

SRI SHARADA COLLEGE, BASRUR

KUNDAPURA TALUK, UDUPI DISTRICT - 576 211

(Re-Accredited by NAAC: B++)



Student Project

**Topic: A study on the growth of Reliance Smart Point in
Kundapura Taluk**

Submitted by,

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Acknowledgement

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Introduction

As one of the retail initiatives of Reliance Industries Limited, SMART is India's biggest value retail chain that ensures value, freshness, range, and service to its customers. Deeply rooted in the values and ethics of Indian culture, SMART Stores understand the value of saving and thus plans incredible offers for its customers. SMART Stores continue the legacy of serving the best quality products to its customers while promising an endless list of super-saving deals! Isiliye "SMART Ka Vaada, Savings Sabse Zyada!"

Objectives of Study

- To study the promotional strategies of Reliance Smart Point.
- To study the challenges and future prospects of Reliance Smart Point.
- To study the different Brand offerings by Reliance Smart Point.
- To study the distribution strategies of Reliance Smart Point.

Scope of study

This project give us great exposure to the customer's perception to the marketing startegies adopted by the Reliance Smart Poin. This study also identifies the attitudes and preference of the consumers.

Sampling Method

Specific sampling method was used to collect the data from the respondent because sample size is large. Customers and employees of Reliance Mart were selected for the survey.

Sampling unit

The data was collected from the customers & employees by questionnaire and observation method in the Reliance Smart Point (Kundapura and Koteshwara).

Sample Size

The data were collected from :

- 40 customers
- 5 employees

Data collection

There are two major method of data collection:

- Primary data
- Secondary data

For Primary data observation method is used, and for secondary data the source used are Internet.

With over 2500 retail stores spread across 950 cities in India, SMART Stores stands apart from other retail stores with a strong mission to allow every Indian household to shop more and save more. It offers its customers a unique pricing proposition with minimum 5% below MRP on all branded grocery products and minimum 10% below MRP on all branded Homeware products.

With three exclusive SMART Stores formats, we deliver superior quality products, best brands, latest launches, and a convenient shopping experience to one and all! Here are three unique SMART Store formats that cater to all your essential & lifestyle requirements.

RELIANCE RETAIL: Reliance Retail, founded in 2006, is a subsidiary of Reliance Industries Limited. The company's headquarters are in Mumbai. Reliance Retail has over 40 subsidiaries and divisions. Reliance Retail operates Reliance Smart, Reliance Fresh, and Smart point stores within the food and groceries category where customers can buy groceries, dairy products, personal care products, fruits, and vegetables. For the customers who are looking for electronics products such as tablets, mobiles, televisions, computers, cameras, and kitchen appliances. Reliance retail owns Reliance Digital, Reliance Digital Express Mini stores. Within the fashion and lifestyle category, it owns Reliance footprint, which is a well-known footwear store, Reliance Trends which is India's largest Omni channel lifestyle retailer offering private labels as well as national and international brands. Through JioMart, reliance digital.in and Ajio.com the company is additionally into the e-commerce business.

RELIANCE SMART: Reliance smart is a retail brand under reliance retail. It provides a one-stop shopping experience for customers by providing different categories of merchandise under a single roof. It functions independently with the overall objective of reliance retail and works along with other brands of reliance retail which includes reliance trends, reliance digital, etc. This combination provides the customer with an exquisite and complete shopping experience.

Strategy: To attract customers, Reliance smart employs an everyday low pricing strategy (EDLP). Under this strategy, Reliance Smart offers all the items at prices that are 15%-25% below the MRP. The company has made significant investments in both online and offline advertising. This is often evident from the hoardings and TV commercials. In addition to this, the company is quite active in social media and uses both social media and print media to reach out to potential customers.

RELIANCE SMART STORE, Kundapura and Koteshwara: The study has undertaken looks into various aspects of retail management. For this purpose, a reliance smart store located in Kundapura and Koteshwara, place in Udupi district in Karnataka is chosen. The reliance smart store is a comparatively new addition to the retail forte of Reliance retail. It is an upgraded version of reliance fresh and reliance mart to provide a complete shopping experience to customers. The company with this new brand wants to advocate the "the more you buy, the more you save" concept.

Target Segment: The retail store is a supermarket that does not focus on a particular segment of customers. The main focus is on customers who come in to purchase daily, weekly, and those who come once in a month to buy as a package. The major target among these is the customers who tend to visit the store daily. The store is in a position to make the best use of its location to efficiently target these set of customers.

Merchandising

Variety and Assortment

The different merchandise categories in the store are mentioned below

- Fresh Fruits and Vegetables
- Confectionary and snacks
- Houseware
- Dairy
- Cosmetics
- Processed Food
- Health
- Home Care

- Personal Care
- Baby Care
- Consumables
- Frozen Veg/Snacks
- Furnishing and Décor
- Hard Lines
- Fresh food services
- Men's wear
- Stationery
- Beverages

The price range of the merchandise in the store varies from Rs. 1 to Rs. 3,000. The store offers National brands as well as private labels.

Merchandising Decision: The merchandise purchase and planning are done in advance automatically by the systems in place. The system is connected to the head office and the decision is made accordingly. The store manager does not have any role in the merchandising decision.

SWOT analysis of Reliance Smart Point located at Kundapura and Koteshwara

Strengths:

- High quality
- Fixed prices with discount offer
- Value for money pricing
- Loyal following
- New shopping experience

Weakness:

- Difficult to attract middle class people
- Need to expand faster to maintain market share

Opportunities:

- Greater chance to expand business
- Greater chance to attract more customers

Threat:

- Competitions from local traders
- Shopping culture has not developed in India as yet
- Cultural variations

Conclusion:

SMART Stores understand the value of saving and thus plans incredible offers for its customers. SMART Stores continue the legacy of serving the best quality products to its customers while promising an endless list of super-saving deals! Isiliye "SMART Ka Vaada, Savings Sabse Zyada!"

References

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<https://stores.reliancesmartbazaar.com/>

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