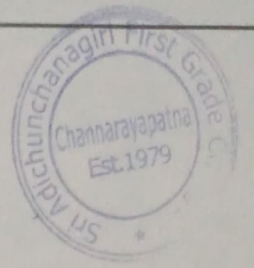


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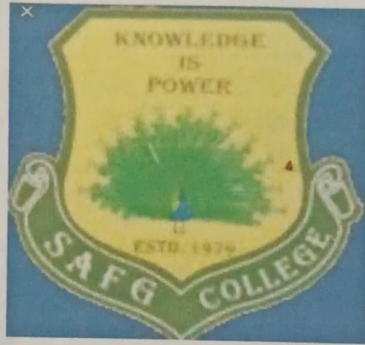
“ D-MART”

BACHELOR OF COMMERCE OF

University of mysore By

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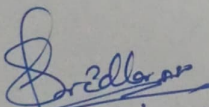
SRI ADICHUNCHANAGIRI FIRST GRADE COLLEGE

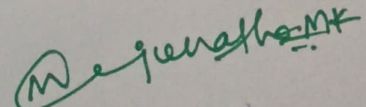
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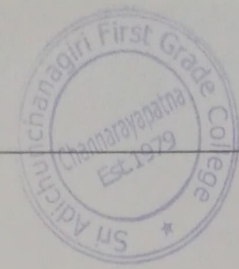
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Channarayapatna-573116
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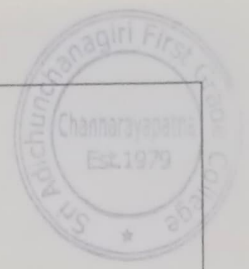

Principal
Sri Adichunchanagiri First Grade College
Channarayapatna

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Retail Industry in India

Indian retail industry, fastest growing in the world in 2020 India's retail sector one of the fastest growing in the world as per the research was estimated at US\$ 883 billion with grocery retail accounting for US\$ 608 billion The market is projected to reach 63 in US\$ 1.3 trillion by 2024 India ranked the world Bank's Doing Business 2020.

publication. India ranked 73 in the United Nations conference on Trade and development's Business to Consumer (B2C) E Commerce Index 2019.

India's direct selling industry would be valued at US\$ 214 billion by the end of 2021 Consumer spending in India increased to US\$ 245.16 billion in the third quarter of 2020 from US\$ 192.94 billion quarter of 2020 the second.

India is the fifth largest and preferred retail destination globally The country among the highest in the world in terms of per Capital growth with retail development taking place not just in major cities and metros but also in tier II and III cities Healthy economic growth, changing demographic profile increasing disposable income changing consumer tastes urbanisation and preferences are some of the factors driving growth in the organised retail market in India.

Indian online grocery market is estimated to exceed sales of about Rs 22500 Crore (us\$ 3.19 billion) in 2020 witnessing a significant jump of 76% over the previous year.

According to India Ratings and Research (Ind-Ra) domestic organised food and grocery retailers are expected to increase by 10% YOY in FY2022 with organised retailers and E-commerce likely to benefit from the ongoing demand for essentials.

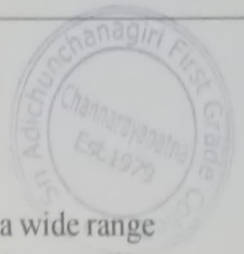
India's population, is taking to online retail big way By 2024 India's ECommerce industry is expected to increase by 84% to US\$ 111 billion driven by mobile shopping which is projected to grow at 21% annually over the next four years The most common payment methods online were digital wallets (40%) followed by credit.

Credit cards (15%) and debit cards (15%) online penetration of retail is expected to reach 10.7% by 2024 versus 4.7% According to data released by the ministry of statistics and programme implementation on (MOSPI) India's consumer price Index (CPI) based retail inflation eased to 4.2% in 2023, compared with in March.

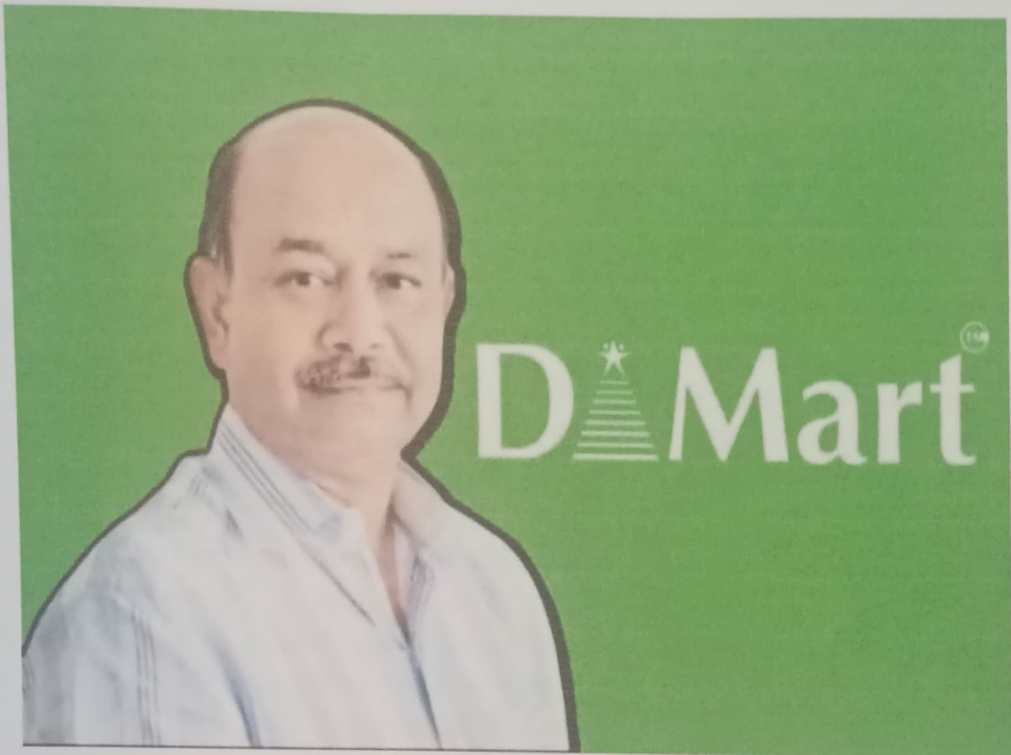
The government of India has introduced reforms to attract foreign direct investment (FDI) in retail industry. The Government 51% FDI multi brand retail and 100% FDI in single brand retail under the automatic route which is expected to give a boost to Ease of Doing business and make in India schemes with plans to allow 100% FDI in E-commerce- Cumulative FDI inflows in the Retail sector attracted US\$ 6.2 billion from various private Equity and venture capital funds in 2020.

India will become a favourable market fashion retailers on the back of a large young adult consumer base increasing disposable income and relaxed FDI norms.





D. Mart is a one stop supermarket chain that aims to offer customers a wide range of base and personal products under one roof Each D. Mart stocks home utility products including food, beauty products, garments, kitchenware bed and bath linen home appliances and more available at competitive prices that our customers appreciate our large objective is to offer customers good products at great value.

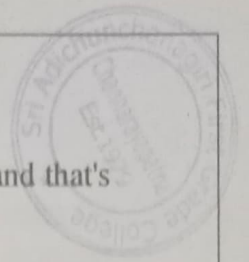


D. Mart was started by Mr. Radhakrishn Damani and his family to address the growing needs of the Indian family. From the launch of its first store in Powai in 2002 D-Mart today has a well-established presence in 263 locations across.

Maharashtra, Gujarat, Andhra Pradesh, Madhya Pradesh, Karnataka, Telangana, Tamil Nadu, Chhattisgarh, Punjab and Rajasthan with our mission to be the lowest priced retailer the regions we operate our business continues to grow with new locations planned more cities.

D- Mart is an operates an Indian Retail Corporation that chain of hypermarkets in India It is biggest retail chain operating in states of India ma Warious presence of 263 stores 72 cities spread across 11 states this Supermarket chain has managed to become the 11th most valued Indian form by market valuation with the

company's market capitalisation standing at 1,58 902. Cr on the BSE and that's how D. mart earned its Products offered by D mart name.



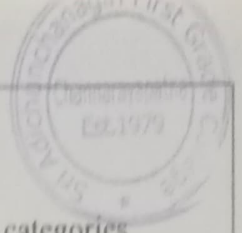
Introduction

D. Mart was founded by Radhakishan Damani (India's warren Buffett") in 2002 with its first branch in Powai's Hiranandani Gardens D. Mart has well established presence in 263 locations across India. In Beginning Mr. Radhakishan Damani was an broker in stock market and later he became a investor and he gained a lot of knowledge about companies while trading that made his fundamentals very strong in business.

In 1999 he bought a franchise of Apna Bazar but at that time he was not able to understand their business model and was not convinced with it and later he went to USA where he visited Walmart he found system and business model of Walmart very interesting and was quite impressed with it then he took time to understand the functioning of Walmart then he returned back to India an 2002 and started his own hyper market chain D. mart from 2002 to 2010 D-Mart had established 25 stores and now in 2022 it has more than 200 stores D. Mart saw massive growth in these past 10 years In 2017 D-mart owner Avenue super marts announced Rs 1870-Cr IPO to be out on 8 march After the IPO listing (as Avenue super marts ltd). It made on a record opening on the market the National stock Exchange After the close of the stock on 22 March 2017 its market value rose to Rs 39988 Crore This pegged it.

The 65 most valuable Indian firm aboard of Britannia Industries Marico and Bank of Baroda As of 2019 21 November the market capitalisation of D Mart is close to Rs 114000 Cr making it the 33rd largest company listed on Bombay stock Exchange the IPO hit so high that it gave back the premium of 114% till date D mart has valuation of more than 2 trillion company also along with dmart. D mart premia. D Homes. Dutch Harbour etc are the brands owned by D mart under ASL In just 20 years it has dominated a massive of retail sectors.

Mission



At D-Mart was research identify and make available new products and categories that suit the everyday needs of the Indian family our mission is to provides the best value possible for our Customers so that every rupee they spend on shopping with us given them more value for money they would get anywhere else.

Avenue Supermarket Limited



Trade name - D Mart

Company type - Public

Traded as - BSE 540376 NSE DMART

ISIN - INE 192 R01011

Industry - Retail

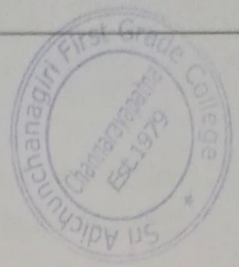
Genre - Supermarket

Founded - May 15, 2002 22 years ago

Founder - Radhakishan Damani

Headquarters - Powai Mumbai Maharashtra India

Number of locations - 361 (March 2024)



Area served - India

Key people - Radhakishan Damani (chairman)

Ignatius navi Noronha (CEO)

Product - Grocery & staples daily Essentials Daily frozen Home and furniture's home appliances Bed Baht clothing footwear Toys Crockery luggage Health and beauty sporting goods and fitness Fruits & vegetables.

Revenue - 42840 Crore (one US\$ 54 billion) (FY23)

operating income – 3127 Crore (US\$ 390 million) (Fy23)

Number of Employees - 12.108 permanent/2023) 48 793 contractual (2023)

Website - www.dmartindia.com.

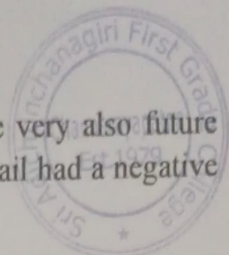
Foundation of D-Mart and why D. Mart successful?

Unlike Flipkart was established by two 25 year old youngsters toward the beginning of thar professions D marts establishing story Couldn't have been more extraordinary as D mart was established as 2002 by a then 45 year old Radhakishan Damani at a moment that he'd effectively made his millions when he established Dmart Damani was an incredible name in Indian Securities exchanges He had already got a few worth stocks that surpassed gillette and HDFC Bank valuations.

Damani who dropped out of a trade degree after the primary year had first joined his dad metal rollers business yet had begun. putting resources into stocks when he was 32, He would up getting to be one of the greatest stock financial specialists of the 90s and current Securities exchange bull Rakesh Jhunjhunwala believes him to be a tular In any case after an effective financial.

exchange profession patting resource into stopper confronting organizations Damani chose to being in his own.

It this Moderate methodology that has worked for D Mart other retail chain were picking development yet for the initial 15 years D mart just worked its stores in 4 state Indeed even today the company has 214 stores in 72 cities across 11 States D mart has a benefits to deals proportion of 3.7%



In Correlation other significant Indian retailers don't passage very also future group has a benefit to deals proportion of 0.21% spencer's retail had a negative benefit to deals proportion of 8.9

and Reliance retail which works high edge classifications inducing hardware and adornments and has more than double the incomes of d mart just dealt with benefit to deals proportion of 1.6%

Strategies and organization structure of D Mart

The ultimate start with D Mart needs to make a picture among the majority of a rebate store that offers the vast majority of the items from over every single real brand Fundamentally a store that offers an incentive for cash presently since individuals for the most part come to D Mart on the grounds That they all what they need under rooftop consequently one D mart stores are operational in high rush hour gridlock territories and crosswise over three Hypermarkets organization including that are spread Crossuase over 30000 - 35000 sqft express group that is speed more than 7000-10000 sqft and in Conclusions the super Centres that are set up at more than 1lakh sqft.

Organization structure of D mart



The FMCG business has an instalment Standard of 12-21 days however, D mart pays its sellers on the eleventh day itself This causes him to remain The great boots of merchants and dodges stock outs.

Furthermore, since D mart purchases in mass and pays its sellers well in time additionally get the chance to win they higher edges Essentially, their procedure is to get it low stock at high and sell it shabby workers is the third mainstay of thire model D mart offers great cash adaptability, strengthening and loose and effective work culture.

They even proceed to employ tenth standard dropouts with the correct frame of mind duty. They incline toward procuring Crude ability and afterward put intently in preparing to shape them according to their prerequisite Representatives are simply educated once concerning the worth framework and arrangements at and

D mart and after that are enabled by giving them the opportunity to work without Someone continually investigating their shoulders There is outwrite lucidity what should be accomplished yet you don't have to dread targets,

D. Mart Business Model & supply chain model



This as rebounders get basic supply chem the how local products from wholesalers and wholesalers gel at from Dette lurer or super stockers what I part did an maintained thar reasons with suppliers manufacturers and get required stuff

from Dam 10 middle Wy Commission that is testates cutch other wholesalers is laved and as they have warehouses then transport or Logres costs are also controlled to totally me Consider D Mart in retail shop but as they have good relations such payment methods and good quantity of order they ferally to massive discounts and as they get it directly from the suppliers and manufacturers to middle commission is Laved. The business model bus at the core of a successful company is good food proof business model not only ads as a pillar for business to grow but also helps it prosper in a comparatively less amount of lime

D mart often termed as the Walmart of India has been quite successful in its business so far and a Magar credit goes to the robust business model it has developed over the year

The cham of D Mart operates on a Bac (Business to nontumor) model in which the company sells its goods from the manufacturers house to that of the end uses O Mart Sells a wide range of products ranging from tome care and personal care to grocery and Staples daily essentials home appliances footwear luggage fruits and vegetables men's and women's apparel and more These goods as well know fronts fulfil over every day needs and hence have a significant demand throughout the year Therefore they cope out the possible demand throughout the year Therefore they wipe out the possibles of Fluctuations due to high demand and helps the brand get the stat lily that many theirs dream about.

Dialogized for de thrifty cost Company hap the litres under contract Here as some Phet character sties of t

low operational costs and fewer capotes

D-Pad believes in the elective obligation of the spaces entreat of adorning its intern and shelves forcefully the company sorts in launching more and more products in fever spaces for the customers to choose from Buhach can also be dammed up as a low interior lost confit to reduce the operational Costs Besides when you walk into a D Mast store you would also find lesser billing looters which further works in reducing Employee costs

Ownership model

Damani the company's founder had decided quite early in the game to adopt a store ownership model This played major part on making D Mart a a low or no company thereby doesn't strengthening at financially Furth more the company doesn't attune any rental costs which helps D-mart open more slares and gain high

positive cash flows The company owns around so of all the stores that it is recited for

Affordable rates of products

It is warily browed that in the FMCG sector the retailers pay off the Riedel to their vendors within a period of 3 walks whereas D Part pays off their credit with am a waste Thes halfar the company benefit in many sways including the hage discounts that get from the vendors cwhich in turm entirely reuerding for the end users too Affordable rate of products with tons of discsi-as on various pradients toads any the overall footfall and spite of the sales volume Thus winbranding hate also helps the manufacturers to rely on the brand and brony in more stocks for the resing demand which calends another valume discount from the manufacturers end

Slotting fee

D mart levies a might indicate st slotting fue as the AS CE fee that I mart charges from the manufactioners to store ther products on the shaves of D mart stores which is Iso sometimes referred to as on entry fee D Mart on the other hand auth its appealing marketing strategies and. attractive discounts ensures that the are sold out as quickly as possible. products

Sales channel

As discussed carber D Mart opts for a B2C (Business to consumer) business model where the company sells the products directly prom manufacturers to the end Consumer The Company purchases its goods in bulk and this climinates the Middleman (distribu tors and wholesalers) from the cham which helps in passing their commessions as discounts to the consumers

logistics



As shown above there are many sources or alternatives of transport now if you observe O Mart has a wide range of products in store so this is possible only when they have enormous source of suppliers for those goods so D-Mart can use any mode of transport according to the requirements the mode of transport is dependent on few factors like what type of product is being transported weight of product, quantity of products minimum delivery time they are aiming for design of product location of import and export type of packing used on product like products having packing that is less resistant to water than ships Cannot be used if design is big and so are quantities then trucks cannot be used so mode of transport as depended on various factors but the maximum modes of transport used by D- Mart are Trains and trucks Trucks are the most preferred mode of transport in cities for the movement of goods from suppliers to warehouse and from warehouse and from warehouse to the store and may be sometimes for the delivery to customers But if goods are heavier and in huge quantities then it can be transported by trains Esx Rice wheat & other groceries of the product is bigger in size and are being imported from outside then it can be done through the airways or Seaways whichever is suitable according to the product so this is how D-Mart operates its logistics.

Target customers

D- Mart's target customers are the Middle class groups and lower Middle class groups those who often want to buy low cost goods that come with hefty discounts but are of good quality This makes D Mart attract an extensive customer base than many other retailers

Regional goods

A land of diversity India nurtures an array of region-specific goods This gave D- Mart an amazing opportunity to capture the rich markets with products specific to different regions D mart researches the popular local brands of a particular region and makes them available thereby avoiding people's need to go to the local kirana stores. This has helped D Mart to gain market share

Marketing Strategy of D. Mart

D. Mart is a company that doesn't believe in marketing aggressively unlike many of The Company maintains a e its competitors marketing mix where its unique selling position (USP) lies in the most important factor that contributes to keeping the company ahead of its peers.

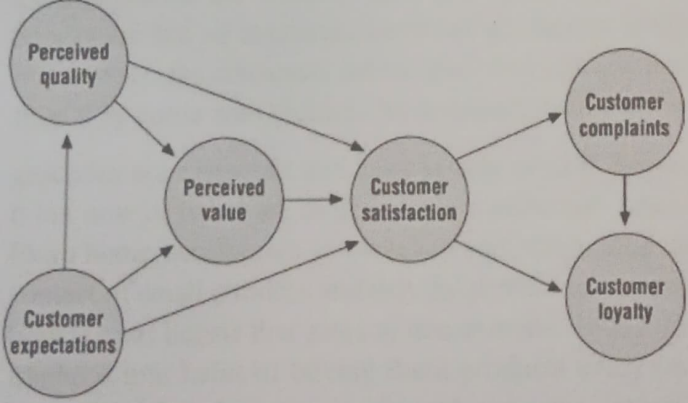
Digital Presence of D. Mart

D-mart was founded back in 2002 and boasts of an enable offline presence but when it comes to digital presence it bothered little about it to be true. However, the Company taken a few steps to place it ahead on the digital front. These steps include the installation of a chatbot on facebook messenger and the launch D-Mart Ready

As of now I Mart uses facebook as modium far information which the A brand uses to inform and clear customers doubts The company is yet to explore instagram and Twitter fully the proper utilization in the upcoming times will surely help the company Set itself more stable the future D mart improved his relations with the helpplars. en Markel that en running game hum humongous benefits the store what he did was Partner with partner (to improve relations suppters) the major benefit he got margins that he has to distributors was the was wholesalers Cancelled as relations good with suppliers lash dislout that we get when goods in que make was with the and very is something purchasing of the bulk and pay the suppler hus complete amount that is payable instead of ...

Slotting fees

D-Mart did was they taking seotting free from Company to display ther products The most foreme um display unit of shack was 3-4-5 row that was directly at the eye sight of Consumers Allording to human ppsychology basically when the Consumer visits store they derectly pick the products that are at the level of their eye sigh this boosts the sales of product of a particular



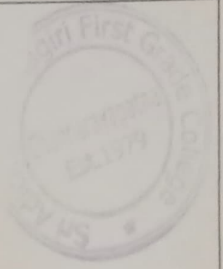
How D. mart does promote impulsine buying just by displaying products? Please refer picture abone it shows that D-Mart places products on front racks as quality with attractive as packing shown above and texture Colour, size and design plays majar role in attracting customers or making also a them buy it so good decision this According psychology if someone is has a to human watching particular object at for longer time then they of the same or eye sight start thinking more

intensely so in D. Mart all products are with attractive packaging and are arranged such that people surrounded with them intensifies. So buying



The picture above shows that how people keep on shopping fully loaded this is even of the trolleys are due to attraction created by D-Mart in the eye sight of consumers. In the walking area they generally arrange goods like fast food Snacks etc and all essentials are in end the master mind reason. Kept behind this is that when the consumer enters. mart they already know that they need time to shop they come with children bo now parents know. their cwhat

groceries are essentials and Kept in they even if they a particular corner still get it but now or twhat are in end about unnecessary products like snaks. perfumes, Extra home accessories so these are and other stationeries arrange in direct eye contact of small children and they force their parents to get it far them and this es how D mart boosts thar sales of non essentia -is and once they buy then they get trape d into habit of buying these products every time they visit the store so basically what happens is in order to get essentials from the shop the untenowingly shop non essentials



They have a separate section for clothing which trial rooms. both men and are setup so women can shop so that how dass this play role in marketing 9 so when people visit shop with their family the shop is of usually Crowded so one them could shop groceries two and rest members lan viset and try clothes in trail members the new



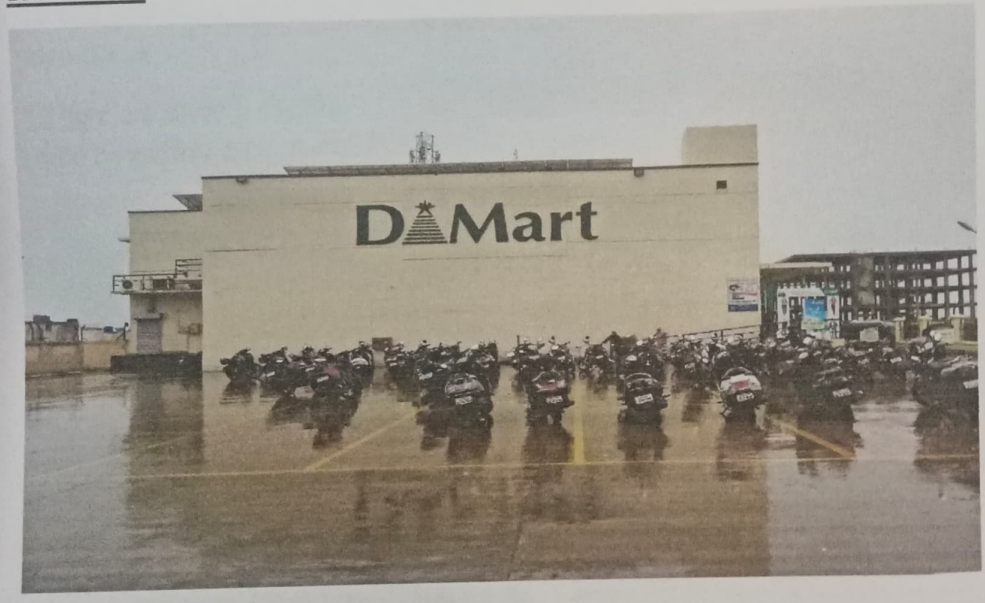
So in the complete store there are installed all around almost 90% are lots of CCTV the shacks that can cover of the store so they have ther staff that Keeps an eye on and quantity of products Kept every shelf on rack 20 when quantity seems to be decreasing they ask any staff members to refill it again and Soon as the shelf is no longer busy then they carry a trolley in which all the products. is kept in required quantity and then they refill it as soon as possible if you can see the worter is trying to refill the racks as soon as Customers walk away after getting required products

D mart uses software of company Yash systems India Pv1 ttld and Retail Soft these are the Softwares used by D mart during bulling of products now this software helps Basically M Keeping record more software that keeps data of the quantity these software the to be refilled quantity required store needs to be planned properly and then by comparing data they retell to quickly

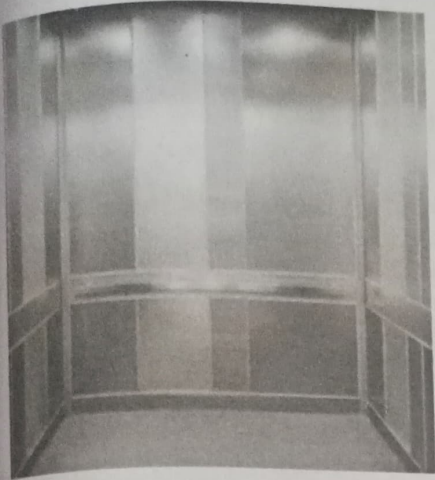
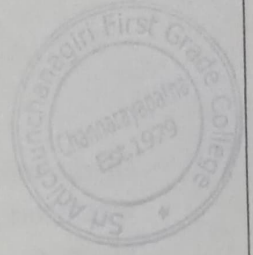


They have installed elevators so that customers can carry their things easily from ground floor to 1st floor and also to the parking to load it directly in the car.

PARKING



Elevators



They have a good network of simple lighting and a white interior to maintain freshness in store

They have basic range of clerical like oven aqua guards fans etc
at the end near the counter they have counters with barcode scanner installed Card payment etc

* There are in built speakers and microphones in order to give instructions that could be audible throughout the shop



Conclusion of D. Mart

D Mart has carved in a unique niche the India Retail landscape through its relentless focus on value, efficiency, and customer satisfaction. By prioritizing controlled growth, strategic cost and management, a seamless shopping experience, D mart has established itself as a the hypermarket segment leader in

D mart manage its supply chain at very lower cost compare to the industry.

D mart do not spend heavily in on marketing and customer satisfaction which is helping it as word of mouth marketing

Name of the Program: Bachelor of Commerce (B.Com.) Course Code: COM M1 Name of the Course: Retail Management		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	45 Hrs
Pedagogy: Classrooms lecture, Case studies, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the students' will be able to		
a) Understand the contemporary of retail management, issues, strategies and trends in Retailing.		
b) Utilize the theories and strategies of retail planning.		
c) Perceive the role and responsibilities of store manager and examine the visual merchandising and its techniques in the present context.		
d) Prioritize the factors to be considered while fixing the price in retailing.		
e) Comprehend the emerging trends in Retail Industry.		
Syllabus:		Hours
Module No. 1: Introduction to Retailing		08
Introduction – Meaning and Definition – Characteristics of Retailing -Functions of Retailing- Types of Retailing- Forms of Retailing based on ownership. Retail Theories- Wheel of Retailing- Retail Life cycle- Retail Business in India. Influencing factor- Present Indian retail scenario. International Perspective in Retail Business.		
Module No. 2: Consumer Behaviour in Retail Business		10
Buying Decision Process and its Implication on Retailing – Influence of Group and Individual Factors, Customer Shopping Behaviour, Customer Service and Customer Satisfaction. Retail Planning Process: Factors to Consider in Preparing a Business Plan – Implementation – Risk Analysis.		
Module No. 3: Retail Operations		10
Factors Influencing location of Store - Market Area Analysis – Trade Area Analysis – Rating Plan method - Site Evaluation. Retail Operations: Stores Layout and Visual Merchandising, Stores designing, Space Planning, Inventory Management, Merchandise Management, Category Management.		
Module No. 4: Retail Marketing Mix		07
Product: Decisions Related to Selection of Goods (Merchandise Management Revisited) Decisions Related to Delivery of Service.		
Pricing: Influencing Factors – Approaches to Pricing – Price Sensitivity - Value Pricing –		

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Markdown Pricing.	
Place: Supply Channel-SCM Principles – Retail Logistics – Computerized Replenishment System- Corporate Replenishment Policies.	
Promotion: Setting objectives – Communication Effects - Promotional Mix.	
Human Resource Management in Retailing – Manpower Planning – Recruitment and Training – Compensation – Performance Appraisal Methods.	
Module No. 5: Impact of Information Technology in Retailing	
10	
Non-Store Retailing (E-Retailing) - The Impact of Information Technology in Retailing - Integrated Systems and Networking – EDI – Bar Coding – Electronic Article Surveillance Electronic Shelf Labels – Customer Database Management System. Legal Aspects in Retailing, Social Issues in Retailing, Ethical Issues in Retailing. Artificial Intelligence in Retailing.	

Principles of Marketing

LTP: 4+0+0

4 Hours per week

OBJECTIVE:

- To enable students to understand the basic concepts and principles of Marketing

OUTCOME:

- Students will be able to learn the application of Principles of marketing by business firms

UNIT – I Introduction to Marketing: Meaning and Definition of Market, Marketing- Core Marketing Concepts - Marketing Mix - Marketing environment - Functions of Marketing. 4Ps and 7Ps of marketing mix. Online Marketing- Relationship between Technology, Globalisation , Social Responsibility and online marketing.

UNIT – II Product : Meaning of a Product - Product Plan --Diffusion (Adoption) of Innovations- New Product idea - Stages in New Product Development- Causes for Failure of a new product - Product life cycle and Marketing strategy.

UNIT – III Price and Promotion: Price: Meaning – Pricing Strategy – Types of Pricing Strategies. Promotion: Meaning and Role of Promotion – Types of Promotion – Personal selling – Advertising – Publicity and Sales promotion - Elements of Promotional mix – Factors affecting Promotion Mix.

UNIT - IV Place in Marketing mix : Channels of Distribution – Types of Channels of Distribution - Middlemen and Distribution- Selection of the type of Channel - Retailing –Nature and Importance –Non-store retailing-Wholesaling and Physical Distribution-Nature and Importance of Wholesaling and Physical Distribution.

UNIT – V Consumer Behaviour: Meaning - Features – Scope- Importance- Models of Consumer Behaviour - Consumer reference groups and their types – Consumer behavior in Online marketing.

SKILL DEVELOPMENT

1. Name any five FMCG companies in India and identify the pricing strategy used by each one of them.
2. Select any five firms in automobile industry and identify the promotional methods used by each of the firm.
3. Identify any five products that failed in the market and identify the causes of failure for each of the products.
4. Select any five products and identify the various channels of distribution used for each of them.
5. Identify a product in the growth stage and write about 4Ps of marketing in it.

Books for Reference

1. Principle of Marketing- Philip Kotler, Gary Armstrong and Prafulla Agnihotri, Pearson Publication
2. Principles of Marketing – Robert H. Utaraid and Brajendra Kr Gupta
3. Principles of Marketing – Charles W Lamb, Cengage India Learning P Ltd
4. Principles of Marketing – Dr Amit Kumar, Sahitya Bhawan Publications
5. Marketing – Grewal and Levy, Mc Graw Hill Publication