Chapter 1

Introduction

INTRODUCTION TO MARKETING

Marketing is typically seen as the task of creating, promoting, and Delivering Goods and Services to consumers and businesses.

Years ago, Peter Drucker stated that there is only one valid definition of business purpose: to create a customer. It sounds so simple. Yet, over the years doing so has become ever more demanding and complex. Three powerful forces- the Internet, globalization, and information technology, have revolutionized the ways we create, market, and deliver company's products and services. It's an ever-changing world for marketing executives as they strive to develop more effective ways to find, satisfy, and retain the most desirable customers.

In today's world many countries suffer from chronic high unemployment, a persistent deficit, and deteriorating purchasing power. National economies are under going rapid and often wrenching transformation. Two forces underlie the dramatic changes. One is globalization, the explosive growth of global trade and international competition.

No country today can remain isolated from the world economy. If its closes its markets to foreign competition, its citizens will pay much more in lower quality goods. But if it's open its markets, it will face severe competition and many of its local business will suffer. The other force is technological change. This decade has witnessed remarkable advances in the availability of information and the speed of communication. The paradox is that globalization and technological advances open up many new opportunities even as they threaten the status quo.

Today's markets are changing at an incredible pace. ***"Old businesses die and the new ones appear"***. These changes are throwing companies into a state of confusion regarding strategy. It is very clear that market place success will go to those who can deliver what people are ready to buy. So the companies must discover how they can produce marketable value i.e., goods and services that others are willing to purchase.

Marketing is indeed an ancient art. It was been practiced in one form or other form in the olden days. Marketing is evolved as a function through several stages. They are the stage of barter, the stage of money economy, the stage of industrial revolution, the stage of competition and **emergence of marketing**. Now, it is considered as the most important management function in business.

Marketing is the ***set of human activity directed at satisfying needs and wants through exchange process***. It is a social and managerial process by which individuals and groups obtain what they need and want through creating offering, and exchanging products of value with others.

Marketing includes all resources and set of activities necessary to direct and facilitate the flow of goods and services from producers to consumers in the distribution.

Marketing is not like Euclidean geometry a fixed system of concepts and axioms. Rather marketing is one of the most dynamic fields within the management arena. One market place continuously throws out fresh challenges and company must respond.

Many managers think that marketing as a department consisting several types of careers like marketing planners, marketing researchers, advertising and sales promotional specialist, customer service personnel, new segment managers, and course sales people. Their collective job is to analyze the market, discern opportunities, formulate marketing strategies, develop specific tactics and actions, propose a budget and establish a set of controls. Marketing is also responsible for driving the rest of the company to be customer oriented and market driven.

Modern marketing calls for more than developing a good product, pricing it attractively and making it accessible to target customers. Companies must also communicate with their present and potential customers, retailers, suppliers, other stakeholders and the general public. The major modes of communication are advertising, sales promotion, public relations and publicity, personnel selling and direct marketing. The marketer has to make use of these modes of communication according to the market situation. In short, the new marketing ideas keep surfacing to meet the new market place challenges.

The Marketing Environment

Elements of the environment: The marketing environment involves factors that, for the most part, are beyond the control of the company. Thus, the company must adapt to these factors. It is important to observe how the environment changes so that a firm can adapt its strategies appropriately. Consider these environmental forces:

- **Competition**: Competitors often "creep" in and threaten to take away markets from firms. For example, Japanese auto manufacturers became a serious threat to American car makers in the late 1970s and early 1980s. Similarly, the Lotus Corporation, maker of one of the first commercially successful spreadsheets, soon faced competition from other software firms

- **Economics**: Some firms in particular are extremely vulnerable to changes in the economy. Consumers tend to put off buying a new car, going out to eat, or building new homes in bad times. In contrast, in good times, firms serving those needs may have difficulty keeping up with demand.
- **Political**: Businesses are very vulnerable to changes in the political situation. For example, because consumer groups lobbied Congress, more stringent rules were made on the terms of car leases
- **Technological**: Changes in technology may significantly influence the demand for a product.
- **Social**: Changes in customs or demographics greatly influence firms.

Environmental scanning helps the firm understand developments in the market. Such developments may involve changes in the market place due to social trends Note that environmental scanning must be performed continuously, since environmental change does not cease.

A **SWOT ("Strengths, Opportunities, Weaknesses, and Threats")** analysis is used to help the firm identify effective strategies.

Rather than merely listing strengths, weaknesses, opportunities, and threats, a SWOT analysis should suggest how the firm may use its strengths and opportunities to overcome weaknesses and threats. Decisions should also be made as to how resources should be allocated Criteria for effective marketing plans.

DEFINITION

"Marketing is the economic process by means of which goods and services are exchanged and their value determined in terms of money price".

-Duddy.

"Marketing is the process of discovering and translating consumers want into product and services specification and then in term helping to make it possible from more and more consumers to enjoy more and more of those products and services".

- Harry Z. Hansen.

MARKETING STRATEGY

In today's competitive marketplace a strategy that insures a consistent approach to offering your product or service in a way that will outsell the competition is critical. However, in concert with defining the marketing strategy you must also have a well defined methodology for the day to day process of implementing it. It is of little value to have a strategy if you lack either the resources or the expertise to implement it.

In the process of creating a marketing strategy you must consider many factors. Of those many factors, some are more important than others. Because each strategy must address some unique considerations, it is not reasonable to identify 'every' important factor at a generic level. However, many are common to all marketing strategies. Some of the more critical are described below.

You begin the creation of your strategy by deciding what the overall objective of your enterprise should be. In general this falls into one of four categories:

If the market is very attractive and your enterprise is one of the strongest in the industry you will want to invest your best resources in support of your offering.

If the market is very attractive but your enterprise is one of the weaker ones in the industry you must concentrate on strengthening the enterprise, using your offering as a stepping stone toward this objective.

If the market is not especially attractive, but your enterprise is one of the strongest in the industry then an effective marketing and sales effort for your offering will be good for generating near term profits.

❖ If the market is not especially attractive and your enterprise is one of the weaker ones in the industry you should promote this offering only if it supports a more profitable part of your business (for instance, if this segment completes a product line range) or if it absorbs some of the overhead costs of a more profitable segment. Otherwise, you should determine the most cost effective way to divest your enterprise of this offering.

Having selected the direction most beneficial for the overall interests of the enterprise, the next step is to choose a strategy for the offering that will be most effective in the market. This means choosing one of the following 'generic' strategies (first described by Michael Porter in his work, Competitive Advantage).

- **A COST LEADERSHIP STRATEGY** is based on the concept that you can produce and market a good quality product or service at a lower cost than your competitors. These low costs should translate to profit margins that are higher than the industry average. Some of the conditions that should exist to support a cost leadership strategy include an on-going availability of operating capital, good process engineering skills, and close management of labor, products designed for ease of manufacturing and low cost distribution.

- **A DIFFERENTIATION STRATEGY** is one of creating a product or service that is perceived as being unique "throughout the industry". The emphasis can be on brand image, proprietary technology, special features, superior service, a strong distributor network or other aspects that might be specific to your industry. This uniqueness should also translate to profit margins that are higher than the industry average. In addition, some of the conditions that should exist to support a differentiation strategy include strong marketing abilities, effective product engineering, creative personnel, the ability to perform basic research and a good reputation.

- **A FOCUS STRATEGY** may be the most sophisticated of the generic strategies, in that it is a more 'intense' form of either the cost leadership or differentiation strategy. It is designed to address a "focused" segment of the marketplace, product form or cost management process and is usually employed when it isn't appropriate to attempt an 'across the board' application of cost leadership or differentiation. It is based on the concept of serving a particular target in such an exceptional manner, those others cannot compete. Usually this means addressing a substantially smaller market segment than others in the industry, but because of minimal competition, profit margins can be very high.

Pricing

Having defined the overall offering objective and selecting the generic strategy you must then decide on a variety of closely related operational strategies. One of these is how you will price the offering. A pricing strategy is mostly influenced by your requirement for net income and your objectives for long term market control. There are three basic strategies you can consider.

A SKIMMING STRATEGY

If your offering has enough differentiation to justify a high price and you desire quick cash and have minimal desires for significant market penetration and control, then you set your prices very high.

A MARKET PENETRATION STRATEGY

If near term income is not so critical and rapid market penetration for eventual market control is desired, then you set your prices very low.

A COMPARABLE PRICING STRATEGY

If you are not the market leader in your industry then the leaders will most likely have created a 'price expectation' in the minds of the marketplace. In this case you can price your offering comparably to those of your competitors.

Promotion

To sell an offering you must effectively promote and advertise it. There are two basic promotion strategies, PUSH and PULL.

The PUSH STRATEGY maximizes the use of all available channels of distribution to "push" the offering into the marketplace. This usually requires generous discounts to achieve the objective of giving the channels incentive to promote the offering, thus minimizing your need for advertising.

The PULL STRATEGY requires direct interface with the end user of the offering. Use of channels of distribution is minimized during the first stages of promotion and a major commitment to advertising is required. The objective is to "pull" the prospects into the various channel outlets creating a demand the channels cannot ignore.

There are many strategies for advertising an offering. Some of these include:

Product Comparison advertising

In a market where your offering is one of several providing similar capabilities, if you’re offering stacks up well when comparing features then a product comparison ad can be beneficial.

Product Benefits advertising

When you want to promote your offering without comparison to competitors, the product benefits ad is the correct approach. This is especially beneficial when you have introduced a new approach to solving a user need and comparison to the old approaches is inappropriate.

Product Family advertising

If your offering is part of a group or family of offerings that can be of benefit to the customer as a set, then the product family ad can be of benefit.

Corporate advertising

When you have a variety of offerings and your audience is fairly broad, it is often beneficial to promote your enterprise identity rather than a specific offering.

Distribution

You must also select the distribution method(s) you will use to get the offering into the hands of the customer. These include:

On-premise Sales involves the sale of your offering using a field sales organization that visits the prospect's facilities to make the sale.

Direct Sales involves the sale of your offering using a direct, in-house sales organization that does all selling through the Internet, telephone or mail order contact.

Wholesale Sales involves the sale of your offering using intermediaries or "middle-men" to distribute your product or service to the retailers.

Self-service Retail Sales involves the sale of your offering using self service retail methods of distribution.

Full-service Retail Sales involves the sale of your offering through a full service retail distribution channel.

Of course, making a decision about pricing, promotion and distribution is heavily influenced by some key factors in the industry and marketplace. These factors should be analyzed initially to create the strategy and then regularly monitored.

The Environment

Environmental factors positively or negatively impact the industry and the market growth potential of your product/service. Factors to consider include:

- Government actions - Government actions (current or under consideration) can support or detract from your strategy. Consider subsidies, safety, efficacy and operational regulations, licensing requirements, materials access restrictions and price controls.
- Demographic changes - Anticipated demographic changes may support or negatively impact the growth potential of your industry and market. This includes factors such as education, age, income and geographic location.
- Emerging technology - Technological changes that are occurring may or may not favor the actions of your enterprise.
- Cultural trends - Cultural changes such as fashion trends

and life style trends may or may not support your offering's penetration of the market.

The Prospect

It is essential to understand the market segment(s) as defined by the prospect characteristics you have selected as the target for your offering. Factors to consider include:

The potential for market penetration involves whether you are selling to past customers or a new prospect, how aware the prospects are of what you are offering, competition, growth rate of the industry and demographics.

The prospect's willingness to pay higher price because you’re offering provides a better solution to their problem.

The amount of time it will take the prospect to make a purchase decision is affected by the prospects confidence in your offering, the number and quality of competitive offerings, the number of people involved in the decision, the urgency of the need for your offering and the risk involved in making the purchase decision.

The prospect's willingness to pay for product value is determined by their knowledge of competitive pricing, their ability to pay and their need for characteristics such as quality, durability, and reliability, ease of use, uniformity and dependability.

Likelihood of adoption by the prospect is based on the criticality of the prospect's need, their attitude about change, the significance of the benefits, barriers that exist to incorporating the offering into daily usage and the credibility of the offering.

The Product/Service

You should be thoroughly familiar with the factors that establish products/services as strong contenders in the marketplace. Factors to consider include:

Whether some or all of the technology for the offering is proprietary to the enterprise.

The benefits the prospect will derive from use of the offering.

The extent to which the offering is differentiated from the competition.

The extent to which common introduction problems can be avoided such as lack of adherence to industry standards, unavailability of materials, poor quality control, regulatory problems and the inability to explain the benefits of the offering to the prospect.

The potential for product obsolescence as affected by the enterprise's commitment to product development, the product's proximity to physical limits, the ongoing potential for product improvements, the ability of the enterprise to react to technological change and the likelihood of substitute solutions to the prospect's needs.

Impact on customer's business as measured by costs of trying out your offering, how quickly the customer can realize a return from their investment in your offering, how disruptive the introduction of your offering is to the customer's operations and the costs to switch to your offering.

The complexity of your offering as measured by the existence of standard interfaces, difficulty of installation, number of options, requirement for support devices, training and technical support and the requirement for complementary product interface.

The Competition

It is essential to know who the competition is and to understand their strengths and weaknesses. Factors to consider include:

Each of your competitor's experience, staying power, market position, strength, predictability and freedom to abandon the market must be evaluated.

RETAIL INDUSTRY PROFILE

Retail is the second-largest industry in the United States both in number of establishments and number of employees. The U.S. retail industry generates $3.8 trillion in retail sales annually, approximately $11,690 per capita. The retail sector is also one of the largest worldwide.

Wal-Mart is the world's largest retailer and the world's largest company with more than $256 billion (USD) in sales annually. Wal-Mart employs more than 1 million associates in the United States and more than 300,000 internationally.

The second largest retailer in the world is France's ***Carrefour.***

Retail trade accounts for about 12.9 percent of all business establishments in the United States. Single-store businesses account for over 95 percent of all U.S. retailers, but generate less than 50 percent of all retail store sales. Gross margin typically runs between 31 and 33 percent of sales for the industry but varies widely by segment.

RETAIL EMPLOYMENT

The retail industry accounts for about 11.7 percent of U.S. employment. Annual retail trade employment averaged 14.9 million people in 2003 and unemployment was 6 percent, the same as the overall U.S. unemployment rate for the same time period. Employment of non supervisory workers in the retail sector averaged 12.6 million in 2003. An average of 30.9 hours was worked each week by non supervisory retail employees in U.S. during 2003 with average hourly earnings of $11.90.

INDIAN RETAIL SYSTEMS

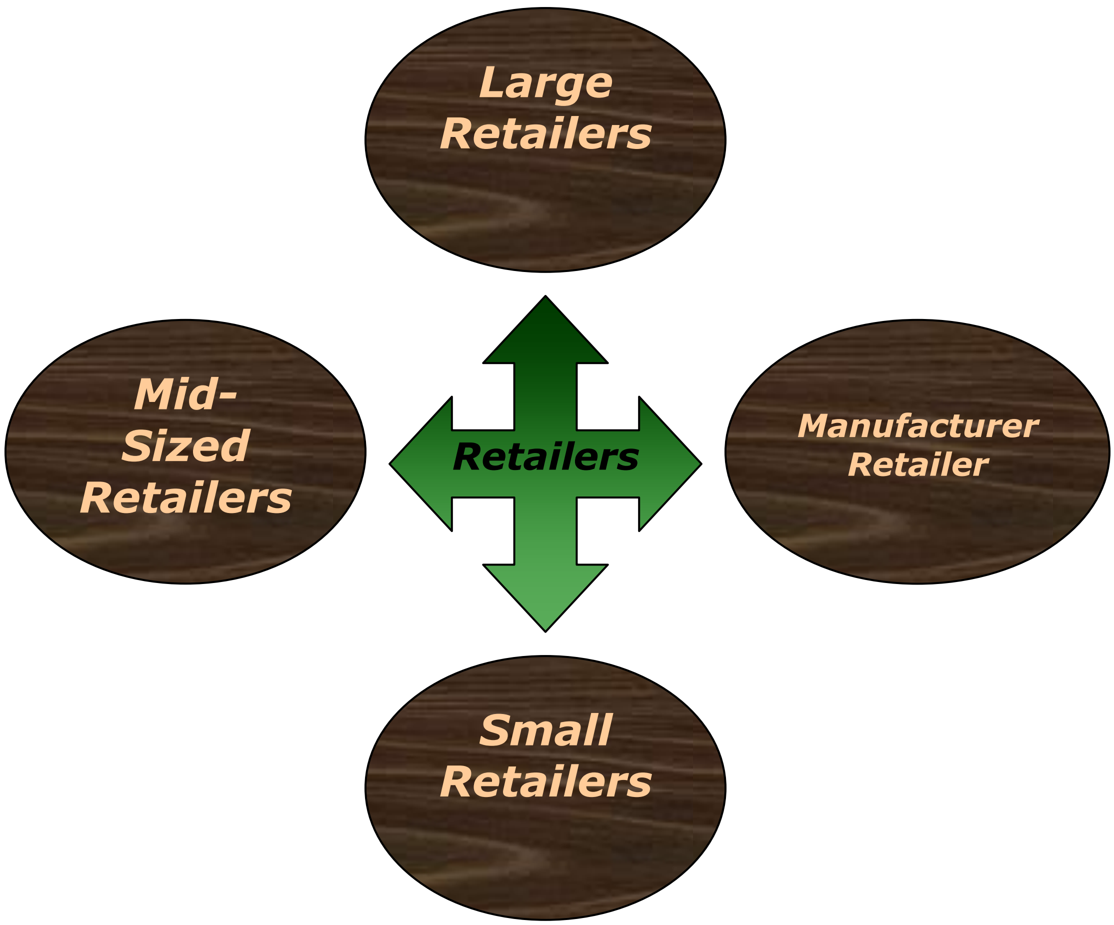
Retailing, India's largest industry and one of the biggest sources of employment in the country, generates more than 10 per cent of India’s GDP. Organised retailing, however, occupies a miniscule two to three percent of the overall Indian retailing industry.

Organised retailing, which aims at providing an ideal shopping experience for the consumer based on the advantages of large-scale purchases, consumer preference analysis, excellent ambience and choice of merchandise, has been adopted in a large number of cities in India with many business houses investing in this segment.

Increasingly, the organized retail industry is realizing the importance of information technology in bringing about process improvements, which would result in greater operating efficiencies and hence increased profits. But the awareness of IT systems that are available is low, resulting in poor decision-making. A number of organized retailers in India have installed solutions ranging from simple Point of Sale (PoS) systems to complex Retail ERPs.

With an immense amount of expertise and credibility, Shoppers' Stop has become the highest benchmark for the Indian retail industry. In fact, the company's continuing expansion plans aim to help Shoppers' Stop meet the challenges of the retail industry in an even better manner than it does today.

<u>The retailers can be classified into four types, namely:</u>



Large retailers (having a chain of over 30 stores)**:** These large retailers, mainly supermarkets and departmental stores, use custom-built systems. Some of them have implemented ERP packages to take care of their back-office systems.

Mid-sized retailers: These retailers handling more than 5 stores, with plans to expand to about 15-20 stores in the next two years**.** These retailers primarily have departmental store formats catering to a variety of merchandise. A number of them have their own private labels for all the merchandise sold in their stores. This large group of retailers has spent a lot of time and effort in implementing packaged IT solutions for PoS, demand forecasting, purchase orders and inventory management. A proven solution in many countries, which has found acceptance with many retailers in India, is Retail Pro, a good fit for retailers with 1-50 stores. Higher-end solutions like JDA, SAP IS Retail or Retek, targeted at larger retailers with more than 300 stores, have also found acceptance in India, though the payback period for such investments can be as high as five to eight years.

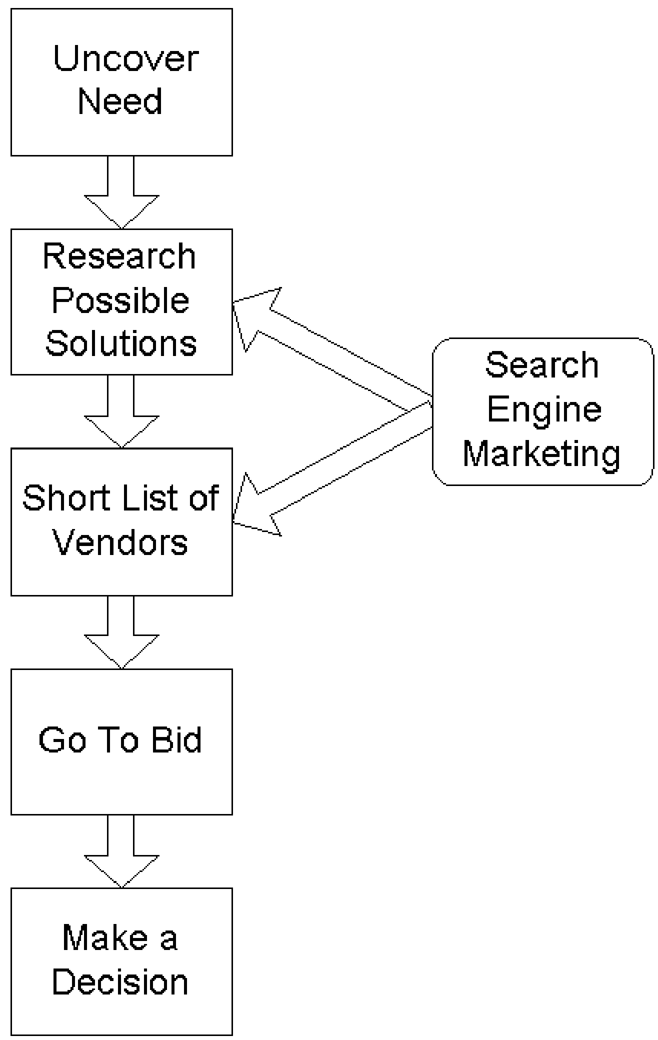
The Manufacturer-retailer: These retail showrooms are exclusively owned by the manufacturer or are owned and managed by franchisees of the manufacturer. Some of these retail outlets also have Retail Pro for PoS as well as the back-office, while others have their software developed from vendors for the same functionalities. In this segment of retailing, it has been noticed that the manufacturer's own stores and franchisee have different IT packages, which lead to data integration problems and delayed receipt of information at the head office of the manufacturer retailer.

Small retailers (with less than five stores)**:** These could be specialty apparel retailers, discount stores or departmental stores. They usually have a vendor developed PoS system connected to an inventory system, though some of them have started using more sophisticated software packages.

Business-to-Business (B2B) or Institutional Sales Profile

Search engine listings on the Internet are a major part of the Business-to-Business sales cycle. The Business-to-Business sales cycle can be described as follows:

1. Someone realizes they need a certain product or service. They uncover a need.
2. They realize that they need to research the possible solutions. They turn to the Internet to begin their research. They use a search engine to start their research.
3. They use the results of their research to compile a list of possible vendors.
4. They contact these vendors for more information and send out a Request for Proposal (RFP).
5. They receive the RFPs from qualified vendors and make a decision.



Search Engine Marketing, as a part of Corporate Website Marketing, should play a major role because it helps potential customers research possible solutions and helps "get on their short list" of possible vendors.

There two myths that surround Search Engine Marketing:

1. Corporations with long sales cycles and big ticket products and services cannot benefit from Search Engine Marketing.
2. If you build, they will come.

Corporations with long sales cycles and big ticket products and services cannot benefit from Search Engine Marketing. This is not true. In fact, if Search Engine Marketing is done right, it can:

- Attract qualified leads.
- Associate a company's brand with its product and services.
- Tailor a corporation's message to its audience.
- Easily track the website's ROI.
- Spend less marketing $dollars than traditional advertising.

The **second myth**, If you build it, they will come, is not true. In reality, a Search Engine Marketer or Search Engine Optimization Specialist can drive a lot of qualified visitors to a corporate website. However, there is a lot of work involved:

- The Search Engine Marketing Specialist must research the proper keywords (search terms) so that the company's website is "found" for the words that actual people are using to find products and services that the company sells.

- The Search Engine Marketing Specialist must optimize the website and the website must include the right content for the visitors once they get to the website.
- The Search Engine Marketing Specialist must work with the Webmaster to build the website so that it can be "found" by the search engines and get listed properly.
- The Search Engine Marketing Specialist must submit the website properly to the search engines.
- The Search Engine Marketing Specialist must monitor and track the results on a regular basis and report the results to management.

There are two critical players who use search engines and directories during a typical Business-to-Business sales cycle. Each one of them searches differently:

- Influencers
- Decision makers

The influencers normally use specific searches, and they typically use three or more words. They are looking for the solution to a problem. They are also the most likely to respond to a "call to action". They typically respond well to comparison matrixes, Webinars, trials and demos, and download. They are interested in getting spec sheets, white papers, product brochures, case studies, and newsletters.

The decision makers, on the other hand, use the Internet search engines to perform high level searches. They typically use two or three words when they perform a search. They may search for a company or a competitor name; or an industry segment.

The decision makers are less likely to respond to a “call to action”. They are more likely to pick up the phone and call; or delegate the research to someone else. They usually look at home pages, About Us pages, or a Comparison Matrix (market share). Ultimately, the decision maker uses the Internet search engines to validate his or her decision.

Corporations can benefit from Search Engine Marketing and hiring a Search Engine Marketing Specialist to work with the company’s Webmaster. More sales leads can be generated for a fraction of the cost of traditional advertising. Corporations can associate its brand with its products and services. And corporations can tailor their message to the influencers and the decision makers.

Unifying B2B Marketing and Sales

The business-to-business (B2B) sector presents marketers with a number of challenges not found in other sectors of our economy.

- **B2B Lead Generation**
- **B2B Campaign Management**
- **B2B Sales**

Each of these areas has a part to play in the process of attracting B2B prospects and turning them into B2B customers.

B2B Lead Generation

For many years trade magazines were the dominant source of inquiries for most B2B companies. Large B2B companies advertised in the trade magazines to generate inquiries, while small B2B companies relied on editorial coverage of new products to generate inquiries. This worked well in good economic times with long product development cycles. Advertising could be planned months in advance and timed to the release of new products.

Two Internet-based techniques work well to generate inquiries for a B2B company:

- Targeted advertising on content-based Web sites targeted at B2B readers.
- Search engine optimization that generates traffic to the B2B Company’s Web site.

B2B Campaign Management

The life of every qualified lead for a B2B company can range from 6 to 24 months. It's important for a B2B company to maintain top of mind awareness with qualified leads over this period in order to be assured of an opportunity to be on the "short list" of vendors considered for a purchase. It's impractical and cost prohibitive for the sales force at a B2B company to contact every prospect every month, so a marketing communications campaign needs to be implemented to maintain contact with these qualified B2B leads.

The best approach is to use a customer relationship Management (CRM) system that uses data collected by the B2B lead generation system to send appropriate marketing messages to each qualified lead. Since the CRM system already knows the source of each lead, the B2B campaign management system should select which message to send based on profile data and the source of the each lead.

The two approaches to B2B campaign management are:

- E-mail newsletters to prospects and customers interested in the B2B Company’s products.
- Mail post cards and multi-piece direct mail pieces to qualified leads.

B2B Sales

B2B selling turns out to be very complex because the product evaluation and purchase process used by B2B customers is complex.

Because the purchase of many products is so complex, affecting many parts of the B2B company, representatives from every department within the company participate in the product evaluation and purchase recommendation committee.

This means every aspect of B2B sales, from product demonstrations and proposals through contract negotiations and closing, requires a professional, experienced team to close the sale.

B2B marketing and sales techniques need to reflect the complex needs of B2B customers.

It is becoming increasingly important for B2B companies to better understand what attracts inquiries, how to move qualified leads to become qualified prospects, and how to improve the effectiveness of B2B sales organization. Since

B2B prospects have a unified view a B2B vendor — from seeing the company's advertising through to issuing a purchase order for the B2B company's products — it's important for companies in the B2B sector to adopt the same attitude toward their prospects and customers. This means having a unified view of potential customers from their first response to an advertisement through the purchase cycle through to issuing a purchase order.

Only by using a customer relationship management system based on a unified marketing and sales approach can a B2B company fully understand — and serve — their customers.

INTRODUCTION TO GIFT VOUCHERS

Gifting a complete experience…….

Gift voucher usage is growing in popularity and every retailer knows that. Gift voucher usage is increasing fast because customers love them. Gift vouchers make money and every retailer knows that too. Gift vouchers can be used to buy products of your choice from the stores listed on the back of the voucher, or in the documents attached to it. These vouchers are be exchanged for products - fully. All the carrying amount of gift voucher must be spent in a single purchase. No change will be returned if the voucher is not fully spent. Any extra amount spent should be paid by the voucher holder.

Features and Benefits of Gift Vouchers:

- **Easy to deploy** - In most Point of Sale environments, you can process stored value cards with the same hardware you currently use to process your credit card transactions.

- **Speedy Processing** – Gift Vouchers transactions process in seconds, even faster than many credit cards.
- **Enhanced Marketing** – Gift Vouchers can be displayed openly in every retail location
- **Gain new customers** – The voucher recipient can be different from the normal buyer, one has the opportunity to build relationships with new customers at corporate level.

Why Shoppers Gift Certificates?

- Over 5 Lakh items to choose from.
- Different Brands to Choose from.
- Convenience of Shopping at any of our Locations in India.
- Redeemable at any of our existing locations and future planned locations for a period of 1 year.
- Fully transferable.
- Backed by the service and quality guarantee of Shoppers' Stop.
- Available in small as well as large denominations

Where can you use them?

As a Corporate House you could

* Reward each & every Employee.
* Reward your Distributors/Dealers.
* Clients.
* Redemption for Loyalty program
* Any Promotions

(Sales and marketing)

* Festival Offer
* Uniform Allowance
* Personal Occasions

(Birthdays/ Marriages/ Anniversaries)

Reasons For Gifting

- **Reward your employees:** Annual Rewards for Performance or Promotions.
- **Corporate Gifting:** To your Associates/ Clients
- **Sales Promotions:** To motivate your Sales Team for achieving targets .
- **Product Promotions:** When doing any Promo you could award your Customer a SS- Gift Voucher.
- **Brand Promotions:** Contests for any Particular Brand of the company.
- **Conferences:** Token to all the participants of the Conference

> *Or just about any other way you can think of.*

VALIDITY

The Gift Vouchers are **valid** for the period of **1 year** and if not used can be further **extended** for another **6 months** of time period.

Some other things to choose from

- Jewelry (Fine ,Fashion)
- Leather accessories
- Portfolios & Pens
- Watches & Sunglasses
- Artifacts (Home / Office decor)
- Music Items* & Books*- At Crossword within the Shoppers' Stop Outlet
- Clothes (Western , Indian, Formal, Semi Formal & Casual for Women, Men & Kids) & Accessories
- Travel Accessories
- Personal Care Products.
- Royal Sporting House – All Sports Equipment and Apparel.
- Mothercare – Merchandise for expecting mothers and newborn children.

Few of our Customers…

- Banks: Citibank, HSBC, ICICI, HDFC, Standard Chartered, Kotak, BOB, Central Bank, Abn Amro, American Express
- FMCG / Manufacturing: HLL, Asian Paints, Nestle, Colgate Palmolive, Cadburys, Kellogg's, Gillette, GM.
- IT/ ITES: GE, Microsoft, Intel, Oracle, SAP, Mastek, IBM Daksh, Intelenet, E Funds, Wipro, Accenture, WNS, HP
- Telecom: Hutchison Essar, Tata Tele Services & Bharti .
- Hotels: Taj Hotels, Hyatt Regency, Oberoi, J.W.Marriott, ITC Hotels
- On Line Sites: Rediff.com, Tajonline / Tolshop.com, Sify.com

Gift Vouchers

Give a gift that matters...

When you gift a Shoppers Stop Gift Voucher you are handing out

- Flexibility to choose
- International Service Standards
- Value for Money

& most importantly an opportunity to

"Feel the Experience"

Chapter 2

Research Methodology

Research Design:

The conception of the research design plan is a critical step in the research process. The design of the study constitutes the blue print for the collection, measurement and analysis of the data. In other words, the research design is a conceptual structure within which research is conducted.

Title of the study:

Title of the study is A Study on "***The effectiveness of gift vouchers as a tool of personal satisfaction with reference to customers***" for Shopper's Stop, Garuda mall, Bangalore.

The study indicates the effectiveness of the gift vouchers as a tool to enhance the satisfaction in the corporate houses.

Statement of the Problem:

Customers are the greatest valuable assets for any organisation. It is important to keep both of the delighted and to understand, satisfy their expectations. They should be provided with the sufficient motivation and value added benefits in order retain and enhance their involvement in the operations of the organisation and there contribution towards the growth of the company. It is significant to know the effects, implications and response relating to the value added benefits offered and its effectiveness in terms of personal satisfaction of customers. It is equally important even to know the effect of alternative products on the same.

The present retail sector has widened its dimensions from domestic to global markets with an over GDP contribution of 32.6% of the nation's growth with lot of potential and competitive edge. To overcome these paradigms and stay in the market, various tools should be employed to ensure the satisfaction of customers in terms of service and quality.

This project study involves the use of gift vouchers as a promotional tool to retain and enhance the satisfaction level determining its effectiveness as to whether the customers are happy with the usage of the shoppers stop gift vouchers and their preference in terms of other gift vouchers available in the market and to analyze the impact of the alternative products on gift vouchers and its benefits.

Objectives of the study

1. To measure the effectiveness of gift vouchers as a tool of customers satisfaction.

2. To identify various alternatives apart from gift vouchers and their effects.

3. To analyze the importance of gift vouchers as a promotional tool in corporate houses.

4. To determine the expectations of the customers about the gift vouchers.

5. To estimate the satisfaction level of the customers about the gift vouchers.

6. To analyze the market demand and market potential of shoppers stop gift vouchers.

7. To check the effectiveness of other gift vouchers available in the market and its implications on shoppers stop gift vouchers.

8. To identify the market opportunity for shoppers stop gift vouchers.

Scope of the study:

This study intends to provide an insight about the effectiveness of the gift vouchers as a tool of personal satisfaction and the alternative tools available and its implications on the gift vouchers and to analyze the customer response about the shoppers stop gift vouchers.

The area of study is Bangalore City, so as to estimate the effectiveness of gift vouchers in the corporate houses and stores as a tool of personal satisfaction.

The target sample was mainly shoppers stop clients, customers, and the corporate houses across Bangalore.

Hypothesis of the study:

The use of gift vouchers as a tool is effective in the corporate houses and contributes to the personal satisfaction of customers.

Research Methodology:

Methodology of the study:

Type of research: It is a Descriptive research which is analytical and empirical in nature.

Sources of Data: Sources of Data collected for the survey is from two sources and they are:

a) **Primary Data.**
b) **Secondary Data.**

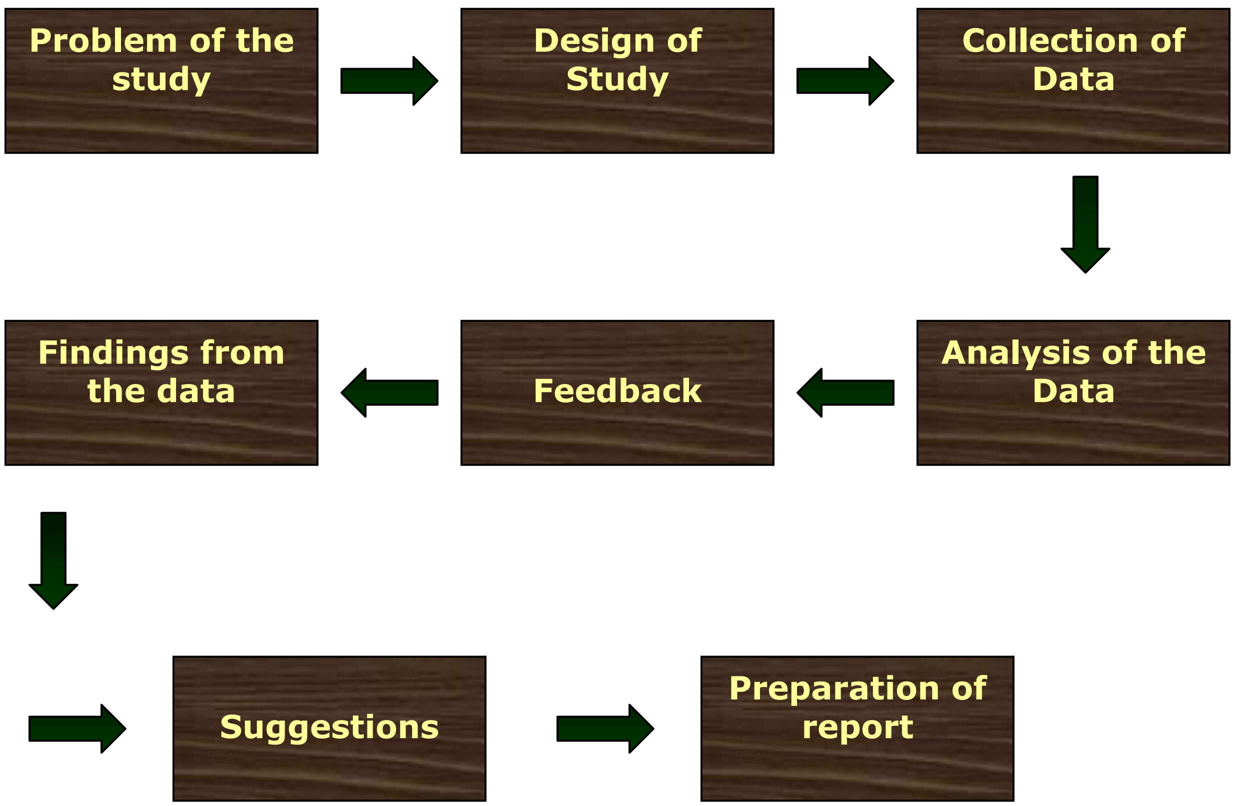
Primary data collection can be done through original works of research or raw data that represent an official position. Primary data is collected with surveys, interviewing and then through questionnaire.

Secondary Data can be collected from company brochures, reports, manuals, magazines, online sources etc..,

Data Analysis:

The wide coverage of information collected from both primary and secondary sources were analyzed using various mathematical and statistical tools.

Design of study: Flow Chart



Sampling Design:

The basic idea of sampling is that by selecting some of the elements in a population, we may draw conclusions about the entire population.

This study involves the identification of the sample space and sample units from the corporate houses and stores. The sample size should be determined in order to conduct a survey through questionnaire.

The methods of sampling involved in the study are:

a) Judgement sampling.
b) Purposive sampling.
c) Simple random sampling.

Sample Size: **100 Respondents**

Analysis and Interpretation:

Analysis and interpretation is done with the help of bar graph, Pie charts, Line graphs and 3-D graph

Limitations of the Study:

1. The scope of the study is limited to customer's shopper's stop, Bangalore city.

2. The accuracy of the results or interpretation of the data entirely depends on the sincerity of the sample respondents.

3. The study will be affected due to the vast market and immense competition.

4. The research is confined only to retail industry.

5. The study is restricted only to gift voucher effectiveness.

6. The study was undertaken for limited period.

7. The study is purely for academic purpose.

Chapter 3

Company Profile

COMPANY PROFILE

History

The foundation of Shoppers' Stop was laid on October 27, 1991 by the K. Raheja Corp. group of companies. Being amongst India's biggest hospitality and real estate players, the Group crossed yet another milestone with its lifestyle venture - Shoppers' Stop.

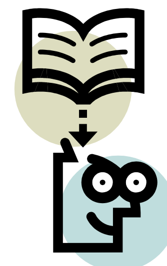
From its inception, Shoppers' Stop has progressed from being a single brand shop to becoming a Fashion & Lifestyle store for the family. Today, Shoppers' Stop is a household name, known for its superior quality products, services and above all, for providing a complete shopping experience.

With an immense amount of expertise and credibility, Shoppers’ Stop has become the highest benchmark for the Indian retail industry. In fact, the company’s continuing expansion plans aim to help Shoppers’ Stop meet the challenges of the retail industry in an even better manner than it does today.

Shoppers' Stop in the only retailer from India to become a member of the prestigious Intercontinental Group of Departmental stores (IGDS). The IGDS consists of 30 experienced retailers from all over the world, which include established stores like Selfridges (England), Karstadt (Germany), Shanghai No.1 (China) , Manor (Switzerland), to name a few.

Vision

To be a global retailer in India and maintain its No. 1 position in the Indian market in the Department Store category.



Values

The following are the values that help us in achieving our mission and vision:

- We shall not take what is not ours.
- The Obligation to dissent (against a viewpoint that is not acceptable).
- We shall have an environment conducive to openness.
- We shall believe in innovation.
- We shall have an environment conducive to development.
- We shall have the willingness to apologize and/or forgive.
- We shall respect our customers' rights.
- The value of trust.
- We shall be fair.


Merchandise
quality + width + depth + exclusivity
Service
professional,
hands off,
lets you be,
exchange,
alteration
First store in India
to offer a 'complete'
360 degrees shopping
experience
Excitement
events,
promotions,
festivals,
discounts,
Loyalty
program
Amenities
A/C, space, car park, cafe,
open all days, Bookshop, music etc
Feel the experience. While you shop.

Presence across India

Kolkatta Stores

Kolkata1
Kolkatta 2

Mumbai Stores
Bandra/Andheri/
Malad/Kandivli
Chembur/Mulund/ Juhu

20 stores today and more on the anvil

The only chain of stores to offer over 300,000 sq..ft of retail space

Giving shopping space a new dimension.
An uncluttered and relaxed ambience.

Offering nothing but the best to the customers

Over 250 of best of international and national brands: Ray Ban, Police, DKNY, Fossil, Pierre Cardin, Boss, Kenzo, Levis, Pepe, Lee, Wrangler, Revlon, L'Oreal, Mattel, Reebok, Adidas, Nike, Allen Solly, Louis Phillipe, Zodiac, Lakme, Gili, Titan, Giordano,Magpie,MotherCare, Damas, Crossword Book Store, Austin Reed etc.

For all age groups and price segments

Your one stop shop

Ad Campaigns – Print

From handbags to hair color, if it's on your mind it's on our shelves.

From jewellery to cocktail shakers, f it's or your mind it's on our shelves.

.

From toy guitars to formal suits, if it's on your mind it's on our shelves.

From jeans to bed sheets, if it's on your mind it's on our shelves.

From ties to photo frames, if it's on your mind it's on our shelves.

Archived Campaigns - Print

Men's-Formals

Your mom decides what you wear at home. Your girlfriend decides what you wear to party. Thank god they don't work in your office.

Men's-Outdoor

If you get lost out there they'll need a description of what you were wearing.

Women's-Formals

Sadly, women still face discrimination at the workplace. For instance only the best dressed ones get all the attention.

Bridal
Your mother began collecting your bridal attire when you were five. Unfortunately fashion is not as enduring as love.

Lingerie
Sometimes marriages are held together by a set of delicate hreads. Very delicate threads

Accomplishments

- Shoppers' Stop won "The most admired Appeared Retailer of the year 2000" Award at the Images Fashion Awards.

- Mr. B.S. Nagesh won the "Annual Award for Excellence as Top CEO for 2001" at the Institute of Marketing Management.

- Mr. Nagesh was also nominated for the Ernst & Young "Entrepreneur of the year 2000" Award.

- Shoppers' Stop swept a majority of awards at the CMAI awards 2001-2002. The awards won include:
"CEO of the Year."
"Retailer of the Year."
"Individual Retail Outlet of the year" - Shoppers' Stop, Delhi.
"Advertising Campaign of the Year -7 Wonders" and
"Management Team of the Year."

- Shoppers' Stop was awarded the "IT user award for best IT practices in Retail Category" for year 2003-2004.

- Shoppers' Stop won the "Best Retail Chain of the Year award" & Mr. B. S. Nagesh won the "Best Retail Professional of the Year" award at the 4th annual Image Fashion Awards, 2004.

- Shoppers' Stop has been conferred upon with the coveted "Superbrand" status.

INDUSTRY HONOURS

CMAI bestowed upon Shoppers' Stop, industry honours

CEO of the Year - Retail- Mr. B S Nagesh (2003 & 2004)

- **Retailer of the Year** - Shoppers' Stop (2003 & 2004)

- **Retail Outlet of the Year** - Delhi (2003) & Hyderabad (2004)

- **Advtg Campaign of the Year**- Buy & Fly to the 7 Wonders-(2003)

- **Top Management of the Year**- Shoppers' Stop (2003)

In 2003 NASSCOM conferred upon Shoppers' Stop the award for the **"Best IT User"** in the retail vertical

Lycra Images Fashion Award to Shoppers' Stop for

"**Best Retail Chain of the Year**" and

Mr. B S Nagesh for "**Retail Professional of the Year**" in February-2004

S P Jain Institute of Management & Research adjudged Shoppers' Stop the runners up for "**Most Successful Supply Chain Management**" across the country in August 2004

Images Retail award for the "**Most favoured retail destination of the year**" – September, 2004.

"**Teachers' Achievement Award**" to Mr. B. S. Nagesh (Customer Care Associate, MD & CEO) for excellence in the field of Business – November, 2004.

Retail Asia Publishing and Euromonitor International award for being ranked **one of the top three retail organizations in India** – October, 2004.

"**Organization With Innovative HR Practices**" award at the HR Excellence Awards organized by Mid-Day, Big Break

& Daks – November 2004.

“**HR Professional of the Year**” awarded to My. Vijay Kashyap (Vice President – HR) at the HR Excellence Awards organized by Mid-Day, Big Break & Daks – November 2004.

“**CEO of the Year**” awarded to Mr. B. S. Nagesh in the 4th Indira Awards for Marketing Excellence” presented by the Indira Group of Institutes in January, 2005. The awards were judged by an independent Jury which comprised of business leaders, CEOs and experts in the field of Advertising & Marketing.

“**Most Admired Shopping Destination of the Year**” award by Images Fashion Forum, 05 in January, 2005.

“**India’s Greatest Brand Builders**” award to Mr. B. S. Nagesh (Customer Care Associate, MD & CEO) by Bhartiya Vidyapeeth Institute for Management Studies and Research in February, 2005.

“**Retail Professional of the Year**” award to Mr. B. S. Nagesh (Customer Care Associate, MD & CEO) in the ICICI Retail Excellence Awards, 2005 in February, 2005.

“**Loyalty Program of the Year**” at the ICICI Retail Excellence Awards, 2005 in February, 2005.

“**Amity Global Corporate Excellence Award**” at the 7th International Business Horizon Inbush, 2005 by the Centre of International Business, Amity Business School, Noida in February-2005.

“**Retail Destination of the Year**” at the India Retail Forum-2005 in September-2005

“**Retailer of the Year**” at the India Retail Summit, 2005 in November’05

“**Retail Professional of the Year**” at the India Retail Summit, 2005 in November’05

“**Advertising Campaign of the Year**” in the CMAI Apex Awards, 2005 in December’05.

“**Retail Professional of the Year**” in the CMAI Apex Awards, 2005 in December’05.

“**Most admired Fashion Shopping Destination of the Year**” at the Images Fashion Forum, 06 in January’06.

“**Certificate of Merit**” from the Council for Fair Business Practices (CFBP) for our contribution to the promotion of the Code of Conduct lay down by CFBP.

“**Retailer of the Year**” at the Images India Retail Forum in Sep’06

“**Best Annual Report and Accounts for 2006**” by The Institute of Chartered Accounts of India for the accounting practices adopted by Shoppers’ Stop.

“**Amity Corporate Excellence Award**” by the Amity International Business School.

Shopper’s Stop is awarded the second position in the “**Consumer Loyalty Survey conducted by the CSMM – Business World Consumer Loyalty Survey**”.

Management Structure

Mr. B. S. Nagesh
Customer Care Associate
& MD

Mr. Govind Shrikhande
Customer Care Associate
& CEO

Mr. C. B. Navalkar
Customer Care Associate
Chief Financial Officer

Chapter 4

Data Analysis and Interpretation

Introduction

The primary goal of every organization should be the attraction and retention of customers. This could be achieved through excellence in providing satisfaction to customers.

"The only change people like is the kind that jingles in their pockets".

Gift Vouchers are the certificates entitling the bearer to a stated saving on the purchase of a specific product or given to improve the morale or as reward. The benefits of gift voucher rewards are substantial both for the recipient and the provider.

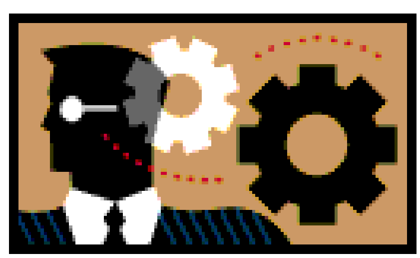


Table 1: Showing the First Citizen members of shoppers Stop

First Citizen members	No. of Respondents`	Percentage
Yes	**24**	**24.0%**
No	**76**	**76.0%**
Total	**100**	**100%**

Analysis

The above table shows that 76.0 % of the respondents are not first citizen members of shoppers stop, and the rest 24% are the first citizen members of shoppers stop.

Interpretation

Majority of the respondents are **not** first citizen members of shoppers Stop

Graph 1: Showing the First Citizen members of shoppers Stop

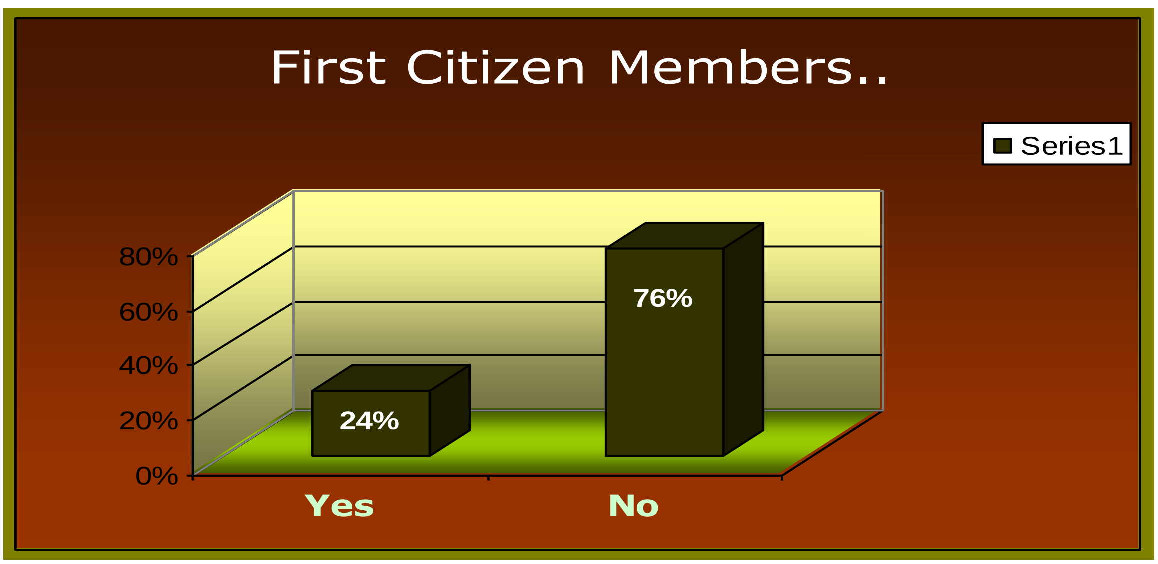


Table 2: Showing the contrast of respondents being the members of other retail stores..

Members of other retail stores	No. of Respondents`	Percentage
Yes	**45**	**45.0%**
No	**55**	**55.0%**
Total	**100**	**100%**

Analysis

The above table shows that 55.0 % of the respondents are not citizen members of other retail stores, and the rest 45% are members of other retail stores.

Interpretation

Most of the respondents are **not** the members of other retail stores.

Graph 2: Showing the contrast of respondents being the members of other retail stores..

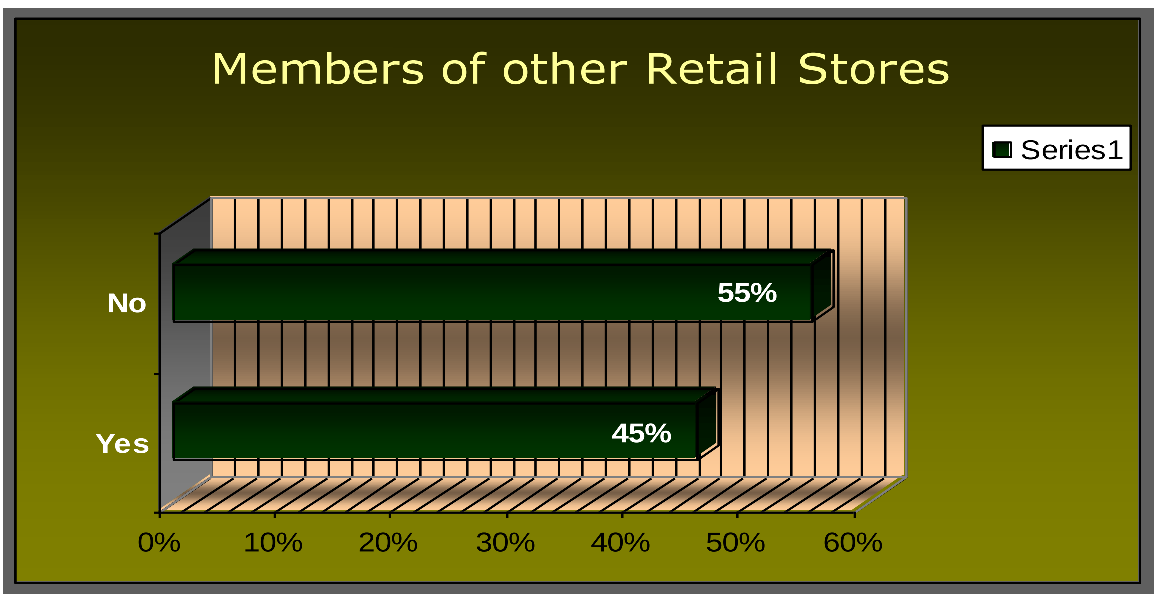


Table 3: Showing the comparison of Shoppers Stop with other retail Stores..

Rating	No. of Respondents`	Percentage
Excellent	**5**	**5.0%**
Good	**70**	**70.0%**
Average	**25**	**25.0%**
Poor	**0**	**0.0%**
Total	**500**	**100%**

Analysis

The above table shows that 70 % of the respondents feel that the shoppers stop is good, 25.0 % of the respondents feels its average, 5.0 % of the respondents feel it as excellent, and 0% feels it's poor.

Interpretation

Majority of the respondents rate shoppers Stop as a **good place** to shop at..

Graph 3: Showing the comparison of Shoppers Stop with other retail Stores..

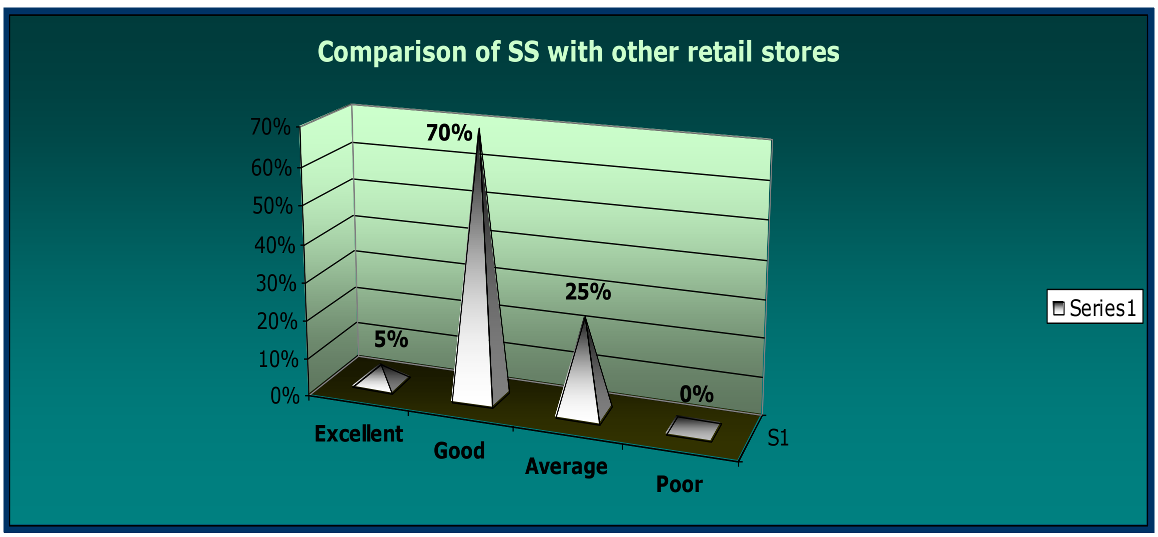


Table 4: Showing the usage of gift vouchers by respondents

Members of other retail stores	No. of Respondents`	Percentage
Yes	**60**	**60.0%**
No	**40**	**40.0%**
Total	**100**	**100%**

Analysis

The above table shows that 60.0 % of the respondents says they use the gift vouchers in their respective companies, and the rest 40% don't use gift vouchers.

Interpretation

Majority of the respondents have used the gift vouchers.

Graph 4: Showing the usage of gift vouchers by respondents

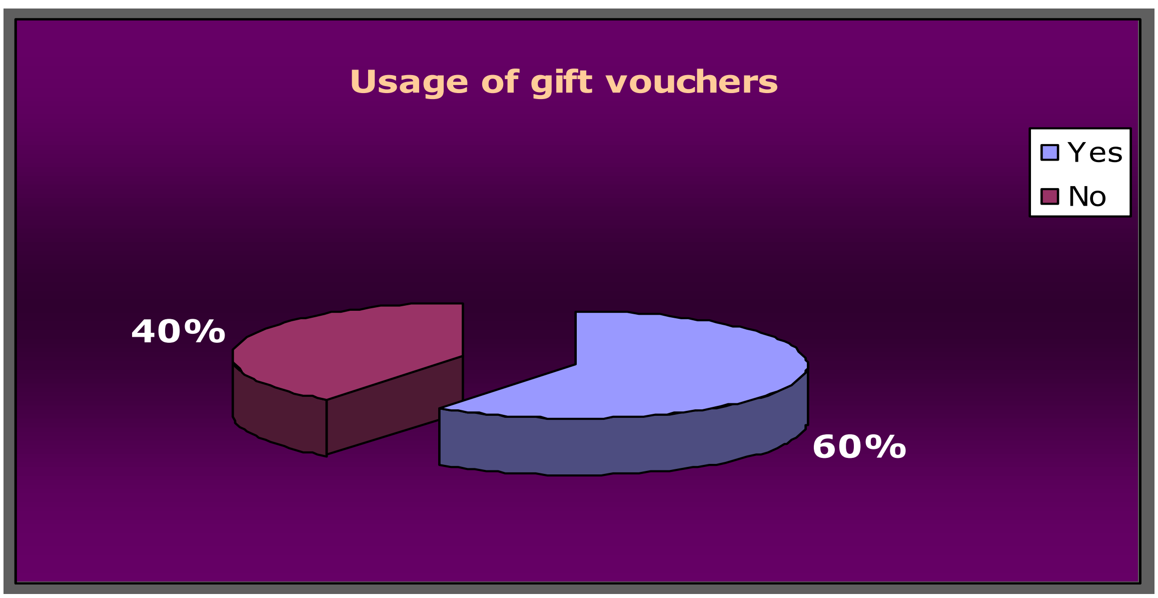


Table 5: Showing the frequent usage of GV’s as a tool of personal satisfaction in corporate houses..

Members of other retail stores	No. of Respondents`	Percentage
Yes	45	45.0%
No	55	55.0%
Total	100	100%

Analysis

The above table shows that 55.0 % of the respondents say they don’t use gift vouchers frequently and the rest 45% use gift vouchers frequently.

Interpretation

Most of the corporate houses do not use GV’s as a tool of satisfaction

Graph 5: Showing the usage of GV's as a tool of personal satisfaction in corporate houses..

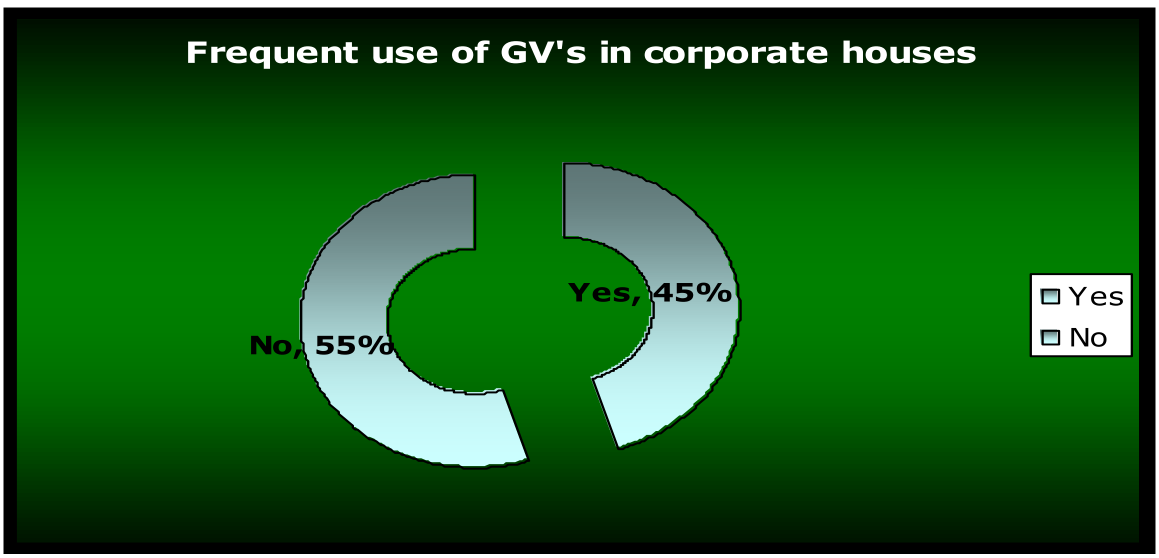


Table 6: Showing the comparison of GV's with other alternatives…

Rating of GV's	No. of Respondents`	Percentage
Excellent	**5**	**5.0%**
Good	**62**	**62.0%**
Average	**30**	**30.0%**
Poor	**3**	**3.0%**
Total	**500**	**100%**

Analysis

The above table shows that 62.0% of the respondents feel gift vouchers are good compared to its alternatives, 30.0 % of the respondents feels its average, 5.0 % of the respondents feel it as excellent, and 3% feels it's poor.

Interpretation

Majority of the respondents believe GV's are **good** and better comparatively to other alternatives offered

Graph 6: Showing the comparison of GV's with other alternatives..

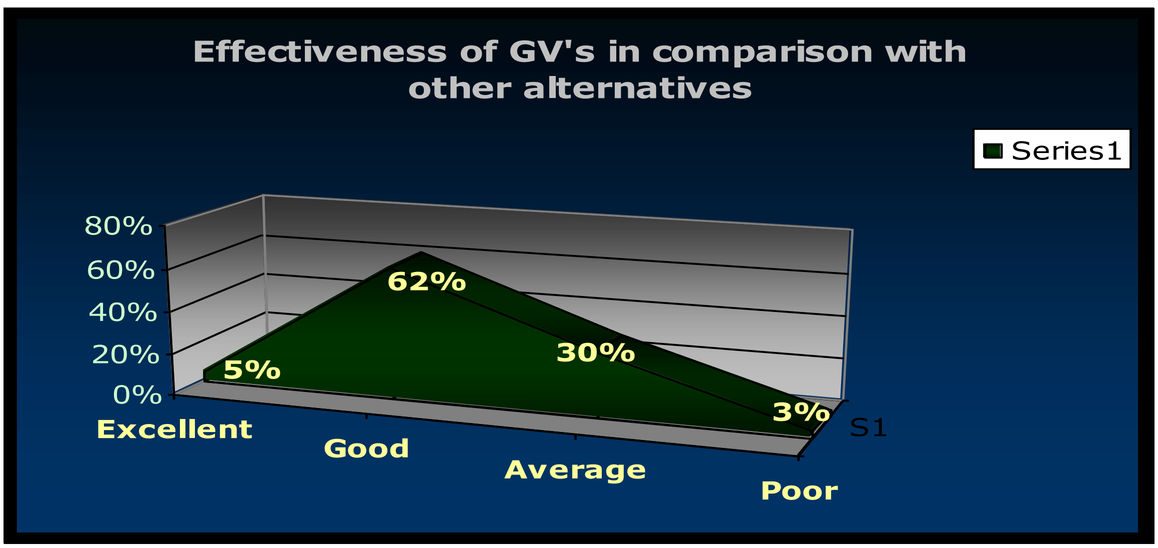


Table 7: Showing the Preference of customers..

Customer preference	No. of Respondents`	Percentage
Jewelry	7	7.0%
Accessories	15	15.0%
Holidays	25	25.0%
Gift Vouchers	46	46.0%
Others	7	7.0 %
Total	500	100%

Analysis

The above table shows that 46.0% of the respondents prefer gift vouchers, 25.0 % of the respondents feels holidays are better, 15.0 % of the respondents opts for accessories, and 7% of them thinks jewelry and other alternatives are better.

Interpretation

46% of the respondents feels that GV's are any time better than the other alternatives offered

Graph 7: Showing the Preference of customers..

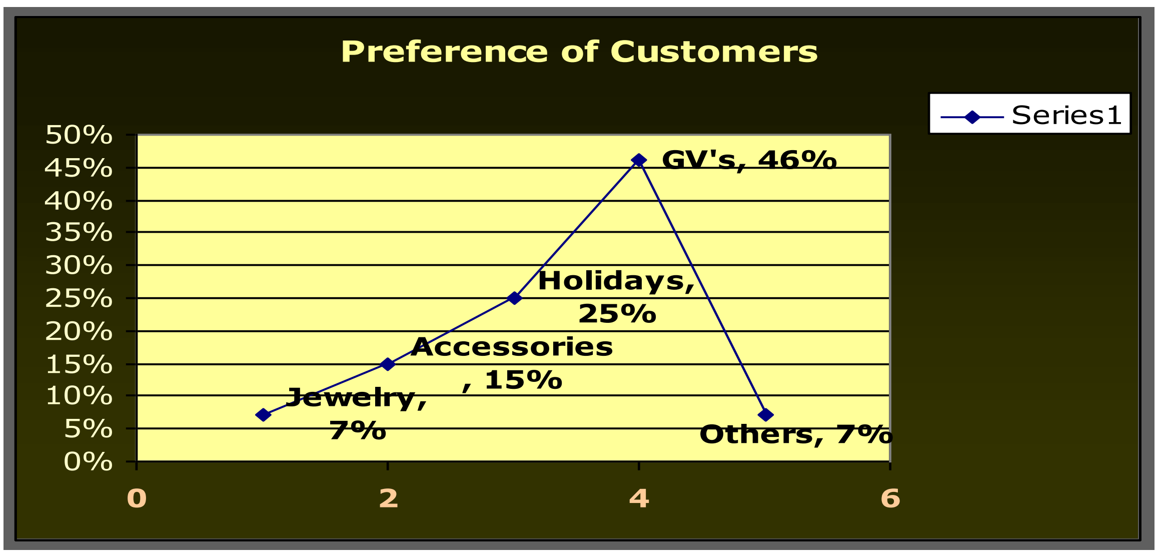


Table 8: Showing the impact of cash incentives on performance

Impact of cash incentives	No. of Respondents`	Percentage
Yes	**80**	**80.0%**
No	**20**	**20.0%**
Total	**100**	**100%**

Analysis

The above table shows that 80.0 % of the respondents say cash incentives do have a lot of influence than gift vouchers and the rest 20.0% feels it doesn't have such an impact.

Interpretation

Cash incentives are the most effective tool of motivation and influential in determining the performance.

Graph 8: Showing the impact of cash incentives on performance

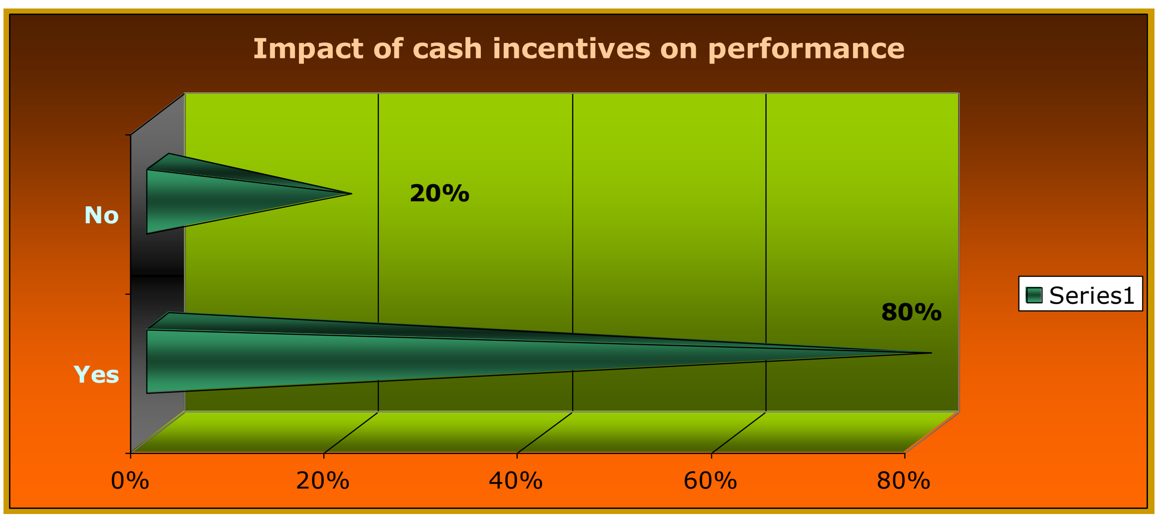


Table 9: Showing the popularity of shoppers stop GV's in corporate houses…

Rating of GV's	No. of Respondents`	Percentage
Excellent	6	6.0%
Good	24	24.0%
Average	30	30.0%
Poor	24	24.0%
Don't use	16	16.0 %
Total	500	100%

Analysis

The above table shows that 30.0% of the respondents feel SS gift vouchers not so popular in their organization but its average, 24.0 % of the respondents feels its good and poor respectively, 16.0 % of the respondents don't use SS GV's, and 6.0% feels it's excellent.

Interpretation

Most of the respondents rated shoppers stop GV's as average, since they are not as effective as other GV's available.

Graph 9: Showing the popularity of shoppers stop GV's in corporate houses..

Table 10: Showing the satisfaction level of customers about the brand offering at shoppers stop.

Satisfaction level of customers	No. of Respondents`	Percentage
Yes	83	83.0%
No	17	17.0%
Total	100	100%

Analysis

The above table shows that 83.0 % of the respondents say they are satisfied with the brand offering at shoppers stop and the rest 17.0% feels its bad.

Interpretation

Majority of the customers are satisfied with the brand offering at shoppers Stop

Graph 10: Showing the satisfaction level of customers about the brand offering at shoppers stop.

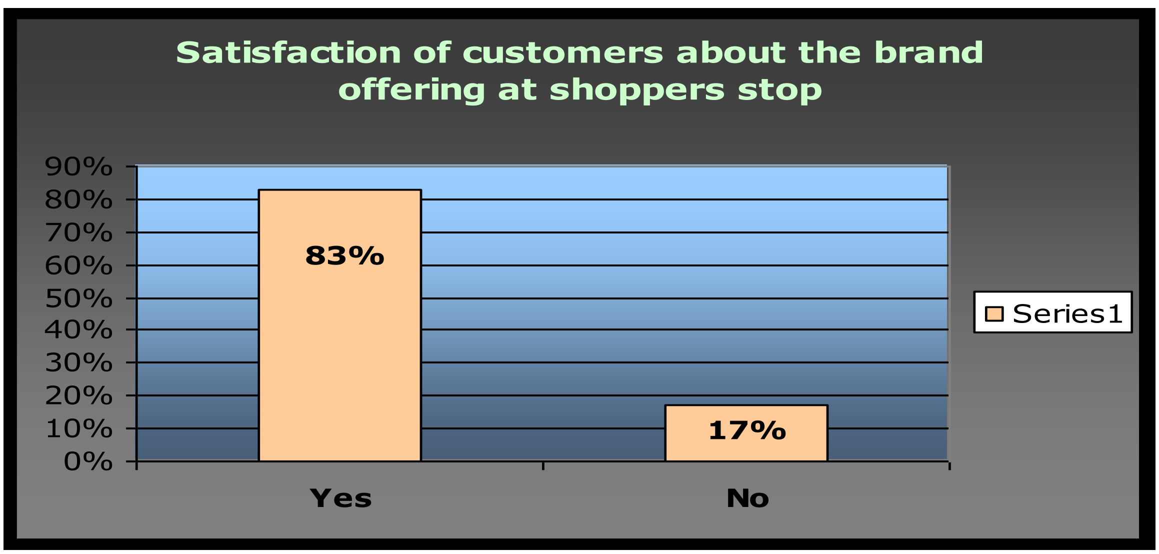


Table 11: Showing the level of awareness among the employees about the GV's

Level of awareness	No. of Respondents`	Percentage
Yes	**65**	**65.0%**
No	**35**	**35.0%**
Total	**100**	**100%**

Analysis

The above table shows that 65.0 % of the respondents say they are aware of the gift vouchers and 35.0% of them are not aware of it in their organization.

Interpretation

Most of the respondents believe that there is enough awareness among the employees in organizations.

Graph 11: Showing the level of awareness among the employees about the GV's

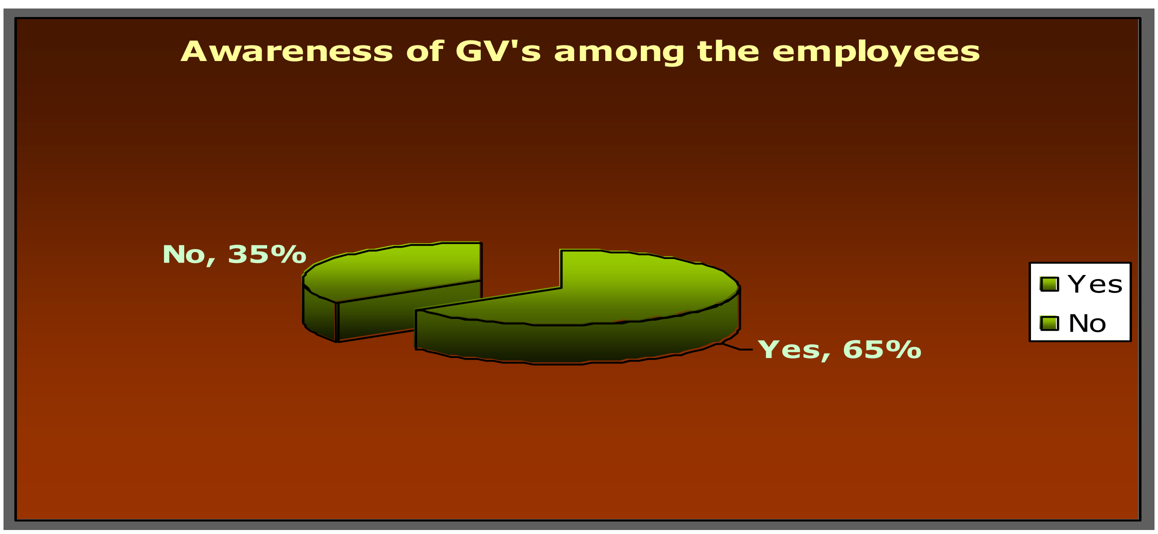


Table 12: Showing the contrast of organizational view on extra incentives in comparison with GV's

Organizational view	No. of Respondents`	Percentage
Yes	**87**	**87.0%**
No	**13**	**13.0%**
Total	**100**	**100%**

Analysis

The above table shows that 87.0 % of the respondents say they do concentrate on other incentives also along with gift vouchers and 13.0% of them don't, they just concentrate on gift vouchers.

Interpretation

Most of the organizations use other incentives also apart from the GV's.

Graph 12: Showing the contrast of organizational view on cash incentives in comparison with GV's

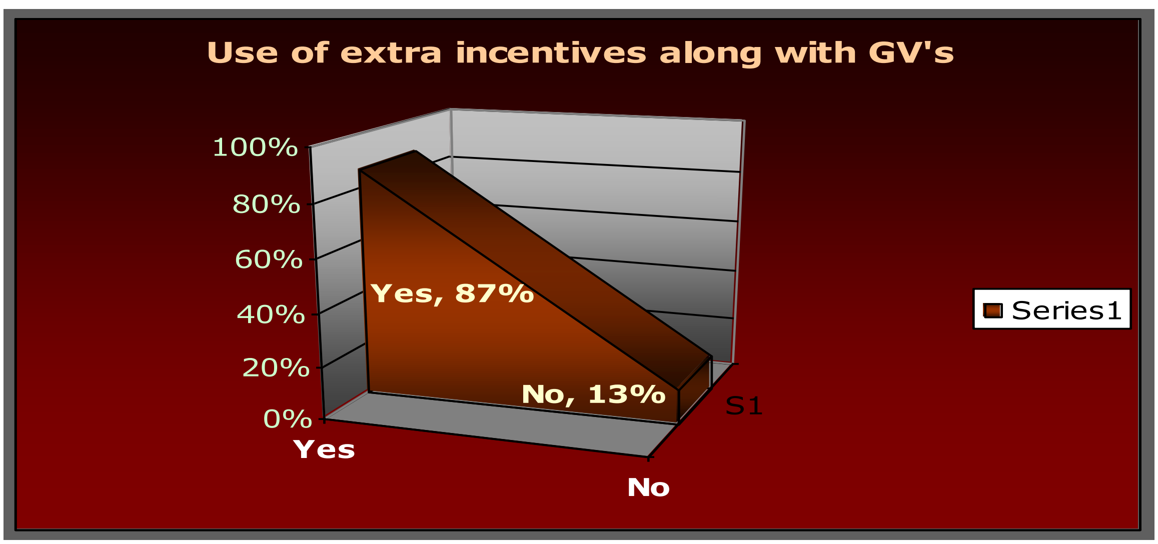


Table 13: Showing the media through which Shoppers Stop GV's are popular in corporate houses.

Media	No. of Respondents`	Percentage
Newspapers	**5**	**5.0%**
Magazines	**4**	**4.0%**
Internet	**5**	**5.0%**
Mails	**5**	**5.0%**
Brochures	**4**	**4.0 %**
Television	**0**	**0.0 %**
Others	**73**	**73.0 %**
Total	**500**	**100%**

Analysis

The above table shows that 73.0% of the respondents came to know through other sources like store; friends' colleagues etc.., 5.0 % of the respondents came to know through mails, internet, and newspapers each respectively.

Interpretation

Majority of the customers get information about the shoppers stop GV's through external sources like friends and majority of them believe it's the store where they got to know about the GV's.

Graph 13: Showing the media through which Shoppers Stop GV’s are popular.

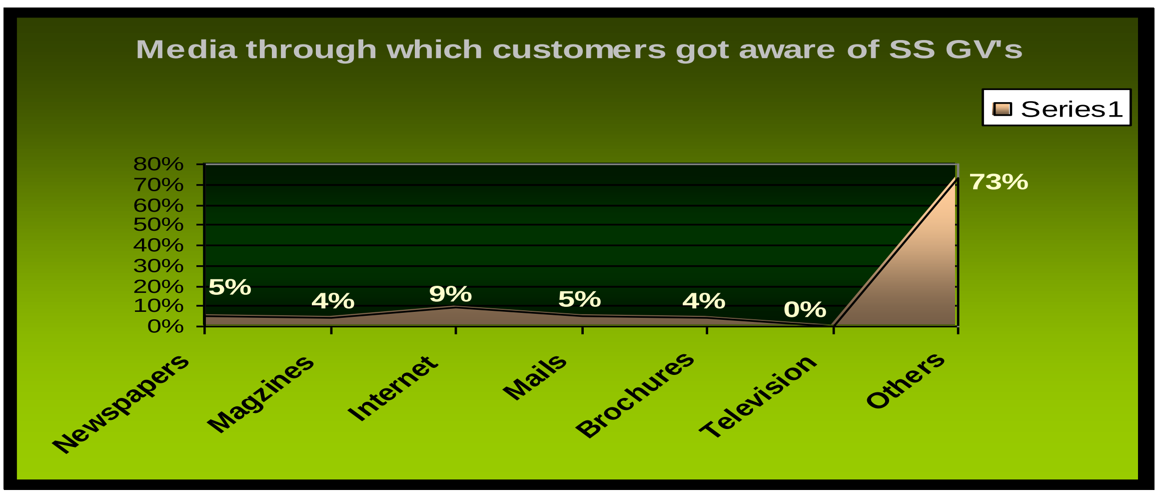


Table 14: Showing the contrast of shoppers stop GV's compared to other GV's offered…

Rating of SS GV's	No. of Respondents`	Percentage
Excellent	3	3.0%
Good	28	28.0%
Average	34	34.0%
Poor	5	5.0%
Don't use	30	30.0 %
Total	500	100%

Analysis

The above table shows that 34.0% of the respondents rate SS gift vouchers as average, 30.0 % of the respondents don't use SS GV's, 28.0 % of the respondents feel its good, and 5.0% feels it's poor and 3.0 % of them rate it as excellent.

Interpretation

Few of the respondents think its **Good,** majority believes its **Average** and most of them **Don't use**..

Graph 14: Showing the contrast of shoppers stop GV’s compared to other GV’s offered..

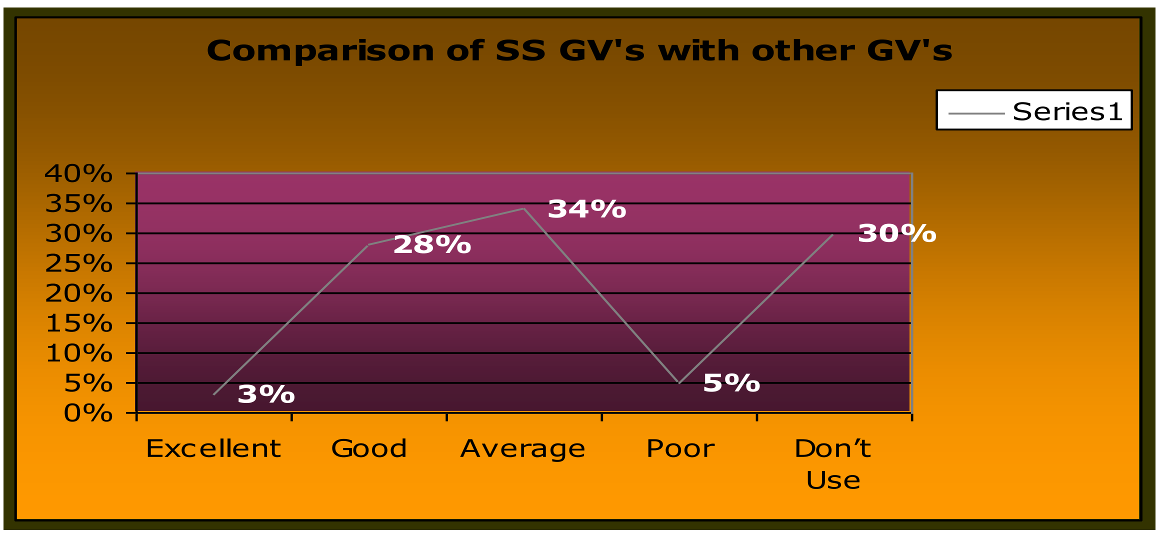


Table 15: Showing the organizational preference for GV's

Gift vouchers	No. of Respondents`	Percentage
Shoppers stop	**18**	**18.0%**
Westside	**10**	**10.0%**
Pantaloons	**5**	**5.0%**
Lifestyle	**2**	**2.0%**
SodexHo	**43**	**43.0 %**
Accor	**17**	**17.0 %**
Others	**5**	**5.0 %**
Total	**500**	**100%**

Analysis

The above table shows that 43.0% of the customers use SodexHo Gift vouchers due to its flexibility, 18.0% of them use shoppers stop GV's, 17% of them use Accor, 5% each of pantaloons and others like Bangalore central, and 2% lifestyle GV's.

Interpretation

Majority of the corporates use **SodexHo** mainly because it is Tax Exempted and it is flexible in usage.

Graph 15: Showing the organizational preference for GV's

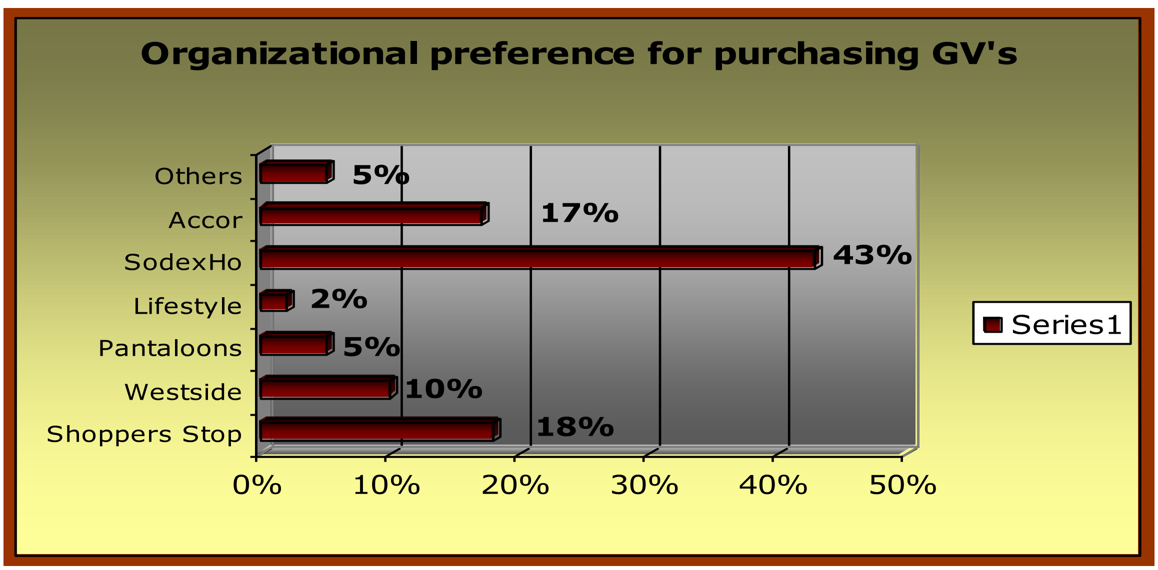


Table16: Showing the importance of GV's in organizations.

Importance of GV's	No. of Respondents`	Percentage
Yes	67	67.0%
No	33	33.0%
Total	100	100%

Analysis

The above table shows that 67.0 % of the respondents feels that gift vouchers should be given importance in organizations and 33.0% of them feel gift vouchers should not be encouraged in the organizations.

Interpretation

Majority of the respondents believe that GV's should be given more importance in their organizations.

Graph16: Showing the importance of GV's in organizations.

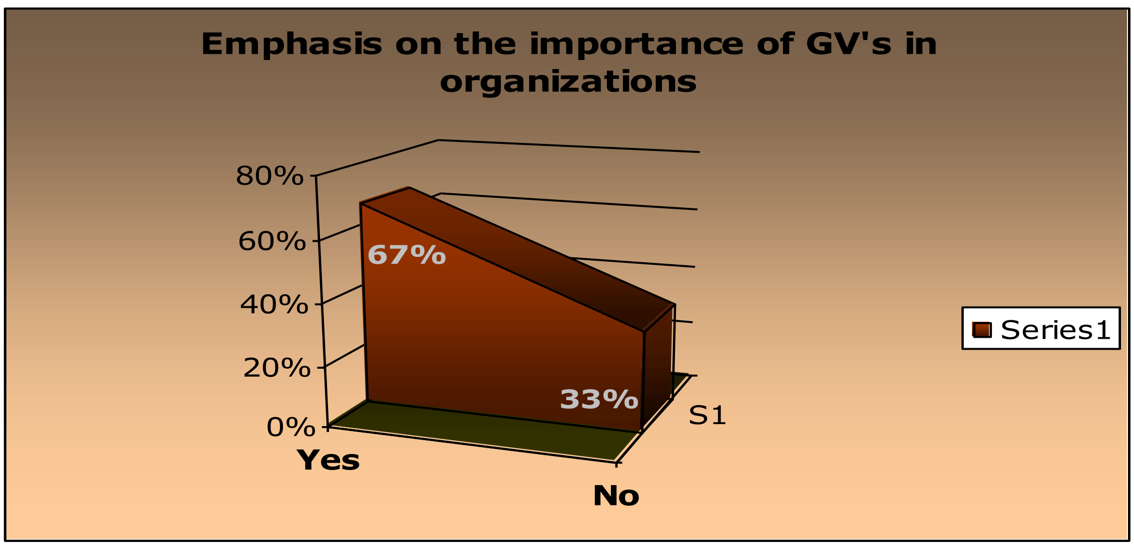


Table 17: Showing the Emphasis of Customer Relationship Management of Shoppers Stop.

Customer relationship management	No. of Respondents`	Percentage
Yes	**59**	**59.0%**
No	**41**	**41.0%**
Total	**100**	**100%**

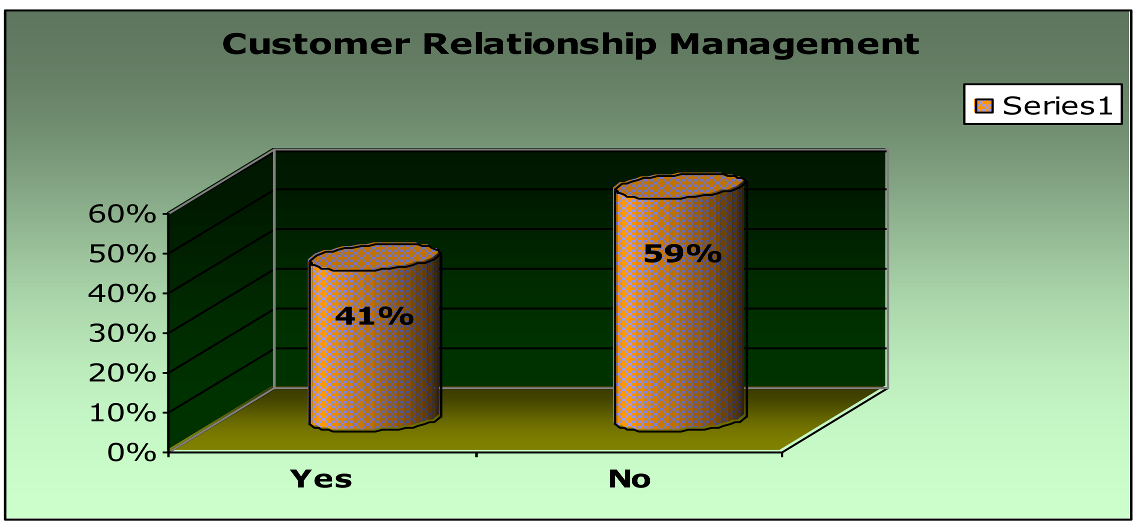
Analysis

The above table shows that 59.0 % of the respondents feels that shoppers stop should give importance on CRM and 41.0% of them feel they are giving it.

Interpretation

Most of the respondents feel that Shoppers Stop is laying enough emphasis on Customer Relationship Management.

Graph 17: Showing the Emphasis of Customer Relationship Management of Shoppers Stop.



Chapter 5

Summary of the findings

Summary of the findings

1. Shoppers stop is one of the leading retailer in the country.

2. Majority of the respondents are **not** first citizen members of shoppers Stop

3. Most of the respondents are **not** the members of other retail stores.

4. Majority of the respondents rate shoppers Stop as a **good place** for shopping.

5. Majority of the respondents have used the gift vouchers.

6. Most of the corporate houses does not use GV's as a tool of satisfaction

7. Majority of the respondents believe GV's are **good** and better comparatively to other alternatives offered

8. 46% of the respondents feels that GV's are any time better than the other alternatives offered

9. Cash incentives are the most effective tool of motivation and influential in determining the performance.

10. Most of the respondents rated shoppers stop GV's as average, since they are not as effective as other GV's available.

11. Majority of the customers are satisfied with the brand offering at shoppers Stop.

12. Most of the respondents believe that there is enough awareness among the employees in organizations.

13. Most of the organizations use other incentives also apart from the GV's.

14. Majority of the customers get information about the shoppers stop GV's through external sources like friends and majority of them believe it's the store where they got to know about the GV's.

15. Few of the respondents think its **Good,** majority believes its **Average** and most of them **Don't use**...

16. Majority of the corporates use **SodexHo** mainly because it is Tax Exempted and it is flexible in usage.

17. Majority of the respondents believe that GV's should be given more importance in their organizations.

18. Most of the respondents feel that Shoppers Stop is laying enough emphasis on Customer Relationship Management.

Chapter 6

Recommendations and Suggestions

Recommendations and Suggestions

1. Shoppers stop should create more awareness about their gift vouchers in the corporate houses.

2. Shoppers stop should concentrate on bulk sales of gift vouchers to corporates.

3. Shoppers stop should make their gift vouchers more attractive to sustain the competition in the market.

4. Shoppers stop should concentrate on building more client base.

5. Shoppers stop should try to improvise on pricing of their gift vouchers.

6. Shoppers stop should try to capitalize on the market demand created by corporates.

7. Shoppers stop should also concentrate on the new companies in the corporate world other than their clients.

8. Shoppers stop should conduct more promotional activities to increase the sales of their gift vouchers.

9. Most of the corporate houses don't use gift vouchers, so we can target and convert such companies into our clients.

10. Shoppers stop should make their gift vouchers more popular in the corporate houses for market penetration.

11. Shoppers stop should try to conduct the promotional activities through television and other media's.

12. Shoppers stop should bring in few more Ads about the gift vouchers outside the store.

13. Shoppers stop should try to lay more emphasis on customer relationship management.

14. Shoppers stop should come up with few discounts on gift vouchers for bulk offers.

Chapter 7

Annexure

Questionnaire

Name: ______________________________.
Age: _________ Yrs.
Occupation: ____________.
Designation: _____________.
Company: ______________.
Contact No: __________________.
E-Mail Id: _________________________.
Monthly Income: ________________.

1. Are you a First Citizen Member of Shopper's Stop?

   A. Yes B. No

2. Are you Member of any other retail store? If yes specify...

   A. Yes B. No

3. How do you rate shopper's stop in comparison with other retail stores across Bangalore?

A. Excellent B. Good

C. Average D. Poor

4. Have you ever used shopper's stop gift voucher? If yes when..

   A. Yes B. No

5. Does your Organisation frequently use gift vouchers as a tool of personal satisfaction?

   A. Yes B. No

6. Where do you rate gift vouchers in comparison with other alternatives?

   A. Excellent B. Good

   C. Average D. Poor

7. Do you prefer gift vouchers in comparison with other alternatives? If yes which one…

   A. Jewelry B. Accessories

   C. Holidays D. Others please specify

8. Do you think cash incentives have more impact on performance than gift vouchers?

   A. Yes B. No

9. How popular is shopper's stop gift vouchers in your organization?

   A. Excellent B. Good

   C. Average D. Poor

10. Are you satisfied with the brand offering at shopper's stop?

    A. Yes B. No If No Why..? __________________________

11. Is there enough awareness among the employees about the gift vouchers?

    A. Yes B. No

12. How many gift vouchers does your organization purchase every quarter year?

    ____________________.

13. Do your organization concentrate on other extra incentives also or only on gift vouchers?

    A. Yes B. No

14. Through which media did you come to know about shopper's stop gift vouchers?

    A. Newspapers B. Magazines C. Internet

    D. Mails E. Brochures F. Television

G. Others Please Specify __________________.

15. Where do you rate shopper's stop gift vouchers in comparison with other gift vouchers offered?

A. Excellent B. Good

C. Average D. Poor

16. Which Option do you prefer if you want to purchase gift vouchers for your organization?

A. Shopper's Stop B. Westside C. Pantaloons

D. Lifestyle E. SodexHo F. Accor

G. Others Please Specify _________________.

17. Do you feel Gift vouchers should be given more importance in an organization?

A. Yes B. No

Why ____.

18. Should shoppers stop lay more emphasis on building Customer Relationship Management?

A. Yes B. No

19. Would you like to give any suggestions to shopper's stop with reference to its gift vouchers and in general?