5.1. SUPERMARKETS IN PUNE
The supermarkets that are operating in Pune city and taken up for the research study are as follows:
1. Reliance Fresh
2. More for you
3. Spencers
4. Spinach
5. Food Bazaar

5.2. BUSINESS PRACTICES OF ‘RELIANCE FRESH’
Reliance Fresh is supermarket chain which forms part of the retail business of Reliance Industries of India which is headed by Mukesh Ambani. 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. Since its inception in 2006, Reliance Retail Limited (RRL) has grown into an organization that caters to millions of customers, thousands of farmers and vendors. Based on its core growth strategy of backward integration, RRL has made rapid progress towards building an entire value chain starting from the farmers to the end consumers. Reliance plans to invest in excess of Rs 25000 crores in the next 4 years in their retail division. The company already has in excess of 560 reliance fresh outlets across the country. These stores sell fresh fruits and vegetables, staples, groceries, fresh juice bars and dairy products. A typical Reliance Fresh store is approximately 3000-4000 square feet and caters to a catchment area of 2-3 km.

5.2.1. NUMBER OF OUTLETS IN INDIA AND PUNE
As on date there are 453 Reliance Fresh stores operational across India. In Pune there are 16 Reliance Fresh stores namely at Kothrud, Bavdhan, Paud Road, Salunkhe Vihar, Viaman Nagar, Pashan, Mukund Nagar, Aundh, Dahanukar
5.2.2. GROWTH AND DEVELOPMENT OF ORGANISATION
Post launch, in a dramatic shift in its positioning and mainly due to the circumstances prevailing in UP, West Bengal and Orissa, it was mentioned that, Reliance Retail is moving out of stocking fruits and vegetables. Reliance Retail has decided to minimize its exposure in the fruit and vegetable business and position Reliance Fresh as a pure play super market focusing on categories like food, FMCG, home, consumer durables, IT and wellness, with food accounting for the bulk of the business.

RRL increased its footprint to more than 900 stores in 80 cities across 14 states in India. Reliance fresh has over 20 stores all over PUNE. The company may not stock fruit and vegetables in some states. Though Reliance Fresh is not exiting the fruit and vegetable business altogether, it has decided not to compete with local vendors partly due to political reasons, and partly due to its inability to create a robust supply chain. This is quite different from what the firm had originally planned.

When the first Reliance Fresh store opened in Hyderabad, not only did the company said the store’s main focus would be fresh produce like fruits and vegetable at a much lower price, but also spoke at length about its “farm-to-fork” theory. The idea the company spoke about was to source from farmers and sell directly to the consumer removing middlemen out of the way. Reliance Fresh, Reliance Mart, Reliance Digital, Reliance Trendz, Reliance Footprint, Reliance Wellness, Reliance Jewels, Reliance Timeout and Reliance Super are various formats that Reliance has rolled out. In addition, Reliance Retail has entered into an alliance with Apple for setting up a chain of Apple Specialty Stores branded as iStore. RRL has a direct engagement with over 5 million customers following a loyalty programme 'Reliance One' which was offered from the first day of its operation.

Future Plans of Reliance Fresh: Company plans to have a pan-India presence by opening stores in 784 cities and 600 small towns and achieve a target of Rs.10 billion revenue by 2010 by which time it hopes to complete Phase 1. In the first
phase company plans to employ 500,000 people. It is following an all-inclusive model giving the right affordability across all income groups. Company is aggressively partnering farmers by following a farm-to-fork strategy in its supply chain management model and ensures that it delivers fresh fruits and vegetables at affordable prices to consumers. Currently, Reliance Fresh has over 100 stores across the country. Reliance Fresh also offers a membership and loyalty programme - Reliance One - to deliver customized benefits to frequent shoppers. Currently, it has 200,000 loyalty customers across the country. Reliance Retail, the 100% subsidiary of Reliance Industries, on October 28, 2006, unveiled Reliance Fresh, the first of its multi-format retail foray involving an investment of Rs 25,000 crore. Reliance Fresh is the company’s brand for neighbourhood fresh-food outlets. It will also sell kitchen equipment and other edibles. Besides, it has planned hypermarkets, supermarkets, discount stores, department stores, convenience stores and specialty stores, to be unveiled shortly. The Reliance Fresh supermarket chain is RIL’s Rs 25,000 crore venture and it plans to add more stores across different geographies, and eventually have a pan-India footprint by year 2011. The super marts will sell fresh fruits and vegetables, staples, groceries, fresh juice bars and dairy products and also will sport a separate enclosure and supply-chain for non-vegetarian products. Currently, selling through company-owned stores currently totals just $8 billion in India. Industry estimates say that the country’s retail industry is worth $300 billion, that is about Rs 13,50,000 crore. This stands a chance to blossom to $427 billion in the next four years. Organized retail accounts for just over Rs 35,000 crore. Reliance Fresh bids to tap the potential for organized retail in the country.

5.2.3. MERCHANDISE OFFERED:

- Baby foods and baby-care products such as disposable diapers
- Breads and bakery products (many stores may have a bakery on site that offers specialty and dessert items)
- Bulk dried foods such as legumes, flour, rice, etc. (typically available for self-service)
- Canned goods and dried cereals
- Confections and candies
• Cosmetics
• Dairy products
• Delicatessen foods (ready-to-eat)
• Electrical products such as light bulbs, extension cords, etc.
• Feminine hygiene products
• Frozen foods
• Fresh produce, fruits and vegetables
• Housecleaning products
• Housewares, crockery and cooking utensils, etc. (typically limited)
• Laundry products such as detergents, fabric softeners, etc.
• Non-alcoholic beverages such as soft drinks, juices, bottled waters, etc. (some stores may have a juice bar that prepares ready-to-drink freshly squeezed juices, smoothies, etc.)
• Personal hygiene and grooming products
• Seasonal items and decorations
• Soft-Drinks

5.2.4. STORE LAYOUT AND DESIGN

Store Layout: Grid Type Layout

Grid Type Layout: This type of layout is a retailer’s primary choice when it comes to Layout Planning or Designing. These layout makes you feel where and what are you shopping.

Ambience: Reliance fresh provides good ambience having proper lighting, ventilation facilities. Also products are properly arranged according to category. Customers are provided with trolleys and baskets to select products on their own. For this purpose enough space is made available with the help of grid layout. Air conditions are also used.

Shelving Pattern: Use of Wall Racks, Corner Racks, Retail Gondolas, Fruits & Vegetable Racks, Shopping Trolleys And Baskets, Wire Products, Check Out Counter, Glass Shelves and Accessories, Gondola End Racks, Wall Unit Racks, Wire Baskets.
5.2.5. PROCUREMENT POLICIES & PROCEDURE, INVENTORY MANAGEMENT

Procurement policies:
1. Centralize purchase through various Distribution centre directly from manufacturer.
2. The category manager and the SCM manager plans the overall merchandise to be offered at the store.
3. Order are automatically generated by the SAP system when the level of the merchandise reaches the reorder level.
4. The category manager can anytime check the inventory level.
5. The category manager receives the order automatically generated by the system and then forwards it to the SCM manager.

Procurement procedure: Three important persons are involved in this procedure.
1. Store manager
2. Category manager
3. Supply chain manager

Similar products falls into a category and similar categories are managed by a category manager. Once the stock in the store falls below the reorder level the SAP system automatically generates order for procurement of those goods. This order is received by category manager who collects orders from different reliance fresh stores in the city and then places an bigger order to the Supply Chain. The supply chain procures goods from their respective sources through centralized purchasing or local purchases. The goods are then send to the stores which ordered for it.

Sources of supply:
Vegetables: Local farmers and Wholesalers
Fruits: Wholesalers
Other FMCG products: Direct through company contracts or through the Carry and Forward Agents.
Model 1: Supply Chain Model of Reliance Fresh: Reliance started its retail operations of reliance fresh stores with following supply chain model. Procuring directly from the farmers and operating with moderate margin but mass selling was key to reliance fresh operations for first few months.

Figure 5.1: Model 1: Supply Chain Model of Reliance Fresh

From the above pictorial representation of supply chain management of reliance fresh it is clear that raw material is procured from vendors, transformed into finished goods in a single step, and then transported to distribution centres, and ultimately, customers. Realistic supply chains have multiple end products with shared components, facilities and capacities. The flow of materials is not always along an arborescent network, various modes of transportation may be considered, and the bill of materials for the end items may be both deep and large.

But things always don’t turn out to be the same as planned. Opposition against Reliance fresh outlets in U.P soon interrupted the momentum .Reliance wished to go with. Bowing to mass opposition from local shopkeepers, the company closed down 20 Reliance Fresh stores in Noida and Ghaziabad. A company insider said that Reliance Retail was being forced to exit UP owing to what he described as the
“vindictive approach” of the state government. Within the month company started operations in Lucknow and Varanasi with 14 stores, stores had to be soon closed down following violent protests by local traders. After the protests, the state government instructed all standalone food & grocery stores run by corporate companies to close down. Similar things followed in NCR and Ghaziabad. The strategic importance of UP for a large-scale retailer like Reliance was not limited to it being a large consumer market. The state is extremely important from the sourcing point of view as well.

The Ganges’s plain in the state is considered to be one of the most fertile agricultural belts in the country. Reliance’s food & grocery business was in the line of fire, because of the popular perception of Reliance being the most ‘powerful’ business conglomerate in the country. This is evident from the fact that widespread political protests to corporate participation in retail started only after Reliance announced its roll-out plans. Companies like Kishore Biyani’s Future group, Subhiksha and Spencer’s have had operations in this format long before without encountering major problems. Moreover, the positioning of the Reliance Fresh format (small convenience stores) puts it in direct competition not only with neighbourhood kirana stores, but also with small fruit and vegetable vendors. At this point of time future and ambitions of 25000 crore Reliance retail started falling under clouds.

**UPDATED POLICY**: Reliance Retail was faced with massive opposition from the trading community. But like every great visionary Reliance had a prepared back-up, and this time it was much more powerful than the earlier one, throwing solutions to every previous dilemma. In a dramatic shift, it decided to turn into a trader itself. It is entering the food-trading business as part of a major restructuring of its food and grocery initiative. The split has occurred because Reliance has realised that there is money to be made, may be more, in simple commodity trading, especially with food prices likely to go through the roof next year. As a result of this restructuring, Reliance Retail is setting up shop in mandis to sell fruits, vegetables and staples. It would thus be able to profit from commodity trading without worrying about the steep overheads and discounts that tied its hands in its
avatar as Reliance Fresh. It would also allow the company to sell to a wide range of customers, including wholesalers, other traders, and retailers. A source said the company has already signed up with Spencer retail chains to supply cut fruits and vegetables. Till now, the Reliance supply chain was dedicated to meeting the needs of Reliance Fresh shops.

**Model 2: The Whole Dale Trading Model**

**Steps in WST Model:**

1) Reliance has owned farms on contract basis for production of specific crop which is decided after extensive research depending on soil conditions, climatic conditions & return over costs incurred, so as to yield best possible results.

2) Different vegetables and fruits from such farms are collected through reliance own Logistics and brought to collection Processing centres where quality heck and other required processing is done. In processing centres workers wearing balaclavas, woollen trousers and bulky jackets work inside a room kept at a constant 30°C, peeling and chopping vegetables, spinning them dry and then heaping them in small plastic packets before placing them in plastic transport crates. At the other end of the 5,000-sq-m warehouse, men unload crates of fruits from a truck pulled up to a spotless loading dock. A quality-control expert samples every tenth crate; if the fruits are good a team will ready them for delivery within hours to Reliance fresh stores around different places like U.P and as far away as Hyderabad and even Mumbai (formerly Bombay). If they are not, workers will inspect the entire shipment and discard anything below standard.

3) Merchandise from these collection processing centres are collected and loaded for Wholesale mandi’s. As this merchandise is to be made available by 4 A.M in morning thus deliveries in trucks are sent at time depending upon:
• TRANSIT TIME. – Time required reaching destination i.e. mandi’s.
• MARGIN TIME. – Time period between a truck reaching mandi and then Unloads. Can be 2 to 3 hours.

4) From mandi’s where the trucks have been unloaded, roadside vendors and pull carters buy fruits and vegetables to supply to households.

5) In case still some vegetables and fruits are not sold reliance logistics own transportation sends them to reliance fresh stores.

**Figure 5.2: Model 2: The Whole Dale Trading Model of Reliance Fresh**

**Stocking pattern:** All the merchandise is stocked 15-20 days in advance. The Vegetables and other perishable items are stocked only for 1-3 as per the nature of the food item. This kind of stocking pattern doesn’t create shortage at the store and helps the store to make the goods available to the consumers all the time.

**Inventory:** A minimum inventory is maintained so as not to run out of stock. The inventory level varies for products and location depending upon the demand of the product in a store.
Fruits & Vegetables : 1 ½ day
Other products : 2 weeks.

5.2.6. EXTENT OF IT PENETRATION

Barcodes: They have slowly become an essential part of modern civilization. Their use is widespread, and the technology behind barcodes is constantly improving. Some modern applications of barcodes include:-

- Almost every item purchased from a grocery store, department store, and mass merchandiser has a UPC barcode on it. This greatly helps in keeping track of a large number of items in a store and also reduces instances of shoplifting involving price tag swapping, although shoplifters can now print their own barcodes. Since the adoption of barcodes, both consumers and retailers have benefited from the savings generated.

- Retail chain membership cards use bar codes to uniquely identify a consumer. Retailers benefit by being able to offer customized marketing and greater understanding of individual consumer shopping patterns. Shoppers typically get special offers at the point of sale (coupons, product discounts) or special marketing offers through the address or e-mail address provided at registration.

Use of SAP - Retailers needs information regarding demand, insights about strategy and analytics. It is also felt that merchandising is just a part of retail, with financial planning also playing a major role.

5.2.7. NUMBER AND TYPE OF EMPLOYEES PER STORE:

Total employee : 25
Store manager : 1
Admin. & commercial staff : 1
Supervisor : 2
Customer service associates : 15
Cashier : 6
To motivate the employee they have ‘Hero of the Week’ and ‘Star of Month’ are displayed.

5.2.8. PARKING & OTHER FACILITIES
Parking space is available at most of the stores allowing over 30 commuters to park their vehicles. 500 to 1200sq. ft space is provided for two wheeler & car parking.

In-house facilities for customers: Various facilities such as drinking water, toilet, etc are provided in shop. Help desks are provided to assist the customers, weighing machines available to weigh the vegetables and fruits, shopping trolleys and baskets are available to collect and carry the goods inside the store.

5.2.9. PROMOTIONAL ACTIVITIES
Promotional schemes: Promotional schemes are more targeted to the impulse buying nature of the customers. They have in-store promotions, which are majorly given by company on branded products. If any new schemes are introduced then pamphlets are distributed to customers’ house near the store. POP displays are used on regularly basis on the selected items. A variety of short term incentives is used to encourage trial or purchase of a product or service. The sales promotion at Reliance fresh includes premiums and gifts, Sampling, rebates.

Loyalty schemes, membership cards: Reliance Fresh has started loyalty program on day one and you get 1 point for every Rs.100 you spend in any of the Reliance Retail stores and you encash the same in any of Reliance Retail stores be it be Reliance Fresh or Reliance Hypermarket. Reliance Credit Card is given to the customers. It can be used to purchase goods at various Reliance retail store.

Monthly Shopping Paradise: Shop for 1999 & get gift of Rs. 49.
Shop for 2999 & get gift of Rs. 99.

Point of purchase displays: At Reliance Fresh it is used to communicate the benefits of the products. The point of purchase is used to communicate promotions
with the help of ‘Shelf Talkers’. Shelf Talker is mode of communication at the shelf where the product is displayed.

5.3. BUSINESS PRACTICES OF ‘MORE FOR YOU’
The year 2007, for organised retail has begun with a bang. Birlas, who were mulling over their entry in multi format multi brand retail for quite some time, have finally arrived. The Rs. 40,000 crore, Aditya Birla group, through unlisted Aditya Birla Retail, in a single stroke, has acquired a bouquet of over 172 retail stores, operating in southern India, with predominant presence in Andhra Pradesh, under popular brand names of Trinethra and Fabmall. While most of the group stores operate under Trinethra brand, stores located in Karnataka and Kerala operate under Fabmall brand, although, 50,000 sq. ft. big hypermarket in Mysore is known as Fabcity. Trinethra, prior to this acquisition, was aggressively pursuing its plan to set up new stores in tier II cities such as Mysore, Coimbatore and Tirupur in southern region of the country. Trinethra, which has adopted convenience and supermarket formats, is focused on selling food and groceries in residential areas, although some of the stores also offer pharmaceutical products. Trinethra also offers value-added services like forex remittances and bill payments. A typical Trinethra store ad measures around 2,500 sq.ft. in retail space. The chain of stores are serviced by an infrastructure of central warehouses in Andhra, Karnataka, Tamilnadu and Kerala, with a space of about 50,000 sq ft each. Aditya Birla Retail Limited re-brands its Fabmall grocery supermarkets to more., a name reflective of its commitment to offering consumers a more fulfilling retail experience. The re-branding follows the acquisition of the Trinethra Super Retail that includes the retail brands Fabmall, Trinethra and FabCity by Aditya Birla Retail in January 2007.

The two decades old, Rs. 250 crore, 2,500 employees strong, Hyderabad based, Trinethra group, originally was founded by Mr Anjaneyulu Kakker. Aditya Birla Retail Limited is the retail arm of Aditya Birla Group, a USD 28 billion Corporation. The Company ventured into food and grocery retail sector in 2007 with the acquisition of a south based supermarket chain. Subsequently Aditya Birla Retail Ltd. expanded its presence across the country under the brand "more." with 2 formats
a. **More Supermarket:** ‘More for you’, conveniently located in neighbourhoods. More supermarkets cater to the daily, weekly and monthly shopping needs of consumers. The product offerings include a wide range of fresh fruits & vegetables, groceries, personal care, home care, general merchandise & a basic range of apparels.

b. **More Hypermarket:** ‘More megastore’, is a one-stop shopping destination for the entire family. Besides a large range of products across fruits & vegetables, groceries, FMCG products, More megastore also has a strong emphasis on general merchandise, apparels & CDIT. Currently, two hypermarkets operate under the brand more megastore in Mysore and Vadodara.

### 5.3.1. NUMBER OF OUTLETS IN INDIA & PUNE

More for you has 522 supermarket outlets across the country and 18 outlets in Pune, at NIBM Road, Aundh, Bibwewadi, Kharadi, Chinchwad, Dhankawadi, Kondhwa, Kothrud, Model Colony, Rasta Peth, Nigdi, Padmavati, Shahunagar, Vimannagar, Parvati, Dhanori, Wanowri, Warje.

### 5.3.2. GROWTH AND DEVELOPMENT OF ORGANISATION

With the opening of first store in Pune and announcing its retail plans, the Aditya Birla Group has finally joined the crowded retail space. And from the voices in the media, its not far when the group has a pan-India retail presence. Organised retailing is just 3% of total retail market but still a debatable point whether the Birlas are an early or a late entrant. Since Pantaloons, Spencers, Subhiksha an Reliance have already set up a good base, ‘More’ stores may find hard to invade the territory which these stores have already captured in their respective locations. But even then, key factors which may influence the buying pattern of consumers hinge on convenience in terms of distance from home, pricing and giving the right productmix catering to different social and economic class. Since, organised retail has thin margins and high costs of around 15% to the revenues (as compared to 5-6% of local grocery stores), retail companies should promote more their in-house
brands which have a higher mark up. Aditya Birla ‘More’ strategy to offer budget and high value private labels under ‘More for you’ and ‘Select’ seems to be like successful UK’s Tesco model of having separate labels with separate quality and prices for the same product category. Till Bharti- Walmart enters the market, the key competitor for ‘More’ shall be Reliance Retail as they have similar store formats and product offerings. But the real tough part will be when these two companies launch their hypermarkets, in which Pantaloon’s Big Bazaar still rules the space in terms of nationwide presence, and then differentiation would play a key role. But like telecom, when the markets get mature, there are not many differentiating factors in terms of pricing and service quality, similarly once few big players get established in retail market, each one would carve a separate niche of their own with their own sets of customers and markets.

Recently More for you private label brands received the coveted "The Most Admired Private Label" Golden Spoon award at the Food Forum India. More for you offer a wide range of assortment of over 4000 products, ranging from fresh food to beverages, grocery to household care products. There range covers everything, from day-to-day essentials to traditional favourites, from delicious treats, to healthy alternatives. To ensure the freshest supply of fruits and vegetables for you, they have built direct linkages with the farmers for daily supplies of farm fresh produce. Stores are built with a modern and comfortable ambience, air conditioned and with speedy automated cashiering to help customer shop better. They also have friendly in-store policies on exchange and returns that help you shop with ease and comfort. Furthermore, to make shopping experience more rewarding with them, at more. For you they offer a membership program Clubmore, which reinforces our commitment to consistently add value to your shopping experience, and also to thank you for choosing to be a part of more. for you. As a Clubmore member, you are entitled to special benefits, besides the regular offers and promotions at more for you. Clubmore members will also have the benefit of receiving exclusive SMS alerts for special offers on our products and services. Currently Clubmore has over 1 million members enrolled for its loyalty program.
Future plans of the organisation

After acquiring south based Trinethra and plans to buy Pyramid Retail, the Aditya Birla group doesn’t want itself to be left behind in the race for getting their pie in the organised retail market. Instead of tying with Tesco, Carrefour, Woolworth, they have decided to go all alone. They plan to open 172 hypermarkets and supermarkets starting from Pune. While Subhiksha was mainly into neighbourhood stores, Future Group has a strategy of having single brand outlets to multi-brand seamless malls, similarly Reliance Retail has started with Fresh stores and Reliance Digital to be followed by opening up of hypermarkets and specialised stores. Birla’s business style is perceived to be a little conservative, and they are investing Rs. 9,000 crores in this venture which will enable it to establish a pan-India footprint. The retail venture would be aided by the group’s companies like Madura Garments (a key component of retail sales), IDEA cellular (for technical and communication requirements of stores), financial services (for providing consumer loans on its goods). Organised retail sector’s growth is expected to be rapid, thus making it a valid and natural choice for AVB group to diversify in this sector. But, competition and late entry may somewhat derail the company’s retail growth rate to the overall industry rate. The sector may also face hurdles as owing to non-clarity of FDI in retail, foreign chains have postponed their plans of entry into India."

Our Mission is to Change the Way People Shop. We Will Give Them More."

5.3.3. MERCHANDISE OFFERED

At More for you, the organisation is committed to deliver quality & value to our customers and have a range of private label brands as well as commercially branded products, offering - 100% satisfaction on the quality of the products & services offered.

More for you hosts a range of private label brands across various categories that follow stringent quality norms, and are available in attractive prices and packaging. Recently our private label brands received the coveted "The Most Admired Private Label" Golden Spoon award at the Food Forum India.
More for you offer a wide range of assortment of over 4000 products, ranging from fresh food to beverages, grocery to household care products. Our range covers everything, from day-to-day essentials to traditional favourites, from delicious treats, to healthy alternatives.

- Bakery
- Beauty Concepts
- Beverages
- Basic Apparels
- Cutlery & Cookware
- Fruits & Vegetables
- Frozen & Dairy Products
- FMCG Products
- Grocery
- General Merchandise
- Home Care Products
- Home Needs & Home Upkeep
- Home Decor Products
- Mobile Store
- Personal Care & Cosmetics
- Processed Food
- Pharmacy
- Ready to Cook/Prepared Food
- Small White Appliances
- Staples
- Stationery
- Women's Accessories

**Own label Food Brands**

More, Feasters, Kitchen’s Promise, and Best of India
Private label Food Brands
More, Feasters, Kitchen's Promise, and Best of India

Home & Personal care brands:
More, Enriche, 110% Pestex, Paradise, and Germex.

5.3.4. STORE LAYOUT AND DESIGN
Store Layout – Grid Type Layout
Grid Type Layout: This type of layout is a retailer’s primary choice when it comes to Layout Planning or Designing. These layout makes you feel where and what are you shopping.

Shelving Pattern: Use of Wall Racks, Corner Racks, Retail Gondolas, Fruits & Vegetable Racks, Shopping Trolleys And Baskets, Wire Products, Check Out Counter, Glass Shelves and Accessories, Gondola End Racks, Wall Unit Racks, Wire Baskets.

Ambience: Convenient locations within easy reach of consumers and a neat, cheerful and friendly layout, enough isle space, signage that speaks the consumer's language aiding in identifying what she has come to shop for easily, all go a long way in ensuring more convenience.

5.3.5. PROCUREMENT POLICIES AND PROCEDURES, INVENTORY MANAGEMENT
Procurement of Fruits and Vegetables: Have plans to have direct linkage with farmers to reduce cost of transaction and maintain quality.

Supply Chain: Farmers-Wholesalers/Commission agents/Retail/Food retail chains-Consumers. Payment of market fees and Commission charges clean, sort, grade, pack, and label food grains at their warehouse (Private labels)

Sources of supply:
• More for you follows farmer-vendor model.
• Each farmer-vendor has 10 farmers, from whom he collects the produce and delivers to retail stores.
• Agreement between farmer-vendor and company is informal with no written contracts.
• Produce is graded and packed in the required form at the farm level (Ready to Retail) to reduce the transaction cost.

**Inventory:**
Inventory to be maintained is based on sale. Auto Replenishment System is in place.

**Stocking pattern**
All the merchandise is stocked 15-20 days in advance. The vegetables and other perishable items are stocked only for 1-3 days as per the nature of the food item. This kind of stocking pattern doesn’t create shortage at the store and helps the store to make the goods available to the consumers all the time.

**5.3.6. EXTENT OF IT PENETRATION – BAR CODES, RFID, BILLING, AUTOMATED SYSTEMS**
• Every product is labelled with RFID Tags/Bar codes which help in maintaining stocks and also during bill payments
• Vegetables and fruits are weighted and then labelled according to weights which makes billing faster

**Barcodes**: They have slowly become an essential part of modern civilization. Their use is widespread, and the technology behind barcodes is constantly improving. Some modern applications of barcodes include:- Almost every item purchased from a grocery store, department store, and mass merchandiser has a UPC barcode on it. This greatly helps in keeping track of a large number of items in a store and also reduces instances of shoplifting involving price tag swapping, although shoplifters can now print their own barcodes. Since the adoption of barcodes, both consumers and retailers have benefited from the savings generated. Retail chain membership cards use bar codes to uniquely identify a consumer. Retailers benefit by being able
to offer customized marketing and greater understanding of individual consumer shopping patterns. Shoppers typically get special offers at the point of sale (coupons, product discounts) or special marketing offers through the address or e-mail address provided at registration. Use of SAP - Retailers needs information regarding demand, insights about strategy and analytics. It is also felt that merchandising is just a part of retail, with financial planning also playing a major role.

5.3.7. **NUMBER & TYPE OF EMPLOYEES**
Each store has a store manager, store supervisors, customer service associates, operational staff and backhand staff.
Programmes for Personality development, Improvement of communication skill and understanding of standard operating procedures are arranged.

5.3.8. **PARKING & OTHER FACILITIES**
Parking space is available at most of the stores allowing over 30 commuters to park their vehicles. Minimum 500 sq.ft space is provided at every store of more excluding the 100-200 sq.ft provided to other small vendors like panipuriwalas or idli atawala, etc.

**In house facilities for customers:**
Water facility, First aid kits, Sign boards indicating directions of product placement, Promotional schemes on displays, weighing machines available to weigh the vegetables and fruits. Shopping trolleys and baskets are available to collect and carry the goods inside the store.
Facility of Free Home delivery & Telephone delivery.

5.3.9. **PROMOTIONAL ACTIVITIES**
**Point of purchase displays:** At more for you it is used to communicate the benefits of the products. The point of purchase is used to communicate promotions with the help of ‘Shelf Talkers’. Shelf Talker is mode of communication at the shelf where the product is displayed.
• Hook on racks
• Kiosk
• Inside sale display racks
• Impulse basket with wheels
• wire shelf / metal rack / display shelf

Promotional Schemes: Savings offers-Every day promotional schemes like buy 2 get 1 free on every product, For every 500 points get 2 kgs of rice etc.

Loyalty schemes, Membership cards: The membership program card Clubmore, which provides convenience, customised shopping solutions and savings, and the more value promise becomes all the more evident. On every 500 points accumulated, customers get Rs. 25 off on the next purchase.

Friendly return & exchange policy: Hassle free return & exchange policy at more for you. No questions asked, as long as it is in its original packaging and accompanied by its invoice. In case, an exchange is not possible, a gift card equal to the billed value, which can be utilized within the store as per as the convenience is given.

5.4. BUSINESS PRACTICES OF ‘SPENCERS’
Spencer’s Retail Limited is a multi-format retailer providing a wide range of quality products to discerning young customers - well-travelled citizens of the world, looking out for authentic flavours and experiences in a fun-filled shopping environment. The brand positioning – Taste the World – embodies this approach, delighting shoppers with the best that the world has to offer in terms of interiors, ambience and merchandise. Part of the Rs 15,500 crore RPG Group, they run about 250 stores (including about 29 large format stores) across 50 cities in India, employing more than 6,000 people. As one of the earliest entrants in the retail space in India, they have been instrumental in introducing Indian consumers to the concept of organized retailing, becoming the country’s first grocery chain back in 1920, and offering the joys of hypermarket shopping in 2001. A “food first” retailer they offer both fresh and packaged foods as well as groceries. They also have a
wide selection of electronics and electrical equipment, home and office essentials, garments and personal care. They have around 15 stores in Pune covering almost all parts of the city.

In the Indian milieu, there are only two routes to survival – discounting and differentiation. Most retailers choose to play the price game. They, however, preferred to focus instead on establishing ourselves as the preferred shopping destination for discerning young customers looking for a range of quality products that let them participate in a global lifestyle. Our brand positioning – Taste the World – embodies this unique approach, promising consumers a fun-filled shopping environment with the best that the world has to offer in terms of interiors, ambience and merchandise. The following characteristics distinguish the Spencer’s brand and create memorable 360° shopping experiences for consumers:

- Products – they offer the widest range of food and lifestyle (fashion, home, entertainment) brands, with a special expertise in food
- Quality – they lay a huge emphasis on all-round quality: in products, stores, service standards, and customer engagement programs
- Heritage – they are India’s oldest retailer, with many firsts to our credit
- Multiple Formats – from daily to weekly and specialty shopping, they fulfil every need and provide maximum convenience
- Promotions – they seek to offer the right products at the right time at the right price, with promotions carefully designed to suit the buying cycle and shopping basket of the consumers
- Brand Imagery – our stores and staff seek to make our customers feel right at home, being international, contemporary, accessible, empathetic and trusted

Throughout its long history (the first ever Spencer’s store opened in 1895), Spencer’s has been a recognized and respected player in the Indian grocery business, synonymous with quality goods and services, trusted by India’s exploding population of the upwardly mobile middle class. Spencer’s has continually helped
reshape the retail landscape in India, introducing a host of innovations to make shopping even more convenient and enjoyable for the consumer.

Spencer’s are neighbourhood stores that cater to the daily and weekly top-up shopping needs of consumers. Ranging from 1,500 to 15,000 sq. ft in size, they stock, at minimum, an assortment of fruits and vegetables, food and non-food Fast Moving Consumer Goods, staples and frozen foods. The larger of these stores, having a floor area of more than 10,000 sq ft sometimes offer a selected range of baked, chilled and frozen foods; personal and home care products; baby care; basic apparels and electronics and electrical. Spencer's hyper are Megastores, which combine a supermarket with a department store. At least 15,000 sq. ft in size, they stock, on average, 70,000 items, giving shoppers fantastic deals across food, fashion, home and entertainment… all under one roof. Spencer’s hyper are destinations for more than just shopping. Country and theme festivals, the Spencer’s Chef Corner with master chefs showing you how to prepare exotic dishes, Modern Menu – our in-store food court, wine or cheese tasting sessions … there’s always something extra happening at a Spencer’s hyper.

5.4.1. NUMBER OF OUTLETS IN INDIA AND PUNE
As the pioneer in organized food retailing in India, the modern-day Spencer’s started operations back in the early 90s, in South India. They run more than 250 stores across 50 cities in India.

Spencer’s has its stores located at 15 areas in Pune city (Aundh, Bhandarkar Road, Bibwewadi, Kothrud, Guruganesh Nagar, Fatima Nagar, Wanowari, Karvenagar, Kalyani Nagar, Shivaji Nagar ,NIBM, Nigdi, Warje).

5.4.2. GROWTH AND DEVELOPMENT OF ORGANISATION
Since 1863, Spencer’s has been a part of the Indian retail landscape. At one time, the Spencer’s Empire stretched from Peshawar to Cochin, from Karachi to Chittagong, spanning the length and width of undivided India. Originally owned by a British gentleman – yes, there was a Mr. Spencer (John William Spencer, to be precise) – it acquired Indian ownership in the 1960s, and became part of the RPG
Group in 1989. In 1995, RPG Enterprises, the flagship company of the RPG Group, launched Food world as a joint venture with Hong-Kong based Dairy Farm International. The joint venture, which operated supermarkets under the name “Food world” and hypermarkets under the name “Giant”, was terminated in 2006. RPG retained 48 of the 93 stores it owned. These were re-furbished and their launch under the brand name, Spencer’s, kicked off a new phase in both the history of the Spencer’s brand, and the retailing India. Since inception Spencer’s has been a consumer-centric brand, constantly innovating, pioneering formats, evolving over time but always keeping consumer needs and satisfaction center-stage. Back in 1920, they were the first grocery chain in India. In 1980, they became the first supermarket chain, and in 2001, they introduced India to the joys of hypermarket shopping. What has remained unchanged almost 150 years is the trust the Spencer’s brand evokes. To the consumer, it carries the promise of innovation, quality, and service; the confidence that they will always be able to find a Spencer’s at a convenient location; that it will have a pleasant ambience; and that it will offer a wide range of products at affordable prices.

5.4.3. MERCHANDISE OFFERED

**Food**: Choices, more choices, and still more choices make Spencer’s a foodie heaven. Brands – international, national and regional. Farm-fresh fruits and vegetables. Frozen delights. Packaged goodies. Extensive fish and meat counters. Diet food for the calorie conscious. Daily groceries as well as exotic ingredients for specialty cuisines. They even have their range of sauces, jams, pickles and cookies to give you more options on products and price; as well as quick-serve and ready-to-eat “Home Meal Replacements” for those times you just don’t want to cook. They also provide a refreshment area where you can stop for a snack to recharge for … more shopping!

**Personal Care**: Good grooming is more than a female fetish … it’s a professional and personal asset for both men and women. Spencer’s offers extensive roster of personal care products. Bath and body, hair and skin, toiletries and cosmetics also all the major high street brands as well as luxury brands like L’oreal, Olay, Insignia,
Yardley, and Camay. They also offer the most trusted names in baby and child care products, perfect for creating beautiful moments for parents and babies to share.

**Own Brands: Smart Choice**
The name says it all really – Smart Choice is the wallet-friendly way for the budget-conscious shopper to source all essentials without sacrificing quality. The range includes the following:

- Daily groceries
- Pulses, Rice, Spices
- Processed foods
- Noodles, Vermicelli, Sauces, Pickles, Jams, Marmalade, Cookies, Honey, Spaghetti, Pasta
- Beverages
- Juices, Tea
- Home and Multipurpose Needs
  - Air Fresheners, Kitchen Wipes, Toilet Cleaners, Glass Cleaners, Floor Cleaners,
  - Dish-wash Liquid, hand wash Liquid, Insect Repellents, Naphthalene Balls,
  - Aerosols, Fabric Cleaners, Stain removers

**5.4.4. STORE LAYOUT AND DESIGN**
Grid Type Layout

**Retail Design:**
The Retail Design team helps Spencer’s deliver its brand promise in a way that is sophisticated, but not snobbish. These results in differentiation without alienation of loyal customers or loss of the brand equity acquired over the years.

Central to the retail design strategy is a unique brand position - Taste the World, derived from the consumer's own transition from a price-conscious purchaser to a global-minded, well-travelled citizen of the world, looking out for authentic international flavours and experiences. Spencer’s has consequently evolved from
being a preferred grocery retailer to being a passport to a stimulating world. This is evident in:

- **Storefront Design** – the store entrance resembles that of an entrance arch, leading the shopper to a world that is welcoming and exciting.

- **Interior Design** – to ensure that shoppers enjoy a warm and friendly ambience, an upscale look and feel, the joy of exploring and the convenience of locating what they want.

- **Shop fit Design** – from chef’s tables to signage aids, the emphasis is on attractive, space-efficient, and low-maintenance presentation of modern, international goods alongside local flavours and product experiences.

- **Innovative Use of Materials, Finishes, and Lighting** - from colour-corrected lighting warming up the foods and vegetables area, to carefully selected veneers and textures that complement the attractive, colour palette of bright orange, white, and Swiss coffee, our store interiors have a fresh, cheerful, and expansive feel.

- **Graphics & Signage** - shopping at Spencer’s is a visual treat, enhanced by bright orange “Heritage boards” that tell the Spencer’s story, curved signage featuring the signature “Taste the World” tagline, and category-specific colour arches suspended over zones and departments to provide visual relief and act as navigational aids.

### Visual Merchandising

The Visual Merchandising program uses a mix of theatre and edutainment to depict Spencer’s as a “Food First” retailer with a “Taste the World” mindset. This is evident in:

- **Feature Displays** - Hotspots and focal points around the store carry thematic product displays to welcome shoppers and give them the opportunity to pause and absorb the ambience that constitutes a “Taste the World” experience, before continuing their journey of exploration.
5.4.5. PROCUREMENT POLICIES & PROCEDURE, INVENTORY MANAGEMENT

Procurement policy: Direct control is observed in this retail store. All the good or products to be sold are decided by the Head office. The store has to observe only about the availability of goods once they get over. Products are arranged on shelves according to the package size. Large packs kept on lower shelves.

Supply Sources: Every store is supplied material through Distribution Centre located at Kondhwa.
Address: Spencer Retail Ltd,
S.No.18/2, Kondhwa Budruk,
Pune- 411048

Inventory & Stocking Pattern: A gap of 2 weeks is observed in their stocking pattern & they use automated systems and Barcodes for billing. Spencer has its own storeroom located behind the main store.

5.4.6. EXTENT OF IT PENETRATION

RFID for product identification & automated system for billing

Technology in Retail: The ERP Initiative at Spencer's Retail Ltd.
Over the years, during the turn of twentieth century as the consumer demand increased and the retailers geared up to meet this increase world over, technology evolved rapidly to support this growth. The hardware and software tools that have now become almost essential for retailing can be classified into 3 broad categories:

Customer Interfacing Systems
- Bar Coding and Scanners: Point of Sale (POS) systems use scanners and bar coding to identify an item, use pre-stored data to calculate the cost and generate the total bill for a client.
- Payment: Payment through credit cards has become quite widespread and this enables a fast and easy payment process. Electronic cheque conversion,
a recent development in this area, processes a cheque electronically by transmitting transaction information to the retailer and consumer's bank.

- **Internet**: Internet is also rapidly evolving as a customer interface, removing the need of a customer physically visiting the store.

5.4.7. **NUMBER AND TYPE OF EMPLOYEES IN A STORE**

On an average 25 employees are there per store, at the level of Store manager, supervisor, cashier, front end and back end staffs. All the members are trained before entering the job premises and every member working for the store is dressed in the same uniform.

5.4.8. **PARKING & OTHER FACILITIES**

Parking facility for 2 wheeler & 4 wheelers is available at the Spencer stores visited.

**In-House Facilities for customers**

Spencer stores have big LCD screen TV placed right at the centre of store. Schemes of store are shown on that. Also for housewives, various new recipes from renowned chefs are shown.

5.4.9. **PROMOTIONAL ACTIVITIES**

**Point of Purchase Displays**

Products such as Razors, shaving creams and other skin care items were kept at the billing counter.

**Promotional Schemes/Activities**

Handouts and pamphlets are kept outside the store at the security desk for customers and visitors. These give information about various schemes of spencer for recent period.

5.5. **SPINACH**

Spinach is neighbourhood store for daily home needs. They are part of the Wadhawan Retail (P) Ltd. (WRL), the food and grocery retail business promoted by the Wadhawan family. Looking for a store that stocks all the merchandise you need...
for your daily needs? Be it groceries, home & personal care, bakery products, fruit or vegetables you can find them all at your neighbourhood, at Spinach stores. For the non vegetarians, in select locations they have exclusive range of meat, poultry, fish & seafood, fresh and frozen, in a separate section. It is a unique and innovative retail concept based on pure Indian needs state, extreme service orientation, localization and selling quality products at fair prices.

5.5.1. NUMBER OF OUTLETS IN INDIA AND PUNE

Their first store was launched at the Bandra-Kurla Complex (Mumbai) in 2006. Today, they have 38 stores in Mumbai and in the adjoining Thane district, 4 in Pune & 5 in Kolhapur / Sangli region and 2 in Nashik. They are also present in the East with 8 stores in Kolkata.

In Pune, Spinach has stores at Pashan, Pimpri, Viman Nagar & Vishrantwadi

5.5.2. GROWTH AND DEVELOPMENT OF ORGANISATION

Spinach plans to open 1500 stores across the country by 2011. This means more shopping options for you at every conceivable location in and around your home. At Spinach, our stores have three distinct formats. Their large format stores (5000 - 7000 sft) are called 'Spinach Super', our medium sized stores (2500 - 3500 sft) are called 'Spinach Local' and smaller sized stores (1000-1200) are called 'Spinach Express'. While focusing on the Indian need state. They are adopting practices and employing resources, which are internationally best. The store has been designed by an international designer based out of UK. The business is powered up by over 300 man years of national and international retail experience. The business is modelled in line with the leadership Food & Grocery Retailers around the world. This is what they call "Westernizing Indian way of Retailing" or "Making the best of both worlds"......Just for you.

“My Spinach” – the Loyalty Program from Spinach (currently only in Western India), Launched in Nov 07, they today have a Loyal customer base of over 1.5 Lacs customers.
5.5.3. MERCHANDISE OFFERED
Merchandise Offered

- Branded Food
- Home and Personal Care
- Fresh Fruits
- Fresh Vegetables
- Grocery
- Bakery / Ready Meals
- Meat, Poultry, Fish & Seafood

5.5.4. STORE LAYOUT AND DESIGN
Grid Type Layout

5.5.6. PROCUREMENT POLICY & PROCEDURE, INVENTORY MANAGEMENT
Farmers-Wholesalers/Commission agents/Retail/Food retail chains- Consumers.
Payment of market fees and Commission charges clean, sort, grade, pack, and label food grains at their warehouse (Private labels)

Stocking pattern
All the merchandise is stocked 15-20 days in advance. The vegetables and other perishable items are stocked only for 1-3 days as per the nature of the food item. This kind of stocking pattern doesn’t create shortage at the store and helps the store to make the goods available to the consumers all the time.

5.5.6. EXTENT OF IT PENETRATION
Barcode reading system and RFID and the use of debit cards and electronic data interchange and etc...the barcode reading system is used to read the codes which is kept on the label of the thing customers buy so that this code will give the computer the price of the thing only if it is already stored in the computer of the supermarket and the RFID and debit cards are used so that if the customer doesn’t have cash money can take out their credit cards or debit cards to transfer the money on the
card to the account of the supermarket or store...and the electronic data interchange (EDI) is a method of speeding up the transfer of orders to suppliers. Using EDI eliminates the need of paper work, since the ordering is done by data being transferred between the supplier's computer and Tesco's computer.

5.5.7. NUMBER AND TYPE OF EMPLOYEES IN A STORE
1- store manager
1-cashier
1-supervisor
10-salesman

5.5.8. PARKING & OTHER FACILITIES
Parking facility to two-wheelers & four-wheelers is available.
Shipment of goods to house of the customer.

5.5.9. PROMOTIONAL ACTIVITIES

Loyalty Programme
"My Spinach" is the loyalty programme that they run, to show their appreciation to the relationship that they share with customers. Every rupee spent at Spinach store earns customer reward points. Accumulated points can be redeemed against various products or services that they will come up with from time to time.

5.6. BUSINESS PRACTICES OF FOOD BAZAAR
About The Future Group: Future Group, led by its founder and Group CEO, Mr. Kishore Biyani, is one of India's leading business houses with multiple businesses spanning across the consumption space. While retail forms the core business activity of Future Group, group subsidiaries are present in consumer finance, capital, insurance, leisure and entertainment, brand development, retail real estate development, retail media and logistics.

Led by its flagship enterprise, Pantaloon Retail, the group operates over 12 million square feet of retail space in over 71 cities and towns and 65 rural locations across
India. The group owns several leading formats including Pantaloons, Big Bazaar, Food Bazaar, Home Town, eZone and Central. Pantaloon Retail was awarded the International Retailer of the Year - 2007, by the US-based National Retail Federation, the largest retail trade association and the Emerging Market Retailer of the Year 2007 at the World Retail Congress in Barcelona.

Future Group believes in developing strong insights on Indian consumers and building businesses based on Indian ideas, as espoused in the group's core value of 'Indianness'. The group's corporate credo is, 'Rewrite rules, Retain values'.

5.6.1. NUMBER OF OUTLETS IN INDIA AND PUNE
Future Value Retail Limited is a wholly owned subsidiary of Pantaloon Retail (India) Limited. This entity has been created keeping in mind the growth and the current size of the company’s value retail business, led by its format divisions, Big Bazaar and Food Bazaar. The company operates 120 Big Bazaar stores, 170 Food Bazaar stores, among other formats, in over 70 cities across the country, covering an operational retail space of over 6 million square feet. In Pune city they have total 10 outlets. This is a part of the overall 4,000 stores across all formats expansion Programme of Pantaloon to be executed by 2010. The importance of food business can be gauged from the fact that one fourth of these 4,000 stores will be in the food division of the company.

Food Bazaar is having outlets in Pune at Baner, Fatima Nagar, Ganeshkhind Rd., Kothrud, Kalyani Nagar, Chinchwad, Sinhgad Rd.

5.6.2. GROWTH AND DEVELOPMENT OF ORGANISATION
Business & Growth: Rewrite rules and retain values. That’s the maxim which Pantaloon Retail (India) Ltd follows. And Food Bazaar, part of the Pantaloon group, is looking to imbibe both as it looks to follow a high growth trajectory. New outlets, private label programme and re-engineering the supply chain management form part of its game plan to consolidate its position in the country.
**Recreating The Sabzi Mandi** The novelty of Food Bazaar, according to Mr Chheda, is the wide variety of merchandise it has on offer. The retail outlet has on offer 12,000 SKUs (stock keeping units), which it claims is larger than the normal 4,500 SKUs practised by other retail outlets. To adhere to the touch-and-feel habit of Indians, when it comes to buying products, Food Bazaar has recreated a sabzi mandi (vegetable market) kind of ambience for vegetables and fruits. Thus the customers are able to pick and choose the vegetables instead of just having the option of packaged products. “We have tried to retain the concept of sabzi mandi, which is so much part of the Indian culture, while offering modern amenities like ambience and space to customers,” said Mr Chheda. Each section within an outlet has been segregated with names like Hungry Kya? for food products and Head...

**Business policy and strategy** : As a focussed entity driving the growth of the group's value retail business, Future Value Retail Limited will continue to deliver more value to its customers, supply partners, stakeholders and communities across the country and shape the growth of modern retail in India. While, cut-in food stores will continue to be a part of Big Bazaars and Centrals, similar stand-alone stores will also be set up soon in smaller cities like Visakhapatnam and Mangalore. According to company officials, tier-II cities and towns are also ready for the modern food retailing formats.

**Future plan**: Kishore Biyani-led Future Group is planning to open 30 more Big Bazaars in the next six months as part of its overall plan to create 5 million sq ft of retail space by 2011. Going by conservative estimates of each Big Bazaar over 50,000 sq ft, the Future Group will create almost 1.5 mn sq ft of retail space under the value retail format in the next six months. The value retail format of the group, which consists of Big Bazaar and Food Bazaar, is likely to have almost 8.5 million sq ft of retail space by 2011. Mr. Biyani had hived off Big Bazaar and Food Bazaar into a separate company —Future Value Retail as managing a $1 billion business was becoming a challenge for the group. While he did not rule out the possibility of an initial public offering, he said the company at present is not in any stage of IPO for Future Value Retail.
5.6.3. MERCHANDISE OFFERED
Food grains, Spices, Edible oils, Biscuits & Chocolates, Snacks, Health Drinks, Frozen goods(Veg.), Body Care, Oral Care, Washing items, Vegetable & Fruits, Other Utilities such as imported chocolates, olives, snacks and biscuits.

5.6.4. STORE LAYOUT AND DESIGN
Grid Type Layout

Shelving Pattern: Use of Wall Racks, Corner Racks, Retail Gondolas, Fruits & Vegetable Racks, Shopping Trolleys And Baskets, Wire Products, Check Out Counter, Glass Shelves and Accessories, Gondola End Racks, Wall Unit Racks, Wire Baskets.

5.6.5. PROCUREMENT POLICY & PROCEDURE, INVENTORY MANAGEMENT
Food Bazaar, the supermarket variant of Pantaloon Retail (India) Ltd, has adopted the 'negotiated and predetermined' model to source vegetables and fruit from farmers across states. The company uses the model to procure potatoes from farmers in Uttar Pradesh where the quantity and quality of the produce is predetermined. The company decides the price after the harvest to give maximum benefit to the farmer. In Maharashtra, the company has started procuring Alphonso mangoes from farmers. It has tied up with the Maharashtra State Agricultural Marketing Board (MSAMB) to buy directly from the farmers. The farmer and the retailer fix the price jointly. Packed food and other products are mostly purchased directly from the manufacturer.

5.6.6. PENETRATION OF IT
All the latest tools and software for inventory, stock taking, replenishment of stock and billing are used.
5.5.8. NUMBER AND TYPE OF EMPLOYEES IN A STORE

1- Store manager
2- Cashier
2- Supervisor
12- Floor Staff

5.6.8. PARKING AND OTHER FACILITIES

Sufficient parking for two wheelers and four wheelers.

5.6.10. PROMOTIONAL SCHEMES

- Original prices are cut down and new prices are shown of which customer takes quick notice.
- There are loyalty schemes which reward regular clients. Promotion is also done through co-branded credit cards with ICICI Bank.
- Monthly Bachat Offers. e.g. Charminar Basmati Rice + Sunflower Oil + 5 Kg of sugar for Rs. 659 only.
- Discount on Future card (3%).
- Hafte ka sabse sasta din - Wednesday