

A PROJECT
ON
RETAIL STORE OPERATIONS
AT
RELIANCE RETAIL LTD.



Submitted in partial fulfillment of the
Post Graduate Diploma in RETAIL MANAGEMENT)

Under the guidance of:

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Sample Project Report

LIST OF ABBREVIATIONS

AOP	–	Annual Operating Plan.
AST	–	Assortment.
CSA	–	Customer Service Associates.
CSD	-	Customer Service Department.
DC	–	Distribution Centre.
DSD	–	Direct Sale Delivery.
FBS	–	Flat Bed Scanner.
FIFO	–	First In First Out.
HHS	–	Hand Held Scanner.
HHT	–	Hand Held Terminal.
LIFO	–	Last In First Out.
MSR	–	Membership Service Representative.
OS	–	Orbital Scanner.
POG	–	Planogram.
POP	–	Point Of Purchase.
POS	-	Point Of Sale.
SEL	-	Shelf Edge Label.
SRA	–	Store Relation Associates.

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EXECUTIVE SUMMARY

The project entitled “RETAIL STORE OPERATIONS” carried out, was the result of extensive study of the RELIANCE FRESH store situated in HINOO, Ranchi. My subject of study was analyzing CATCHMENT AREA, FOOTFALL AND CUSTOMER’S AVERAGE TICKET SIZE of the store.

- **CATCHMENT AREA**

It is defined as the area from where the customers are mostly attracted to the store. In my project, the Catchment area included Hinoo, Dhurwa, Doranda, Main Road, Sector, South Office Para, North office Para, Hatia etc. The major residential areas involve MECON colony and Satellite Colony.

- **FOOTFALL**

Footfall can be described as the no. of people who visit the stores. These may not necessarily be the buyers. Window shoppers are also included in this. The average footfall of Reliance Fresh Store, Hinoo was around 500 to 600 visitors per day.

- **TICKET SIZE**

Ticket size refers to the billing amount of the customers. It includes what they purchase. This means revenue of the store.

The scope of project allows a two way approach to learn about the functioning of Reliance Fresh outlets. Firstly, it provides an opportunity to know about in and out of the functioning of the retail store which serves both as the frontline of operations and the revenue earner for the organization engaged in the business of organized retailing. The retail store which serves as the point of interaction and transaction between the organization and the customers is the biggest stakeholder in determining the level of success of the business. Operations set that regulate the entire workings of a store thus have a pivotal role. Thus while being engaged in a project work in an retailing organization, to develop knowledge about the retail store operations provides a kind of completeness to the task of understanding the trade.

On the other hand factors like counts of footfall, the value of ticket size etc. are ultimate determiners in the extent of success that the retail organization has achieved. These determinants are in a sort litmus tests about the correctness of the strategy and the positioning in order to reach the consumer groups. All the working procedure as well as the planning is usually so organized as to ensure the maximum business both in terms of volume and value. The first level facilitator for this purpose achievement is the footfall figures of the stores under observation. By simple logic it can be deciphered that more number of people entering the store means more amount of revenue. The arrival of consumer hordes can be a near to sure indicator of acceptability of the business model of the organization.

But the approach to determine outcome of a retail business model on footfall alone can unfailingly lead to fallacies. So in order to reinforce the element of surety in the task of analysis a more trustful approach of taking eye to the ticket size is desirable.

Research Methodology

Research Methodology is the master plan for conducting the research study. It should be noted that a Research Methodology is unique to a Research Design. As the project undertaken by me primarily emphasizes on the Store Operations of Reliance Fresh Store, Hinoo so I took help of Descriptive Research Studies. Descriptive Research involves the description of the characteristics of the variable, description of the extent of association between variables and it allows the researcher to infer about the variables. Like in this case, the variables were analyzing Foot-fall, Catchment Area and the Average Ticket Size of the customers. Another reason was that I worked on the data provided by the store i.e. it was secondary data (total footfall, total sales, total no. of customers etc.) for a month and I knew which parameters to work upon. Also I interviewed the customers and observed their behavior towards Store.

The project's data collection was through Primary and Secondary sources. Primary data was the one where I interviewed and observed the customers and gave them questionnaires to fill for the purpose of Catchment Area. Secondary data included the analysis part through the data given by the Store.

I gathered data of one month from the Reliance Store i.e. from 1st of May to 31st of May as the Sample Size. It included Total Footfall, Total Customers, Total Sales, Average Sales per Customers, No. of items sold and Conversion Ratio. For the questionnaire filling I took a sample of 50 people from the nearby locations (Hinoo Housing colony, Doranda, Sector, Dhurwa etc.). I also interviewed those who visited the store regarding the Store Ambiance, Assortments of products and services provided.

The type of Sampling Procedure which I have chosen is Convenience Sampling. Convenience sampling is a generic term that covers wide variety of Ad-hoc procedures for selecting respondents.

Since sampling units were accessible, convenient, easy to measure, co-operative and articulate, I used Convenience Sampling. I interviewed the customers and analyzed the given data through my own convenience and expertise.

Findings

These 6 weeks of my internship was a good learning experience for me. I was exposed to the practical aspects of Marketing and Retailing. The major findings are:

1. Visibility of the products should be increased.
2. There must be more sales promotion and advertising activities.
3. There is an imminent need of betterment of Customer Support Services of Reliance Fresh Store.
4. Close link should be established with customers through customer relations programs and try to meet their requirement regarding product and services and to make them aware about both product and promotions.
5. Promote the peculiar areas where Reliance Fresh stores, have an upper hand like correct weight and measures, values packs of goods, quality service and ambience.
6. Rightsizing is desired in certain stores. A large area is occupied by categories like apparels which have very limited sales but rent has to be paid for the area.
7. Long queues too often discourage people to shop in Reliance Fresh store especially the customers who purchase smaller quantities of good (say Rs. 10.00 bread). So number of tills in each store should be between depending upon factors like and stateside. In rush hours
8. Innovativeness is the mantra for success. Brainstorming sessions must be conducted for generation of new innovative ideas.

Conclusion

Finally analyzing all the factors responsible for increasing sales and the no. of customers in Reliance Fresh Store, Hinoos, I came to the conclusion that the Reliance Retail Group has a major focus on achieving customer needs and their satisfaction level and not to those who made it possible i.e. the Sales Force. There are multitudinous programs and events taking place to attract a large amount of crowd from the respective locations. But the industry should also keep in mind the integrated efforts made by the team i.e. the CSA's, Store Supervisors, Store Manager and the people involved in store activities for the enhancement customers attraction by the store and finally maximization of revenue.



CHAPTER 1.

INTRODUCTION

TO

RETAILING

INTRODUCTION TO RETAIL

1.1 Inception of Retail Business

Retailing is derived from the French word “retailleur” which means : “To cut off a piece or to break bulk”



Fig. 1

Retailing consists of the sale of goods or merchandise from a fixed location, such as a department store, boutique or kiosk, or by post, in small or individual lots for direct consumption by the purchaser. Retailing may include subordinated services, such as delivery. Purchasers may be individuals or businesses. A "retailer" buys goods or products in large quantities from manufacturers or importers, either directly or through a wholesaler, and then sells smaller quantities to the end-users / consumers. Retail establishments are often called shops or stores. Retailers are at the end of the supply chain. Manufacturing marketers see the process of retailing as a necessary part of their overall distribution strategy. The term "retailer" is also applied where a service provider services the needs of a large number of individuals, such as a public utility, like electric power.

Online retailing, a type of electronic commerce used for business-to-consumer (B2C) transactions and mail order, are forms of non-shop retailing.

Shopping generally refers to the act of buying products. Sometimes this is done to obtain necessities such as food and clothing; sometimes it is done as a recreational activity. Recreational shopping often involves window shopping (just looking, not buying) and browsing and does not always result in a purchase.

1.2 Retail scenario in India

Indian retail industry is the largest industry in India, with an employment of around 8% and contributing to over 10% of the country's GDP. Retail industry in India is expected to rise 25% yearly being driven by strong income growth, changing lifestyles, and favorable demographic patterns.

It is expected that by 2016 modern retail industry in India will be worth US\$ 175- 200 billion. Indian retail industry is one of the fastest growing industries with revenue expected in 2007 to amount US\$ 320 billion and is increasing at a rate of 5% yearly. A further increase of 7-8% is expected in the industry of retail in India by growth in consumerism in urban areas, rising incomes, and a steep rise in

rural consumption. It has further been predicted that the retailing industry in India will amount to US\$ 21.5 billion by 2010 from the current size of US\$ 7.5 billion.

Shopping in India have witnessed a revolution with the change in the consumer buying behavior and the whole format of shopping also altering. Industry of retail in India which have become modern can be seen from the fact that there are multi- stored malls, huge shopping centers, and sprawling complexes which offer food, shopping, and entertainment all under the same roof.

Indian retail industry is expanding most aggressively. As a result of this, a great demand for real estate is being created. Indian retailers preferred means of expansion is to expand to other regions and to increase the number of their outlets in a city. It is expected that by 2010, India may have 600 new shopping centers.

In the Indian retailing industry, food and food products is the most dominating sector and is growing at a rate of 9% annually. The branded food industry is trying to enter the India retail industry and convert Indian consumers to branded food. Since at present 60% of the Indian grocery basket consists of non- branded items.

Indian retail industry is progressing well and for this to continue retailers as well as the Indian government will have to make a combined effort.

1.3 Growth of Retail Industries in India:

Growth of Retail Companies in India exhibits the boom in the **retail industry in India** over the years. The increase in the purchasing power of the Indian middle classes and the influx of the foreign investments have been encouraging in the Growth of Retail Companies in India.

Growth of Retail Companies in India is still not yet in a matured stage with great potentials within this sector still to be explored. Apart from the retail company like Nilgiri's of Bangalore, most of the retail companies are sections of other industries that have stepped in the retail sector for a better business. The Growth of Retail Companies in India is most pronounced in the metro cities of India, however the smaller towns are also not lagging behind in this. The retail companies are not only targeting the four metros in India but also is considering the second graded upcoming cities like Ahmedabad, Baroda, Chandigarh, Coimbatore, Cochin, Ludhiana, Pune, Trivandrum, Simla, Gurgaon, and others.

The South Indian zone have adopted the process of **shopping in the supermarkets** for their daily requirements and this has also been influencing other cities as well where many **hypermarkets** are coming up day to day.



CHAPTER 2.

INTRODUCTION

TO

THE COMPANY

INTRODUCTION TO COMPANY

2.1 Founder's Message

**"Growth has no limit at Reliance. I keep revising my vision.
Only when you can dream it, you can do it."**



Fig. 2 Dhirubhai H. Ambani
Founder Chairman Reliance Group
{December 28, 1932 - July 6, 2002}

Dhirubhai Ambani founded Reliance as a textile company and led its evolution as a global leader in the materials and energy value chain businesses. He is credited to have brought about the equity cult in India in the late seventies and is regarded as an icon for enterprise in India. He epitomized the spirit 'dare to dream and learn to excel'. The Reliance Group is a living testimony to his indomitable will, single-minded dedication and an unrelenting commitment to his goals.

2.2. Board Of Directors of Reliance Industries Limited



Fig. 3

Mukesh D. Ambani

Chairman-cum-Managing
Director



Fig. 4

Nikhil R. Meswani
Executive Director



Fig. 5

Hital R. Meswani
Executive Director



Fig. 6

H.S. Kohli
Executive Director

The Reliance Group, founded by Dhirubhai H. Ambani (1932-2002), is India's largest private sector enterprise, with businesses in the energy and materials value chain. Group's annual revenues are in excess of US\$ 30 billion. The flagship company, Reliance Industries Limited, is a Fortune Global 500 company and is the largest private sector company in India.

Backward vertical integration has been the cornerstone of the evolution and growth of Reliance. Starting with textiles in the late seventies, Reliance pursued a strategy of backward vertical integration - in polyester, fibre intermediates, plastics, petrochemicals, petroleum refining and oil and gas exploration and production - to be fully integrated along the materials and energy value chain.

The Group's activities span exploration and production of oil and gas, petroleum refining and marketing, petrochemicals (polyester, fibre intermediates, plastics and chemicals), textiles, retail and special economic zones.

Reliance enjoys global leadership in its businesses, being the largest polyester yarn and fibre producer in the world and among the top five to ten producers in the world in major petrochemical products. Major Group Companies are Reliance Industries Limited (including main subsidiaries Reliance Petroleum Limited and Reliance Retail Limited) and Reliance Industrial Infrastructure Limited. Reliance Retail is a subsidiary of Reliance Industries Limited. It is the largest Private sector conglomerate of India.

Reliance Retail is the retail business of Reliance Industries. There are many brand names under this business such as Reliance I-Store, Reliance Home Kitchens, Reliance Time Out, Reliance Digital, Reliance Wellness, Reliance Trendz etc.

Reliance was established as a textile concern in the year 1966 by Dhirubhai H. Ambani. This company followed a diversification strategy since its inception. It vertically integrated. This resulted in formation of many subsidiaries. Reliance Retail is one such subsidiary. Reliance Retail is a part of the Reliance Industries Limited. Reliance industries is actually the largest conglomerate in India. It has an annual turnover of US\$35.9 Billion. It is also listed on 206th position in the Fortune Global 500 companies. The company started off as a small textile company around 30 years ago. And now it has expanded vertically and horizontally to be India's Numero-uno.

Reliance Retail is actually the retail group of Reliance Industries Limited. It has a number of brands like Reliance Time Out, Reliance Digital, Reliance Wellness. Autozone, Reliance Super, Reliance Mart, Reliance I-Store.

Reliance Group was established in 1970's. The Reliance Retail was found in the year 2006 as an operating subsidiary. It has its head office in Mumbai, India.

2.3 Growth Through Value Creation

With a vision to generate inclusive growth and prosperity for farmers, vendor partners, small shopkeepers and consumers, Reliance Retail Limited (RRL), a subsidiary of RIL, was set up to lead Reliance Group's foray into organized retail.

With a 27% share of world GDP, retail is a significant contributor to overall economic activity across the world. Of this, organized retailing contributes between 20% to 55% in various developing markets. The Indian retail industry is pegged at \$ 300 billion and growing at over 13% per year. Of this, presently, organized retailing is about 5%. This is expected to grow to 10% by 2011. RRL has embarked upon an implementation plan to build state-of-the-art retail infrastructure in India, which includes a multi-format store strategy of opening neighborhood convenience stores, hypermarkets, specialty and wholesale stores across India.

RRL launched its first store in November 2006 through its convenience store format 'Reliance Fresh'. Since then RRL has rapidly grown to operate 590 stores across 13 states at the end of FY 2007-08. RRL launched its first 'Reliance Digital' store in April 2007 and its first and India's largest hypermarket 'Reliance Mart' in Ahmedabad in August 2007. This year, RRL has also launched its first few specialty stores for apparel (Reliance Trends), footwear (Reliance Footprints), jewellery (Reliance Jewels), books, music and other lifestyle products (Reliance Timeout), auto accessories and service format (Reliance Autozone) and also an initiative in the health and wellness business through 'Reliance Wellness'. In each of these store formats, RRL is offering a unique set of products and services at a value price point that has

not been available so far to the Indian consumer. Overall, RRL is well positioned to rapidly expand its existing network of 590 stores which operate in 57 cities.

2.4 Reliance Fresh

- Forge strong and lasting bonds with millions of farmers and will transform the Relationship with customers to a new level
- Offer unmatched affordability, quality, convenience, service and choice
- Offer our customers the widest range of fruit and vegetables at the best prices in the neighborhood
- Provide for the daily needs of our customers by offering staples, grocery and household products at great prices
- Offer consistent high quality, unbeatable freshness and great service so that our Customers know that we can be trusted every day.

Fig. 7



2.5 Reliance Fresh In Ranchi

In Ranchi there are nine outlets of Reliance Fresh in almost all the major areas. The following are the locations of the Reliance Fresh Stores.

1. SPG Mart, Bahu Bazaar, Ranchi
2. Trikuta Hill
3. Rathod Towers, Circular Road, Ranchi
4. Vyas Enclave
5. L N Complex
6. M R Tower, Kutchery Road, Ranchi
7. Eyelex Hinoo
8. Prasad Motors, Ratu Road, Ranchi
9. Booty More, Ranchi

On an average, turnover of the Reliance Fresh Stores in Ranchi is 50,000 per day, each store, whereas compared to others cities it is abysmally low. The main aim is to provide good quality products at lower price and strive continually for customer service and satisfaction. According to one of the Reliance Fresh Store's manager, they were satisfying around 75% of customer expectations.

The Reliance Fresh Store, Hinoo is situated in a place where there are more of colonies. Major population residing there is of Service class i.e. employees of MECON Ltd, SAIL Ltd. This Reliance Fresh Store has positioned itself as a convenience store located in middle class neighborhoods. It caters to needs of its consumer base by providing high quality products in categories of (a) Staples (b) Fruits and Vegetables (c) FMCG (d) Kitchenware (e) apparels at competitive prices. Particularly in Fruits and Vegetables category, as the name "Reliance Fresh" suggests the company emphasizes on the attribute 'Fresh'. So, in order to offer its consumer base quality products at competitive prices, Reliance Fresh concentrate on its procurement and logistics operations.

The normal business hours for the Reliance Fresh store, Hinoo stretches from 6.30 AM in the morning to 10.30 PM at night. There are approx 20 CSA's i.e.. Customers Service Associates who help the customers in their purchase decision and make them feel at ease. CSA's normally work on two shifts. First shift is from 6.30 AM to 3.00 PM and second one is from 1.30 PM to 10.30 PM In addition to the above, there are 2 store supervisors for each shift and 1 One Store manager is wholly responsible for major decisions pertaining to the store.

CHAPTER 3.

RESESEARCH OBJECTIVE

3.1 Managerial Perspective

Reliance Fresh is the retail chain division of Reliance Industries Ltd. which is headed by Mukesh D. Ambani. As of now, Reliance Fresh has shown a phenomenal presence in the Indian subcontinent with almost all major cities coming under its purview. Reliance had entered into this segment by opening new retail stores in all metropolitan cities and other cosmopolitan cities of India. Reliance plans to invest Rs.25000 Crores in the next four years in their retail division and plans to begin retail stores in 784 cities across the country. In addition to this, Reliance is also poised to mark its presence in sub urban and rural India. The Reliance Fresh supermarket chain is RIL's Rs.25,000 Crores venture and it plans to add more stores across different areas, and eventually have a pan-India footprint by year 2011.

The super marts will sell not only fresh fruits and vegetables, staples, groceries, fresh juice bars and dairy products but will also sport a separate enclosure and supply-chain for non-vegetarian products. Besides, the stores would provide direct employment to 5 Lakh young Indians and indirect job opportunities to over a million people, according to the company sources. The company also has plans to train students and housewives in customer care and quality services for part-time jobs.

Now, my area of study was Reliance fresh Store, Hinoo, Ranchi and I was given the task of analyzing the customers and the store operations of that location. I was given this task so as to study what are the current and emerging trends of the Store, I also sought to gain a fair idea about Indenting, Checking of Delivery in Distribution Channel, Receiving Goods in Store, Markdown etc. These activities are done so as to prevent pilferage or any stock out situation of Fruits and Vegetables. As this store is mainly known for its freshness and so there are customers who are mostly attracted towards the fresh fruits and vegetables. Out of 50 people surveyed 36 preferred to purchase Fruits and Vegetables from local market, 8 from Reliance Fresh and 6 from both. Thus reliance fresh needs to concentrate more on this category to attract greater customer base, however people didn't opted either for spencer or big bazaar.

3.2 Research Objectives:

Research is one of the most vital part of the survey and is related to collection of information and knowledge. Marketing Research is defined as the systematic design, collection, analysis, and reporting of data and findings relevant to a specific marketing situation facing the company.

My objective behind this study as a whole was to **Understand the exact modus operandi of operations of the Reliance Fresh Store, Hinoo.**

My main research objectives were as follows:

1. Building knowledge base on customers, competitors and markets for Reliance store and transferring that knowledge between strategic business unit and among key managers.
2. Conducting primary market research for Reliance fresh Hinoo to ensure that projects meet there objectives, are cost effective and avoid duplication of other work.
3. To measure the no. of customers visiting Reliance fresh and their conversion ratio.
4. To explore the catchment area of Reliance fresh, Hinoo.
5. To calculate the average amount of purchasing/day of the customers.

6. To get the concept of retailing and other related terms in context with Reliance store.
7. To understand the consumer response and their preferences.
8. To understand the method of dissemination of information in the various management stratas of Reliance fresh.
9. To anticipate prospective consumers for the store.



CHAPTER 4.

RESESARCH

METHODOLOGY

Sample Project Reprot

4.1 Research Methodology

It is the specification of the methods and procedures used for acquiring the information needed. In short, it is the master plan for conducting the research study. It should be noted that a Research Methodology is unique to a Research Design.

It includes:

- ❖ **Research Type:**
- ❖ **Sample Size:**
- ❖ **Sampling Procedures:**
- ❖ **Data Collection Techniques:**
- ❖ **Time of Collection:**
- ❖ **Limitations of Research:**

4.2. Research Type

As my project focused majorly on the Store Operations of Reliance store Hinoo and not the customer taste and preferences so I took help of DESCRIPTIVE RESEARCH STUDIES. Descriptive Research involves the description of the characteristics of the variable, description of the extent of association between variables and it allows the researcher to infer about the variables. Like in this case, the variables were analyzing Footfall, Catchment Area and the Average Ticket Size of the customers.

Descriptive studies provides a sound basis for the solution of the problem; even though they do not explain the relationship among the variables.

I took the base of DESCRIPTIVE RESEARCH because I worked on the data provided by the store i.e. it was secondary data (total footfall, total sales, total no. of customers etc.) for a month and I knew which parameters to work upon. Also I interviewed the customers and observed their buying behavior towards Store. As Descriptive research design are used when the researcher has a substantial data about the problem and of the variables that are to be measured. In this case I knew which all areas need to be covered up and analyzed thoroughly.

4.3 Sample Size

I took one month data from the Reliance Store i.e. from 1st of May to 31st of May. It included Total Footfall, Total Customers, Total Sales, Average Sales per Customers, No. of items sold and Conversion Ratio. For the questionnaire filling I took a sample of 50 people from the nearby locations (Hinoo Housing colony, Doranda, Sector, Dhurwa etc.). I also interviewed those who visited the store regarding the Store Ambiance, Assortments of products and the Services provided.

4.4 Sampling Procedure

For the purpose of determining population characteristics instead of enumerating entire population, the individual in the sample are only observed. Then the sample characteristics are utilized to approximately to determine the population.

The type of Sampling Procedure which I have choosen is Convenience Sampling . Convenience sampling is a generic term that covers wide variety of Adhoc procedures for selecting respondents. Convenience Sampling means that the sampling units are Accessible, Convenient, easy to measure, co-operative and articulate. Considering the accessibility factor I selected Hinoo area for the study . I interviewed the customers and analyzed the given data through my own convenience and expertise.

4.5 Data Collection Techniques

The project's data collection was through Primary and Secondary sources.

Primary where I interviewed and observed the customers and also gave them questionnaires to fill for the purpose of Catchment Area.

It was Secondary when I carried out the analysis part through the data given by the Store. The analysis part included:

1. Descriptive Analysis.
2. Correlation Analysis.
3. Regression Analysis.
4. Testing of hypothesis.

The two type technique which were used are :

- ❖ **Communication Based Technique-** In this technique data was collected by asking a set of question and receiving a response. Two people are necessarily involved. Like –Questionnaire.
- ❖ **Observation Based Technique-** In this technique data was collected by studying the objects of interest like wise my object of interest were the customers and their buying pattern and what they perceive about the store. I observed them on a daily basis for apprx 30-35 mints.
- ❖ Also customers were interviewed regarding the availability of products and services, layout of the store etc.(as mentioned in the questionnaire).

4.6 Time Of Collection

Time of collection of my research study was 1 month of analysis the Catchment area, Footfall and average Ticket Size of the Customers. In one month time I was able to understand the trend of the Store and also how various store related activities like dumping, indenting, markdown, assortments of the products were done.

4.7 Limitations Of The Research

The major limitations which I faced during my project were:

- ❖ A particular store's trend cannot be generalized over the entire shows in Ranchi.
- ❖ Authenticity of the response of the customer cannot be ascertained.
- ❖ Most of the consumer prefer to go for local market.
- ❖ There was limited consumer base.
- ❖ Advertising strategy is not good in Ranchi.
- ❖ People are at times hesitant to respond to surveys.
- ❖ Research based on Ranchi city.
- ❖ Lack of expertise.
- ❖ Finally the time constraint.

CHAPTER 5.

DATA ANALYSIS

Table .1: Footfall, Customer Sales Data at Hinoo for May 2009

SI No.	Days	Weekends	Tot footfall	Tot Cust.	Total Sales	SPC/ATS	No.of item sold	Conv. Ratio
1	Friday	No	708	443	85,171.32	192.26	2,577	62.57
4	Monday	No	543	386	67,070.01	173.76	2,523	71.09
5	Tuesday	No	557	417	82,592.75	198.06	2,731	74.87
6	Wednesday	No	560	406	79,351.73	195.45	2,526	72.50
7	Thursday	No	625	397	83,507.73	210.35	2,573	63.52
8	Friday	No	587	416	84,156.98	202.3	2,663	70.87
11	Monday	No	502	395	61,379.14	155.39	2,250	78.69
12	Tuesday	No	499	377	57,980.66	153.79	1,952	75.55
13	Wednesday	No	540	395	69,511.21	175.98	2,401	73.15
14	Thursday	No	547	361	55,993.08	155.11	2,012	66.00
15	Friday	No	483	376	58,657.09	150.23	2,109	77.85
18	Monday	No	476	403	63,193.33	156.81	2,376	84.66
19	Tuesday	No	544	393	53,094.19	135.1	2,017	72.24
20	Wednesday	No	534	342	51,794.23	151.45	1,804	64.04
21	Thursday	No	458	345	42,942.85	124.47	1,660	75.33
22	Friday	No	476	372	63,872.49	171.7	2,248	78.15
25	Monday	No	521	299	42,014.13	140.52	1,658	57.39
26	Tuesday	No	476	351	55,852.41	159.12	1,953	73.74
27	Wednesday	No	521	367	57,446.58	156.53	2,000	70.44
28	Thursday	No	501	375	50,659.33	135.09	1,821	74.85
29	Friday	No	531	366	50,631.50	138.34	2,035	68.93
2	Saturday	Yes	528	472	92,528.81	196.04	2,999	89.39
3	Sunday	Yes	695	577	125,537.64	217.57	3,859	83.02
9	Saturday	Yes	699	499	90,856.78	182.08	3,010	71.39
10	Sunday	Yes	603	583	116,009.95	198.99	3,522	96.68
16	Saturday	Yes	549	388	61,733.44	159.11	2,271	70.67
17	Sunday	Yes	542	447	81,589.86	182.53	2,625	82.47
23	Saturday	Yes	555	435	100,570.6	231.2	3,394	78.38
24	Sunday	Yes	523	495	91,587.32	185.02	3,210	94.65
30	Saturday	Yes	599	411	75,669.20	184.11	2,428	68.61
31	Sunday	Yes	610	521	114,783.72	215.65	3,791	85.41
	Standard dev.		64.44	65.77	21765.11	27.68	598.03	9652.04
	Average		551.3548	413.226	73,152.91	173.68	2,484	75.07

5.1 Database:

This database of Reliance Fresh Store, Hino0 provides 31 days data of the following :

- ❖ **Total footfall.**
- ❖ **Total customers.**
- ❖ **Total sales.**
- ❖ **Sales per customer**
- ❖ **No. of items sold.**

According to these data I was able to analyse that what type of trend does this retail store follows. Through the Footfall and the No. of Customers, Conversion ratio was calculated.

In my project I have undertaken various types of analysis like :

- 1. Descriptive Analysis.**
- 2. Correlation Analysis.**
- 3. Regression Analysis.**
- 4. Testing of Hypothesis.**

And for the analysis of catchment area I took the help of Questionnaire and customer database from the Store. Else the analysis part of Footfall and ticketsize were done from the Database provided by the Store.

Tab. 2 Descriptive Analysis

<i>Tot Cust.</i>	<i>Total Sales</i>	<i>SPC/ATS</i>	<i>No.of ltms sld</i>
Mean	413.22	Mean	73152.9
Median	395.00	Median	67070.01
Mode	395.00	Mode	#N/A

This table shows the Mean, Median and Mode Of Total Customers, Total Sales, Sales per customers and No. of items sold.

5.2 Descriptive Analysis

- **Total customers**

Mean is the Average. In this case it is **413.22** means on an average there are 413 customers visiting the Hinoo store on a daily basis.

Median is generally the best average in open ended group distributions. Here it is **395** i.e. there are about 395 no. of customers who in a month visit very frequently.

Mode is particularly useful average for discrete series and so in this it comes to be **395**. i.e. 395 customers per day visit the store very regularly.

- **Total Sales**

Mean here is **73152.9** it signifies that on an average there is a sales of Rs. 73,152.9 per day.

Median is **67070** means Best average of sales per day can be judged as Rs. 67070.

Mode here is not applicable.

- **Sales per customers**

Mean here is 173.68 i.e sales per customers is Rs. 173 on an average.

Median also is about 173 Apprx means best avg taken is Rs. 173 Per customer.

Mode is not applicable here.

- **No. of items sold**

Mean here is 2483.81 i.e. there are about 2483 products sold daily in Reliance Fresh Store

Median is 2401.00 means there are 2401 products sold daily as more as possible.

Mode here is also not applicable.

Tab 3 Correlation Analysis

	<i>Tot footfall</i>	<i>Tot Cust.</i>	<i>Total Sales</i>	<i>SPC/ATS</i>	<i>No.of itm sld</i>	<i>Conv. Ratio</i>
Tot footfall	1.00					
Tot Cust.	0.64	1.00				
Total Sales	0.68	0.93	1.00			
SPC/ATS	0.63	0.70	0.91	1.00		
No.of itm sld	0.61	0.93	0.98	0.87	1.00	
Conv. Ratio	-0.12	0.69	0.55	0.32	0.61	1.00

5.3 Correlation analysis

- Here we can see, there is a positive correlation between Total Sales and Total customers = **93%**
- Same is with the correlation between No. of items sold and the customers = **93%**
- Maximum correlation can be seen with No. of items sold and the Total Sales = **98%**
- The correlation between Sales/customer and Total sales = **91%**
- Also No. of items sold and Sales/customer have a correlation of **87%** worth predictable.

Hence from this it can be concluded that:

- ❖ As there is increase in No. of Customers the Sales of the Store also increases. **It is found out by the research that increase in per customer leads to Rs. 308 increase in per day sales of the Store.**
- ❖ In the case if items sold and the customers as the no. of customers increases sale of items also increases by 93%.
- ❖ More is the sales more is the no. of items sold. Here it can be seen that correlation between each is 98% means a Rs. 100 sales can also contribute to large no. of items to be sold.
- ❖ Now the correlation between SPC and Sales is 93% i.e. individual customers bill is also effected by increase in sales upto 93% . Like the Average Sales per customer goes upto 173.68 per day.
- ❖ Lastly correlating the No. of items sold and the SPC it can be observed that these two are 87% correlated i.e. when large amount of items are being sold out, there is a heavy increase in Sales Per Customer.

Tab 4 a) Regression Analysis
Tot Footfall – Total Sales

Sl.no.	Days	DOW	Tot footfall(X)	Total Sales (Y)
1	Friday	Yes	708	85,171.32
4	Monday	Yes	543	67,070.01
5	Tuesday	Yes	557	82,592.75
6	Wednesday	Yes	560	79,351.73
7	Thursday	Yes	625	83,507.73
8	Friday	Yes	587	84,156.98
11	Monday	Yes	502	61,379.14
12	Tuesday	Yes	499	57,980.66
13	Wednesday	Yes	540	69,511.21
14	Thursday	Yes	547	55,993.08
15	Friday	Yes	483	58,657.09
18	Monday	Yes	476	63,193.33
19	Tuesday	Yes	544	53,094.19
20	Wednesday	Yes	534	51,794.23
21	Thursday	Yes	458	42,942.85
22	Friday	Yes	476	63,872.49
25	Monday	Yes	521	42,014.13
26	Tuesday	Yes	476	55,852.41
27	Wednesday	Yes	521	57,446.58
28	Thursday	Yes	501	50,659.33
29	Friday	Yes	531	50,631.50
2	Saturday	No	528	92,528.81
3	Sunday	No	695	125537.64
9	Saturday	No	699	90,856.78
10	Sunday	No	603	116009.95
16	Saturday	No	549	61,733.44
17	Sunday	No	542	81,589.86
23	Saturday	No	555	100570.6
24	Sunday	No	523	91,587.32
30	Saturday	No	599	75,669.20
31	Sunday	No	610	114783.72

ANOVA

	<i>Df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	6643971508	6.64E+09	25.46042	2.2332E-05
Residual	29	7567634906	2.61E+08		
Total	30	14211606414			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>
Intercept	-54179.78	25401.46	-2.13	0.04
Tot footfall(X)	230.95	45.77	5.05	0.00

SUMMARYOUTPUT

<i>Regression Statistics</i>	
Multiple R	0.68
R Square	0.47
Adjusted R Square	0.45
Standard Error	16154.04
Observations	31.00

5.4 a) Regression Analysis

It is generally believed that sales are dependent on footfall. To test this hypothesis I conducted a regression analysis with total sales as the dependent variable and total footfall as the independent variable. The output shows the regression equation as:

$$\text{Total Sales} = -54179 + 230.95 (\text{Total Footfall})$$

The adjusted-R² is 0.45. This means that the regression analysis can only explain 45% of the data. This is fairly low and would not be considered as a good regression analysis. As such, the belief that total sales depends on total footfall is not justified.

In the analysis of variance table we test the **null hypothesis**, i.e. there is no impact of the independent variables on the dependent variables against the alternate hypothesis, i.e. the dependent variable is impacted by at least one independent variable. The calculated F value is 25.46042 where as the critical value is 0.00002. Thus we reject the null hypothesis and accept the alternative hypothesis that at least one of the independent variable impacts the dependent variable. This is possibly due to a high negative intercept term.

Tab 4 b) Regression Analysis
Tot Customers – Total Sales

Sl.no.	Days	DOW	Tot Cust.(X)	Total Sales (Y)
2	Saturday	No	472	92,528.81
3	Sunday	No	577	125537.64
9	Saturday	No	499	90,856.78
10	Sunday	No	583	116009.95
16	Saturday	No	388	61,733.44
17	Sunday	No	447	81,589.86
23	Saturday	No	435	100570.6
24	Sunday	No	495	91,587.32
30	Saturday	No	411	75,669.20
31	Sunday	No	521	114783.72
1	Friday	Yes	443	85,171.32
4	Monday	Yes	386	67,070.01
5	Tuesday	Yes	417	82,592.75
6	Wednesday	Yes	406	79,351.73
7	Thursday	Yes	397	83,507.73
8	Friday	Yes	416	84,156.98
11	Monday	Yes	395	61,379.14
12	Tuesday	Yes	377	57,980.66
13	Wednesday	Yes	395	69,511.21
14	Thursday	Yes	361	55,993.08
15	Friday	Yes	376	58,657.09
18	Monday	Yes	403	63,193.33
19	Tuesday	Yes	393	53,094.19
20	Wednesday	Yes	342	51,794.23
21	Thursday	Yes	345	42,942.85
22	Friday	Yes	372	63,872.49
25	Monday	Yes	299	42,014.13
26	Tuesday	Yes	351	55,852.41
27	Wednesday	Yes	367	57,446.58
28	Thursday	Yes	375	50,659.33
29	Friday	Yes	366	50,631.50

ANOVA

	<i>Df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	1.24E+10	12373585327	195.228	2.06428E-14
Residual	29	1.84E+09	63380037.47		
Total	30	1.42E+10			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>
Intercept	-54451.52955	9243.853	-5.890566209	2.2E-06
Tot Cust. (X)	308.8007397	22.10074	13.97241682	2.1E-14

SUMMARY OUTPUT

<i>Regression Statistics</i>	
Multiple R	0.933095711
R Square	0.870667606
Adjusted R Square	0.866207868
Standard Error	7961.158048
Observations	31

5.4 b) Regression Analysis

In order to test whether any other independent variable impacts the sales I conducted a regression analysis with total sales as the dependent variable and total customers as the independent variable. The output shows the regression equation as:

$$\text{Total Sales} = -54451 + 308.80 (\text{Total Customers})$$

The adjusted-R² is 0.8662. This means that the regression analysis explains 86.62% of the data. This is fairly high and could be considered as a good regression analysis. As such, there is more reason to believe that total sales is dependent on the total number of customers.

In the analysis of variance table we test the **null hypothesis**, that there is no impact of the independent variables on the dependent variables against the alternate hypothesis, that the dependent variable is impacted by at least one independent variable. The calculated F value is 195.228 where as the critical value is 0.0000. Thus we reject the null hypothesis and accept the alternative hypothesis that at least one of the independent variable impacts the dependent variable. Thus we can accept the hypothesis that autonomous level of sales and the total customers impact the total sale

Tab 5. Testing of Hypothesis

SALES

Weekdays Avg
= 62,708.23

Weekends Avg
= 95,086.73

Weekdays S.D.
= 13450.55

Weekend S.D.
= 19696.06

5.5 Testing of Hypothesis

Ho { Average Sales of Weekday = Average Sales of Weekend }

H1 { Average Sales of Weekday \neq Average Sales of Weekend }

Testing of hypothesis is done here with “FISCHER’S NON PAIRED T-Test”. It is tested when the Population are independent and their standard deviation are unknown but equal and the sample is small ($n_1, n_2 > 30$) respectively.

It is calculated as –

The value of t calculated comes to be **-5.44**.

And the value of t tabulated is **1.69 (t 29,5%)** Here **t cal < t tab** and hence the null hypothesis is rejected which shows that there is significant difference in the sales of weekdays and weekends.

As **Ho {Avg Sales of Weekday = Avg Sales of Weekend.}** and **Ho is rejected**.

Hence it can be concluded that on Weekdays and Weekends there is an altogether different trend followed by the store.

CUSTOMERS

Weekdays Avg
= 380.10

Weekends Avg
= 482.8

Weekdays S.D.
= 31.38

Weekend S.D.
= 65.50

Here, the assumption taken is :

H_0 { Average Customers of Weekday = Average Customers of Weekend }

H_1 { Average Customers of Weekday \neq Average Customers of Weekend }

In the same way, Testing of hypothesis is done here with “FISCHER’S NON PAIRED T-Test”.

It is tested when the Population are independent and their standard deviation are unknown but equal and the sample is small ($n_1, n_2 > 30$) respectively.

It is calculated as-

The value of t calculated comes to be **-5.95**.

And the value of t tabulated is **1.69 (t_{29,5%})** Here **$t_{cal} < t_{tab}$** and hence the null hypothesis is rejected which shows that there is significant difference in the sales of weekdays and weekends.

As **H_0 { Avg Customers of Weekday = Avg Customers of Weekend. } and H_0 is rejected.**

Hence it can be concluded that on Weekdays and Weekends there is an altogether different trend followed by the store.

5.6 Analysis of Catchment Area

On the basis of the questionnaire filled by the customers and the masses in general I was able to find out that the large number of people who came to the Hinoo Reliance Fresh Store hailed from Hinoo Housing Colony, Sector, Dhurwa, Hatia, Doranda and other areas. The other areas involve customers who come to the multiplex situated on the 1st floor of the building of Reliance Fresh Store i.e. Eylex.

%age of customers can be seen as -
The percentage of catchment area can be seen as:

Tab 6. Percentage of Catchment Area

Hinoo Housing Colony	46%
Doranda	18%
Hatia	7%
Sector	17%
Dhurwa	7%
Others	5%

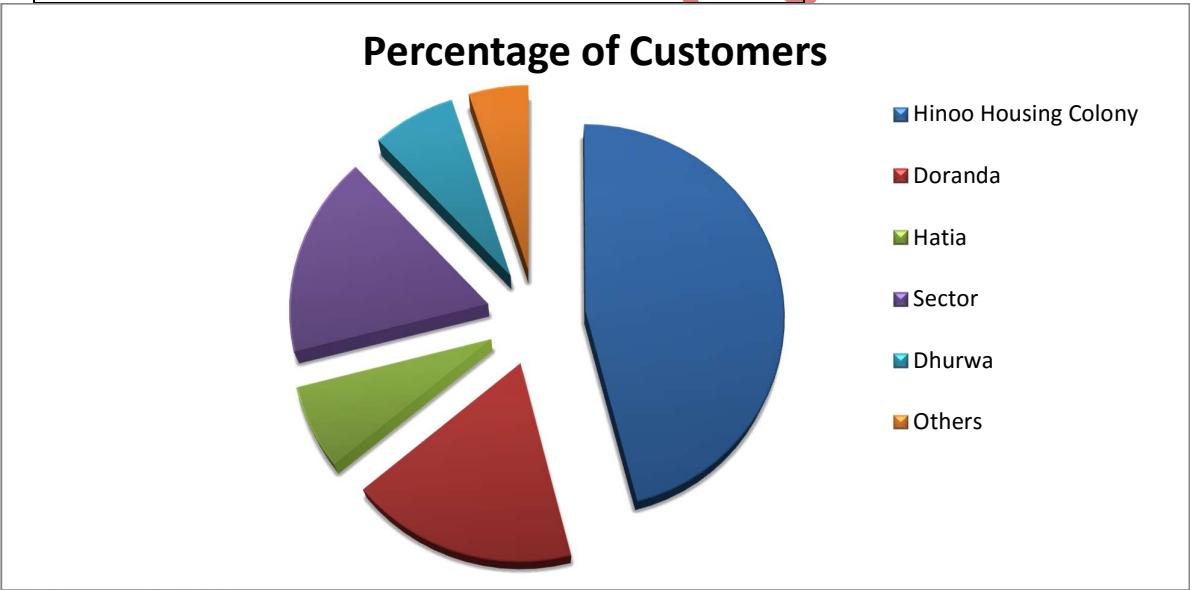


Fig. 8

There are people who come to the store early morning around 6.30 AM to 7.30 AM for the purchase of Dairy products like Milk, Curd, fresh fruits and vegetables. They basically hail from the above mentioned areas are are usually the ones who reside in and around the close proximities of the store.

CHAPTER 6.

FINDINGS AND RECOMMENDATIONS

FINDINGS AND RECOMMENDATIONS:

These 6 weeks of my internship was a good learning experience for me. I was exposed to the practical aspects of Marketing and Retailing. While carrying out this project work at Ranchi, I got the opportunity to gain a substantial knowledge about the Retail market Scenario. After completing this project, there were certain suggestions and recommendations in my mind which would help in the promotion of the product in a better way. They are:

➤ **Visibility of the products should be increased.**

Since not much promotional activity is undertaken by the Company, product and brand awareness is very low among the masses. There are no promotional advertisements on television. While it's major competitor BIG BAZAR had very earlier aired its advertisements on television. Proper promotional activity should be undertaken in order to enhance the visibility of the product.

- Advertisements should be given on the high circulation newspapers of the region.
- **Services of Reliance should be improved.** As per the customers' feedback, many of the people were not satisfied with product as well as the customer service provided by the Reliance. This was one of the few reasons, why people were reluctant to buy Reliance product.
- Close link should be established with customers through customer relations programs and try to meet their requirement regarding product and services and to make them aware about both product and promotions.
- Come with more promotional offers in categories like staples and FMCGs which are the most selling goods in store.
- Come with promotion in vernacular languages.
- In order to counter challenges of home delivery service by local retailers, channelize among customers the idea of getting acquainted with more variety of products when they visit store. And come with more promotional offers on weekends and holidays.
- Promote the areas where Reliance Fresh stores, have an upper hand like correct weight and measures, values packs of goods, quality service and ambience.
- In minds of consumers, "Reliance Fresh" has two basic features:-
 - (i) The products (F&V; daily) are fresh.
 - (ii) The price is lower when compared with the local markets and other competitors.
- Rightsizing is desired in certain stores. A large area is occupied by categories like apparels which have very limited sales but rent has to be paid for the area.

- Long queues too often discourage people to shop in Reliance Fresh store especially the customers who purchase smaller quantities of good (say Rs. 10 bread). So number of tills in each store should be between depending upon factors like and stateside. In rush hour i.e.. between 6pm – 8pm reserve at least one till (bill counter) for small quantity purchases.
- Differentiate the Reliance Fresh stores in clusters themselves in their appearance (i.e.. Colour combination store furniture etc.) in order to generate consumer interest. Also keep on changing after certain time.

Sample Project Report

CHAPTER 7.

CONCLUSION

Sample Project Report

CONCLUSION:

Finally analyzing all the factors responsible for increasing sales and the no. of customers in Reliance Fresh store, Hinoo, through various data analysis like correlation and regression analysis, I came to a conclusion that Reliance Retail should give emphasis on the measures taken to increase the Footfall or Ticket Size or Catchment area. Reliance does not provide any Advertisement about its products and Services whereas its main competitor Big Bazaar does. So, the company should focus on the tools present to analysis its customer and various other factors.

Also the Reliance group has a major focus on achieving customer needs and their satisfaction level and not to those who made it possible. There are multitudinous programs and events taking place to attract a large amount of crowd from the respective locations. But the industry should also keep in mind the integrated efforts made by the team i.e. the CSA's, Store Supervisors, Store Manager and the people involved in store activities for the enhancement customers attraction by the store and finally maximization of revenue. Because, ultimately it is the sales personnel of any background upon whom the future of the organization depends.



CHAPTER 8.

ANNEXURE

QUESTIONNAIRE

NAME - _____

AGE - _____

SEX - _____

ADDRESS - _____

Approx. Distance from Reliance Fresh Store - _____

Q1. Income level – i) 5,000 per month.

ii) 5,000 – 10,000 per month.

iii) 10,000-20,000 per month.

iv) >20,000 per month.

Q2. How often you purchase from Reliance Fresh Store ?

a) More than 8 times a month.

b) 6-8 times a month.

c) 3-5 times a month.

d) 1-2 times a month.

e) Less than once a month.

Q3. What segment of product do you buy/prefer buying from Reliance fresh Stores?

Q4. And which of those segment you think is the best in your perspective ?

	Q3.	Q4.
a) Food and bakery	()	()
b) Fruits and Vegetables	()	()

- | | | |
|-----------------------------|-----|-----|
| c) Dairy Products | () | () |
| d) Toiletries and cosmetics | () | () |
| e) Home Ware | () | () |
| f) Health Care | () | () |
| g) Processed food | () | () |

Q5. While Shopping at Reliance fresh how frequently do the customer service associates interact with you?

- a) Frequently.
- b) Rarely.
- c) Never.
- d) On requirement.

Q6. As compared to other stores, what do you think of the pricing of the products of Reliance Fresh ?

- a) Very low.
- b) Low
- c) Almost Same.
- d) High.
- e) Very high.

Q7. In your experience, how long is the time taken for the billing ?

- a) <2 mints.
- b) 2 – 5 mints.
- c) 6 – 10 mints.
- d) >10 mints.

Q8. Which is/are the best part of the Reliance Fresh Stores ?

Q9. And Which in your opinion needs improvement ?

- | | Q8. | Q9. |
|--|-----|-----|
| a) Availability of Products and Services | () | () |

- b) Freshness of Products () ()
- c) Environment of the Store () ()
- d) Packaging of Products and services () ()
- e) Range of products available () ()
- f) The layout of the store. () ()
- g) Quality of the products available () ()
- h) Discount and Incentives on the products () ()

Q 10. On the scale of 1-5 , please indicate your satisfaction with various aspects of Reliance fresh.

- a) **Very much Satisfied.** (1)
- b) **Satisfied.** (2)
- c) **Neither Satisfied nor Dissatisfied.** (3)
- d) **Dissatisfied.** (4)
- e) **Very much Dissatisfied.** (5)

- i) Quality of Service _____
- ii) Attraction of Promotions _____
- iii) Visibility of promotions _____
- iv) Information regarding promotions _____
- v) In-Store shopping environment _____

Q 11. Would you recommend Reliance Fresh Store to your near ones.?

- a) Yes
- b) No
- c) Not sure.

Q 12. What perception do you hold about Reliance Fresh store, Hinoo ?

- a) Is the best.
- b) Among the good ones.
- c) Not upto the mark.
- d) Not at all good.

Q 13. Any suggestions....

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