



Institute of Management, Nirma University

MBA (FB&E) 2019-21 Batch

Summer Internship Program Draft Report

Vasansi Jaipur .pvt .ltd

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Acknowledgment

“It is not possible to prepare a project report without the assistance & encouragement of other people. This one is certainly no exception.”

I would like to express my deepest appreciation to all those who made the completion of this report possible. I would especially like to extend my gratitude to the **Store Head** of the **Vasansi Jaipur** Indore, **Mr. Sourabh Chopra**

Furthermore I would also like to acknowledge with much appreciation the crucial role of the staff of **Vasansi Jaipur**, who granted me the permission to make use of all the required equipment and materials to complete this task.

A special thank you to my teammates, who helped me understand my role in the organization as well as fulfil my duties.

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Introduction of the Organization

Retail Industry

Retail Industry has a very ancient history, dating back to antiquity. Over the centuries, retail shops were transformed from little more than "rude booths" to the sophisticated shopping malls that we know today.

Retailing involves the process of selling consumer goods or services to customers through multiple channels of distribution to earn a profit. Retailers satisfy demand identified through a supply chain. Some of the earliest retailers were itinerant peddlers. The term "retailer" is typically applied where a service provider fills the small orders of a large number of individuals, who are end-users, rather than large orders of a small number of wholesale, corporate or government clientele. Shopping generally refers to the act of buying products. Sometimes this is done to obtain final goods, including necessities such as food and clothing; sometimes it takes place as a recreational activity. Recreational shopping often involves window shopping (just looking, not buying) and browsing: it does not always result in a purchase.

Modern retailers typically make a variety of strategic level decisions including the type of store, the market to be served, the optimal product assortment, customer service, supporting services and the store's overall market positioning. Once the strategic retail plan is in place, retailers devise the retail mix which includes product, price, place, promotion, personnel and presentation. In the digital age, an increasing number of retailers are seeking to reach broader markets by selling through multiple channels, including both bricks and mortar and online retailing. Digital technologies are also changing the way that consumers pay for goods and services. Retailing support services may also include the provision of credit, delivery services, advisory services, stylist services and a range of other supporting services.

Retail shops occur in a diverse range of types and in many different contexts – from strip shopping centers in residential streets through to large, indoor shopping malls. Shopping streets may restrict traffic to pedestrians only. Sometimes a shopping street has a partial or full roof to create a more comfortable shopping environment – protecting customers from various types of weather conditions such as extreme temperatures, winds or precipitation. Forms of non-shop retailing include online retailing (a type of electronic-commerce used for business-to-consumer (B2C) transactions) and mail order.

Retail can be defined as buying in bulk and selling in small units. The Indian retail industry has emerged as one of the most dynamic and fast-paced industries due to the entry of several new players.

Vasansi Jaipur

With a playful stubbornness to aid in increasing sales, young Shailendra used to canvas the streets of pink city, for hours, in sultry heat, only to hand over JSK's visiting cards to it's competitors' customers. As young as in his late teens, he set-up a manufacturing unit, innovating

new printing styles, experimenting with tie & dye, creating awe-inspiring fabrics and sarees. This period marked the turning point of Jaipur Saree a new class of Leheriya and Bandhej, in shades unheard of, gaining popularity only after which it rose pan-India. Introducing of, gaining recognition from experts in fashion, well-known started being regarded as the "Master of Colors", and went ahead designers of that time and customers alike. Mr. Shailendra Sancheti to create Vasansi Jaipur. Sampprati, his notorious son, joined in the working operations while still in school. Lest did anyone know, he would turn Vasansi into a household name for bridal and festive wear.

A lot of passion, cutting edge technology, huge machinery and a hundred hands, bring each product together. With over one lakh square feet of consolidated manufacturing space, the entire supply chain is under us. Cutting all middlemen, we are able to offer beautiful products at highly comfortable pricing.

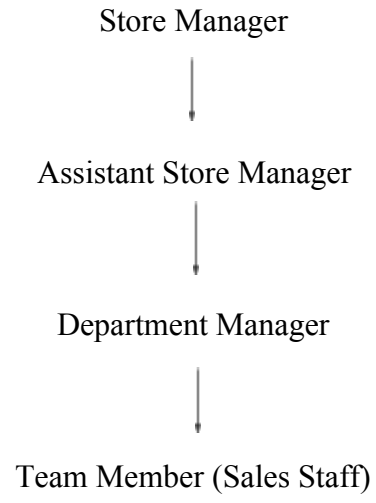
Our production cycle starts at sourcing grey fabric, stringent selection organic, natural and pure ones. Then entire fabric processing ranging from dyeing, collandering, steaming, printing and embroidery happens in-house. We excel at block printing, hand screen printing and artistic digital printing. Also, your hand embroiderers are masters at gota patti, zardosi and aari. Once the fabric is ready to stitch our pattern cutters and tailors spin their magic. Thus produced, as simple cotton tunic top, turns into a product of pure luxury.

"Where a rich colour palette, dreamy fabrics, artisanal prints, masterful craftsmanship & exotic patterns form a cheerful melange.

Choosing pure NATURAL FABRICS with clever blending picking SKIN FRIENDLY dyes for dyeing printing, ensuring their proper treatment during fabric processing, kickstarts our journey to craft each garment. Heavenly tints, beautiful prints set the mood to take the leap. Deeply thought of silhouettes, exquisite designs using the best of garment making techniques bring the piece in shape. Intricate hand EMBROIDERIES, traditional skills & painstakingly done hardwork further adorn.

Organizational Structure

Employee Hierarchy



Reporting Department

Sales

Sales is an activity related to selling or the number of goods or services sold in a given time period.

The seller or the provider of the goods or services completes a sale in response to an Acquisition, appropriations requisition, or a direct interaction with the buyer at the point of sale. There is a passing of title (property or ownership) of the item, and the settlement of a price, in which agreement is reached on a price for which transfer of ownership of the item will occur. The seller, not the purchaser generally executes the sale and it may be completed prior to the obligation of payment. In the case of indirect interaction, a person who sells goods or service on behalf of the owner is known as a salesman or saleswoman or salesperson, but this often refers to someone selling goods in a store/shop, in which case other terms are also common, including salesclerks, shop assistant, and retail clerk.

At Varanasi targets are set by top-level management for Sales which have to be achieved in the period mentioned.

Products and Services

Vasansi has one Department:

- Fashion

Fashion Categories at Vasansi:

- Women's and Girl's

Division of fashion Categories:

- Casual wear
- Ethnic wear

The product line of Women's Casual

Casual Wear

1. Upper: Kurti's,
2. Lower: Leggins, Pants
3. Accessories

Ethnic Wear

1. Lehenga's
2. Saree'
3. Indo Western's

Brands offered at Vasansi Jaipur

- In House Production

- Private Labeling

According to my observation the :-

Top Fast Moving Products

- Kurti's
- Suit Materials

Top Slow Moving Products

- Sarree's
- Lahenga's

SWOT Analysis

Strength

- Maximum percent of footfalls converted in sales
- Huge investment capacity
- Value retail chain in India
- It offers a family shopping experience, where entire family can visit together.
- Available facilities such as online booking and delivery of goods.
- Variety of products offered by Vasansi Jaipur
- Above the line advertisement
- Huge Customer base

Weaknesses

- High priced products.
- Mainly Deals in Premium Products

Opportunities

- Lot of scope in Indian organized retail as it stands at approximately 8 - 10%.

- People these days prefer to visit big stores where they can find large variety of products under one roof.
- Increasing sales through private label's.
- Attracts Mainly High Paying Customers.

Threats

- Competition from other value retail chains such as Zari, Biba, Banaras etc.
- Unorganized retail also appears to be a threat to Vasansi Jaipur's business. A large population still prefers to visit local stores for purchases.
- Governments interest towards FDI
- Online Retailers

Competitors Study

For Vasansi the list of competitors are big but they are defined into three segments:

1. Organized retailers

These are those retail places in which all the items are segregated and brought under one roof, unlike the unorganized retail where there are different things are sold in different shops. It also aims to bring maximum of different brands making the same type of product together like Zari, Lavania, Suchitra, Biba etc.

- Positive point: Vasansi being advertising above the line and is have more effective offers and promotion strategies.
- Negative point: All of the above store are constantly trying to improve their current operations like new visual merchandising and competitive promotion strategies.

2. Unorganized retailers:

“Unorganized retailing” is defined as an outlet which is run locally by the owner or the caretaker of a shop who lacks the technical and the accounting standardization. The supply chain and the sourcing are also usually done locally to meet the local needs like Banaras, Ithlati, Morni, etc.

- Positive point: Vasansi enables huge variety of Premium products under one roof.
- Negative point: Customers Belief stills in the local unorganized retailers for various products.

3. Online retailers

Online shopping or online retailing is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browserlike Flipkart, Amazon, Myntra, etc.

- Positive point: Customers are able to feel the products and are getting it at same point of time
- Negative point: Online retailers enables the process of easy cancellation/exchange/refund/replacement.

Promotional Tools

Promotion is generally subdivided into two parts that are given as figure,

Above the line promotion:

Promotion in the media (e.g. TV, radio, newspapers, Internet and Mobile Phones) in which the advertiser pays an advertising agency to place the ad.

Below the line promotion:

All other promotion. Much of this is intended to be subtle enough for the consumer to be unaware that promotion is taking place. E.g. sponsorship, product placement, endorsements, sales promotion, merchandising, direct mail, personal selling, public relations, trade shows.

Promotional Tools Used by Vasansi Jaipur

Vasansi has huge promotion budgets. The biggest idea behind all advertisements is to make people do premium shopping. There are 2 types of promotional strategies of Vasansi. One is the advertisement which promotes the brand and creates awareness towards people. It is not targeted at promoting each store but only creates an image of Vasansi as premium shopping option. In this products across categories such as Lahenga's, Kurti's, Indo Western's, Sarree's at the lowest possible prices, coupled with attractive 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.

Company uses newspaper ads, banner, posters, discount sales as a primary way of promotion.

But it is slightly but slowly moving towards promotion through social media and internet.

Company is constantly trying to develop presence on instagram, through instagram marketing.

Details of work done

1. Job Responsibility: To interaction with the customers as much as possible while being on the floor.

Learning's: In this our task was to interact with the customers so as to understand different types of customers and their different needs. What all problems are they having and what are its appropriate solutions like details of a product, its pricing, products sizes finding in apparel section.

2. Job Responsibility : Product Arrangement and assortment

Learning: In this we learned to how different products are having different arrangement and assortment like in women's casual division we learned the concept of keeping the kurti from left to right in either dark to light colour or vice versa so as to get a the best look of the product and to get good impressive display. Even in this we learned the importance of keeping cloths in proper sizes so as to make it more comfortable for the customers.

3. Job Responsibility: To observe the store

Learning's: In this we get to know various things related to the planning, layout, signage, lighting, VM and different other small-small minute things which when combined gives a very deep influence on product and the store. Even we get to know about the coordination between different department and Sub-departments.

4. Job Responsibility: To help in implementation of new warehouse plan regarding the storing of stock as per some serial numbers assigned

Learning's: In this I got to know how a warehouse can be managed easily with the help of giving the shelf's a serial number which is designed in such a way that even a layman can at on understand the serial number and can bring stock for a particular product from its respective shelf. Like for a staple product the serial number starts with ST so as to understand easily which shelf is having staple products.

Conclusion

Vasansi Jaipur is undoubtedly one of the best Women's Fashion store in India. It has built a very emotional and cordial relationship with its customers. It is also very intending to built long-term relationship with all its stakeholders, which is very essential for a successful business venture.

There exist a healthy and positive relationship between employees and managers. The employees accept their responsibilities wholeheartedly, accept that it is their responsibilities to carry out a part of the activities of the company and they will be held accountable for the quality of their work.

It is observed by me that more than 60% of employees are of the age group of 20-35. From this it reveals that company is having young and energetic workforce who are very creative, enthusiastic and also very determined to grow in their career and in turn helping the company to grow.

Working environment is good and also the various facilities provided helps in motivating the employees.

Moreover the customer friendly ambiance and the organized retailing of products also make Vasansi Jaipur one of the successful retail industries in India.

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**Annexure and
Appendix**



