



**A PROJECT REPORT ON**  
**INTERNSHIP PROJECT – STUDY ON AVENUE SUPERMATS**  
**LIMITED**

**A PROJECT SUBMITTED TO**  
**UNIVERSITY OF MUMBAI FOR PARTIAL COMPLETION OF THE DEGREE**  
**OF**  
**BACHELOR OF COMMERCE (BACHLORS OF BANKING & INSURANCE)**  
**UNDER THE FACULTY OF COMMERCE**  
**TYBBI (SEM VI)**  
**PRN NO. 2021016400537447**



**BY**  
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**UNDER THE GUIDANCE OF**  
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**CERTIFICATE**

This is to certify that **Ms. Sangeeta Vishal Rajbhar** has worked and duly completed his Project work for the degree of Bachelor in Commerce (**Banking & Insurance**) under the faculty of commerce in the subject of Management control and his project is entitled, “**STUDY ON AVENUE SUPERMATS LIMITED**” under my supervision.

I further certify that the entire work has been done by the learner under my guidance and that No part of it has been submitted previously for any Degree or Diploma of any University.

It is his own work and fact reported by her personal finding and investigations.

Guiding Teacher,

**ASST. PROF. DR. KISHOR CHAUHAN.**

**Date of submission**

## **DECLARATION**

I the undersigned **Ms. SANGEETA VISHAL RAJBHAR** work embodied in this project work titled A study on role of central bank of Indian banking sector with reference to Google forms and my own contribution to the research work carried out under the guidance of **Asst. Prof. Dr. KISHOR CHAUHAN** is a result of my own research work and has not be previously submitted to any other university for any other degree to this or any other university.

Wherever reference has been made to previous works of others, it has been clearly indicated as such and included in the bibliography.

I here by future declare that information of this documents has been obtained and presented in accordance with academic rules and ethical conduct.

Name and signature of the learner

**Ms. Sangeeta Vishal Rajbhar**

Certified by

Name and signature of the guiding teacher

**Dr. Prof. Kishor Chauhan**

## **ACKNOWLEDGEMENT**

To list who all have helped me is difficult because they are so numerous and the depth is so enormous.

I would like to acknowledge the following as being idealistic channels and fresh Dimensions in the completion of this project.

I take this opportunity to thank **The University Of Mumbai** for giving me chance to do this project.

I would like to thank my **I/C Principle, DR. B.R. DESHPANDE** for providing the necessary facilities Required for completion of this project.

I take this opportunity to thank our Coordinator **Asst. Prof. Dr. KISHOR CHAUHAN** for her moral support and guidance.

I would also like to express my sincere gratitude towards my project guide **Asst. Prof. Dr. KISHOR CHAUHAN** whose guidance and care made the project successful.

I would like to thank my **College Library**, provided various reference books and magazines related To my project.

Lastly, I would like to thank each and every who directly or indirectly helped me in the completion of the project especially my parent and peer who supported me throughout my project.

## WORK ASSIGNMENT LETTER

**Dear Ms Sangeeta Vishal Rajbhar**

**Date: 23 Jun 2022**

**Ref: Avenue Supermarts Limited-Ghansoli**

**Offer ID: MUM23062022309126**

**Employee ID: 202236579**

We are pleased to appoint you as Packer Type - I M with our Client Avenue Supermarts Limited located at our client project site at Ghansoli, on a fixed Term Basis. You have to complete Joining Formalities within 10 days from your joining.

In addition to this:

1. As the Project work awarded to us by our Clients is only for a certain period, your assignment with us initially will be from **20 Jun 2022** to **19 Jun 2023** as per terms mentioned in the Letter of Engagement dated **20 Jun 2022**. If however, the Project work is extended, your association with us may be extended for such further period as may be decided by us. Hence, this contract of employment by no means be treated or construed to be of permanent in nature granting thereby to you a status of permanent employee of the Company. Your employment is governed by the contractual agreement between Innovsource Services Private Limited and Avenue Supermarts Limited for which your services have been engaged.
2. If however the project work awarded to us is completed before time or if is terminated for any reasons whatsoever earlier, then your services shall be terminated on such earlier date as the situation demands as per terms mentioned in your Letter of Engagement.
3. Your CTC details would be:

<b>GROSS SALARY</b>		<b>STATUTORY BENEFITS</b>	
Basic + DA	Rs. 12650/-	PF Employer	Rs. 1518/-
HRA	Rs. 633/-	PF Admin	Rs. 63/-
Other Allowances	Rs. 0/-	ESIC Employer	Rs. 432/-
		EDLI Employer	Rs. 63/-
<b>GROSS SALARY TOTAL</b>	<b>Rs. 13283/-</b>	<b>STATUTORY TOTAL</b>	<b>Rs. 2076/-</b>
PF Employee	Rs. 1518/-		
ESIC Employee	Rs. 100/-		
Professional Tax	Rs. 200/-		
<b>NET SALARY</b>	<b>Rs. 11465/-</b>	<b>COST TO COMPANY</b> (Gross + Statutory Benefits)	<b>Rs. 15359/-</b>

The net salary is subject to Income Tax.

Your salary is payable only through electronic payment mode such as EFT/NEFT/RTGS/ECS or account payable cheque for which you have to provide relevant information at the time of joining. One month grace period shall be provided to you on reasonable ground.

4. In addition to the Monthly Salary, you will not be entitled to any other perquisites/ allowances unless given to you in writing. Your coverage under ESIC scheme, Provident Fund scheme, and Bonus Act where applicable will be as per the government regulations. Salary would be receivable on or before 4th of the subsequent month, subject to receipt of corresponding payments from our Client where you will be deployed. Any discrepancy in the salary received needs to be reported to our nearest branch within 7 days of receipt of salary after which, it will be considered as correct and further claims will not be entertained. Gratuity will be payable as per Payment of Gratuity Act, 1972. TDS will be deducted at Higher rate as per Income Tax Act, in case PAN number along with proof is not provided to nearest Innov Branch within 7 days of joining. Any unclaimed salary within 3 years from when it is due, will be paid to Labour Welfare Fund as per Labour Welfare Fund Act. You will be entitled to leave as per the practice followed by the client.

5. Your coverage under ESIC scheme is subject to adherence of rules & regulation of it. It is mandatory for you to submit Aadhar Card (UID) including your family within one month from the date of issuance of ESIC number, if you fail to submit the Aadhar Card (UID) within stipulated period in that case you will not be eligible to take benefits of ESIC coverage and in that Circumstances Company shall not be held responsible.
6. You are eligible under Provident Fund scheme subject to adherence of rules & regulation of it. It is also mandatory for you to submit Aadhar Card (UID), PAN Card & Bank A/c. No. with IFSC Code (collectively referred as 'KYC') within one month from your date of joining, if you fail to submit the KYC within stipulated period in that case as per PF norms you will not able to withdraw or transfer or to take any benefits of PF and in that circumstances company shall not be held responsible or liable.
7. Since our Client undertakes contract projects, you may be required to work at different project sites and are likely to be deputed in any establishment within the city or outside the city including outside the State for the purpose of discharging your duties as and when the situation demands, at the said working hours.
8. You will act within the framework of organizational structure and policies and directions as may be laid down by the management from time to time. During the tenure of your employment with us, you will not undertake any other employment or business activities, work or public office of payment or otherwise except with the written permission of the Management. If you are found involved in any act which in the opinion of the Company is detrimental to the interest of their business interest, Management shall be at liberty to dispense with your services immediately and without any notice or compensation. At all time during the tenure of this Contract of employment you will be bound by any Rules & Regulations enforced by the management from time to time in relation to the conduct, discipline, leave, holidays or any other matters relating to service conditions.
9. Either party can terminate the contract during the existence of a work assignment by providing a notice of One Month to the other Party if you have completed 6 months or more else notice of Fourteen days is to be provided. This is as per the terms laid out in the Letter of Engagement. You shall at no point of time stake any claim or right to claim employment, damage, loss or compensation of any sort whatsoever against our clients. Your continuance in employment is subject to your remaining physically and mentally fit. As and when required, the Management may require you to submit yourself to medical examination by a physician of the choice of the management.
10. This letter is being sent to you in duplicate, Please return two copies of the same, duly signed as the token of acceptance this Contract of employment with the above terms and conditions.

Yours faithfully,

Acceptance

**For Innovsource Services Private Limited**

I have received the Work Assignment Letter and agree to the terms and conditions contained thereto

**Ms Sangeeta Vishal Rajbhar**

Authorised Signatory Authorised Signatory

(Signature & Date)

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**CHAPTER 1**  
**INTRODUCTION**





## 1.1 INTRODUCTION



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

Dmart was started by Mr. Radhakishan Damani and his family to address the growing needs of the Indian family. From the launch of its first store in Powai in 2002, Dmart today has a well-established presence in 345 locations across Maharashtra, Gujarat, Andhra Pradesh, Madhya Pradesh, Karnataka, Telangana, Chhattisgarh, NCR, Tamil Nadu, Punjab and Rajasthan. With our mission to be the lowest priced retailer in the regions we operate, our business continues to grow with new locations planned in more cities.

The supermarket chain of Dmart stores is owned and operated by Avenue Supermarts Ltd. (ASL). The company has its headquarters in Mumbai.

**The brands D Mart, D Mart Minimax, D Mart Premia, D Homes, Dutch Harbour, etc. are brands owned by ASL.**

**Dmart, short for “D-Mart” or “Avenue Supermarts Limited,”** is one of India’s leading retail chains known for its focus on value retailing.

Here’s an introduction to Dmart in detail:

- **Founding and Background:** Dmart was founded by Mr. Radhakishan Damani, a veteran investor and businessman known for his astute investment decisions. The first Dmart

- store opened in Mumbai in 2002, with a vision to offer customers high-quality products at affordable prices.
- Business Model: Dmart operates on a “everyday low cost – everyday low price” (EDLC-EDLP) business model, focusing on cost efficiency and passing on the benefits to customers through competitive pricing. This model enables Dmart to attract a wide customer base seeking value for their money.
- Retail Format: Dmart primarily operates hypermarket-style stores, offering a wide range of products under one roof. Its stores typically feature sections for groceries, fresh produce, dairy and frozen foods, household items, apparel, electronics, personal care products, and more.
- Product Assortment: Dmart offers a diverse assortment of products, ranging from daily essentials like food and groceries to non-food items such as apparel, electronics, and home furnishings. The emphasis is on providing a comprehensive selection of quality products at economical prices.
- Store Experience: Dmart stores are known for their clean and organized layout, making shopping convenient and enjoyable for customers. The stores are designed to offer a hassle-free shopping experience, with wide aisles, clear signage, and helpful staff members.
- Expansion and Growth: Over the years, Dmart has experienced significant expansion and growth, expanding its footprint across India. It has established a strong presence in both urban and semi-urban markets, catering to diverse consumer segments.
- Customer Focus: Dmart places a strong emphasis on customer satisfaction, aiming to meet the evolving needs and preferences of its customers. It employs various strategies to enhance customer experience, including efficient service, attractive promotions, and continuous improvement initiatives.
- Technology Integration: Dmart leverages technology to streamline its operations and enhance efficiency. This includes the use of advanced inventory management systems, point-of-sale (POS) terminals, and data analytics to optimize inventory levels, track sales trends, and improve decision-making.
- Community Engagement: Dmart actively engages with local communities through various corporate social responsibility (CSR) initiatives. It supports initiatives related to education, healthcare, environmental sustainability, and community development, contributing to the well-being of society.
- Industry Recognition: DMart’s success and impact on the retail industry have been widely recognized, earning accolades and awards for its business performance, innovation, and contribution to the retail sector in India.

In summary, Dmart is a renowned retail chain in India, known for its value-oriented approach, extensive product range, customer-centric focus, and commitment to excellence.

With its continued expansion and dedication to serving customers, Dmart remains a prominent player in the Indian retail landscape.

## **1.2 Vision, And Mission**

- **Vision of Dmart**

Dmart dreams of becoming the go-to destination for every Indian family's daily needs. Picture a one-stop shop bursting with a diverse range of high-quality essentials, all offered at unbeatable prices. This is the heart of DMart's vision: a haven where affordability meets convenience, creating a seamless shopping experience.

- **Mission of Dmart**

To keep this vision alive, Dmart embarks on a relentless mission of exploration. Their team constantly seeks out new products and categories that cater to the ever-evolving needs of Indian households. But their focus doesn't stop there. Every item brought in undergoes rigorous scrutiny to ensure it delivers exceptional value. Dmart wants every rupee spent within their walls to whisper "more," exceeding customer expectations and forging lasting bonds of loyalty.

### 1.3 Organization structure



## Organizational structure

Dmart typically follows a hierarchical organizational structure, which helps in streamlining operations, facilitating communication, and ensuring efficient management. Here's a detailed breakdown of the organizational structure of Dmart:

- **Board of Directors**: At the top of the hierarchy is the Board of Directors, responsible for setting the overall strategic direction and policies of the company.
- **Chief Executive Officer (CEO)**: The CEO is the top executive responsible for overseeing the day-to-day operations of Dmart and implementing the strategic plans approved by the board.
- **Executive Team**: The executive team consists of senior executives who report directly to the CEO and are responsible for managing specific functional areas of the business

Key executives may include.

**Chief Operating Officer (COO)**: Responsible for overseeing the company's operations including logistics, supply chain management, and store operations.

- **Chief Financial Officer (CFO)**: Responsible for managing the company's finances, including financial planning, budgeting, accounting, and treasury functions.
- **Chief Marketing Officer (CMO)**: Responsible for developing and implementing marketing strategies to promote DMart's brand, drive customer engagement, and increase sales
- **Chief Merchandising Officer (CMO)**: Responsible for managing the assortment, pricing, and promotion of products across Dmart's stores,

ensuring that the merchandise meets customer demand and drives profitability.

- Chief Information Officer (CIO) or Chief Technology Officer (CTO): Responsible for overseeing the company's information technology
  - infrastructure, systems, and digital initiatives to support business operations and enhance the customer experience.
  - Chief Human Resources Officer (CHRO): Responsible for managing the company's human capital, including recruitment, training, performance management, compensation, and employee relations.
- **Regional managers:** Regional managers are responsible for multiple stores within their assigned area and ensure that store operations align with company standards and objectives.
  - **Store Managers:** At the store level, store managers are responsible for the overall management and performance of individual Dmart stores. Their duties include overseeing daily operations, managing staff, ensuring customer satisfaction, controlling expenses, and meeting sales targets
  - **Department Managers:** Within each store, there may be department managers responsible for specific departments such as groceries, fresh produce, electronics, apparel, etc. Department managers oversee the operations of their respective departments.
  - **Floor Staff:** Floor staff consists of sales associates, cashiers, stock clerks, and other frontline employees who assist customers, process transactions, restock shelves, maintain store cleanliness, and perform other tasks to ensure smooth store operations.

This hierarchical structure provides a clear chain of command, defines roles and responsibilities, and fosters accountability throughout the organization, enabling Dmart to effectively manage its operations and deliver value to customers.

## 1.4 Dmarts all over in India

There are all 341 store all in India and the more stores are in Maharashtra and other states also -

Maharashtra	Amravati Aurangabad, Dhule, Ichalkaranji, Jaisingpur, Jalgaon, Jalna, Karad, Kolhapur, Latur, Miraj, Mumbai (MMR), Nagpur, Nanded, Nandurbar, Nashik, Osmanabad, Pune, Ratnagiri, Sangli, Satara, Solapur, Wardha, Yavatmal
Gujarat	Ahmedabad, Anand, Ankleshwar, Bharuch, Bhuj, Bilimora, Gandhidham, Gandhinagar, Gadara, Himmatnagar, Kalol, Mahesana, Nadiad, Navsari, Palanpur, Rajkot, Surat, Surendranagar, Vadodara, Valsad, Vapi
Daman	Daman
Telangana	Hyderabad, Karimnagar, Khammam, Mancherial, Warangal
Andhra Pradesh	Anantapur, Bhimavaram, Eluru, Gudivada, Guntur, Kakinada, Kurnool, Machilipatnam, Nellore, Ongole, Rajahmundry, Suryapet, Tanuku, Tirupati, Tuni, Vijayawada, Visakhapatnam
Karnataka	Bengaluru, Belgaum, Gulbarga, Mangaluru, Tumakuru, Udupi
Madhya Pradesh	Bhopal, Dewas, Indore, Jabalpur, Mandsaur, Dr. Ambedkar Nagar (Mhow), Neemuch, Pithampur, Ratlam, Ujjain
Chhattisgarh	Bhilai, Durg, Raipur, Rajnandgaon
NCR	Delhi, Faridabad, Ghaziabad, Gurugram, Noida
Tamil Nadu	Chennai, Coimbatore, Dindigul, Erode, Hosur, Madurai, Salem, Shoolagiri, Suler, Tiruchirappalli, Tiruppur
Punjab	Amritsar, Barnala, Chandigarh, Jalandhar, Ludhiana, Gobindgarh, Patiala
Rajasthan	Ajmer, Alwar, Bhilwara, Jaipur, Kishangarh, Kota

**CHAPTER 2**  
**COMPANY PROFILE**





## **2.1 Company profile**

Avenue Supermarts Limited is known as Dmart is an Indian retail corporation that operates a chain of supermarkets in India. It was founded by [Radhakishan Damani](#) in 2002 when its first store was opened in Powai, Mumbai. As of December 2023, it has 341 stores across 12 states and union territories in India.

### **Avenue Supermarts Limited**

Trade name	Dmart
Company type	Public
Traded as	NSE: DMART
ISIN	INE192R01011
Industry	Retail
Genre	Supermarkets
Founded	15 May, 2002
Founder	Radhakishan Damani
Headquarters	Powai, Mumbai, Maharashtra
Number of locations	341(December 2003)
Area served	India
Key people	Radhakishan Damani (chairman)

Products	Grocery, Daily essential, Dairy & Frozen, Home and furniture Home and appliances Bed & Bath Clothing, Toys, Footwear, crockery, Luggage, Healthy and Beauty,
Revenue	₹42,840 crore (US\$5.4 billion) (FY23)
Operating income	₹3,127 crore (US\$390 million) (FY23)
Net income	₹2,379 crore (US\$300 million) (FY23)
Number of employees	12,108 Permanent (FY23) 48,793 Contractual (FY23)
Website	<a href="http://dmartindia.com">dmartindia.com</a>

# CHAPTER 3

## CONCEPTUAL DISCUSSION



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### **3.1 Objectives of Dmart**

- Products every time we visit store, they have something new as a taste changer.
- To offer the good products at great value everyday so customer buy and will Happy also.
- Generally, when people shop from retail stores then they usually don't find all requirements at one place D-Mart tries to help their customers to find maximum requirements at one place
- They Offer discounts on daily basis to help people save money on regularly used product
- They also have launched their app that can help people in online buying and Get delivery at doorstep.
- Generally, when people go for shopping, they don't have enough space / capacity to carry all products so trolleys are given to every individual so that they can shop with more ease and can spend more time in shopping and knowing about the products this also helps people manage weight and carry al needed products easily.
- As d-mart don't have any sales person to serve their customers so self service is encouraged this not only increases trust in customers but also saves cost of sales persons
- which helps them to give discounts throughout the year this also helps customer by increasing their knowledge about the products and buy accordingly
- At normal retail shops proper and secure parking space is not available so the customer has to shop in hurry
- But d-mart has secure parking which is totally free of cost which helps customer to overcome hurry or tension of parking.

## **3.2 JOB DESCRIPTION**



**Job Title: Cashier**

**Location: Ghansoli**

**About Dmart**

Dmart is a leading retail chain known for offering high-quality products at affordable prices. With a commitment to providing exceptional customer service and a wide range of merchandise, we strive to create a convenient and enjoyable shopping experience for our customers.

**Job Description**

The cashier will be responsible for processing transactions accurately and efficiently, providing friendly and attentive service to customers, and maintaining a clean and organized checkout area.

**Responsibilities:**

- Greet customers in a friendly and welcoming manner as they approach the checkout counter.
- Scan merchandise, process transactions, and handle cash, credit, or debit card payments accurately.

- Ensure that all items are properly priced and tagged, and that discounts or promotions are applied as needed.
- Bag purchases neatly and carefully, and assist customers with carrying or transporting their items as required.
- Answer customer inquiries, address concerns or complaints, and escalate issues to the supervisor or manager as needed.
- Maintain a clean and organized checkout area, including removing clutter, restocking bags and receipt paper, and sanitizing surfaces regularly.
- Adhere to company policies and procedures regarding cash handling, returns, exchanges, and store security.
- Collaborate with team members to ensure smooth operation of the checkout process and provide support during busy periods or special promotions.
- Participate in training programs and workshops to enhance product knowledge, customer service skills, and operational efficiency.

### **Qualifications:**

- High school or 10<sup>th</sup> and 12<sup>th</sup> pass or equivalent qualification.
- Prior experience in retail or customer service preferred, but not required.
- Strong numerical skills and attention to detail.
- Excellent communication and interpersonal skills.
- Ability to work efficiently in a fast-paced environment and handle multiple tasks simultaneously.
- Flexibility to work evenings, weekends, and holidays as needed.

### **Benefits**

- Competitive hourly wage
- Employee discounts on merchandise
- Opportunities for career advancement and development
- Friendly and supportive work environment

### **3.3 OVERVIEW OF DMART**



Dmart is a one-stop supermarket chain that aims to offer customers a wide range of basic home and personal products under one roof. Each Dmart store stocks home utility products – including food, toiletries, beauty products, garments, kitchenware, bed and bath linen, home appliances and more – available at competitive prices that our customers appreciate. Our core objective is to offer customers good products at great value.

Dmart was started by Mr. Radhakishan Damani and his family to address the growing needs of the Indian family. From the launch of its first store in Powai in 2002, Dmart today has a well-established presence in 345 locations across Maharashtra, Gujarat, Andhra Pradesh, Madhya Pradesh, Karnataka, Telangana, Chhattisgarh, NCR, Tamil Nadu, Punjab and Rajasthan. With our mission to be the lowest priced retailer in the regions we operate, our business continues to grow with new locations planned in more cities.

#### **CUSTOMER SERVICE PLEDGE**

At Dmart, we place strong emphasis on excellence in customer service. Our employees believe in the values of Action, Care and Truth (ACT) to get the job done, with Dedication and Determination.

### **3.4 4P's of Dmart**

The Marketing mix of D-Mart analyses the 4Ps of D-Mart, which includes the Product, Price, Place, and Promotion of D-Mart. D-Mart is a private company and is associated with the retail industry. It was launched in May 2002 by its esteemed founder, R. K. Damani. It is a chain of supermarkets and hypermarkets established in India. It is designed to provide maximum customer convenience and offers a diversified choice at affordable rates. Some of its competitors are as follows-

- **Big Bazaar**
- **Reliance Fresh**

### **D-Mart Product Strategy**

D-Mart is a one-stop outlet that offers its customers a wide range of choices in home and personal products. It believes in mass commodities; therefore, its products are available in different sizes and colors. Apparel is displayed systematically by their size options.

Retail prices, actual discounts, and offer prices are displayed on the tags for customers' convenience. The area of the outlet is divided in accord with products as every product has a separate section from which a customer can easily choose.

The product mix of D-Mart in 2024 is as follows (Source)

- **Groceries**: Fresh Fruits and Vegetables, Dairy Products, Canned and Packaged Foods, Grains and Pulses, Spices and Condiments, Snacks and Beverages, Bakery and Deli Products
- **Household Essentials**: Cleaning Products, Personal Care Items, Kitchenware and Cookware, Home Décor and Furnishings.
- **Apparel and Footwear**: Men's, Women's, and Children's Clothing, Footwear and Accessories.
- **Electronics and Appliances**: Small and Large Appliances, Electronics and Gadget.
- **Kitchen and Dining**: Utensils and Cookware, Cutlery and Crockery.
- **Home and Furniture**: Furniture for Living, Dining, and Bedroom, Home Décor and Furnishings.



- **Toys and Games:** Toys for Children of Various Ages, Board Games and Puzzles.
- **Books and Stationery:** Books across Various Genres, Stationery and Office Supplies.
- **Beauty and Personal Care:** Cosmetics and Toiletries, Haircare and Skincare Products.
- **Footwear:** Footwear for Men, Women, and Children.
- **Sporting Goods:** Sports Equipment and Accessories.
- **Automotive Accessories:** Car Care Products, Automotive Accessories.

### **D-Mart Place Strategy**

D-Mart has a reach in most of the essential cities in India, including Ahmedabad, Surat, Rajkot, and Bhuj in Gujarat, Tirupathi in Andhra Pradesh, Hyderabad in Telangana, and Bangalore in Karnataka, Mumbai and Kolhapur in Maharashtra. It can provide its products through a network of one hundred and ten stores and has its headquarters in Mumbai, India. D-Mart has set up its stores strategically to gain maximum advantage from its locations because easy accessibility and proper transportation facilities are essential for the survival of any outlet.

Exceptional service is not a vital factor for such outlets. They have reliable and trained employees present to help customers in hours of need. Still, the consumers are generally self-sufficient and will likely pick up items from various shelves in a walking trolley basket and take them to the billing counter for payment.

D-Mart, operated by Avenue Supermarts Ltd., implements a place strategy emphasizing efficient supply chain management and strategic store locations.

Here are five critical components of D-Mart's place strategy:

- **Strategic Store Locations:** D-Mart strategically selects store locations, often focusing on high-density residential areas and neighborhoods. This ensures proximity and convenience for its target customer base, enhancing foot traffic and accessibility.
- **Wide Retail Network:** D-Mart maintains a vast network of stores across various cities and regions in India. This extensive retail presence allows D-Mart to serve a diverse customer base and tap into different market segments.

- **Efficient Supply Chain:** D-Mart strongly emphasizes an efficient supply chain and inventory management system. This ensures that stores are well-stocked with products, reducing out-of-stock situations and improving customer satisfaction.
- **Private Label Products:** D-Mart offers a range of personal label products sourced directly and contributes to cost savings. This strategy enables competitive pricing and ensures product availability.
- **Customer-Centric Layout:** D-Mart stores are designed with a customer-centric layout, making it easy for shoppers to navigate and find products. Well-organized aisles and clear signage contribute to a seamless shopping experience.

### **D-Mart Pricing Strategy**

D-Mart is a department store that believes in implementing an economical product pricing policy. The company has taken a low-cost approach to target that price-sensitive group. As mass merchandise is its mantra, it has kept prices at reasonable and economical rates so customers can easily purchase it. D-Mart has adopted a simple marketing strategy of garnering huge sales through affordable prices, and keeping the price range within reach of customers is its top priority.

Also Read Marketing Mix of Reliance Communications and 7Ps (Updated 2024)

It offers a 5% minimum discount on MRP at any given time on all items except fruits, groceries, vegetables, and medicines. D-Mart has also adopted a discount pricing policy, and it periodically offers its customers various incentives and lucrative discounts, especially during festival seasons. Customers at such times buy in bulk, creating a massive sales volume. This is the reason why such stores can earn more significant revenues.

D-Mart's price strategy is built on a foundation of everyday low prices (EDLP) and cost leadership strategies. This approach, as executed by D-Mart, incorporates several key elements from a marketing perspective:

- **Everyday Low Prices (EDLP):** D-Mart's core pricing strategy centers around offering consistent and competitive prices on various products daily. This transparency instills trust among customers who regularly rely on D-Mart for affordability.
- **Volume-Based Cost Savings:** D-Mart leverages its large-scale operations and efficient supply chain to negotiate favorable terms with suppliers, allowing for lower-cost bulk purchases. These cost efficiencies are then passed on to customers through lower prices.

- **Private Label Products:** D-Mart offers a selection of personal label products, often priced competitively compared to national brands. This strategy provides customers with cost-effective options and helps increase profitability.
- **Promotional Pricing:** While EDLP is the primary approach, D-Mart may run periodic promotional campaigns, discounts, and special deals on select products to create excitement and drive sales during specific periods or occasions.
- **Customer Loyalty Programs:** D-Mart may implement loyalty programs to reward frequent shoppers, offering additional discounts and incentives for repeat business, thereby fostering customer loyalty.
- **Supplier Relationships:** D-Mart maintains strong relationships with suppliers, negotiating favorable terms and payment schedules, which can contribute to cost savings and allow for competitive pricing.
- **Minimal Frills and Low Operating Costs:** By focusing on a no-frills, cost-efficient store format, D-Mart keeps operating expenses low, allowing it to pass on cost savings to customers through lower prices.

## **D-Mart Promotion Strategy**

D-Mart is one of the largest multi-brands in India, and to maintain its position as one of the best, the company has adopted several promotional activities. It offers gift coupons to reward its employees and boost its sales during specific periods; coupons are also allotted to customers when they meet specific standards of bulk purchase.

Discounts are offered during festive seasons; for example, there was a 10% off on prices of Cadbury products during Raksha Bandhan. D-Mart also creates brand awareness and visibility through hoardings. The latest offers, promotions, and schemes can be easily known through its promotional activities that are published in newspapers.

DMart's promotion strategy emphasizes:

- **Everyday Low Prices:** Communicating the brand's commitment to offering consistently low prices across its product range, instilling trust and attracting cost-conscious consumers.
- **Limited-Time Discounts:** Running periodic promotional campaigns, seasonal sales, and discount offers on select products to create urgency and drive foot traffic to its stores.



### **3.5 Departments/Sections in Dmarts**

here are the various departments / sections in Dmart in more detail:

- **Groceries**: This department includes a wide range of food products such as grains, pulses, spices, cooking oils, canned foods, snacks, beverages, and more.
- **Fresh Produce**: Here, you'll find fresh fruits, vegetables, herbs, and salads. Dmart usually offers a variety of locally sourced and seasonal produce.
- **Dairy and Frozen Foods**: This section features dairy products like milk, cheese, yogurt, and eggs, as well as frozen foods like frozen fruits, vegetables, snacks, and ready-to-cook items.
- **Household Items**: Household essentials such as cleaning supplies, detergents, kitchen utensils, plasticware, storage solutions, and other household necessities are available in this department.
- **Apparel and Accessories**: Dmart also offers a selection of clothing and accessories for men, women, and children. This may include shirts, pants, dresses, shoes, bags, and more.
- **Electronics**: Some Dmart locations have an electronics department offering a range of electronic goods such as small appliances, gadgets, mobile phones, accessories, and home entertainment products.
- **Kitchenware**: In this department, you can find a variety of kitchen tools, cookware, bakeware, cutlery, utensils, and other kitchen accessories.
- **Personal Care Products**: Dmart stocks personal care items such as skincare products, hair care products, oral care products, body care products, cosmetics, and grooming essentials.

- **Home Furnishings**: This department includes items like bed linens, towels, curtains, rugs, cushions, and other home décor and furnishing items.
- **Toys and Stationery**: For kids and stationery enthusiasts, Dmart offers a selection of toys, games, puzzles, art supplies, school and office stationery, and other related items.

These departments may vary slightly depending on the specific location and size of the Dmart store.



### **3.6 Process of Goods from Purchase To Sell**

The process of goods from purchase to sale in Dmart typically involves several steps:

- **Procurement and Purchase:** DMart's purchasing department identifies products to stock based on consumer demand, supplier availability, and pricing considerations. They negotiate with suppliers, place orders, and arrange for the transportation of goods to the distribution centers or directly to stores.
- **Receiving and Inventory Management:** Upon arrival at the distribution centers or stores, the goods are received, inspected, and logged into the inventory system. This involves checking the quantity, quality, and condition of the products. Inventory management systems help track stock levels, monitor expiration dates (for perishable items), and optimize shelf space.
- **Storage and Shelving:** Goods are then stored in designated areas within the distribution centers or stores. They are organized based on category, type, and other factors to facilitate efficient retrieval and restocking. Products are shelved or displayed in the retail space according to layout plans and merchandising strategies to attract customers and encourage sales.
- **Pricing and Labeling:** Pricing information is added to each product, either through barcodes, price tags, or electronic shelf labels. This ensures accurate pricing and facilitates checkout procedures.
- **Sales and Promotion:** Dmart promotes its products through various marketing channels, including advertisements, promotions, discounts, and loyalty programs. Sales staff may also engage with customers to provide assistance, answer questions, and offer recommendations.
- **Checkout and Payment:** Customers select the items they wish to purchase and proceed to the checkout counters. The goods are scanned, and the prices are totaled. Customers make payment through cash, credit/debit cards, or digital wallets. The purchased items are then bagged or packed for the customer to take home.

- **Post-Sale Service**: Dmart may offer after-sales services such as returns, exchanges, refunds, or assistance with product issues. Customer feedback and satisfaction are important for continuous improvement and building loyalty.
- **Inventory Replenishment**: As products are sold, inventory levels decrease. Dmart monitors sales data and inventory levels to determine when to reorder products from suppliers to maintain adequate stock levels and prevent stock outs.
- **End-of-Life or Clearance**: For products reaching the end of their shelf life or for items being discontinued, Dmart may implement clearance sales or markdowns to liquidate inventory and make space for new products.

This process involves coordination between various departments within Dmart, including purchasing, logistics, inventory management, sales, marketing, and customer service, to ensure efficient operations and a seamless shopping experience for customers.



### **3.8 COMPETITORS OF DMART**

In a market where more recognized and larger counterparts such as Spencer's (RP- Sanjiv Goenka Group), More Store (Aditya Birla Retail), Star Bazaar (Tata Group-owned chain of hypermarkets) and Hypercity (Shoppers Stop-owned), too are waiting to achieve profits, Dmart has successfully managed to crack the code in just about a decade.

There are various competitors to compete with Dmart. Because of Dmart provide grocery items, Home appliances, freezer items and many more so competition is also high. Following are the top competitors of Dmart

- **Big Bazar**
- **Star Bazar**
- **Hyper City**
- **Jio Mart**
- **Blinkit**

#### **BIG BAZAR**



Big Bazaar was founded in 2001 by Kishore Biyani, the founder and chief executive officer (CEO) of the parent company, the Future Group.

The former captain of Indian cricket team, Mahendra Singh Dhoni have previously endorsed for the fashion vertical of Big Bazaar.

In 2020, Big Bazaar was acquired by Reliance Retail, the retail division of the Reliance Industries, as part of a ₹24,713 crore (\$3.36 billion) sale transaction of Future Group.

However, the deal was called off on 23 April 2022 after FRL's creditors voted against going forward with it. Reliance Retail launched its new retail format by the name of Reliance Smart Bazaar, that cater to consumer needs. It offers online and offline services to the customer. Online shopping services can be availed using the JioMart platform.

While the focus of Big Bazaar was fashion, food and general merchandise; D Mart's focus was on grocery and general merchandise but not exclusively on fashion. Big Bazaar grew to 250 stores, while DMart's number of stores were just a mere 10.

## **STAR BAZAR**



STAR Bazaar, a TATA & TESCO ENTERPRISE, is a multi-format hypermarket chain present in Mumbai, Pune, Kolhapur, Aurangabad and Bengaluru. We are also present in express format known as Star Daily in Pune.

Star bazaar operates a chain of hypermarket that offers food, grocery, furniture, accessories, beauty, personal and homecare products.

Each of our 11 hypermarket stores are spread over a large area ( 40000 – 80000 sq. ft.) and offer the entire spectrum of product categories, ranging from fresh food, grocery, apparel, general merchandise and consumer durables. We provide a range of more than 30,000 items at great prices, showcased in a modern shopping environment and backed by the strong values of the Tata Group.

We also offer a wide range of services and facilities to our customers such as express counters, free wheat grinding, live bakery, free home delivery within a specified radius and for a minimum value, modern shopping environment, serviced by friendly staff and shopper friendly return policies, trial rooms and alteration facilities.

Star Bazaar is a unit of Trent Hypermarket Ltd which is part of the Trent Limited, a Tata Group Company in retailing, is a Rs. 1,845 Crore enterprise with 100 stores in 38 cities across the formats like Westside, Star Bazaar and Landmark.

<https://www.starbazaarindia.com/>

Star Bazaar is headquartered in Mumbai, Maharashtra. Martin Bailie is the Managing Director & CEO of Star Bazaar. Star Bazaar's main competitors are Dmart, Hyper CITY and Easy day. Star Bazaar has 201 followers on Owle.

## HYPER CITY



Founded in 2006, Hyper City Retail India Ltd. Was part of the K Raheja Corp, which also owns Shoppers Stop. In 2017, Future Group acquired Hyper City for ₹655 crore.

Hyper City opened its first store in Malad, Mumbai. Today, a total of 20 stores have been launched, since the company's founding and a presence has been established in cities including Hyderabad, Bangalore, Jaipur, Bhopal, Navi Mumbai, Ahmedabad, Vadodara, Pune, Delhi-NCR, Panvel, and Thane.

Hyper City, a chain of hypermarkets in India, offers its consumers a wide range of products, with brands encompassing everything from groceries to electronics.

It offers Its shoppers an international experience by providing comfortable and highly spacious settings to shop for a diversified product range. The company faces competition from several rival companies, and some of its competitors are as follows-

Tesco

Megamart

Carrefour

## JIO MART



JioMart is an Indian e-commerce company, headquartered in Navi Mumbai, Maharashtra, India, that started as a joint venture between Reliance Retail and Jio Platforms. The company initially focused on

online groceries sales before expanding into other product categories such as fashion, home essentials, electronics, and lifestyle products

The platform was soft-launched in December 2019. A pilot was initially launched in select areas of Navi Mumbai, Thane and Kalyan in April 2020. In May 2020, JioMart was fully launched in 200 cities and towns across India.[10][11][12] Within only a few days of its launch, the JioMart app surpassed one million downloads.[13]

In October 2020, JioMart signed an agreement with Infibeam Avenues. Under this deal, Jio will use Infibeam's solutions to power its e-commerce and digital payments services.

In August 2022, JioMart signed an agreement with Meta to launch first-ever end-to-end shopping experience on WhatsApp. Under this deal, Jio will use WhatsApp's chat solutions to power its grocery shopping service in India

## BLINKIT



Blink Commerce Private Limited, a Blinkit and formerly Grofers, is an Indian instant delivery service. It was founded in December 2013 and is based out of Gurgaon.

Blinkit was founded in December 2013 by Albinder Dhindsa and Saurabh Kumar as Grofers. Having met each other while working for Cambridge Systematics during the late 2000s, they teamed up to enter the grocery delivery space.

Their goal was to solve the problems (both on customer as well as merchant end) associated with the unorganized nature of the sector. The startup piloted in Delhi NCR before reaching other cities in India

Customers of the company use a mobile application to order groceries and essentials online. Blinkit's employees then secure the items from their warehouse and deliver the items to the consumer within 10 minutes. By November 2021, the company was delivering 1.25 lakh orders every day. Blinkit currently operates in more than 30 cities in India. As of 2021, the company has raised about US\$630 million from investors including SoftBank, Tiger Global and Sequoia Capital.

Website of Blinkit is [www.blinkit.com](http://www.blinkit.com)

In 2022, Zomato acquired Blinkit for US\$568 million in an all-stock deal.



### 3.8 History of Dmart



Avenue Supermarts Limited, a Dmart, is an Indian retail corporation that operates a chain of supermarkets in India. It was founded by Radhakishan Damani in 2002 when its first store was opened in Powai, Mumbai. As of December 2023, it has 341 stores across 12 states and union territories in India.

- ❖ Dmart, officially known as Avenue Supermarts Limited, is a prominent retail chain in India. Here's an overview of its history:
- ❖ Founding (2002): Dmart was founded by Mr. Radhakishan Damani, a successful Indian investor and entrepreneur. The first Dmart store opened its doors in Powai, Mumbai, in 2002.
- ❖ Expansion and Growth: Over the years, Dmart expanded rapidly, establishing its presence in various cities across India. The company's focus on offering high-quality products at competitive prices resonated well with consumers, leading to its widespread popularity.
- ❖ Business Model: Dmart adopted a unique business model focused on providing a wide range of products under one roof at discounted prices. It emphasizes operational efficiency, cost control, and a lean supply chain to offer value to customers.
- ❖ IPO (2017): In March 2017, Dmart went public with its initial public offering (IPO), which was highly successful. The IPO garnered significant investor interest and was oversubscribed by a large margin.

- ❖ **Financial Performance:** Dmart has consistently delivered strong financial performance, with impressive revenue growth and profitability. Its efficient business model and customer-centric approach have contributed to its success in the competitive retail market in India.
  
- ❖ **Expansion Plans:** Dmart continues to focus on expanding its footprint across India. It regularly opens new stores in both tier I and tier II cities, catering to the diverse needs of consumers.
  
- ❖ **COVID-19 Pandemic:** Like many other retailers, Dmart faced challenges during the COVID-19 pandemic. However, it adapted quickly to the changing market conditions, implementing safety measures in its stores and ramping up its online delivery services to meet the increased demand for essential items.
  
- ❖ **Recognition and Awards:** Dmart has received recognition for its contribution to the retail sector in India. It has been honored with awards for its excellence in various categories, including customer service, supply chain management, and corporate governance.
  
- ❖ **Overall, DMart's history reflects its commitment to providing value to customers, driving operational efficiency, and maintaining a strong position in the Indian retail industry.**

## Chapter 4

### Work and research





## 4.1 SWOT Analysis of Dmart

SWOT Analysis of Dmart is a basic method that can help a company examine what it does best right now and develop a successful future strategy. It exposes the areas where people are holding back or how competitors may profit.

With the growing neck-and-neck rivalry in membership warehouses, it is critical for organizations like Dmart to examine the business environment.

To better understand the SWOT analysis of Dmart, refer to the infographic below.



Now first let's begin with the strengths of the company from the SWOT analysis of Dmart.

### Strengths of Dmart

Strengths are defined as what each business does best in its gamut of operations which can give it an upper hand over its competitors. The following are the strengths of Dmart:

- **People-Centric Management:** It maintains good relations with all of its stakeholders including its vendors and suppliers. It has a strong employee policy and is transparent in employee relations.

- Discount Policy: It is known for its low price and various offers and discounts. This gives Dmart an edge over the competition. Through its pricing strategies, it is sufficiently generating value.
- Family Experience: Dmart stores offer a full family shopping experience. It is a one-stop destination for all of the family's needs which makes the customer shopping experience way much easier and people are liking this.
- Digital Platform: Dmart also allows customers to order online through its website and its app, Dmart ready. Customers can now order listing products from the Dmart app and easily receive their products at the doorstep.
- Proper distinction based on price: Dmart chose not to follow the trends set by other retail competitors and instead, created their own. They achieved dominance by offering their products at significantly lower prices than their rivals, using a simple price-based differentiation strategy.
- Bonus Tip: Digitalization has benefited customers with a hassle-free experience while shopping for household needs. And if some methodology has helped to improve customer experience then that thing is considered first by most of the other businesses too. So, isn't learning various digital marketing skills that are making such things possible will be beneficial for you? If you think yes, then there are several short-term courses in IIDE that will help you learn about digital marketing and how to leverage its power to grow.
- National Presence: Dmart has its presence almost everywhere in India, which makes it the most preferred retailer by the customers: It has its presence in about 72 Indian cities.
- Distribution Channels: Dmart has a healthy and stable distribution system that ensures that the products of partners are easily accessible on time and allows it to operate in many locations of India.

### **Weaknesses of Dmart**

Weaknesses are used to refer to areas where the business or the brand needs improvement. Some of the key weaknesses of Dmart are

- Focus on Certain Places: The majority of Dmart stores are in the Western States and fewer in the southern market which makes Dmart leave a lot of untapped markets.

- **Dependent on One Nation:** Dmart is dependent heavily on India and is susceptible to foreign players.
- **Rented Assets:** Retail stores like Dmart operate mostly through rented stores in malls, resulting in higher costs and the majority of sales going to pay rents.
- **Slow Growth:** Dmart was established 20 years ago, but it still hasn't been able to capture the market as much as it should have. It's mainly because of its long term focus on only one mission.
- **Extended Focus on Low Prices:** In its attempt to provide low prices to its customers they have to continuously haggle with vendors which may aggravate vendor relations.
- **No Frills Approach:** This basically means that in an attempt to cut costs, it may have to reduce the quality of service they provide to their customers like unprofessional customer interaction in stores by employees.

### **Opportunities for Dmart**

Dmart is one of the largest supermarkets. Therefore, they might have many opportunities approaching them that could give them a chance to capitalize to increase their returns.

- **Improving Technology:** Improved technology will enhance the in-store experience of customers and it, therefore, can charge a premium for that.
- **Quality of Service:** Retailers like Dmart should capitalize on the propensity to pay more and therefore improve the quality of service.
- **Growth Potential:** Dmart stores aspire to be India's most valuable retail stores for its customers. They can take this as a motivation to grow more in the market such as global expansion and tie-ups with international brands.
- **Developing Economies:** The entire economy is open, and Dmart has a rising opportunity to access burgeoning developing economies.
- **Personalized Service:** Customers are always looking for more personalized service and are even willing to pay more for it.
- **Scope for Increasing Market Share:** Dmart has a great scope of expanding its market share by opening more stores in the southern states.

### **Threats to Dmart**

Dmart also has some threats on their business from the outside. It is very important to anticipate them before one becomes a victim to them.

- Online Competition: People today are more and more inclined to shop online rather than visit a store and do all the hard work. Online competitors like Amazon Pantry and Local Platforms are becoming tough competitors of supermarkets like Dmart.
- Online Start-ups: There is a massive increase in the number of startups and they generally provide even lower prices and personalized experiences.
- Low Barriers to Entry: In retail, there are low barriers to entry which means there is not much restriction to start a business and so there is high competition.
- Unorganized Retail: A large population of the target market still prefers to buy goods directly from local convenience stores and shops.
- Government Policies: There is a continuous change in government policies across different countries. Moreover, political unrest in the country can impede business, resulting in lower performance and higher costs.



## **5.1 Behavioral learning from organization**

Learning can be defined as the permanent change in behavior due to direct and indirect experience. It means change in behavior, attitude due to education and training, practice and experience. It is completed by acquisition of knowledge and skills, which are relatively permanent.

Behavioral learning from Dmart could involve observing and understanding how customers interact with the store layout, product placement, pricing strategies, and promotions.

Analyzing data on consumer behavior, such as purchase patterns, can help Dmart refine its marketing tactics and optimize the shopping experience to better meet customer needs and preferences.

Behavioral learning for cashiers at Dmart may involve training them to effectively engage with customers, handle transactions efficiently, and provide excellent customer service.

Observing and analyzing cashier-customer interactions can help identify areas for improvement, such as enhancing communication skills, speeding up checkout processes, and resolving customer concerns promptly. Additionally, training programs could focus on understanding and adapting to different customer preferences and behaviors to ensure a positive shopping experience.

## **5.2 Suggestions and recommendations**

Here are some suggestions and recommendations

- **Customer Service Training:** Provide comprehensive training on customer service skills, including effective communication, problem-solving, and conflict resolution techniques. Empower employees to handle various customer inquiries and concerns with professionalism and empathy.
- **Product Knowledge:** Ensure that employees have a deep understanding of the products sold at Dmart, including features, benefits, and usage instructions. This knowledge will enable them to assist customers more effectively and make personalized recommendations.
- **Efficiency and Accuracy:** Emphasize the importance of efficiency and accuracy in tasks such as stocking shelves, restocking inventory, and processing transactions. Implement processes and systems to streamline workflows and minimize errors.
- **Teamwork and Collaboration:** Foster a culture of teamwork and collaboration among employees to enhance productivity and morale. Encourage open communication, mutual support, and sharing of best practices among team members.
- **Safety and Hygiene:** Prioritize employee safety and hygiene by providing proper training on sanitation protocols, handling of perishable goods, and use of protective equipment. Regularly reinforce the importance of cleanliness and compliance with health and safety guidelines.
- **Continuous Learning and Development:** Offer opportunities for ongoing learning and development through workshops, seminars, online courses, and cross-training programs. Encourage employees to take ownership of their professional growth and explore new skills and responsibilities.
- **Recognition and Rewards:** Recognize and reward employees for their hard work, dedication, and exceptional performance. Implement an employee recognition program that acknowledges achievements, milestones, and contributions to the success of the company.

By implementing these suggestions, Dmart can enhance employee satisfaction, improve customer service, and drive overall business success.

## 5.3 LIMITATIONS



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Dmart, like any other retail chain, has its limitations. Here are some detailed limitations:

- ❖ **Limited Product Range:** Dmart focuses primarily on offering a limited range of products compared to larger supermarkets or hypermarkets. While this can result in lower operational costs and streamlined inventory management, it may limit customer choice and convenience, especially for shoppers looking for a wider variety of brands or specialty items.
- ❖ **Store Locations:** Dmart's stores are typically located in urban and semi-urban areas, which may pose challenges for customers residing rural or remote regions who may not have easy access to Dmart outlets. This limitation could impact the company's market reach and potential customer base.
- ❖ **Store Size:** Dmart stores are generally smaller in size compared to hypermarkets, limiting the amount of space available for displaying products and accommodating customer traffic during peak hours. This could lead to overcrowding and inconvenience for shoppers, particularly during weekends and holidays.
- ❖ **Technology Integration:** While Dmart has made strides in incorporating technology into its operations, such as digital payment options and inventory management systems, there may still be room for improvement in terms of integrating advanced technologies like online ordering platforms, self-checkout systems, and personalized marketing initiatives.



- ❖ **Customer Experience:** While Dmart offers competitive pricing and value for money, the overall customer experience may sometimes be lacking compared to more upscale retailers. This could include factors such as store ambiance, cleanliness, and the availability of amenities like restrooms or seating areas.
- ❖ **Supply Chain Challenges:** DMart's supply chain may face challenges related to sourcing products, managing inventory, and ensuring timely replenishment of stock. Factors such as seasonal demand fluctuations, transportation delays, and supplier issues could impact product availability and customer satisfaction.
- ❖ **Competition:** Dmart operates in a highly competitive retail market, facing competition from both traditional brick-and-mortar stores and e-commerce giants. Keeping up with evolving consumer preferences, pricing strategies, and marketing tactics while maintaining profitability can be challenging in such a competitive landscape.
- ❖ **Employee Training and Development:** Ensuring consistent and high-quality customer service across all Dmart outlets can be challenging, particularly if there are gaps in employee training and development programs. Investing in ongoing training initiatives and employee engagement efforts is essential to address this limitation effectively.

By addressing these limitations and continually adapting to changing market dynamics, Dmart can strengthen its position in the retail industry and better meet the needs and expectations of its cust

## **5.4 Conclusion**

During my internship at the Dmart, I gained invaluable hands-on experience and insights into the retail industry. From interacting with customers to assisting with inventory management, each day presented new challenges and learning opportunities. I developed a deeper understanding of the importance of customer service, product placement, and effective communication in driving sales and enhancing the shopping experience.

Through observation and collaboration with my colleagues, I learned about the intricacies of store operations, including stock replenishment, pricing strategies, and promotional activities. Additionally, I honed my problem-solving skills and adaptability by navigating various situations and resolving issues in real-time.

Moreover, the internship provided me with a glimpse into the complexities of supply chain management and the critical role it plays in ensuring product availability and timely delivery. Understanding the interplay between suppliers, distributors, and retailers deepened my appreciation for the logistics involved in maintaining a successful retail operation.

Overall, my internship at the mart was a rewarding experience that not only enhanced my professional skills but also reinforced my passion for the retail industry. I am grateful for the opportunity to contribute to the team and look forward to applying the knowledge and insights gained during my internship to future endeavors in the field of retail management.

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