

Annexure report preparation



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Annexure — Report Preparation (Academic Task -2) Study of (Reliance Trends) Rayees Hussain (RQ3001A17) Manish Kumar Sharma (RQ3001A18) Musadiq Maqbool Bhat (RQ3001A19) Amratpal Singh Dhanju (RQ3001A20) 10800328 (RQ3001A201) Nikhil Bhasin (RQ3001A202) Course: MGT473 Retail Strategy & Formats Section: SP158 Submitted to:- Name of Faculty Member: Mr. Rajan Girdhar School of Business, Lovely Professional University Date of Allotment: 13 Feb 2013 Date of Submission: 27 Feb 2013 | Name and Roll No. of Student | Peer Rating (out of 10) | Signatures | | Rayees Hussain (RQ3001A17) | 10 | | | | Rayees | | Manish Kumar Sharma (RQ3001A18) | 10 | Manish | | Musadiq Maqbool Bhat (RQ3001A19) | 10 | Musaddiq | | Amratpal Singh Dhanju (RQ3001A20) | 10 | Amratpal | |(RQ3001A201) | 6 | | | Nikhil Bhasin (RQ3001A202) | 6 | Nikhil | [pic]

Reliance in Retail Reliance Retail Limited (RRL) is a subsidiary of Reliance Industries Limited, which based in Mumbai. RRL was set up in 2006 and marks the foray of the Reliance Group into organized retail. RRL has been conceptualized to include growth for farmers, vendor partners, small shopkeepers and consumers. It is based on Reliance’s backward integration strategy, to build a value chain starting from farmers to consumers. Reliance Retail Ltd. has a number of company-owned outlets along with a franchisee format that would be in collaboration with Kirana shop owners. Its various divisions are: a) Reliance Mart b) Reliance Fresh c) Reliance Super d) Reliance Digital e) Reliance Trends f) Reliance Wellness g) Reliance Footprints h) Reliance Jewels i) Reliance Timeout

Company Profile Company : Reliance Retail Subsidiary Company : Reliance Trends Founded : 2007 Headquarters : Bangalore Chairman and Managing Director: Shri Mukesh Ambani Reliance Trends It is a specialty apparel store that sells men, women and children’s garments. The store carries the best of

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national and international brands like John Players, Peter England, Indigo Nation, Wrangler, Reebok, and Lee, apart from in-house brands. The store layout is to compliment the evolving taste and preference of fashion savvy consumers, giving them an opportunity to view /shop with ease, along with well trained customer service associates, to compliment the entire shopping process. In 2010, Reliance opened 100 more stores across the country with focus on major cities. The company is targeting a turnover of `20, 000 crore (\$5 billion) from this format. This is a part of the US\$ 25 billion (`100, 000crore) overall sales from retail business.

Visit	Date	Nature of data collected
1.	23/02/2013	First visit to retail store(Retail Trends).

No.	Date	Nature of data collected	Spent
1.	23/02/2013	First visit to retail store(Retail Trends). Observed nature of merchandise mix available in store.	around 40 minutes and then returned.

No.	Date	Nature of data collected	Spent
2.		Merchandising	

At a retail in-store level, merchandising refers to the variety of products available for sale and the display of those products in such a way that it stimulates interest and entices customers to make a purchase.

Merchandising activities may include display techniques, free samples, on-the-spot demonstration, pricing, shelf talkers, special offers, and other point-of-sale methods. Merchandising Mix Reliance Trends is offering a homogenous mix of private label of brands across men's, women's and children's category to fulfill every customer's requirements. There are various variety of merchandises (products) that Reliance Trends carry with themselves in their specialty stores. i) Men's wear : There is formal as well as casual men's wear available in the store. The brands available in the store are as follow: -Network(formal wear), -Netplay(casual wear), -DNMX-casual

wear (mainly focuses on the youth) - First Class ii) Women's wear: Brands available in women's section are as follow: -Sparsh, -Sochi, -xora. - First Class iii) kids wear : Kids section has the following brands in Reliance Trends: -Panda(infants and toddlers), -FRIENDZ(growing generation boys and girls) - First Class iv) Cosmetics and Accessories -Deodrants and Perfumes (brands available-Adidas, Axe, Reebok, Whisky, David Beckham, Spinz, Polo, Manchester) -Ladies purse and bags -jewellery and ornaments (necklace, chain earrings etc) -footwear(slippers and sandles) Marketing Practices Reliance Trends follow the different marketing tools to gain customer store loyalty as well as bring an essence of awareness among various consumers to increase large number of footfalls with increased sales by changing consumer buying behavior. Some of the marketing practices followed by Reliance trends are: -Providing free membership card with SMS facility - providing new offers -earning points -offering discounts -festive occasion discounts CRM (Customer relationship Management) Practices The retail store is following the practices by creating members with free registration as to create profiling of customers in order to bring a long term impact for retail store. -customer acquisition and retention program " As we entered the Reliance Trends, the sales representative welcomes us by joining their hands and saying NAMASTE in proper traditional manner. " Such practices attract the customers a lot and customers too prefer at such stores. Conclusion As we entered the store followed by warm welcome we saw that there was different segments for men's wear, women's wear, kid's wear, cosmetics and accessories. The store was having both private label brands like Network, Netplay, DNMX, Sparsh, Panda, FRIENDZ, and First Class Apart from these private labels, the store is also offering some of the most renowned brands in

the country like Levis Strauss Signature, Peter England, Indigo Nation, AmericanTourister, John Players etc. Some designer labels either directly or through their sub brands most of these exclusively for Reliance Trends. There was variety of merchandise available in the store. Customers were having many options to purchase among the available merchandises. The store was having a sweet fragrance that was creating a pleasant environment. The ambiance of the store was well maintained. The store was having clean and healthy environment.