the tools for analysis, limitations and also the chapter scheme.

b) Organisation profile

The organisation profile includes the history of the organisation, the details of the management, the structure of the organisation, products profile and the market potential, competitive strength of the company, the future plans of the organisation and a brief description of the various functional areas of the organisation.

c) Macro – Micro Analysis

The macro – micro analysis includes the details of the prevailing scenario with respect to the industry and the organisation undertaken for the study. In this study the macro perspective is the recent trends in the retail industry and the micro perspective is the trend followed in Arvind Brands.

d) Data Analysis and Interpretation

The data analysis and interpretation chapter comprises of tables and charts, it gives the tabular distribution of the collected data, analyzed percentage values, graphical representation results.

e) Conclusions

This chapter deals with the findings of the study and gives suggestion that the researcher put forward to the management.

CHAPTER 2

ORGANIZATION PROFILE

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ORGANISATION PROFILE

Vision

"To Achieve Global Dominance in Select Businesses built around our Core Competencies, through continuous product and technical Innovation, Customer Orientation and a focus on Cost Effectiveness

2.1. History of the Organisation

Arvind Mills is the flagship company of the US$550 million Indian conglomerate Lalbhai Group. Currently Arvind Mills is the world's largest manufacturer of denim. Kasturbhai Lalbhai established the group in 1908. A close associate of Mahatma Gandhi and Jawaharlal Nehru, he was influenced by the ideas of equality for all regardless of religion, caste or social background. Even though Lalbhai had to cut-short his education to enter the family business after the death of his father, he promoted educational institutions early in his career. In 1936, he founded the Ahmedabad Education Society, which established the first university in the state of Gujarat a year later; this was the era when British colonial government did not widely support higher education for the Indian population. Since then the group has financed the establishment of numerous educational institutions including the Indian Institute of Management in Ahmedabad, one of India's leading Business Schools. The founder's grandson, Sanjay Lalbhai, now heads Lalbhai Group; The Arvind mills Ltd. (AML), founded in 1931, is a member of the well-known Lalbhai group. The core business of AML is Textiles and Apparel. It is the largest textile complex in India and is a leader in denim, shirting's, bottom-weight fabrics and knits. AML markets fabrics to many leading apparel brands world-wide. Through Arvind brands ltd., AML manufactures and markets some of India's best apparel brands.

Arvind Heritage - A profile

- Conception : 1931, member of the Lalbhai Group
- Core Business : Textiles and Apparel

Some of the important features of the company are

- Ranks amongst the top three Denim manufacturer in the world
- Half a century before, when the Indian economy opened up, an Indian company began laying the foundation to go Global.
- Manufacturer of range of premium cottons Shirting, world-class Knits, Bottom-weights and over 150 varieties of Denim.
- Largest Textile Complex in India : Annual production capacity of 170mn m in denim, shirting & bottom weights
- ISO 9002 / 14002 certified production line
- Product available from 'Fabric' to 'Finish'

Arvind Brands Ltd., Bangalore

Arvind Brands and Arvind Clothing are located in Bangalore and operate apparel-manufacturing units with over 2000 employees and supply to domestic and international markets. Arvind Brands Ltd, a member of the Lalbhai Group, was established in the year 1993 with the launch of Arrow. Arvind Brands today is one of the largest branded apparel manufacturing and marketing companies in India with a sales turnover of US$ 75 million (around Rs 210 crores).

The company brings to the Indian consumer a host international and national brands, ranging from premium to mass markets. The licensed brands Arrow, Lee and Wrangler are manufactured and marketed by Arvind Brands in the premium men's formal and jeans wear segments. Newport, the homegrown brand is the market leader in the mass-market casual wear segment. Other brands include Excalibur, Flying Machine and Ruggers. Arvind brands has the honour of servicing requirements of some of the best known Brand names/Department stores in Europe, America, Dubai, Kuwait, Maldives and Srilanka. Arvind Brands Limited is the fastest growing apparel company in India with a 40% growth in sales last year. The brand portfolio is exciting and delivers best of breed products, which offer very high value to consumers.

ABL has got world class manufacturing facilities in Bangalore. The Lee/ Wrangler facility is about 100,000 sq ft, manufactures high quality jeans with in house Laundry and has a capacity of 1.00 Million pieces per annum.

The AML Facility is about 60,000 sq ft and has a dress and shirt making facility with CAD facility. The two licensed brands - Arrow & Lee are market leaders in the premium Men's formalwear and jeans wear segments respectively. Newport is the market leader in the mass-market casual wear segment

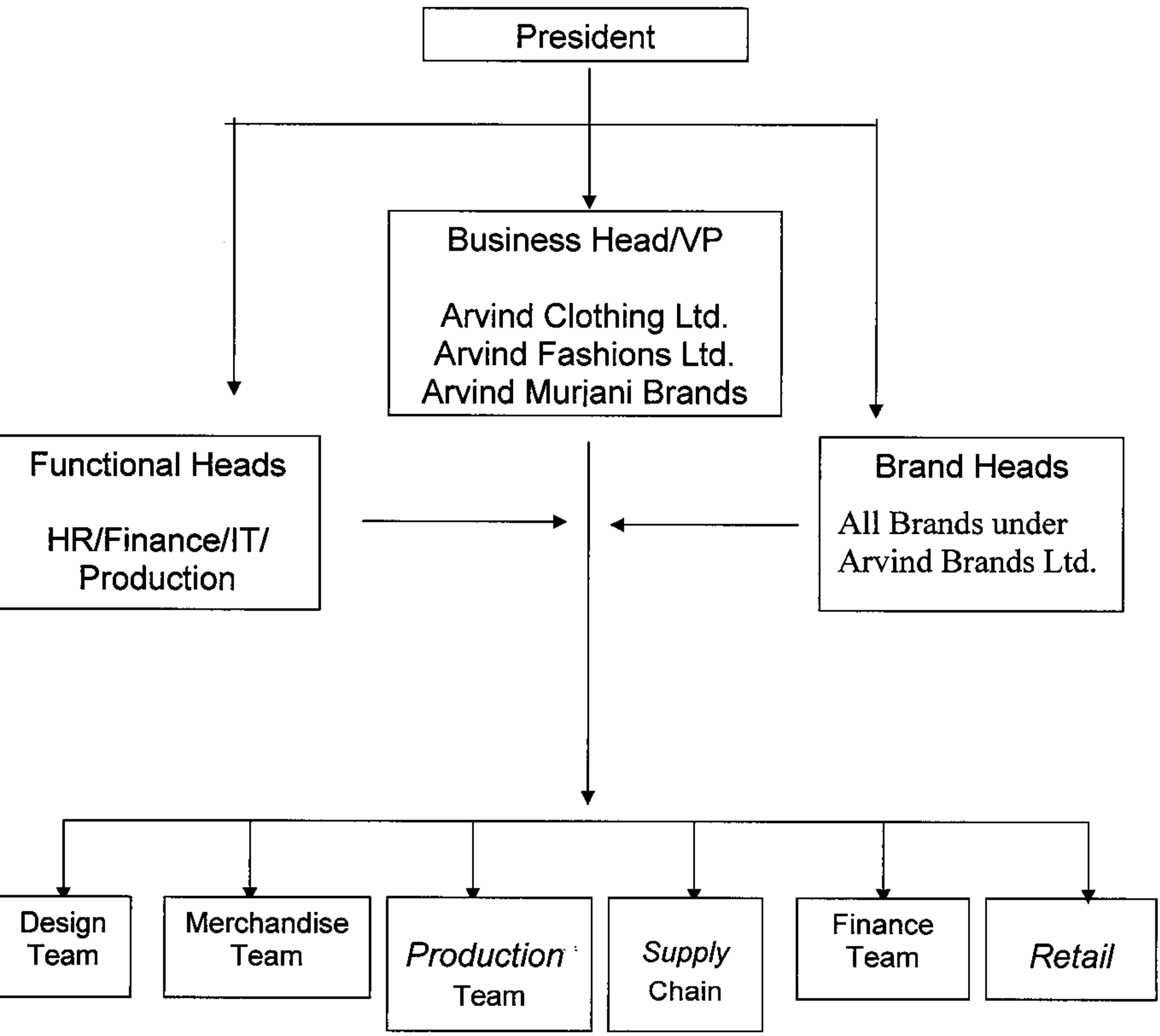
2.2 Management

Arvind Mills is the flagship company of the US$550 million Indian conglomerate Lalbhai Group. The Arvind Brands is a subsidiary of the Arvind Mills Industry. The present Chairman of the Arvind Brands is Mr. Dinesh Mehta. The head office is situated in Bangalore. The Branch Manager of the Excalibur Store is Mr. Naveen Arora.

2.3 Organisation Structure

MANCOM

(Management Committee)



2.4 Product profile and Market Potential

Arvind Brands Ltd.

LICENSED BRANDS

- **Arvind Fashions Ltd**
  - ***LEE***
  - ***WRANGLER***

Under licence from VF corpn., USA)

- **Arvind Clothing Ltd**
  - ***ARROW***

Under licence from Cluett Peabody, USA)

- **Arvind Murjani Brands Ltd**
  - **TOMMY HILFIGER**

(Under Licence from Ganesha Ltd)

OWN BRANDS

- **Arvind Brands Ltd**
  - ***NEWPORT***
  - ***RUF & TUF***
  - ***FLYING MACHINE***
  - ***RUGGERS***
  - ***EXCALIBUR***

Arvind Brands Ltd, a member of the Lalbhai Group, was established in the year 1993 with the launch of Arrow. Arvind Brands Limited is the fastest growing apparel company in India with a 40% growth in sales last year. The brand portfolio is exciting and delivers best of breed products which offer very high value to consumers. Arvind Brands is the largest apparel manufacturing and marketing company in India with a sales turnover of US$ 75 million.

ARROW

- Launched in October 1993 in India.

- Arrow revolutionised apparel retailing in India through its chain of exclusive stores that offered consumers a highly enjoyable shopping experience.

- Achieved high growth - from 200,000 pieces in 1995 to 660,000 pieces in 2000, a CAGR of 27%.

- The wide range of arrow merchandise includes premium cotton shirts, cotton-rich blend, formal trousers, lightweight blazers, khakis, knit-shirts etc.

- Product innovations include wrinkle free 100% cotton shirts, 2/140s superfine cotton shirts, stain- free cottons, Tencel shirts etc.

- Arrow is India's most aspirational formalwear brand.

- With a market share of 22%.

- Considering the huge success of arrow, Cluett, USA, has extended the arrow license for 10 years, upto 2008.

Lee

- Launched in April, 1995 as a premium jeans wear brand.

- Rapid growth - from 240,000 pieces in 1996 to 1 million pieces in 2000, a CAGR of 43%.

- Largest selling premium brand, much ahead of Levis.

- Highly innovative merchandise in both tops & bottoms. Products segmented as lee, lee girls, lee youth / kids and leesures (khakis & work wear). Fabric, fit, finish & style are the key drivers of innovation.
- Product innovations include 5 pocket jeans in Bedford, micro-canvas, tencel, broken twill, sandblasted jeans, used washes, fatigues, army, miner, bush pants, cargos, wrinkle-free etc.
- Lee is a market leader with a share of 35% in this segment.
- VF corp. has extended the lee license for 10 years, till 2009, and has now extended the arrangement to wrangler for 10 years. The next brand with VF will be healthtex.

NEWPORT®

- Launched in January 1995 as India's first mass marketed jeans brand on a value-for-money (VFM) platform.
- Newport has extended the VFM concept to more products such as wrinkle-free pants, cargos and 5 pocket jeans in Bedford, corduroy & tussore.

FLYING MACHINE

- Launched in 1980 as India's first jeans brand, flying machine is currently marketed through exclusive stores.
- Flying machine enjoys a favourable brand perception in the moderately priced jeans wear segment.
- Product range includes jeans, shirts, t-shirts and accessories.
- Known for its excellent fits for men and women.
- In 1993 it came under the brand list of Arvind Brands Ltd.

RUGGERS

- Launched in January 1997
- Positioned as a khakiware brand to meet the increasing demand for smart casuals.
- Positioning statement - "*be casual*"
- Focus on premium western image and comfort.
- Product range includes pleated & flat-fronts and workwear apparel, wide range of shirts & t-shirts for men and women.

EXCALIBUR

- Launched in may 1997 as a moderately priced formalwear brand.
- Growth - from 165,000 pieces in 1998 to 530,000 pieces in 2000, a CAGR of 80%.
- Best product offering in the moderate price segment in India, with a wide range of shirts, trousers and khakis. Merchandise includes cotton and cotton-blended shirts in various structures and stain-free trousers.
- Number 2 selling brand in its segment and have the potential to reach Number 1 position in the next two years.

2.5. Competitive Strength of the Company

The company has a number of success factors that contribute towards the competitive strength of the company. The various factors are listed below:

- Focus on product differentiation - Highly innovative products, width and depth of merchandise.
- International styles, designs and colours to make it very aspirational.
- Very high quality-No Compromises! Garments made in state of the art plants using high technology.
- Large investment in highly impactful advertising to build brand images and brand loyalty.
- High end retailing through exclusive stores which reinforces the brand image and makes shopping a pleasurable experience.
- High quality of service to customers at our exclusive stores.
- Large number of exclusive stores across brands to provide easy access to customers for our brands.
- Central Warehouse connected to C&Fs giving width and depth to distribution and quick response to customer requirements.

2.6. Future Plans

Arvind Brands is currently poised to become a Rs. 500 crore-turnover division. Arvind Brands has plans to proactively enhance the business through initiatives serving the following objectives:

- Accelerating conversion - at category level.
- Addressing relevant lifestyles / grooming aspirations.
- Expanding, retaining and consolidating into markets with high potential to generate "critical mass" namely Women's wear, Suits etc.,
- To build at least three globally dominant brands.
- To ensure international levels of excellence in fashion.
- To continue with cutting edge Product developments.

- To provide World-class shopping & retailing experience.
- To attain world-class connectivity.
- To consolidate web-based & IT-enabled integrated operations.
- To manage complexities of global Supply chain, global sourcing & remain South Asia's most innovative & empowered Team in the industry.
- To achieve world-class standards of quality, customer service, design and brand equity through empowered and motivated employees.
- Arvind Brands Ltd will be launching three new brands - Bay Island, Heltex and AXS - in the market in the coming financial year.

2.7. Description of various functional areas

The main functional area concentrated in the Excalibur Store taken for the study is marketing. They market the products of the Excalibur brand, catering to the fashion needs of the consumers. They also offer a wide range of quality products including shirts, trousers, jeans and accessories exclusively under the Excalibur brand name.

CHAPTER 3

MACRO-MICRO ANALYSIS

CHAPTER 3
MACRO – MICRO ANALYSIS

Indian Apparel Industry- an Overview

The apparel industry is one of India's largest foreign exchange earners, accounting for nearly 16% of the country's total exports. The 1996 Indian textile exports approximately amounted to Rs.35, 000 crores of which apparel occupied over Rs.14, 000 crores.

It has been estimated that India has approximately 30,000 readymade garment manufacturing units and around three million people are working in the industry. India is increasingly being looked upon as a major supplier of high quality fashion apparels and Indian apparels have come to be appreciated in major markets internationally. The credit for this goes to our exporter community.

Consistent efforts towards extensive market coverage, improving technical capabilities and putting together an attractive and wide merchandise line have paid rich dividends. But till today, our clothing industry is dominated by sub-contractors and consists mainly of small units of 50 to 60 machines. India's supply base is medium quality, relatively high fashion, but small volume business.

Thus the need of the hour is to enlarge both manufacturing as well as the marketing base. Inculcation of a spirit of innovation by way of research and development and tapping new markets especially in South Africa, Central Africa, CIS, East European countries, Latin America and Australia is also mandatory for export growth.

The Apparel industry of India

Facts...

- 90-95% of the fabrics come out of the power loom, the rest from the organized sector
- The second major source of employment
- Accounts for nearly 4% of the country's GDP. (Approx.)
- 1/4th of the country's export earnings
- It is the second largest producer of cotton yarn and silk
- The third –largest producer of cotton and cellulose fiber yarn
- Over 10,000 small garment units
- A fragmented textile industry
- The overall productivity of the Indian apparel industry, including tailors and domestic manufacturers, is just 16 percent of the US industry's productivity.
- Over the past five years, the Indian government has removed many of the barriers hindering the sector's growth.

Retail Landscape

Indian retail is fragmented with over 12 million outlets operating in the country and only 4% of them being larger than 500 square feet in size. This is in comparison to 0.9 million outlets in USA, catering to more than 13 times of the total retail market size as compared to India. Thus India has the highest number of outlets per capita in the world with a widely spread retail network but with the lowest per capita retail space (@ 2 sq. ft. per person). Recently, majority of store formats has hit India. Yet traditional format stores namely the kirana shops, pan/bidi shop, hardware shops, weekly haats and bazaars form the bulk. Formats like department stores, malls, speciality stores as well as discounters are shaping the burgeoning organized sector in India.

Though still in its infancy with less than 2% share of the retail sector, organized retail has definitely struck its roots in India. What we are looking now are more corporate backed organised retail operations. Till seven years back organized retail was largely restricted to the southern India, barring the Bata chain. Organized retail has now shifted gears and is moving ahead with accelerated speed throughout the country, without any direct incentive provided by the government. Organised retail is growing at a rate of about 40% per annum over the last three years.

With a size of Rs. 15,000 crore (USD 3 billion), organized retail is very much on track according to KSA Technopak's projections made in 1999 based on in-house research. The projections claimed that organized retail would grow to be a Rs. 35,000 crore (USD 7.1 billion) by 2005.

Winning Retail Formats of Tomorrow

With the evolution of organized retail in India, it is important that Indian retailers re-invent themselves. So far, Indian retailers have differentiated themselves on product and service. However, these alone will not be sufficient for differentiating the store. While product differentiation would play a significant role, the gap will diminish due to ease in global sourcing for all competitors. Experience in terms of the 'Look & Feel' of the store would be important, but again, the gap will diminish over time. Superior Price - Value offerings would continue to be a major differentiator. Additionally, convenience of "proximity" would emerge soon as a differentiator and initiate opening of small footprint stores (as chains) as well as Catalog / Internet shall make a major Impact even in India.

Hence it is important for the retailers to

- Clearly Think Through Value Proposition
- Take clear focus on specific "consumer segments", and specific "unmet consumer needs"
- Develop "India" specific "formats" keeping in view the infrastructure, logistics, and purchasing power constraints in focus
- Expand carefully, but Confidently and Ambitiously
- Invest substantially more in process and system development, logistics, and supply chain management and customer relationships: the usual management jargon but unfortunately - not always understood and practiced in our country!

In the last ten years, India has hardly added any significant amount of new retail space. India needs to add over 100 million square feet of additional retail space every year, across the country. The government estimates that the total private consumption in India in 2001 was around Rs 13, 50,000 crore of which food, beverage and tobacco accounts for 52 per cent whereas textile, clothing and footwear account for 11 per cent.

Future Scenario of the Clothing Industry

Information revolution promises to bring the world closer to cohesion. In the emerging face of fast moving information, technological transfer is bound to take place at a higher speed. As the International borders blur Supply Chain Management and Information Technology take a crucial role in Apparel manufacturing. Global partners in the clothing supply chain are exchanging information electronically, thus the need for Indian Clothing Industry to spruce up.

Upcoming technologies for mass customization such as three-dimensional non-contact body measurement and digital printing ought to be discussed thoroughly and implemented fast. This mass customization shall be successful for meeting unpredictable demand levels, for luxury goods, uncertain customer wants and for heterogeneous demand. It is to be noted that mass customization is different from mass production.

The future requires generation of real value service for the customers, comprehensive study of multifaceted and multi-layered supply chain, and global integration of supply system in a cost and time effective manner. Inventory planning, sales forecasting, manufacturing strategy, distribution network and transportation management are some of the areas which need improvement. The economic scene of US and its trade partners need to be eyed carefully if India is to survive in the faster and throat cut competition of 21st century.

The Key players in the industry are:

- Madura Garments
- Arvind Brands Limited
- Raymonds Industries Ltd.
- ITC Ltd. (Wills Garments)
- Pantaloon

MICRO ANALYSIS

Arvind Brands Status today

- Arvind Brands has won the position as south Asia's Most Admired Branded Apparel Company.
- Its focus is on building global brands and leadership positions all over the world.
- Arvind Brands endorsed by its cutting edge technology in fashion, innovation and brand management with leading international brands and Indian brands.
- The Global Supply Chain, manufacturing and retailing operations are highly web and IT enabled.
- A most empowered team and effective decisions making process advocate the use of technology.
- With each brand Arvind Brands is an undisputed leader in the menswear, suits and womenswear.
- A strong customer orientation organizational structure facilitates the success story.
- Arvind Brands Ltd, part of the Lalbhai Group, will be launching three new brands - Bay Island, Heltex and AXS - in the market in the coming financial year.

Something that Arvind feels proud of...

- With 140 odd stores, we are the Largest Retailer in the country!
- Ruff & Tuff - only branded jeans that retailed for Rs 299!
- FM was the first Indian Branded jeans wear brand in India!
- Our jeans factory produces the highest jeans volume with 5000 jeans per day!
- Arrow is the Most Admired Men's Wear in the country two years in a row!
- Lee is the largest selling jeans wear in the premium segment!

National Picture of Arvind Mills Limited

- The apparel segment on a whole is estimated to be Rs 40,000 crores (Rs 400 billion) and of that the branded apparel segment is estimated to be Rs 9,000 crores (Rs 90 billion). Now what would you say is branded apparel? Anyone can make a shirt and put a label on it. But when we say branded apparel, we would like to believe in brands that are available nationwide. The nationally available branded apparel market is estimated to be at Rs 3,000 crores (Rs 30 billion) and Arvind brands has about 12.5-13 per cent of it.

Excalibur Brand

Excalibur continues to sell an average of 55,000 pieces monthly and is going steady. It has regained shelf space. We make Rs 60 on every piece of this brand and this could move up with the excise cuts.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

TABLE NO: 1

AGE GROUP OF CUSTOMERS

Aim

This is to find out the age group of customers that walk-in to the showroom.

AGE	Frequency	Percentage
18-25	45	22.5
26-35	103	51.5
36-45	38	19.0
above 45	14	7.0
Total	200	100.0

Inference

From the above table it is clear that the age group that visits the store at any given point of time is mostly between 26-35 years of age, which accounts to almost 51.5% of the total sample size, 22.5% of the respondents are between the age group of 18-25, 19.0% of the respondents belong to the age group of 36-45, and 7.0% of the respondents belong to the age category of above 45.

CHART NO: 1

AGE GROUP OF CUSTOMERS

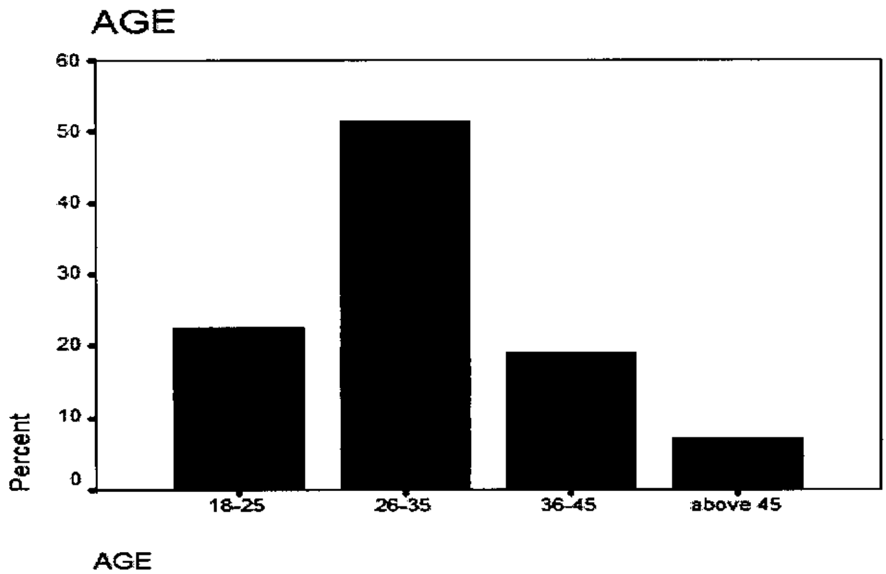


TABLE NO: 2
GENDER CATEGORY OF CUSTOMERS

Aim

This is to find out the gender category of customers that visit the showroom.

GENDER	Frequency	Percentage
Male	134	67.0
female	66	33.0
Total	200	100.0

Inference

The graph shows that more number of male i.e. 67% visits the store. Being exclusive men's wear store this is a predictable fact. 33% of the respondents are female.

CHART NO: 2
GENDER CATEGORY OF CUSTOMERS

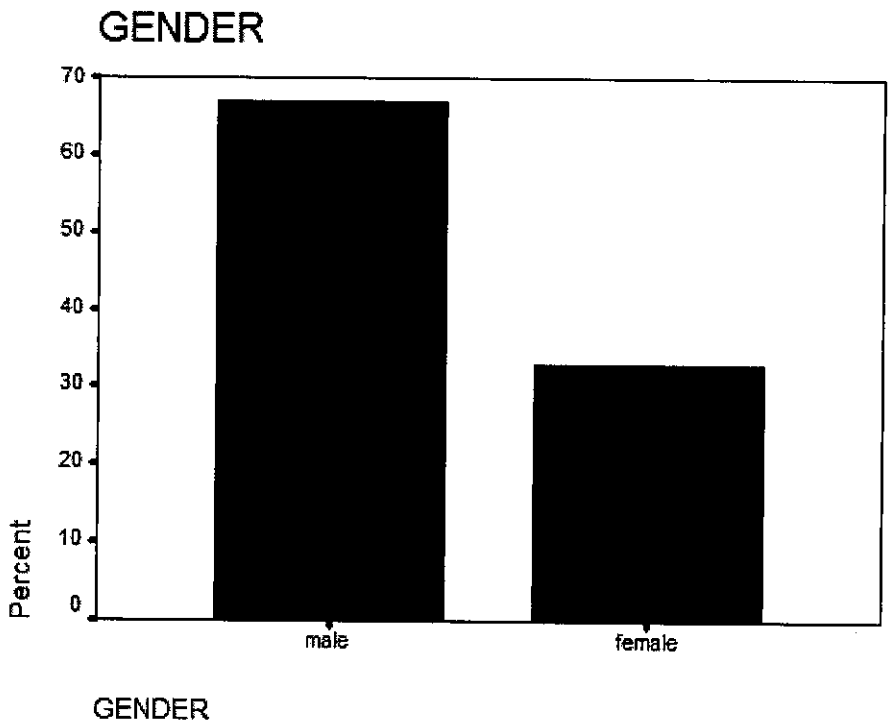


TABLE NO: 3
OCCUPATION OF THE RESPONDENTS

Aim

This is to find out that which kinds of classes are attracted towards the store.

OCCUPATION	Frequency	Percentage
employed	110	55.0
self-employed	44	22.0
student	28	14.0
others	18	9.0
Total	200	100.0

Inference

All classes of people visit this store- Employed, self-employed and students. The majority of people are employed and this accounts to a 55% of the total sample size. 22% of the respondents are self-employed, 14% of them are students and 9% account to various other fields.

CHART NO: 3

OCCUPATION OF THE RESPONDENTS

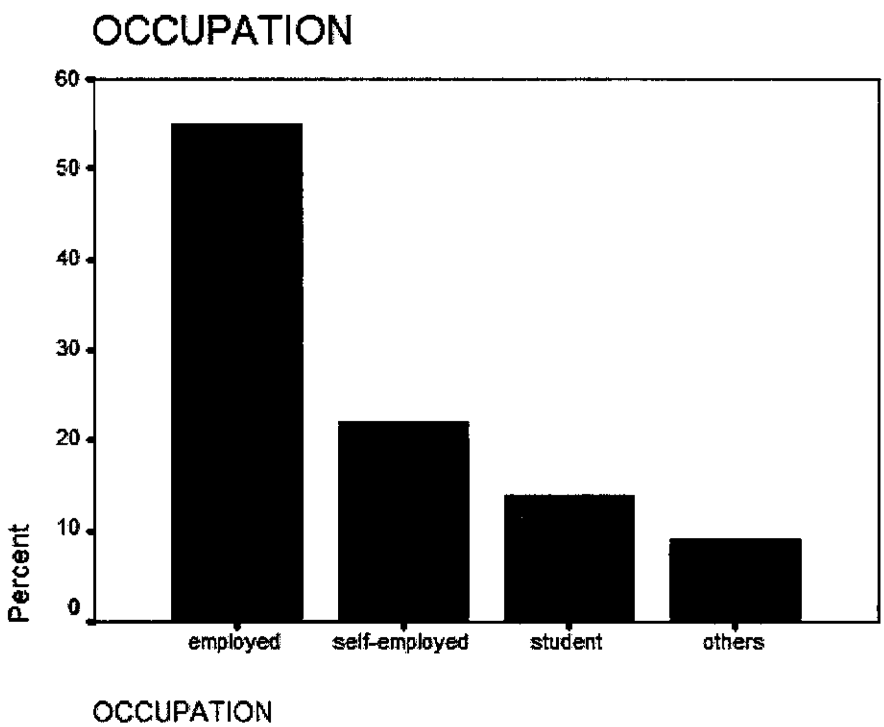


TABLE NO: 4

ANNUAL INCOME OF THE CUSTOMERS

Aim

This is to find out about the various people with different income categories that walk into the store.

ANNUAL INCOME	Frequency	Percentage
upto Rs.10000	12	6.0
Rs.10000-Rs.30000	100	50.0
Rs.30000-Rs.50000	28	14.0
above Rs.50000	60	30.0
Total	200	100.0

Inference

People from various income categories visit the store and among them people of income level between Rs.10000-Rs.30000 accounts for 50% of the total sample size, above Rs. 50000 account for 30%, between Rs. 30000-Rs. 50000 account for 14% and the remaining 6% earn upto Rs. 10000.

CHART NO: 4

ANNUAL INCOME OF THE CUSTOMERS

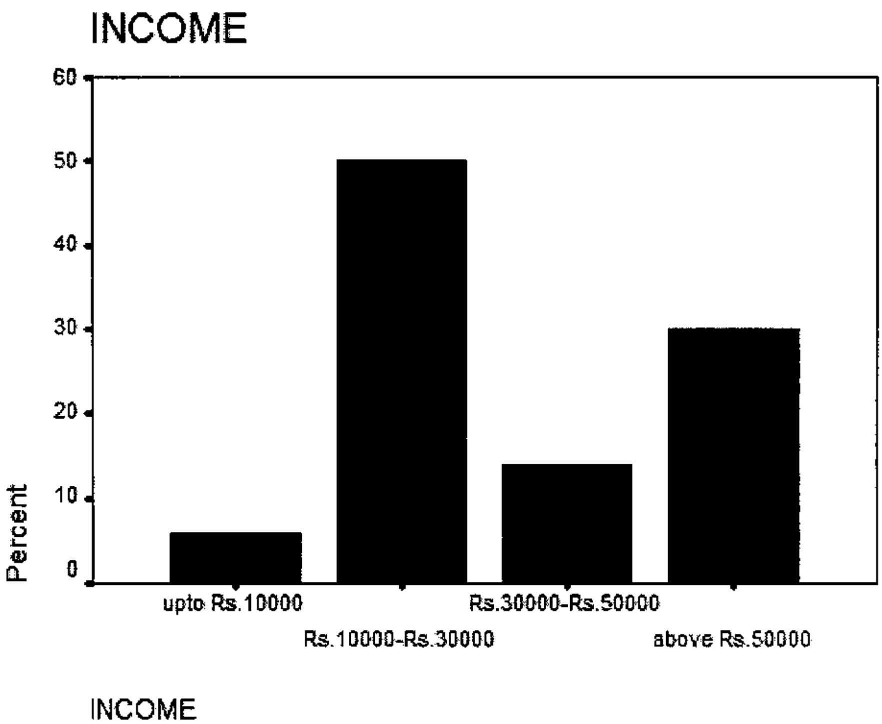


TABLE NO: 5

MEDIUM OF AWARENESS OF THE STORE

Aim

This is to find out about the medium of the awareness amongst the customers.

AWARENESS	Frequency	Percentage
family	44	22.0
friends	86	43.0
others	70	35.0
Total	200	100.0

Inference

People who visit this store are aware of its existence mostly through their friends who account for 43% of the total sample size. 35% of them came to know about the showroom through various other sources and 22% of the respondents were informed by their family members.

CHART NO: 5

MEDIUM OF AWARENESS OF THE STORE

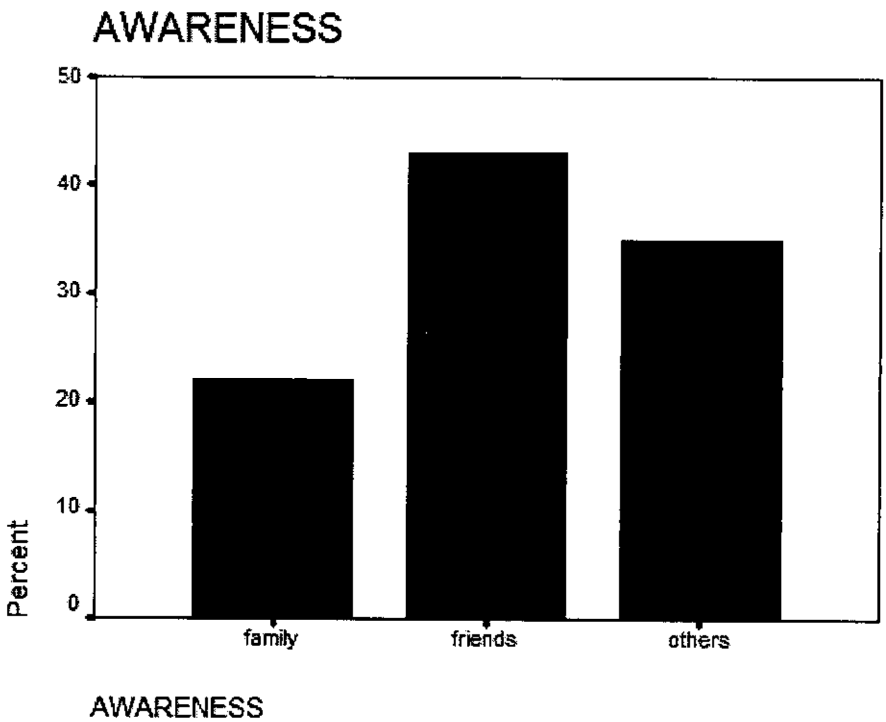


TABLE NO: 6

FREQUENCY OF VISIT TO THE STORE

Aim

This is to find out the frequency of the customers regarding their shopping pattern.

FREQUENCY OF VISIT	Frequency	Percentage
1-2 times in a week	6	3.0
1-2 times in a month	126	63.0
1-2 times a year	68	34.0
Total	200	100.0

Inference

From the above table it is shown that 63% of the total sample size of customers visit an E.B.O once a month, 34% once a year and only 3% visit it once a week.

TABLE NO: 7

CUSTOMERS' REFERENCE OF THE STORE TO OTHERS

Aim

This is to find out if the customer would refer the store to others.

SUGGEST	Frequency	Percentage
Yes	164	82.0
No	36	18.0
Total	200	100.0

Inference

82% of the customers who visited the store would suggest this store to the others in their society. The remaining 18% will not suggest the stores to others because of obvious reasons.

TABLE NO: 8

THE VARIOUS PROMOTIONAL ACTIVITIES SUGGESTED

Aim

This is to find out the various promotional activities which the showroom can adopt to create awareness among the public.

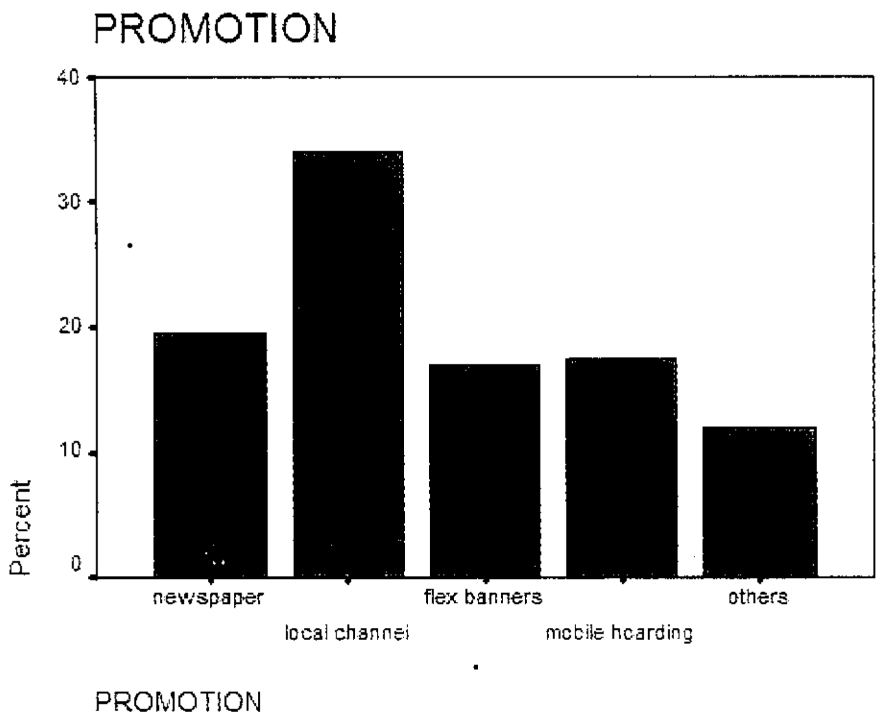
PROMOTION	Frequency	Percentage
Newspaper	39	19.5
local channel	68	34.0
Flex banners	34	17.0
Mobile hoarding	35	17.5
Others	24	12.0
Total	200	100.0

Inference

Most of the customers who visited the store suggested that the showroom can be advertised by flashes on the local channel. This accounts for about 34% of the total sample size. Other respondents suggested on Newspapers (19.5%), mobile hoardings (17.5%), flex banners (17%) and other sources like pamplets (12%).

CHART NO: 6

THE VARIOUS PROMOTIONAL ACTIVITIES SUGGESTED



4.2 RANKING

Based on the rankings specified by the various customers, the following inferences are drawn:

TABLE NO: 9

TABLE SHOWING THE CUSTOMER'S ATTRIBUTE PREFERENCE AS RANK I

ATTRIBUTE	MALE		FEMALE	
	FREQUENCY	RANK	FREQUENCY	RANK
BRAND	71	I	20	II
STYLE	9	IV	4	IV
PRICE	41	II	7	III
FABRIC	13	III	34	I
INFLUENCE	0	V	1	V

Inference

From the above table, it is clear that most of the male customers have ranked Brand as Rank I followed by Price and Fabric. Most of the female customers have given Fabric as Rank I followed by Brand and Price.

TABLE NO: 10
TABLE SHOWING THE CUSTOMER'S ATTRIBUTE PREFERENCE AS RANK II

ATTRIBUTE	MALE		FEMALE	
	FREQUENCY	RANK	FREQUENCY	RANK
BRAND	36	II	10	III
STYLE	3	IV	12	II
PRICE	30	III	35	I
FABRIC	63	I	8	IV
INFLUENCE	2	V	1	V

Inference

From the above table, it is clear that most of the male customers have ranked Fabric as Rank II followed by Brand and Price. Most of the female customers have given Price as Rank II followed by Style and Brand.

TABLE NO: 11

TABLE SHOWING THE CUSTOMER'S ATTRIBUTE PREFERENCE AS RANK III

ATTRIBUTE	MALE		FEMALE	
	FREQUENCY	RANK	FREQUENCY	RANK
BRAND	20	III	11	III
STYLE	25	II	28	I
PRICE	76	I	6	V
FABRIC	8	IV	13	II
INFLUENCE	5	V	8	IV

Inference

From the above analysis, it is clear that most of the male customers have ranked Price as Rank III followed by Style and Brand. Most of the female customers have also given Style as Rank III followed by Fabric and Brand.

TABLE NO: 12

TABLE SHOWING THE CUSTOMER'S ATTRIBUTE PREFERENCE AS RANK IV

ATTRIBUTE	MALE		FEMALE	
	FREQUENCY	RANK	FREQUENCY	RANK
BRAND	5	V	28	I
STYLE	39	I	6	IV
PRICE	28	IV	13	III
FABRIC	32	II	5	V
INFLUENCE	30	III	14	II

Inference

The above table clearly indicates that most of the male customers have ranked Style as Rank IV followed by Fabric and Influence. Most of the female customers have given Brand as Rank IV followed by Influence and Price.

TABLE NO: 13
TABLE SHOWING THE CUSTOMER'S ATTRIBUTE PREFERENCE AS RANK V

ATTRIBUTE	MALE		FEMALE	
	FREQUENCY	RANK	FREQUENCY	RANK
BRAND	2	V	19	II
STYLE	7	IV	8	III
PRICE	10	III	5	V
FABRIC	18	II	6	IV
INFLUENCE	97	I	28	I

Inference

From the above table, it is evident that most of the male customers have ranked Influence as Rank V followed by Fabric and Price. Most of the female customers have given Influence as Rank V followed by Brand and Style.

4.3 WEIGHTED AVERAGE METHOD

TABLE NO: 14

TABLE SHOWING THE WEIGHTED AVERAGE OF THE VARIOUS CRITERIA AS SPECIFIED BY THE CUSTOMERS

CRITERIA	HIGHLY SATISFIED	SATISFIED	NEUTRAL	DIS-SATISFIED	WEIGHTED AVERAGE
ACCESS	83	77	27	13	3.15
AMBIENCE	52	111	15	22	2.97
VARIETY	23	92	66	19	2.60
SERVICE	88	82	17	13	3.23
DISPLAY	65	72	34	29	2.87

Inference

The above table clearly indicates that Service has the highest weighted average followed by Accessibility, Ambience, Display and Variety. Therefore, Service and Accessibility are considered for the Chi-square Analysis conducted.

4.4 CHI-SQUARE ANALYSIS

TABLE NO: 15

CHI-SQUARE ANALYSIS ON THE SERVICE PROVIDED AT THE STORE WITH RESPECT TO THE GENDER

OPINION / GENDER	HIGHLY SATISFIED	SATISFIED	NEUTRAL & DISSATISFIED	TOTAL
MALE	55	60	19	134
FEMALE	33	22	11	66
TOTAL	88	82	30	200

Note: Since the number of respondents is very less in the dissatisfied option, it is combined with the neutral option.

Null Hypothesis (Ho): There is no significant difference in the satisfaction level regarding the service provided at the showroom between the male and female gender.

Alternative Hypothesis (Hi): There is a significant difference in the satisfaction level regarding the service provided at the showroom between the male and female gender.

Inference

Since the calculated value 2.4006 is less than the table value 5.991 at 2 degrees of freedom and 5% level of significance, we accept the null hypothesis and infer that there is no significant difference in the satisfaction level regarding the service provided at the showroom between the male and female gender.

TABLE NO: 16

CHI-SQUARE ANALYSIS ON THE ACCESSIBILITY OF THE STORE WITH RESPECT TO THE GENDER

OPINION / GENDER	HIGHLY SATISFIED	SATISFIED	NEUTRAL & DISSATISFIED	TOTAL
MALE	53	59	22	134
FEMALE	30	18	18	66
TOTAL	83	77	40	200

Note: Since the number of respondents is very less in the dissatisfied option, it is combined with the neutral option.

Null Hypothesis (Ho): There is no significant difference in the satisfaction level regarding the accessibility to the showroom between the male and female gender.

Alternative Hypothesis (Hi): There is a significant difference in the satisfaction level regarding the accessibility to the showroom between the male and female gender.

Inference

Since the calculated value 6.2016 is more than the table value 5.991 at 2 degrees of freedom and 5% level of significance, we reject the null hypothesis and accept the alternative hypothesis and infer that there is a significant difference in the satisfaction level regarding the accessibility to the showroom between the male and female gender.

TABLE NO: 17

CHI-SQUARE ANALYSIS ON THE SERVICE PROVIDED AT THE STORE WITH RESPECT TO THE AGE

OPINION / AGE	HIGHLY SATISFIED	SATISFIED	NEUTRAL & DISSATISFIED	TOTAL
18-25	19	20	6	45
26-35	44	49	10	103
36-45	20	8	10	38
ABOVE 45	5	5	4	14
TOTAL	88	82	30	200

Note: Since the number of respondents is very less in the dissatisfied option, it is combined with the neutral option.

Null Hypothesis (Ho): There is no significant difference in the satisfaction level regarding the service provided at the showroom between the various age groups.

Alternative Hypothesis (Hi): There is a significant difference in the satisfaction level regarding the service provided at the showroom between the various age groups.

Inference

Since the calculated value 11.2571 is more than the table value 11.070 at 5 degrees of freedom and 5% level of significance, we reject the null hypothesis and accept the alternative hypothesis and infer that there is a significant difference in the satisfaction level regarding the service provided at the showroom between the various age groups.

TABLE NO: 18

CHI-SQUARE ANALYSIS ON THE ACCESSIBILITY OF THE STORE WITH RESPECT TO THE AGE

OPINION / AGE	HIGHLY SATISFIED	SATISFIED	NEUTRAL & DISSATISFIED	TOTAL
18-25	10	20	15	45
26-35	48	40	15	103
36-45	20	12	6	38
ABOVE 45	5	5	4	14
TOTAL	83	77	40	200

Note: Since the number of respondents is very less in the dissatisfied option, it is combined with the neutral option.

Null Hypothesis (Ho): There is no significant difference in the satisfaction level regarding the accessibility to the showroom between the various age groups.

Alternative Hypothesis (Hi): There is a significant difference in the satisfaction level regarding the accessibility to the showroom between the various age groups.

Inference

Since the calculated value 12.7513 is more than the table value 11.070 at 5 degrees of freedom and 5% level of significance, we reject the null hypothesis and accept the alternative hypothesis and infer that there is a significant difference in the satisfaction level regarding the accessibility to the showroom between the various age groups.

TABLE NO: 19

CHI-SQUARE ANALYSIS ON THE SERVICE PROVIDED AT THE STORE WITH RESPECT TO THE INCOME LEVEL

OPINION / INCOME	HIGHLY SATISFIED	SATISFIED	NEUTRAL & DISSATISFIED	TOTAL
UPTO 10000	5	5	2	12
10000-30000	40	50	10	100
30000-50000	13	8	7	28
ABOVE 50000	30	19	11	60
TOTAL	88	82	30	200

Note: Since the number of respondents is very less in the dissatisfied option, it is combined with the neutral option.

Null Hypothesis (Ho): There is no significant difference in the satisfaction level regarding the service provided at the showroom between the various income groups.

Alternative Hypothesis (Hi): There is a significant difference in the satisfaction level regarding the service provided at the showroom between the various income groups.

Inference

Since the calculated value 9.2016 is less than the table value 11.070 at 5 degrees of freedom and 5% level of significance, we accept the null hypothesis and infer that there is no significant difference in the satisfaction level regarding the service provided at the showroom between the various income groups.

TABLE NO: 20

CHI-SQUARE ANALYSIS ON THE ACCESSIBILITY OF THE STORE WITH RESPECT TO THE INCOME LEVEL

OPINION / INCOME	HIGHLY SATISFIED	SATISFIED	NEUTRAL & DISSATISFIED	TOTAL
UPTO 10000	5	5	2	12
10000-30000	43	47	10	100
30000-50000	11	10	7	28
ABOVE 50000	24	15	21	60
TOTAL	83	77	40	200

Note: Since the number of respondents is very less in the dissatisfied option, it is combined with the neutral option.

Null Hypothesis (Ho): There is no significant difference in the satisfaction level regarding the accessibility to the showroom between the various income groups.

Alternative Hypothesis (Hi): There is a significant difference in the satisfaction level regarding the accessibility to the showroom between the various income groups.

Inference

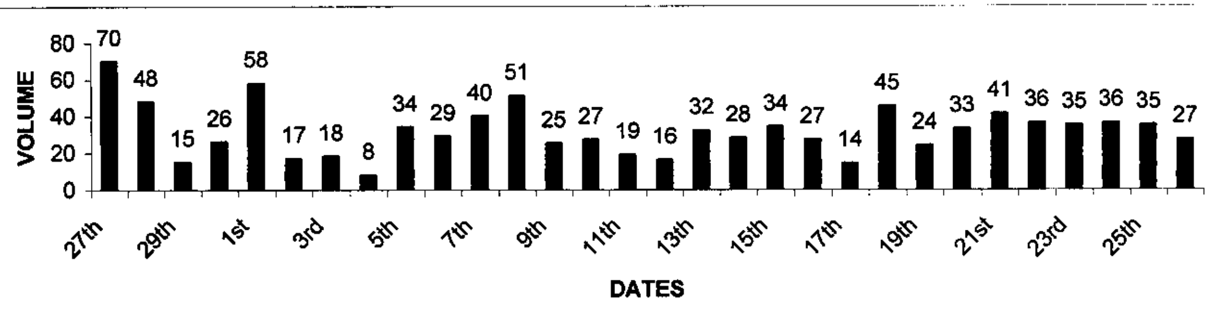
Since the calculated value 16.9931 is more than the table value 11.070 at 5 degrees of freedom and 5% level of significance, we reject the null hypothesis and accept the alternative hypothesis and infer that there is a significant difference in the satisfaction level regarding the accessibility to the showroom between the various income groups.

4.5 SALES ANALYSIS

The sales analysis of the Excalibur store at DVG Road is done for the period from 27th June to 26th July 2005 (30 Days). The sales analysis will help in tracking the actual sales at the store and even help in making future forecasts depending on the 30 days sales made by the store.

CHART NO: 7

CHART SHOWING THE TOTAL SALES AT THE STORE

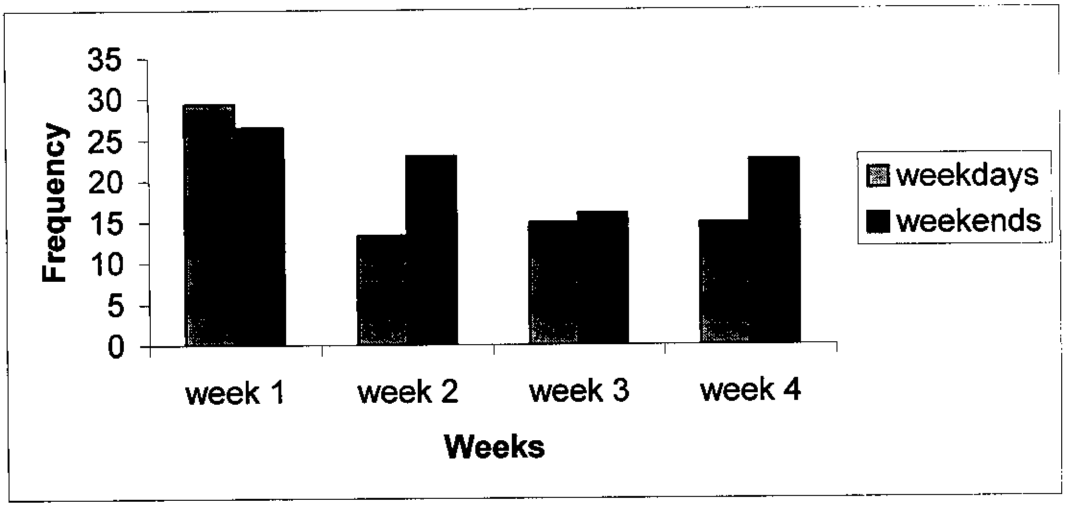


Inference

Analyzing the total sales data of the store, it shows that on Sundays the sales is higher than that on weekdays. 27th June being the first anniversary of the store, it shows that the sales were the highest. The table shows that there is a high fluctuation in the sales and the sales has stabilized in the last few days in which the project was done.

CHART NO: 8

CHART SHOWING THE COMPARISON WEEKDAYS SALES AND WEEKENDS SALES

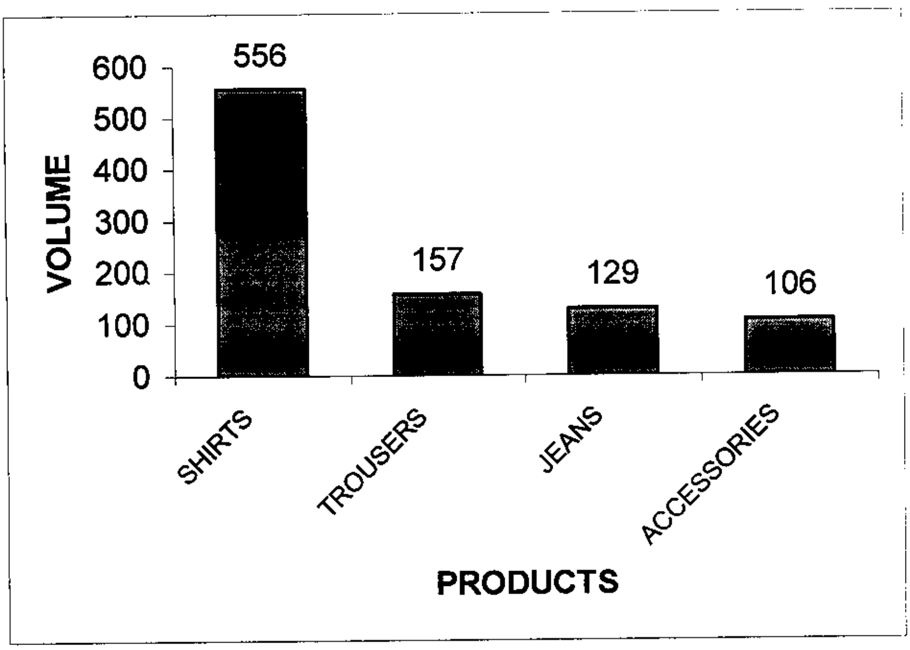


Inference

Sales Averages of the weekdays is taken verses the sales averages of the weekends. We could see that the first week sales were high as that was the first anniversary week of the store. The next three weeks the weekend's sales have been high as there is more number of walk-ins on weekends than on weekdays.

CHART NO: 9

CHART SHOWING PRODUCT WISE TOTAL SALES

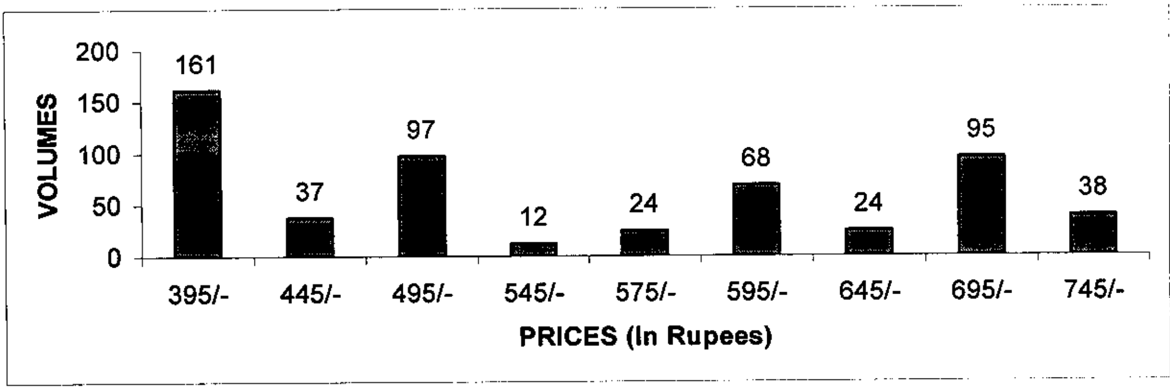


Inference

The above graph shows that sales of shirts are high compared to the other products. This achieves the objective of the store of being an exclusive EXCALIBUR outlet. Going through the sales book, it shows that normally trousers are sold with shirts and jeans are sold with t-shirts. This shows that we have customers who walk in for casual wear also and not only for formal wear.

CHART NO: 10

CHART SHOWING PRICE WISE SHIRT SALES

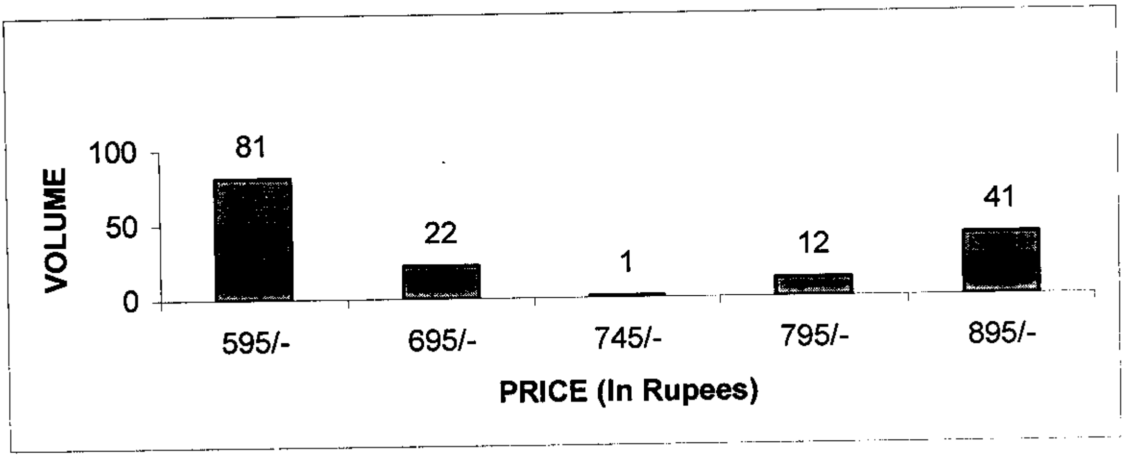


Inference

The graph above describes the various price ranges of shirts available at the Excalibur store, from this data it is clearly seen that the basic priced shirt i.e. Rs 395/- has the highest sales compared to the other shirts priced at various other prices. Looking at the psychological pricing strategy of products, the above data shows that the shirts whose prices are near to the hundredth mark i.e. 395/-, 495/-, 595/- and 695/- has the most number of sales. The analysis of the above data could be concluded by saying that shirts with the above pricing have better sales therefore the range of pricing can be reduced.

CHART NO: 11

CHART SHOWING PRICE WISE TROUSERS SALES

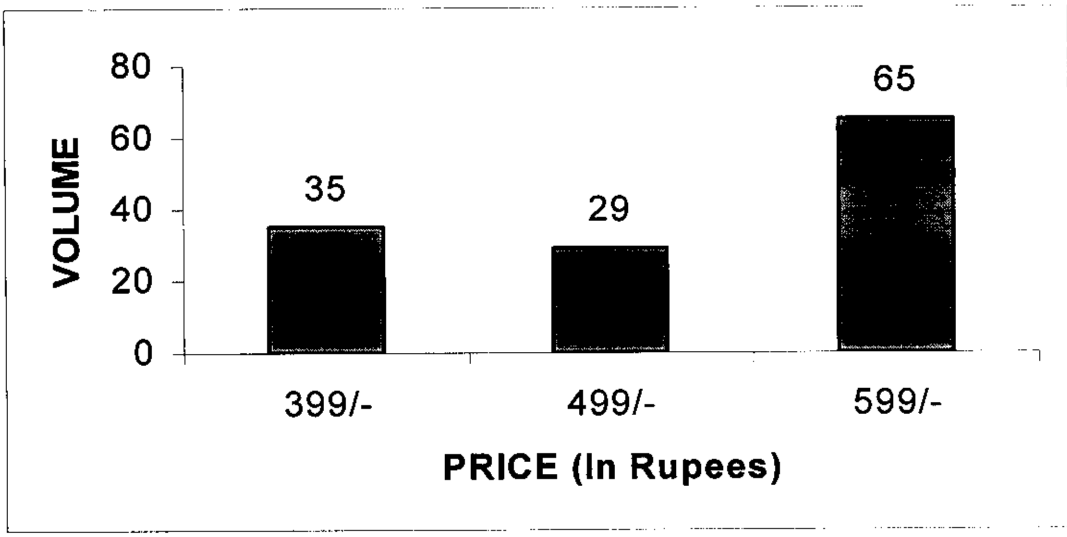


Inference

The above graph shows the different kinds of trousers available at the Excalibur store, from this data it is clearly seen that the trouser priced at Rs. 595/- accounts to the highest sales in this category. The trousers with the price range of 695/-, 795/- and 895/- also have an average sales. But the trouser which is priced at Rs 745/- has negligible sales. Therefore it is recommended to drop this price range. Looking at the psychological pricing strategy of products, the above data shows that the trousers whose prices are near to the hundredth mark i.e. 695/-, 795/- and 895/- has the most number of sales.

CHART NO: 12

CHART SHOWING PRICE WISE JEANS SALES

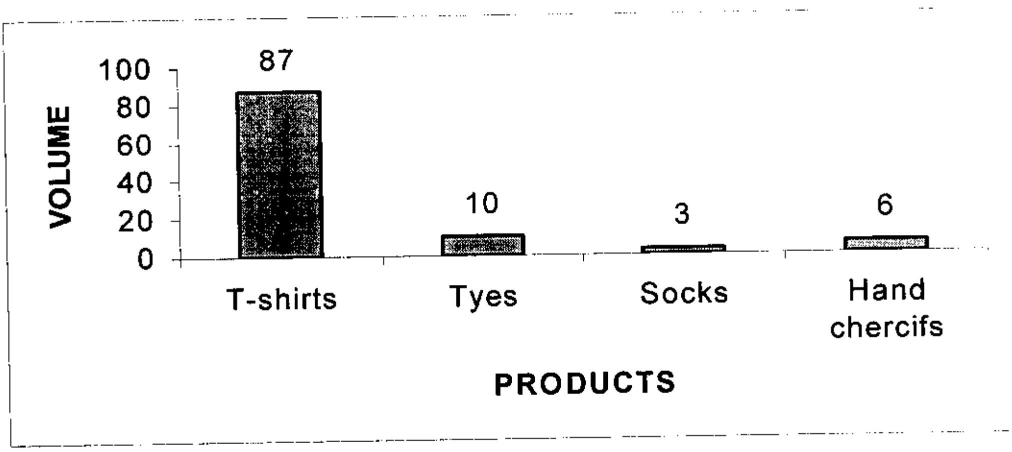


Inference

The above graph clearly shows that the jeans priced at Rs. 599 have the highest sales in this group. Customers tend to buy the 399 jeans as they perceive it to be Rs.300 and prefer it rather than the 499 one. Customers prefer to buy the highest priced jeans or the lowest priced jeans but even the Rs. 499 jeans have average sales. The sale of this category shows that the jeans are having good sales and it would make customers come back to the store.

CHART NO: 13

CHART SHOWING THE ACCESSORIES SALES



Inference

In the accessories range the most selling are t-shirts as customers prefer buying T-shirts with jeans and hence increases the sales. Ties are a slow moving product but are required in a store like this. The other accessories were introduced at the later half of the sales data and have not picked up sales.

CHAPTER 5

CONCLUSION

CHAPTER 5
CONCLUSIONS

5.1. Results and Discussions

Findings Using Percentage Analysis

- The age group that visits the store is 51.5% of the people between the age group of 26-35 and most of them are males i.e. 67 %.
- Most of these people are employed and earning an average income of Rs 10000-30000 per month.
- The awareness of the store is mostly by friends i.e. 43% and the second is through hoardings and the location of the store i.e. 35%.
- 78% of the customers were satisfied with range in the store i.e. they got the products they came looking for.
- 63% of the people visit this E.B.O once a month and 34% visit once a year; this constitutes mostly the female customers.
- 82% assured recommendation of this store to others while the rest 18% said no recommendation, as they did not find their required product due to low range of products available.
- Most of the respondents (i.e.) 34% wanted the showroom to display flashes about their showroom in the local channel to increase awareness among the public.

Findings Using Ranking

- The male respondents i.e. 71 of them have ranked Brand as the most influencing factor followed by Fabric, Price, Style and Influence respectively.
- The female respondents on the other hand have ranked Fabric as the most influencing factor i.e. 34 of them, followed by Price, Style, Brand and finally Influence respectively.

Findings Using Weighted Average Method

- The weighted average analysis clearly indicates that Service has the highest weighted average followed by Accessibility, Ambience, Display and Variety respectively.

Findings Using Chi-Square Analysis

- It is proved that there is no significant difference in the satisfaction level regarding the service provided at the showroom between the male and female gender and between the various income groups of the respondents.
- The analysis also proves that there is a significant difference in the satisfaction level regarding the service provided at the showroom between the various age groups.
- It is found that there is a significant difference in the satisfaction level regarding the accessibility to the showroom between the male and female gender, between the various age groups and between the various income groups.

Findings Using Sales Analysis

- Analyzing the total sales data of the store, it shows that on Sundays the sales is higher than that on weekdays. 27th June being the first anniversary of the store, it shows that the sales were the highest. There is a high fluctuation in the sales and the sale has stabilized in the last few days in which the project was done.
- We could see that the first week sales were high as that was the first anniversary week of the store. The next three weeks the weekend's sales have been high as there is more number of walk-ins on weekends than on weekdays.
- The sale of shirts is high compared to the other products. This achieves the objective of the store of being an exclusive EXCALIBUR outlet. Going through the sales book, it shows that normally trousers are sold with shirts and jeans are sold with t-shirts. This shows that we have customers who walk in for casual wear also and not only for formal wear.
- It is clearly seen that the basic priced shirt i.e. Rs 395/- has the highest sales compared to the other shirts priced at various other prices.

- From the data it is clearly seen that the trouser priced at Rs. 595/- accounts to the highest sales in this category. The trousers with the price range of 695/-, 795/- and 895/- have an average sales. But the trouser which is priced at Rs 745/- has negligible sales.
- The jeans priced at Rs. 599 have the highest sales in the jeans group. Customers tend to buy the 399 jeans as they perceive it to be Rs.300 and prefer it rather than the 499 one.
- In the accessories range the most selling are t-shirts as customers prefer buying T-shirts with jeans and hence increases the sales. Ties are a slow moving product but are required in a store like this. The other accessories were introduced at the later half of the sales data and have not picked up sales.

5.2. Considered Recommendations

Business firm depend on their customers for their existence. They should therefore aim at satisfying their customer. To do so, they should understand what the customers needs and fulfill their expectation. Some of the suggestions based on the findings of the study are as follows:

- Most of customers who visited the store have to suggest that there have to be more products with different designs available in the store.
- The showroom should promote its brand among the other age and income groups as well in order to increase its sales turnover.
- The ground floor should have only Excalibur products on display and on racks and there shouldn't be any display of Jeans or T-shirts, this is to give the customer a feel of the store being an exclusive Excalibur outlet.
- The garments used for display on the mannequins are very dull, the choice garments for the mannequins are very important as that catches the eyes of the customers first. Therefore the combination of the shirts and the trousers should match with each other.

- The store has to create more awareness of their showroom and brand. This can be done by displaying flashes about their store in the local channel.
- Most of the respondents suggested that the Excalibur showroom must be opened at various other potential markets like in Vijaynagar and JP Nagar.

CONCLUSION

Arvind Brands Ltd. brings to the Indian consumer a host international and national brands, ranging from premium to mass markets. Excalibur and Newport are manufactured and marketed by Arvind Brands in the premium men's formal and jeans wear segments. It was an honour for me to carry out this study for Arvind Brands Ltd. It was great learning experience; the study made me understand the various concepts in retailing and even helped me to interact to people from various categories.

Some of my understandings out of this study are as follows:

- The difference between an exclusive brand outlet and a multi brand outlet.
- The various concepts and channels that Arvind Brand ltd uses for the retailing of their products.
- The working of an exclusive brand outlet, from stacking of products to the final sales.
- The various different strategies that can be used to spread awareness of the store.
- The customer's perception and buying behaviour with respect to brands.

To conclude, this study has exposed me to various challenges and opportunities to learn more about the real market place. The Retail market in India is highly competitive due to increase in the number of consumers belonging to middle and higher income class, change in consumption pattern and opening up of economy due to liberalization, privatization and globalization. Against this background the study is attempted to analyse the profile and buying behavior of the consumers and the factors influencing the level of satisfaction of the consumers. The findings would enable the organisation to frame suitable strategies and enhance the market share.

APPENDICES

APPENDICES

Appendix 1- Customer Feedback Form

1. Name: ______________________

2. Email: _________________________

3. Age:

☐ 18-25 ☐ 26-35 ☐ 36-45 ☐ above 45

4. Gender:

☐ Male ☐ Female

5. Occupation:

☐ Employed ☐ Self-Employed ☐ Student

☐ Others(specify) --------------------------------

6. Monthly Income:

☐ Upto Rs 10,000 ☐ Rs10000- Rs30000

☐ Rs30000- Rs50000 ☐ Above Rs 50,000

7. How did you come to know about this store?

☐ Family ☐ Friends

☐ Others(Specify)______________

8. Did you find the product that you were looking for in the store?

☐ Yes ☐ No

9. How often do you go to an exclusive brand outlet?

☐ 1-2 times in a week ☐ 1-2 times in a month

☐ 1-2 times in a year ☐ Never

10. Rank the factors, which influences you while buying the shirt\trouser?

☐ Brand Name

☐ Styling(design)

☐ Price

☐ Fabric

☐ Influenced by friends/relatives

11. Would you suggest this store to others?

☐ Yes ☐ No

12. Are you satisfied with the following aspects:

	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied
Accessibility to the Showroom					
Ambience at the Showroom					
Variety of Products Available					
Service provided to you					
Display of the products					

13. What kind of promotional strategy do you want the showroom to adopt for creating awareness of the brand?

☐ **Newspaper** ☐ **Local Channel** ☐ **Flex Banners**

☐ **Mobile Hoarding** ☐ **Others (Specify)** ____________________

14. Suggestions: (if any) - ____

THANK YOU!!!

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The Internet was also a very useful source of information with the web sites. The sites being:

- www.arvindmills.com
- www.google.com
- www.search.ebscohost.com
- www.indiamart.com
- www.apparel.india.com

The Company Manual provided valuable information, which helped during the course of study