



# **Atharva Institute of Management Studies**

## **Activity / Event Report**

Name of Activity/Title : Retail Shop Visit Activity

Organization : Atharva Institute of Management Studies

Date(s) of conduction : 12<sup>th</sup> oct 2024

Faculty coordinator : DR. Swati Agrawal

**Student coordinator/ committee : Marketing**

# **DESCRIPTION**

The activity involved visiting a range of retail stores to observe and assess their strategies in key areas such as product management, customer experience, marketing, store operations, and sustainability. The objective was to gain a deeper understanding of how these stores cater to customer needs, differentiate themselves in the competitive market, and integrate modern technologies and sustainable practices into their business models. By examining these aspects firsthand, the activity allowed for a practical application of retail management theories, providing valuable insights into the dynamic and evolving landscape of the retail industry.

## **Objectives**

The objective of this assignment is to analyse and assess, from the perspective of retail management, the retail strategies of several stores, including Crocs, Reliance, Max, Smart Bazaar, and others. The objective is to understand how these stores effectively attract and retain customers by managing their product offerings, marketing initiatives, customer experience, and store operations. This entails analysing their pricing schemes, in-store layouts, promotional strategies, product strategies, technology use, and customer service procedures. The assignment also seeks to investigate how each store incorporates ethical and sustainable practices into its daily operations. Finding common and distinctive approaches among these stores and determining which strategies work best in the Indian retail market are the goals of this comparative analysis. The Ultimate Objective is to offer practical advice and insights for enhancing their retail tactics and customer interactions, ultimately assisting in the growth and development of the store in a competitive retail environment.

## **Key Takeaways:**

The key takeaways from the analysis of retail strategies emphasize several important trends in modern retail. First, customer experience is central to building customer satisfaction and loyalty, with factors such as effective store layouts, engaging service, and seamless shopping experiences both in-store and online playing a critical role. Second, retailers must carefully balance product offerings and pricing strategies to cater to their target audiences, with some focusing on niche products at premium prices, while others offer a wide range of products at competitive price points. **Marketing strategies** such as digital promotions, influencer collaborations, and seasonal discounts are crucial for enhancing brand visibility and engaging customers. **Technology integration**, including self-checkouts and e-commerce platforms, is increasingly important for streamlining operations and improving the shopping experience. Additionally, sustainability is becoming a key consideration for consumers, and retailers adopting eco-friendly practices are likely to attract more environmentally conscious buyers. Finally, efficient inventory management and operational strategies are essential for ensuring product availability and cost-effectiveness, which in turn helps drive sales. These insights highlight the importance of a customer-centric, technology driven, and sustainable approach in today's competitive retail landscape.

# Glimpse of Activity





**Mumbai, Maharashtra, India**  
Shop 10A- Kiran Tower Malad Link Road Malad west, Malad, Mindspace, Malad West,  
Mumbai, Maharashtra 400064, India  
Lat 19.183196°  
Long 72.833709°  
11/10/24 12:56 PM GMT +05:30



**Mumbai, MH, India**  
Param Ishwar Sri Jimmy Nagputhra Yogiraj  
Marg, Malad West, Mumbai, 400064, MH,  
India  
Lat 19.184757, Long 72.834441  
10/11/2024 12:46 PM GMT+05:30  
Note : Captured by GPS Map Camera



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**Submitted to: Dr. D. Henry Babu – Director - AIMS**