PHOTOGRAPHS

5.3: A snap-shot covering all the important aspects of both organised and unorganised retail market
A Comparative study on the ambience of both the markets
FACILITIES AVAILABLE AT BOTH THE MARKETS
PARKING FACILITIES AND CIVIC AMENITIES

PIC 21

PIC 22

PIC 23

PIC 24

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DISPLAY OF BRANDED ITEMS

PIC 25

PIC 26

PIC 27

PIC 28

PIC 29
REFRESHMENT FACILITIES

PIC 30

PIC 31

PIC 31

PIC 32

PIC 33

PIC 34
CUSTOMER SERVICES & SYMBOL OF STATUS

PIC 35

PIC 36

PIC 37

PIC 38

PIC 39

PIC 40
(5) Techno-based client service,

(6) Convenience of shopping

(7) Array of Trouble-free entertainment based customer contentment etc.

Pictures 3 & 6 illustrate the facilities available in a mall including display of a specialty stores where as pictures 4 & 5 demonstrate the refreshment facility offered by such outlets.

In contrary, pictures of 7 to 10 are taken of from traditional market where the basic facets are not organized compared to earlier modern outlets. Here an informal and unstructured environment has been noticed. Customers are not getting the minimum amenities and sales approach is also very informal. More over pictures of 11-14 examplify the same condition of traditional market places where traffic is being blocked during peak business hours of the day due to absence of systematize parking zone.

Picture-15 is altogether different because a few items of home décor add an aesthetic beauty of the store. The rest of the photographs (No. 16-18) draw attention to the display of brands in a very sophisticated and novel style. Another valuable observation is the cleanliness which is next to heavenliness.

In pic-19, the researcher puts weightage on a painting exhibition that adds new flavour to a market place. Picture 20 is an evidence of indispensable requirement.

In this study the researcher has identified the basic concept of differentiation of the today’s modern outlets which have been represented in the pictures 21-24 of parking facility, sitting arrangement and civic amenities available in South City Mall, Kolkata to provide convenience of shopping.
The snaps of pictures 25-29 colourfully put on display of branded bits and pieces as a tool of sales promotion for all types of customers especially kids.

The modern art of display indirectly focus the feeling of retailers on customers and it also differentiate the outlet from other competitors.

It has already been ascertained that refreshment facility is imperative to the visiting customers. Pictures 30-35 demonstrate relaxed mood and moments of time pass and merriment which is today's essential criteria for an outlet to grow.

Today's business operation is totally automated and techno-based. Pictures 35 & 40 make known the same decisive factor in the development process of any mall. This facilitates an outlet in financial control, sales management, database management, customer records, store maintenance etc. But in the snaps of 36, 37 & 39 ample of space with assortment of brands make a customer feel free to move and prefer choices.

Exceptionally in picture 38 different standpoint is noted instead of all above mentioned latest modernized up to date facilities. Till customers feel attraction at 'discounts' as an advantage which is also an indispensable part of modern retail outlets.

**5.3.2 FINDINGS**

In a brief the researcher has presented the photographs with interpretations about its core meaning.

(1) It is unanimously observed that traditional outlets are lagging in some of the identified attributes but that are essential to grow and also for sustainable development.