PROJECT REPORT

ON

“ANALYSIS OF CUSTOMER EXPECTATION AND PERCEPTION FROM BIG BAZAAR PROFIT CLUB CARD AND ANALYSIS OF SALES FOR MENS FASHION”

Submitted by:

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13102

Research Guide

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Acknowledgement:

I owe a great many thanks to my mentor who helped me and supported me with this project and for being there all the time and spare his Precious time to guide me and improve my know-how thereby enhancing the quality of the Research.

My deepest sense of gratitude to my mentor, Mr. Sanjay kumar at International School of Business And Media, the guide of dissertation, for guiding me throughout my project with utmost attention and care. He has taken pain to go through the project and make necessary correction as and when needed.

I express my thanks to the President of ISB&M, Dr. Pramod Kumar, Executive Director, Dr. P. K. De and to the Academic Chair person, Prof. Ravi Jaiswal.

I would also like to thank my Institute, International School of Business & Media, Nande and my Faculty members without whom this project would have been a distant reality. I also extend my heartfelt thanks to my family and my well-wishers.
Executive Summary:

Complete analysis of customer expectation from big bazaar profit club (BBPC) card as a summer internship program was completely a new project idea which I got through future group. Initially I was not sure about how to proceed towards the project but with the continues help of my mentor Mr Arvind Kumar I was able to complete my project and he helped me out all the time during my project tenure under his kind guidance I was able to understand about big bazaar and about retail market in India and future growth of retail in India. Each day was a new challenge to face and proceed towards completion of the project. Interacting with the customers understanding there problems and trying to short them out. I chose to spend my maximum time at customer service desk (CSD) so as to understand the customer psyche because CSD was the place where all the queries used to come and get resolved. The work that was assigned to us was to pitch the customers and sell them BBPC card. Initially I tried to pitch as many as 50 customers and none of them turned up to buy the card I gave up but sir was kind enough to motivate and explain me the way sells is done that was the day I learnt what really sells is all about the very next day I was able to sell 3 cards to customers and then never looked back and learned about consumer behaviour, perception what they expect from the card how to convince them and many more things which I was able to learn on my own with the exposure that was available in the store, being a family centre it usually used to have more customers as compared to other stores so more the number of people more I was able to interact with them and understand them, meanwhile I was handling the csd counter and the staff taught me enough of the system that after few days I was able to handle the csd counter without help. To complete the project I had to make a questionnaire so I worked on it and prepared a questionnaire and proceeded further and got it filled by the customers although it was very difficult to convince the customers to give their valuable time for questionnaire filling but still managed to get it done but most of them dint prefer to write answers for open ended questions.

Overall future group (big bazaar) was a very good learning experience and will surely help me in my life in some or the other way.

Very thankful to my mentor Mr Arvind kumar and other staff members who knowingly or unknowingly helped in learning new things during the tenure of summer internship.
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“ANALYSIS OF CUSTOMER EXPECTATION AND PERCEPTION FROM BIG BAZAAR PROFIT CLUB”

AND

ANALYSIS OF SALES FOR MENS FASHION
Introduction:

‘Big Bazaar PROFIT CLUB’ a membership program launched recently by Big Bazaar. The key benefit of this program is that its members can pay Rs.10,000 and shop for Rs.1,000 every month, for 12 months. This means that you pay Rs.10,000 but you actually get to shop for Rs. 12,000.

INDUSTRY PROFILE:

Indian Retail Industry is standing at its point of inflexion, waiting for the boom to take place. The inception of the retail industry dates back to times where retail stores were found in the village fairs, Melas or in the weekly markets. These stores were highly unorganized. The maturity of the retail sector took place with establishment of the retail stores in the locality for convenience. With the government intervention the retail industry in India took a new shape. Outlets for Public Distribution System, Co-operation stores and Khadi stores were set up. These retail stores demanded low investments for its establishment.

India has become synonymous with retail boom. After seeing the monopoly of Indian retailers, the market is all set to welcome retailers from Gulf countries who are making their way to invest in the country.

RETAIL SPACE:

Retailers in India are the most aggressive in Asia in expanding their businesses, thus creating a huge demand for real estate. Their preferred means of expansion is to increase the number of outlets in a city, and also expand to other regions, revealed the Jones Lang LaSalle third annual Retailer Sentiment Survey-Asia.

Driven by changing lifestyles, strong income growth and favourable demographic patterns, Indian retail is expanding at a rapid pace. The country may have 410 new shopping centres by 2012. Mall space, from a meagre one million square feet in 2002, is expected to touch million square feet by end of 40 square feet by end of 2007 and an estimated 60 million square feet by end of 2008.
KIDS RETAIL:

- When it comes to Indian children, retailers are busy bonding- and branding.
- Monalisa, the Versace of kids, is coming to Indian.
- Global lifestyle brand Nautia is bringing Nautica Kids.
- International brand Zapp tied up with Raymond to foray into kids’ appareal.
- Disney launched exclusive chains which stock character-based stationery.
- Pantaloon's joint venture with Gini & Jony will set-up a retail chain to market kids’ appareal.
- Swiss kidsweat brand Milou is collaborating with Tirupur-based Sreeja Hoseries.
- Turner International India Pvt Ltd, with Launch Cartoon Network Townsville and Planet.

POGO- two theme parks designed around its channels- In the National Capital Region.
**How it works (BBPC):**

To be a member Customer will have to pay a one-time registration fee of Rs 100, which includes all taxes, and also do the necessary paper work.

Customer first has to pay Rs 10,000 as lump sum and then he will get a membership card with Rs 12,000 loaded on it. Customer can shop for Rs 1,000 per month for 12 months. So, it is like getting Rs 12,000 for Rs 10,000.

Customer can use this card to shop at stores of Big Bazaar, Food Bazaar, FBB – Fashion@Big Bazaar and Food Right. However, Customer won’t be able to use the card to buy certain category of items. For instance, the card purchases are not to be applicable on purchase from Navaras, Star and Sitara Salon and certain other categories. Moreover, if customer lose the membership card, then he will able to get a new card, but at that time customer will have to pay a membership fee. Also the company will not be responsible for refund if customers are unable to use the amount, due to reasons beyond the company’s control.

About 20,000 customers have enrolled for the Future Group-owned Big Bazaar's latest shopping scheme.

"It is a loyalty and prepaid card for customers."
OBJECTIVES:

1) To study consumer behaviour.
2) Study consumer preferences for shopping.
3) To study satisfaction level of customers.
4) To study frequency of shopping at big bazaar.
5) To understand the consumer expectation.
6) To increase the number of BBPC card holders.
7) To spread awareness amongst customers about BBPC
8) To understand the buying behaviour of customers.
Company Profile:

FUTURE GROUP

Future Group India was established in 1994 with a vision to provide diverse services in Indian and Global markets. The business areas of Future Group cover BPO (Business Process Outsourcing), New Media, Security Management, and Construction. Through their strategic investment and services, the future of Future Group shows a rising star in the business sky of India.

FUTURE RETAIL:
The retails businesses of Future Group in India are divided into three main categories:

Future value Retail India Limited
The leading retail formats under this include:

- Pantaloons Stores
- Big Bazaar
- Central
- Food Bazaar
- Home Town
- E Zone
- Depot
- Health & Beauty Malls
- Online retail through futurebazaar.com

Joint Ventures with International Brands

- Indus League Clothing that owns leading apparel brands like Indigo Nation, Scullers and Urban Yoga.
• Galaxy Entertainment Limited that operates Bowling Co, Sports Bar, F123 and Brew Bar
• French retailer ETAM group, US-based stationary products retailer, Staples and UK-based Lee Cooper.
• Franchisee of international brands like Marks & Spencer, Next, Debenhams and Guess in India.

Indian Joint Venture Partners

• Manipal Healthcare
• Talwalkar's
• Blue Foods
• Liberty Shoes.

FUTURE CAPITAL HOLDINGS

The financial services of Future Group are taken care by Future Capital Holdings. These include:

• **Asset Management** and consumer credit are the prime focus financial services. Around 1 billion USD have been invested in retail real estate and consumer brands outlets and hotels.
• **Future Money** - It is a financial supermarket format providing consumer credit
• Joint venture with Italian insurance major **General Insurance** for providing general insurance services.
• **Venture Capital Funds** and **Private Equity Funds** through kshitijfund.com

BPO (BUSINESS PROCESS OUTSOURCING)

Future Group has made major investments in BPO industry as a venture into the Information Technology Enabled services (ITES) industry. Future Group has subsidiaries offering IT based solutions. These include:

• Language Services
NEW MEDIA
Future Group has invested in digital media and computer technology for creating innovative and interactive multimedia presentations. These include:

- Multimedia Production
- Broadcasting
- Publishing
- Designing

SECURITY MANAGEMENT
Future Group is considered as a reliable tailor-made business and security services provider. They develop their own software and machines for security services. These include:

- Access Control Systems
- Time Attendance Systems
- CCTV
- Alarm Management Systems

CONSTRUCTION
Future Group bring to your their past experience in quality construction for building and renovating buildings for leasing to business. Future Group is also involved in the designing, financing and legal considerations of the project undertaken. The construction activities of Future Group in India include:

- Leasing
- Landscaping

The latest business activity of Future Group is an investment of Rs. 140 crores in the next three years in cricket-related marketing. The CEO of Future Group Mr. Kishore Biyani has
planned out association with cricket and to encash the popularity of cricket in India and globally. Future Group has also organized one-day international cricket series between India and Australia called “The Future Cup”.

BIG BAZAAR

Big Bazaar is a chain of hypermarkets in India, with more than 100 stores in operation. It is a subsidiary of Future Group Venture Ltd’s, and follows the business model of United States-based Wal-Mart. **Facilities offered by Big Bazaar**

- **Online shopping:** Big Bazaar has an official website, FutureBazaar.com, which is one of the most favourite sites among people of India for online shopping. Future Bazaar is an online business venture of Future Group, which sells an assortment of products such as fashion, which includes merchandise for men and women, mobile accessories, mobile handsets and electronics like home theatres, video cameras, digital camera, LCD TVs, kitchen appliances and many more.

  - **Discounts:** “Hafte ka sabse sasta din was introduced by the Big Bazaar, wherein extra and special discounts were offered on Wednesday every week, to attract the potential buyers into their store.

  - **Security check:** At each exit of Big Bazaar, they use alarm systems or Electronic Article Surveillance system, which detects the products that has attached tags or not.

    1) **Big Bazaar** is a chain of hypermarket in India, which caters to every family’s needs and requirements.

    2) Big Bazaar has released the doors for the fashion world, general merchandise like sports goods, cutlery, crockery, utensils, and home furnishings etc. at best economical prices.

    3). Big Bazaar group offers more than 100 stores all over the country with an amalgamation of Indian bazaars’ feel and touch with a convenience and choice of the modern retail facilities.
4). the worldwide country chain, Big Bazaar, is formed by CEO of Future Group, Mr. Kishore Biyani. Their basic attraction associated with reasonable prices is their Unique Selling Price.

5). Big Bazaar has become a massive hit with lower middle-class and middle class people as a major client base.

6). Reflect the look and feel of Indian bazaars at their modern outlets.

**Major milestones:**

- **1987-** Company incorporated as Manz Wear Pvt.ltd. launch of Pantaloons trouser, India’s first formal trouser brand.
- **1991-** Launch of BARE, the Indian jeans brand.
- **1992-** Initial public offer (IPO) was made in the month of May.
- **1994-** The Pantaloon Shoppe- exclusive menswear store in franchise format launched across the Nation. The company starts the distribution of branded garments through multi-brand retail outlets across the Nation.
- **1995-** John Miller- Formal shirts brand launched.
- **1997-** Pantaloon- India’s family store launched in Kolkata.
- **2001-** Big Bazar, “Is se sasta aur accha kahi nahin”
- **2002-** Food Bazar, the supermarket chain is launched.
- **2004-** Central- ‘Shop, Eat, Celebrate in the Heart of our City’- India’s first seamless mall is launched in Bangalore.
- **2005-** Fashion Station- the popular fashion chain is launched all.
2006-Future capital Holdings, the company’s financial arm launches real estate funds Kshitij and Horizon and private equity fund in division. Plans forays into insurance and consumer credit.

2007-Introduction of Wednesday Bazar especially for women.

1st Jan2010-Future value Retail value ltd.

**Major operation’s of Big Bazaar**

**Logistics**
- GRN (Good Receipt No.)
- Vendor Scheduling
- Stock Keeping
- Space management
- Stock receiving
- STO/RSTO
- PO (Purchase order no.)

**CSD (customer Service Department)**
- Exchange counter
- Handling customer quarries and issues
- Announcement
- Gift Wrapping

**Operation**
- Department Hygiene
- Cleanliness
- Parking
- Cash till management
- Profile Protection Management
SOP

Trolley Management

Damage and Shrinkage control

**Merchandise**

- MPM (merchandise Presentation manual)
- FPP (First price point)
- Core
- Core Fashion
- Deals
- Signage
- Pattern wise size Display
Atmosphere:
Can be described as an environment that stimulates the perceptual and emotional responses of the customer’s through.

- Visual Communications
- Fragrance
- Lighting
- Colors
- Music

Store Security:

- Customer Theft
- Employee Theft
- Supplier Pilferage

Credit Management:

Almost all retailers have started to accept credit cards or credit purchases.

However retailer should be very cautious while handling credit or credit cards, as many of these can be stolen or fictitious cards.

Some of the precautionary measures

- Tallying the signature of the card holder on the credit slip with that on the credit card.
- Checking the authenticity of the individual carrying the card
- Seeking the approval from finance provider if the sale through credit card is over a certain amount.
- Sending all the credit card sale documents for immediate processing.
Visual Merchandising: Techniques of VM for its stores are

- Idea oriented presentation
- Style or item oriented presentation
- Color presentation
- Price lining
- Vertical merchandising
- Tonnage merchandising
- Frontal presentation
- Size presentation
Scope of Project:

- Interact with as many customers as possible and try to pitch them to buy the card and side by side understand their behaviour, perception and expectations towards the card.
- The scope was only to interact with the customers of the store and convincing them to buy the card.
- Interacting with more number of customers results in the gain of knowledge, i.e. each customer has a different perception about something by interacting we can understand the consumer behaviour.
- Role plays amongst the interns so as to understand what they learned and share with everyone.
- Role plays also helps in problem identification and after sorting down the problem solution can be found to the problems which are being faced.
Limitation of Project:

- Time limit is major Constraints.
- As per the company rule many information was not disclosed.
- As the Manager are busy in their daily Schedules, it is not possible for us to spend more time in interaction and discussion with them.
- Unawareness amongst the staff about the card resulted in many miscommunications to the customers.
Research Methodology:

Research Methodology is a set of various methods to be followed to find out various information’s regarding market strata of different products. Research Methodology is required in every industry for acquiring knowledge of their products. This report is based on primary as well as secondary data, however primary data collection was given more importance since it is overhearing factor in attitude studies. One of the most important users of research methodology is that it helps in identifying the problem, collecting analyzing the required information data and providing an alternative solution to the problem. It also helps in collecting the vital information that is required by the top management to assist them for the better decision making both day to day decision and critical ones.

Data Sources:

Primary Source- The primary data was collected by means of a survey. Questionnaires were prepared and customers of the big bazaar were approached to fill up the questionnaires. The micro level analysis of investors strategies regarding investment was done by primary data analysis following methods were used:

1) Questionnaire
2) Observation

Secondary Source- In order to have a proper understanding of the customer service of Big Bazaar a depth study was done from the various sources such as books, a lot of data is also collected from the official websites of the Big bazaar and the articles from various search engines like Google.

Data was collected through a structured questionnaire.

Sample Size- The sample size selected for this particular survey was taken as 50.

The questionnaire were given to customers and the feedback was collected for the analysis.
**Duration of Study:**

The Study was carried out for a period of two months, from 1\textsuperscript{st} April 2013 to 30\textsuperscript{th} May 2013.

**Data Analysis**

Below are the Parameters to know The Consumer Psychology about Big Bazaar Profit Club Card:

1) Monthly Spending  
2) Preference of Consumer  
3) Profit Club Card held by Consumer  
4) Satisfaction Level of Consumer

**Monthly Spending**

<table>
<thead>
<tr>
<th>Monthly Spending</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 2000</td>
<td>4%</td>
</tr>
<tr>
<td>2001-3000</td>
<td>32%</td>
</tr>
<tr>
<td>3001-4000</td>
<td>12%</td>
</tr>
<tr>
<td>4001-5000</td>
<td>8%</td>
</tr>
<tr>
<td>Above 5000</td>
<td>44%</td>
</tr>
</tbody>
</table>
Preferance of Consumer

- Ambience: 36%
- Sabse Sasta: 28%
- Modernisation: 16%
- Attractive Offers: 20%

BBPC Card hold by Consumer

- Yes: 32%
- No: 68%
**Interpretation:**

Chart 1: Monthly Spending Pie Chart.

- 32% respondents said they spend Rs: 2000 or less per month for shopping at big bazaar.
- 44% respondents said they spend around Rs: 2001-3000Rs per month.
- 8% respondents said they spend around 4000RS per month.
- 4% respondents said they spend around 5000Rs per month.
- 12% respondents said they spend more than 5000Rs per month.

Chart 2: Preference of Consumer over Others Pie Chart.

- 28% respondents said they prefer big bazaar over others because of the ambience.
- 20% respondents said they prefer big bazaar because of its pricing (Sabse Sasta).
- 16% respondents said they prefer big bazaar because of modernisation.
- 36% respondents said they prefer big bazaar because of its attractive offers.
Chart 3: bbpc card holders pie chart.

- 32% respondents said they hold the bbpc card.
- 68% respondents don't hold the bbpc card yet.

Chart 4: satisfaction level of customers at big bazaar.

- 36% respondents said their satisfaction level is high after shopping at big bazaar.
- 12% respondents said their satisfaction level is low after shopping at big bazaar.
- 52% respondents said their satisfaction level is medium after shopping at big bazaar.
What is BBPC? What is its benefit to the customers?

BBPC is BIG BAZAAR PROFIT CLUB CARD.

It’s a loyalty card launched by big bazaar to increase the loyalty amongst the customers so as to increase the customer base for big bazaar and cater their needs.

**BENEFITS OF BBPC**

- 20% ROI i.e. customers getting 2000Rs extra on paying 10000Rs for shopping.
- No need of carrying the cash while going for shopping.
- Priority billing so no need to stand in line for billing.
- All the offers applicable unlike others offers wherein customers are not allowed to shop oil, ghee etc.
- Extra benefits also attached to the card which will be exclusive only for bbpc members.
- The benefits of payback and t24 also applicable on the use of bbpc card.

**Points to Remember**

- Customer gets to shop free for goods worth Rs 1000 during 11th and 12th month
- Amount will be carried forward to the next month
- Card will be valid for 18 months from the date of issue
- BBPC card can be used with Payback card
- BBPC card to be swipe first if Customer wishes to redeem his M Coupon
- BBPC card is to be used as a mode of Payment
- Customers Payback card number / T24 mobile number to be asked at the time of registration
- Proof of Identity and proof of address to be taken at the time of registration
Card can be blocked in case of theft/damage – New card is to be issued with a payment of Rs 100 or refund can be given to Customer if he does not wish to buy a new card

- Top up cannot be done in installments

CUSTOMER QUERIES

- Loss of card
- Validity of card
- Balance information

Customer Frequently Asked Questions

- What is BBPC card?
  - Exclusive Membership Program for Big Bazaar Customers
- What are the benefits of BBPC card?
  - Shopping worth Rs 2000 free
  - T 24 Free talk time and PAYBACK benefit at the time of redemption
- Can I have more than 1 BBPC card?
  - Not on single mobile number
- What are the mandatory requirement to acquire BBPC card?
  - Identity Proof and Address Proof
- Can I pay in installments while doing Top up?
  - No
- What if I lose my card?
- Card can be blocked

- What if I forget my card during shopping?
  - Cannot avail benefits of the card

- How will I know balance in my card?
  - You can get it through CSD desk
Customer Frequently Asked Questions

What is the criterion for being eligible for holding a Big Bazaar PROFIT CLUB membership card?

A. Membership into Big Bazaar PROFIT CLUB Card is voluntary, open to all individuals of & above 18 yrs of age with a valid mailing address in India

Q. Where can I enroll for a Big Bazaar PROFIT CLUB membership card?

A. Prospective Big Bazaar PROFIT CLUB Members can enroll into the Program at selected FVRL outlets or on www.bigbazaar.com by filling in the registration form. Enrollment of prospective PROFIT CLUB Members can also be done through various other channels like Direct Sales Agents/Agencies etc duly appointed by FVRL from time to time.

Q. How can I enroll myself for the Big Bazaar PROFIT CLUB Program to get its benefits?

A. Members can enroll into the Big Bazaar PROFIT CLUB Program by paying a one time registration fee of Rs. 100 (inclusive of taxes) and filling a Registration form. It is the Big Bazaar PROFIT CLUB Members’ responsibility to share the correct communication details with FVRL at the time of enrolling into the Program.

Q. Can I shop and avail for Big Bazaar PROFIT CLUB Card benefits without the card?

A. No

Q. Can I use multiple cards in a single bill transaction?

A. Customers can use only one Big Bazaar PROFIT CLUB card on a single Invoice

Q. Do I need to pay Rs. 12,000 to avail for the Big Bazaar PROFIT CLUB card?

A. No. To become a Big Bazaar PROFIT CLUB member, you need to pay an amount of Rs.10,000 which will be topped up on the card immediately. FVRL will add an amount of Rs 2,000 at the time of card issuance which can be used in the last 2 months.
Q. What is the special benefit that I can avail by subscribing to Big Bazaar PROFIT CLUB card membership?

A. Get Rs 2000 additional amount loaded on the card

Q. Which format stores can I use my Big Bazaar PROFIT CLUB card for shopping?

A. BB/FB/FBB/Food Right

Q. Can I spend the entire amount on a single transaction immediately?

A. No

Q. Can I use the Big Bazaar PROFIT CLUB card for payment of any item from the store?

A. Navaras/Star &Sitara

If I shop for less than 1,000 in a particular month, will the remaining unused amount for that month lapse?

A. No, it will get carry forward

Q. What happens to the unused balance amount on my Big Bazaar PROFIT CLUB card after the validity period?

A. Amount unused after 18 months of the enrolment date will be refunded upon verification of the submission of after proper customer verification.

Q. Can I get an exchange / return / refund of the merchandise purchased using Big Bazaar PROFIT CLUB card at store?

A. Any purchases made through Big Bazaar PROFIT CLUB card can be returned as per the stores exchange policy only through issuance of a credit note

Q. How will the refund amount be calculated?
R. Refund amount will be, amount deposited by member, less the amount utilized by the member and excluding the bonus amount of Rs 2000/- which customer shall be entitled only on completion of program validity.

S. What if someone else takes the refund for my card in my absence?

A. It is not possible for someone to take refund of your card in your absence as physical card or proof of identification is mandatory.
Agenda

- **Business Objective**

- **Benefits**

- **Functionalties**
  - Processes
  - Responsibilities

**Business Objective**

- To create a ‘Privilege’ club for Big Bazaar regular Customers
- To tap the self employed and make them into Big Bazaar loyalists
- To recruit 10 lac customers in year

**CONCEPT**

- Exclusive Membership program for Big Bazaar Customers
- Registration can be done by just paying Rs 100 and a copy of identity proof and address proof
- With an advance payment of Rs 10,000 customer enjoys the benefit of shopping for Rs.12,000 in the whole year
  - BBPC card can be used as a mode of payment while shopping in Big Bazaar/FB/FBB
  - Customer can pay a maximum of Rs 1000 per month using BBPC card against their total purchase
  - Validity of the card is 18 months from the month of issue
  - Card balance can be carried forward till 18 months from the month of issue
BBPC cards lost by the Customer can be blocked and reissued to the Customer by paying the registration fee of Rs 100.

Balance will get carry forward in the New card.

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<thead>
<tr>
<th>Article</th>
<th>Article Description (within 40 characters)</th>
<th>Article Type</th>
<th>Valuation Class</th>
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<td>Z330</td>
<td>9082</td>
<td>OBB</td>
<td>0117</td>
</tr>
</tbody>
</table>

Benefits

- **For the Customer**
  - Shopping worth Rs 2,000 more against an investment of Rs 10,000

- **For the Store**
  - Retaining Customers
  - Increase in ticket size

Registration Process – Through Store

- Staff must sell the concept to the Customer
- Customer is convinced and would like to go for the membership card
  - CSD to collect Proof of Identity and Proof of address
  - Ask customer to fill KYC form
  - BBPC Kit contains 2 barcodes
Check for mandatory requirement and stick one barcode on the KYC form

Fill in the details in SAHYOG and save the transaction

Collect Rs 100 from the Customer, Bill it in POS and handover the bill copy to the Customer

Once the transaction is saved, you will get a message “Customer created successfully with Customer id 10000…….”

Refill/Top Up of Rs 10,000

Once the registration is complete proceed for doing a refill

Go to refill/top up option in SAHYOG

SWIPE/SCAN the card and validate the Customer

Ask Customer for the mode of Payment

Collect the amount and save the transaction

Press Submit

You will get a message “Top up created successfully with top up id: .....”

Paste the second barcode on Rs 10,000 bill and hand it over to the Customer

Register Logging In to the Application

Open the browser

Specify the URL

Mention the User Id and the Password

Click Login button

Home Page is loaded
- **Customer Registration**
  - Go to registration
  - Select Customer Registration (Point 1)
  - Search for the Customer by inserting applicable field (Point 2)
  - Search/Validate Customer (Point 3)

- **Payment of Registration**
  - Fill all required details for registering the Customer
  - Select (+) button in Payment mode (Point 1)
  - Select payment mode (Point 2)
  - Click submit button (Point 3)
  - Click save button (Point 4)
  - Go to refill/top up option
  - Select Customer top up request
  - Swipe/Scan card in card number block and click button validate card
  - Scheme applicable to the Customer will get displayed

**Collecting Payment**

- Select + sign from payment mode option
- Select mode of payment
- Press submit button
- Insert comment
- Click save
While taking print out CSD staff needs to ensure to select “Fit to margin” in printer properties to take a print for the payment.

**Existing Customer balance message**

- If customer has already made a payment of Rs 10,000 for his card, CSD will get a pop up stating that the Customer has a balance in his card.
- Customer has to utilize entire amount before he can go ahead and top up on his account.
- CSD staff has the facility in application where they can check the top ups done from the Store.
- Go to refill/top up and select search Customer top up (Point 1).
- Merchant name would be by default FVRL Ltd and store code will be own store code.
- Select date range (Point 2).
- Click search and the staff will get the entire details.
- On clicking any line item CSD will be able to view payment mode and amount collected.

**Search Card Life Cycle – Screen Shots**

- Go to card life cycle.
- Select search card life cycle.
- Swipe/Scan the card and press Go.
- CSD staff is able to view Card Number, First Name, Mobile Number, Date of Birth, Current status, Balance transfer by, Top Up Expiry Date, Card Expiry Date, Registration date etc.
Search Card Transaction – Screen Shots

- Go to card life cycle
- Select search card transaction
- Swipe/Scan the card and press search
- CSD staff is able to view redemption done on the Customers account
- Details appearing on the below screen can be exported in excel by clicking export

Card Hot Listing – Screen Shots

- Go to Others and select card hot listing request
- CSD staff to search the Customer with First Name/Last Name or his Mobile Number (Point 1)
- After inserting details press Go (Point 2)
- Details will get populated (Point 3)
- Select option card hotlisting from select hotlist type (Point 4)
- Press save button to save the transaction and balance on the card can be transferred to a new card with nominal fee of card

Card Refund – Screen Shots

- Go to Others and select card hot listing request
- CSD staff to search the Customer with First Name/Last Name or his Mobile Number
- After inserting details press Go
- Details will get populated
Select option card refund from select hotlist type

Collect Bank Details and a cancelled cheque from the Customer

Save the transaction

**Card Balance Transfer – Screen Shots**

- Go to Payment Management and select Balance Transfer Request
- Enter hotlisted card number and click on validate card
- New card number needs to be entered which would be issued to the Customer
- Staff need to capture identification type without which balance transfer would not be possible
- Card expiry date of older card would get applied for Newer card
- Save the transaction

**Search Card Stock – Screen Shots**

- Go to Card Management and select search card stock
- Select User as store
- Choose Merchant name and Store Code
- Click Get Stock Button
- Card Stock will be displayed to the CSD staff
SWOT Analysis of BBPC:

Strength:

- 20% return on investment i.e. 2000 Rs extra on payment on Rs 10,000.
- Priority billing counters exclusively for BBPC members.
- All offers applicable on the BBPC card for e.g. Payback and T24.
- 18 months validity of BBPC card for using Rs 12000.
- Carry forward of unused balance helps customer to get the maximum benefit from the card.
- One time investment of 10000 and customers can do shopping for 12000.
- BBPC accepted in all big bazaar stores in India.
- Card can be blocked in case of loss of card or any other such kind of reason and reissued on customers demand.

Weakness:

- After paying Rs 10000 customer gets locked in and will have to shop from big bazaar.
- Maximum limit for shopping is only Rs 1000.
- Customers who have high monthly budget will not be able to make the best use of this offer.

Opportunity:

- Increase in the number of loyal customers.
- Turning new customers into loyal customers.
- Improving the financial strength of the company.

Threats:

- Being a new product threats not found yet.
Observation and Conclusion:

- Big bazaar, a part of future group is a hypermarket offering a huge array of goods of good quality for all at affordable prices. Big bazaar with over 140 outlets in different part of India is present in both the metro cities as well as in small towns.
- Big bazaar can attract more customers by different variety and assortments.
- There exist a healthy & strong relationship between employees and managers.
- Working environment is good and also the various facilities is provided to increase the customer services.
- I personally met many customers of big bazaar and explained them the benefit of bbpc card and also tried to find out the reason for denial of making the bbpc card.
- Few customers were ready to make card but they were not happy with the scheme i.e limit of 1000Rs per month.
- Few customers had problem with the usage of cards the wanted to buy the card and use the money as soon as possible say in 2 months.
- Few potential customers are not happy with continues billing error and price mismatch.
Recommendations:

- More exposure of the stores should be given to the students undergoing summer internship.
- The process should be explained if not possible in detail than at least in short.
- Try to retain the staff, as it’s seen that the new staff does not know about the details of the product he/she is standing near.
- During the tenure at big bazaar many complaints of offer mismatch and price mismatch were observed which irritates customers, so it should be taken into consideration and immediate solution should be found out.
- Hygiene conditions should be maintained at the live kitchen section so as to avoid any complaints related to hygiene.
- Inventory management should be quick enough to refill the empty stocks in the store.
- Communication should be properly made from higher authorities to staff of store.
- Potential customers should be identified and some free gifts can be given to them to purchase the BBPC card.
  e.g. If customer is shopping for say 5000Rs give him free gifts worth 500Rs o some scheme like this so as to convert the customer to buy the loyalty card.
- Regular training to staff should be given and proper communication to all should take place, miscommunication should be avoided as far as possible.
- More work and responsibilities should be given to summer interns so that they can learn and get the benefit out of it which will help them in the future.
Conclusion:

- Big bazaar, a part of future group is a hypermarket offering a huge array of goods of good quality for all at affordable prices. Big bazaar with over 140 outlets in different part of India is present in both the metro cities as well as in small towns.
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Exhibit: Men’s fashion Wear at Big Bazaar:

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<th>Sub-Class</th>
<th>WK 1</th>
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<th>WK 6</th>
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<tr>
<td>BF- Mens Formal</td>
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<td>BF- Mens Casual</td>
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ANALYSIS OF SALES FOR MENS FASHION
Offers at Men's Fashion:

Buy 1 & get 15% off; Buy 2 * get 30% off - on men's fashion casual, party and sports shirts & T-shirts

Flat 30% off on cargos, corduroys, 3/4ths & fashion trousers worth Rs. 399 - Rs. 999
Annexure:

Name: _____________________________________________________________

Phone No: ___________________________ Age _____________________________

1) How frequently do you visit Big Bazaar?
   ( ) Once in a week    ( ) Once in a month    ( ) regularly    ( ) rarely

2) Monthly spending on shopping in Big Bazaar (In Rupees)?
   ( ) Less than 2000    ( ) 2001-3000    ( ) 3001-4000    ( ) 4001-5000
   ( ) Above 5000

3) Do you have any card of Big Bazaar?
   ( ) Yes    ( ) No

4) Are you aware of Big Bazaar Profit Club Card?
   ( ) YES    ( ) NO

5) Do you hold Big Bazaar Profit Club Card?
   ( ) Yes    ( ) No

6) What are the benefits that you found in Big Bazaar Profit Club Card?

7) What are the drawbacks of Big Bazaar Profit Club Card?
8) Your comments on Big Bazaar Profit Club Card?

9) Why do you prefer Big Bazaar over others?

( ) Ambience ( ) Modernization ( ) Sabse Sasta ( ) Attractive Offers

10) Your satisfaction level after shopping in Big Bazaar.

( ) High ( ) Medium ( ) Low

11) How would you rate the behaviour of the Staff?

( ) Excellent ( ) Very Good ( ) Good ( ) Bad

12) Are your queries handled by the Customer Service Desk?

( ) Yes ( ) No

If yes then how would you rate them on scale of 5?

( ) 5 ( ) 4 ( ) 3 ( ) 2 ( ) 1
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