

**A
PROJECT REPORT
ON
"A STUDY ON DMART STORES SUCCESS"**



Project submitted to OSMANIA UNIVERSITY

In the partial fulfillment of the requirement of the

**BACHELOR OF COMMERCE B.COM
(COMPUTER APPLICATION)
During The Academic Year 2022-2023**

Submitted by

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**Department of Commerce
GOVERNMENT DEGREE COLLEGE NARSAPUR
(Affiliated to Osmania University)**

DECLARATION

I hereby declare that the project report entitled **“A STUDY ON DMART STORES SUCCES”** Submitted by me in partial fulfillment of **Bachelor of Commerce Osmania University, Hyderabad**, is a bonafide work undertaken by me and it is not submitted to any other University or institution for award of any degree diploma certificate or published any time before.

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CERTIFICATE BY THE PRINCIPAL

This is to certify that B. COM student of this college with worked on the project titled “A STUDY ON DMART STORES SUCCESS ” under supervision ofthe principal **Mr.Dr.P. DAMODAR** of this college during the year 2022-2023

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I wish to express my sincere thanks to almighty for showing his blessing on me to develop this project

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I am thank full to the management of **“A STUDY ON DMART STORE SUCCESS”** for their kind allowing me to undertake this project and its various employees who helping towards the completion of the project successfully in the esteemed organization

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CHAPTER I

INTRODUCTION

1.0 Introduction

Dmart is a popular retail chain in India that specializes in providing a one-stop-shop for a variety of consumer products. Founded in 2002 by Mr. Radhakishan Damani, Dmart has expanded its presence to over 200 stores in more than 70 cities across India. The retail giant offers a wide range of products, including groceries, household essentials, apparel, footwear, and more, at competitive prices. Dmart is known for its efficient supply chain management, which enables it to maintain low prices while providing quality products to its customers. The company also offers various discounts and deals to attract customers, making it a favorite shopping destination for many. With a focus on customer satisfaction and quality, Dmart has become one of the most successful retail chains in India.

1.1 Statement of the problem

Dmart has faced some challenges in recent years, including increased competition from other retail chains, supply chain disruptions due to the COVID-19 pandemic, and difficulty in finding suitable real estate for store expansion. The company has also faced criticism for its low employee wages and poor working conditions in some of its warehouses. Additionally, Dmart has been facing scrutiny from the Securities and Exchange Board of India (SEBI) for alleged violations of insider trading regulations, which has impacted its stock performance. Despite these challenges, Dmart has continued to grow and expand its presence in India.

Scope of the study

The Research on Dmart can cover a wide range of topics related to the company and its operations. Some potential areas of focus for Dmart research include:

1. Business strategy and competitive advantage: How has Dmart achieved its success in the Indian retail market? What is the company's strategy for competing against other retail chains, both domestic and international? How does Dmart maintain its competitive advantage?
2. Supply chain management: How does Dmart manage its supply chain to maintain low prices and high-quality products? How has the COVID-19 pandemic impacted Dmart's supply chain?
3. Customer satisfaction and loyalty: What are the factors that drive customer satisfaction and loyalty at Dmart? How does the company attract and retain customers in a highly competitive market?
4. Employee management and labor practices: What are the working conditions like for Dmart employees? How does the company compensate and incentivize its workers? What is the impact of Dmart's labor practices on its reputation and profitability?
5. Financial performance and stock market trends: What is Dmart's financial performance like? How has the company's stock price performed over time? What are the factors that drive investor sentiment towards Dmart?

1.4 Research design

1.4.1 Nature of study

The nature of study states as descriptive.

1.4.2 Nature of data

The study is based on both primary data and secondary.

1.4.3 Source of data

Primary data is collected through a questionnaire. Secondary data is also applied in the study for a proper understanding of the concepts used in the study.

1.5 Sample design

Considering the time factor and the cost involved in random sampling, Stratified sampling was used to select the respondents. To have a wider group of respondents suitable for study, the respondents were chosen based on their specialization. students were selected from B.COM.

CHAPTER II

INDUSTRY AND COMPANY

PROFILE

INDUSTRY AND COMPANY PROFILE

Abstract:

Currently the retailing industry is booming industry in India. It has been considered as equal competent with IT industry. D-MART is one of the renowned retail companies in India. It is famous for its low price and good quality products. It has its branches all over the India. Retailing is one such step in the marketing chain of activities that facilitates the distribution function. Initially it was considered as just another step in the marketing chain and the function was accepted as obvious. As the competition increased globally, differentiation became more and more difficult. Consumer purchasing power increased as economy opened up into more market-oriented mode. Often used and final link with the ultimate consumer, marketers thought of using it for differentiating and positioning. So, retailing ceased to be considered as an outgrowth of traditional marketing activity, rather it was recognized as an important business proposition in its own accord, which ultimately helps marketing in performing its function and successfully satisfying the objectives.

Therefore, retailing emerged as a discipline and considerable thinking and research went into it for the development and substantiation. The research paper considers understanding customer's satisfaction towards DMART. The objectives of the study are to understand customer satisfaction towards various products sold by DMART and also analyse the satisfaction level of customer experience while shopping at DMART. DMART is one such big retail giant that has a wide market with verity of product lines. It has introduced its own brands of products to its customers. This research study mainly focuses on the marketing activities and consumer response towards D-MART. Research methodology adopted in the study is descriptive in nature and non-probability convenience sampling technique was used with a sample size of 100 respondents through online structured questionnaire with Google forms. Data collected was later analyzed and interpreted using SPSS software

The findings and suggestions provided in the research study will certainly help DMART to make necessary changes to provide enhanced customers to its customers in the said outlet.
Keywords: Customer satisfaction, marketing activities, consumer purchasing power, D-MART, consumer markets

DMart is a retail chain company based in India, founded by Mr. Radhakishan Damani in 2002. It is a subsidiary of Avenue Supermarts Ltd. DMart specializes in offering a wide range of consumer products including groceries, household essentials, beauty and personal care products, apparel, footwear, and more at competitive prices. The company operates over 200 stores in more than 70 cities across India. DMart follows an "everyday low price" strategy to attract customers and maintain its competitive edge. The company prides itself on its efficient supply chain management which allows it to keep costs low and offer quality products to customers. DMart also offers various discounts and deals to attract customers. Despite facing

some challenges such as increased competition, supply chain disruptions due to COVID-19, and scrutiny from regulatory bodies, DMart has continued to grow and expand its presence in India. The company has a strong focus on customer satisfaction and quality, and its success in the Indian retail market has made it one of the most well-known and respected retail chains in the country.

Biography of Dmart Founder

Radhakishan Shivkishan Damani is an Indian billionaire investor,[5] business magnate and the founder of Avenue Supermarts Limited.[6] He also manages his portfolio through his Investment firm, Bright Star Investments Limited. On 19 August 2021, he was ranked #98 richest person in the world by Bloomberg Billionaire Index.[7]

Radhakishan Damani

Personal details

12 July 1955

Born Bikaner, Rajasthan, India

Children 3

Residence(s) Altamount Road, Mumbai[3]

Occupation Businessman, investor

Known for Founder of DMart

Radhakishan Shivkishan Damani was raised in a Maheshwari Marwari family in single room apartment in Mumbai. He studied commerce at the University of Mumbai but dropped out after one year. After the death of his father who worked on Dalal Street, Damani left his ball bearing business and became a stock market broker and investor. He made profits by short-selling stocks in the 1990s Damani was reportedly the largest individual shareholder of HDFC Bank after it went public in 1995. In the year 1992, after the Harshad Mehta Scam came to limelight, he saw a major rise in his income due to the short-selling profits during the time. In 1999, he operated a franchise of Apna Bazaar, a cooperative department store, in Nerul, but was “unconvinced” by its business model. He quit stock market in 2000 to start his own hypermarket chain, DMart, setting up the first store in Powai in 2002. The chain had 25 stores in 2010, post-which the company grew rapidly and went public in 2017. In 2020, he became the fourth-richest Indian

with a net worth of \$16.5 billion. He was ranked #117 on the global list of billionaires. He was ranked #87 on the global list (Forbes) of billionaires 2022 with a net worth of \$18.9 billion

CHAPTER III
DATA ANALYSIS AND
INTERPRETATION

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DMart also offers various discounts and deals to attract customers. Despite facing some challenges such as increased competition, supply chain disruptions due to COVID-19, and scrutiny from regulatory bodies, DMart has continued to grow and expand its presence in India. The company has a strong focus on customer satisfaction and quality, and its success in the Indian retail market has made it one of the most well-known and respected retail chains in the country.

OVERVIEW

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

DMart was started by Mr. Radhakishan Damani and his family to address the growing needs of the Indian family. From the launch of its first store in Powai in 2002, DMart today has a well-established presence in 306 locations across Maharashtra, Gujarat, Andhra Pradesh, Madhya Pradesh, Karnataka, Telangana, Chhattisgarh, NCR, Tamil Nadu, Punjab and Rajasthan. With our mission to be the lowest priced retailer in the regions we operate, our business continues to grow with new locations planned in more cities.

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

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

FOUNDERS

DMart is owned and operated by Avenue Supermarts Ltd. (ASL) – a company founded by Mr. Radhakishan Damani. Mr. Radhakishan Damani is respected in the business world as an astute investor in the Indian equity market, he has built a company that constantly strives towards developing a deep understanding of customer needs and satisfying them with the right products. A firm believer in core business fundamentals and strong ethical values, Mr. Damani has built DMart into an efficient, large and profitable retail chain that is highly respected by customers, partners and employees alike.

MISSION

At DMart, they research, identify and make available new products and categories that suit the everyday needs of the Indian family. Their mission is to provide the best value possible for our customers, so that every rupee they spend on shopping with us gives them more value for money than they would get anywhere else.

THEIR CUSTOMER SERVICE PLEDGE

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

Action

Focus: To be focused about what I do.

Motivated: To be clear of achieving my goal.

Enthusiastic: To love what I do.

Care Respect: To respect every individual in the organisation and provide her/him with the dignity and attention to make her/him believe that she/he makes a difference to the organisation.

Listen: To listen and resolve any employee / customer grievance quickly and fairly.

Truth Integrity: By being open, honest and fair in all our relationships and being respectful and trustful to others.

We strongly believe that honesty and sincerity are critical in achieving complete customer satisfaction. We welcome individuals who share our values and believe in leading by action.

Investor Relations

Introduction: Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services.

Avenue super marts ltd doing business as Dmart is an Indian chain of hypermarkets in India founded by

Radhakishandamani in the year 2002, with its first branch in Powai's Hiranandani gardens. As of 31

December 2019, it had 196 stores in 72 cities across 11 states in India including Maharashtra, Andhra Pradesh, Telangana, Gujarat, Madhya Pradesh, Chhattisgarh, Rajasthan National capital region, Tamil nadu, Karnataka, Uttar Pradesh, Daman and Punjab.

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Objectives of the Present study:

- To understand the retail industry
- To analyse the customer satisfaction towards the products sold by D-Mart.
- To analyse the satisfaction level of customer experience while shopping at D-mart.

Scope of the study is D Mart, Karnataka. It is helpful to D Mart to understand the customer satisfaction.

To understand the satisfaction level of customers while shopping at d mart

Need for the Study:

India is having a huge customer base having different choices and behaviour. To satisfy their need is a different task. To advise this Indian retail has changed Kirana to retail outlets and has become the need in India. Different retail outlets are offering different schemes and promotional strategies. Thus, a study is being conducted to know the effective marketing strategies needed to attract new as well as retaining customers.

PIONEERING BRAND

DMart – Strategies that make it a success By The Brands of India

JUN 22, 2021 DMart, Radhakishan Damani, Supermarket

“Kirane ki dukaan se saaman le aana” these are the golden words which every Indian kid might have heard before the supermarkets took over. Not that I am disappointed since these supermarkets have got me to discover even more brands. But I just sometimes remember the good old days when life was simple and the shop next door was a usual hang out with friends.

Supermarkets have been a successful business in India but one brand has stood out among the giants – DMart. It started with one store in Mumbai but today has more than 200 stores across India. The brand was conceptualized and started by Mr. Radhakishan Damani in 2002 under his company Avenue Supermarts Ltd. As an investor and businessman, Mr. Damani had handled franchise business of two Apna Bazaar retail stores. This experience helped him to build a retail store that earned maximum profits with minimum costs. Today DMart has more than 20% share in retail supermarket segment.

The vision of this brand was to be the ultimate retailer to offer home products at the best possible prices to Indian families. New stores were opened only after the first store was profitable. This way profits were used to run the existing business and the surplus was used to open new stores to expand the business. Infact DMart has grown so big that the parent company Avenue Supermarts Ltd. Came out with an IPO in 2017 which was a runaway success.

Success strategies of DMart

Main Focus : DMart follows Business to Consumer [B2C] model where goods are directly procured from manufacturer and sold to the customer via their retail outlet. This helps DMart to buy products in bulk at a higher discount which in turn keeps the prices low. Products sold at a discounted price is the best way for the store to increase footfalls. There are no frills attached to their selling strategies.

Vendor management : DMart pays within 15 days to all it's vendors which is quick as compared to other retail chains. This enables DMart to ask for hefty cash discount from it's

vendors which is then passed on to its customers. A standard 5% discount on food items can be availed from any DMart stores across India. An entry fee is charged to vendors who want to display their products in DMart knowing that footfalls are the highest here. This reduces the cost of purchasing for DMart thus enabling it to give products at low prices and higher discounts.

Product categories : DMart has kept emphasis on selling only FMCG products [both food & nonfood], general household merchandise & apparel. DMart has kept its product categories limited in order to focus on the core business fundamental of less is more. DMart stocks household items which are procured locally in every state which in turn supports small time manufacturers. The brand has refrained from selling high end consumer goods and preferred to cater to the masses instead.

Ownership of retail space : DMart started and is still headquartered in Mumbai, has over the years expanded its business all over India. DMart manages all of its 234 retail stores across 45 cities in India. The large retail space are either bought to ensure low expenditure in long term. This makes the company

‘asset rich’ with valuable properties which will grow in net worth. They even have their own distribution & packing centres in 4 states. The stores are generally opened in densely populated areas where middle class people reside. None of its stores are operating inside big malls. Most DMart stores are stand alone and in residential areas.

Low operation cost : The interiors of every DMart store is kept very basic and minimal in order to keep maintenance cost low. Store space is utilized by putting more products on display in the available space. The stocks are shelved in floor to ceiling display arrangement across all stores. This allows a variety of brands to be displayed in the same category. Other monthly costs include electricity, water, repairs, employee salaries etc. which are kept to the minimum.

Quick Inventory Turnover : This is a term used for how fast does a retail store sells its inventory. It is a term used for the time the goods are stocked in the store till these are sold off. A good inventory turnover is supposed to be 1 to 2 months. The longer a good/stock is held, the higher will be its holding cost thus affecting the business. In case of DMart, the inventory turnover is within a month as compared to its competitors who have an inventory turnover of upto 3 months. This helps DMart outperform and bring in higher sales.

Advertising : Where big retailers have opted for big budget advertising across all media channels, DMart has kept it very basic and low profile. The brand only advertises about its existence by putting up hoardings in & around the location of its retail stores. Latest offers and schemes can be easily known through its promotional activities that are published in newspapers. There is a mega saving for DMart by not advertising on television and other avenues as the brand is well know.

Low Employee Costs : The major cost that any retailer has is often employee cost. DMart has kept its employee costs low by having fewer payment counters which require less manpower. This results in lesser number of employees per retail outlet hence keeping the cost low of paying out salaries and employee compensations. Most of the floor employees are hired on contract basis. Permanent employees account only for 40% of the total work force.

DMart Ready : This is DMart's online service where one can order online and collect from the nearest DMart pick up point. The order can be picked up as per your convenience and the service is free of charge. Whereas for home delivery a nominal fee is levied. Not much investment is done in DMart Ready services as the company knows home delivery services require a high investment & running cost. During Covid, DMart has launched schemes for housing societies to order food products in bulk at a low charge.

This way sale is done in bulk, less manpower is required and goods are delivered safely to its customers.

Covid and its impact on DMart

The first wave did not make a severe impact on the business but the second wave did put a dent. The retail outlets were allowed to operate only for few hours everyday as per government rules & regulations. Number of customers visiting the store was reduced greatly due to covid restrictions. Some stores of DMart were sealed after the employees tested positive for Covid. This has resulted in excess inventory and lesser revenues for the brand.

DMart is one of the few retail stores in India that never relied on e-commerce business but concentrated more on retail. During Covid it has made an effort to expand its e-commerce operations by launching DMart Ready pick up & delivery services in numerous cities. Even during this critical time, DMart was able to supply food and essential items to the masses thus preserving the trust of its customers. DMart might be facing a challenging time now but with expertise of Radhakishan Damani and experience of the CEO Ignatius Noronha, the business will adapt to the new changes. They have taken advantage of this time to buy retail properties across India for setting up new stores & pick up points. Low revenues, stiff competition from Reliance & Big Bazaar, demands of E-commerce expansion, etc. make this year tough for DMart. Despite these, DMart will still have the strongest advantage of offering the lowest prices to its customers. With a strong business model like DMart, price matters the most to its customers.

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They strongly believe that honesty and sincerity are critical in achieving complete customer satisfaction. We welcome individuals who share our values and believe in leading by action.

REACH

present in India across 10 States, 1 Union Territory and NCR

Maharashtra

Amravati, Aurangabad, Dhule,

Ichalkaranji, Jaisingpur,

Jalgaon, Jalna, Karad,

Kolhapur, Latur, Miraj,

Mumbai (MMR), Nagpur,

Nanded, Nandurbar, Nashik,

Osmanabad, Pune, Ratnagiri,

Sangli, Satara, Solapur,

Wardha, Yavatmal

Gujarat Ahmedabad, Anand,

Ankleshwar, Bharuch, Bhuj,

Bilimora, Gandhidham,

Gandhinagar, Godhra,

Himmatnagar, Kalol,

Mahesana, Nadiad, Navsari,

Palanpur, Rajkot, Surat,

Daman Daman

Andhra Pradesh

Anantapur, Bhimavaram,
Eluru, Gudivada, Guntur,
Kakinada, Kurnool,
Machilipatnam, Nellore,
Ongole, Rajahmundry,
Suryapet, Tanuku, Tirupati,
Tuni, Vijayawada,
Visakhapatnam

Madhya Pradesh

Bhopal, Dewas, Indore, Jabalpur, Mandasaur, Dr.
Ambedkar Nagar (Mhow),
Neemuch, Pithampur, Ratlam, Ujjain
NCR Delhi, Faridabad, Ghaziabad,
Gurugram, Noida
Surendranagar, Vadodara,
Valsad, Vapi
Hyderabad,
Karimnagar,

Telangana

Khammam, Mancherial,

Warangal Bengaluru, Belgaum,

Karnataka Gulbarga, Mangaluru,

Tumakuru, Udupi

Bhilai, Durg, Raipur, Chhattisgarh

Rajnandgaon

Tamil Nadu Chennai, Coimbatore,

Dindigul, Erode, Hosur,

Madurai, Salem, Shoolagiri,

Sulur, Tiruchirappalli, Tiruppur

Punjab Amritsar, Barnala, Chandigarh,

Jalandhar, Ludhiana, Mandi

Gobindgarh, Patiala

Ajmer, Alwar, Bhilwara, Jaipur,

Rajasthan

Kishangarh, Kota

CHAPTER IV
FINDINGS ,SUGGESTIONS
AND
COCONCLUSION

- 68% of the respondents usual nature to visit D-Mart is planned
- 53% of the respondents purpose to visit D-Mart is to purchase groceries
- 51% of the respondents prefer to do their grocery shopping from D-Mart

- 74% of the respondents find D-mart more appropriate as compared to Traditional retail stores.
- 90% of the respondents said that their amount of purchase from traditional retail stores have reduced after commencement of D-Mart.
- One stop shopping is the main reason that affects the shopping decision of customer at D-Mart, followed by low pricing.

- We can see a rise of modern Retail in India with steady efforts. The study suggests that government should focus on both traditional as well as Modern retail simultaneously for the development of both these sectors.
- To cope up with the competition from Modern retail , Traditional retailers should focus on cost cutting strategies and should provide quality products to maintain their business

Conclusion

- India is at turning point with respect to retail sector. Both the modern as well as traditional retailers are likely to co-exist in India in the later times as well, as both these sectors have their own competitive advantage. Traditional retail stores have convenience, brand availability, loyalty with the customers, fast services and much more.

- This study indicated that customers visit to D-Mart is usually planned and half of the audience purpose to visit D-Mart is to purchase groceries

- The study also indicated that one stop shopping affects customers most while making a shopping decision at D-Mart and also most of the customers find D-

Mart more appropriate than traditional retail stores.

- Additionally the study also proved that customers amount of purchase from Traditional retail stores have reduced after commencement of D-Mart, and half of the customers purchase quantity from traditional retail stores is between 1000-2000.

Further Research Directions

In future the scope of the research on customer perception can be expanded by either increasing the geographical territory or it could even be studied from the point of view of retailer. This research only covers

the grocery sector and not any other sub sector in Bhilwara region.

Hence, it should be noted that this project covers only D-Mart in Bhilwara region and this study cannot be generalized for any other region.

What can be the way forward for Traditional Retailers?

Because of the COVID-19 pandemic there has been a drastic impact on lives and businesses of all retailers. So the future opportunities for traditional (kirana) store owners can make 3 broad shifts to capitalize on the opportunity-

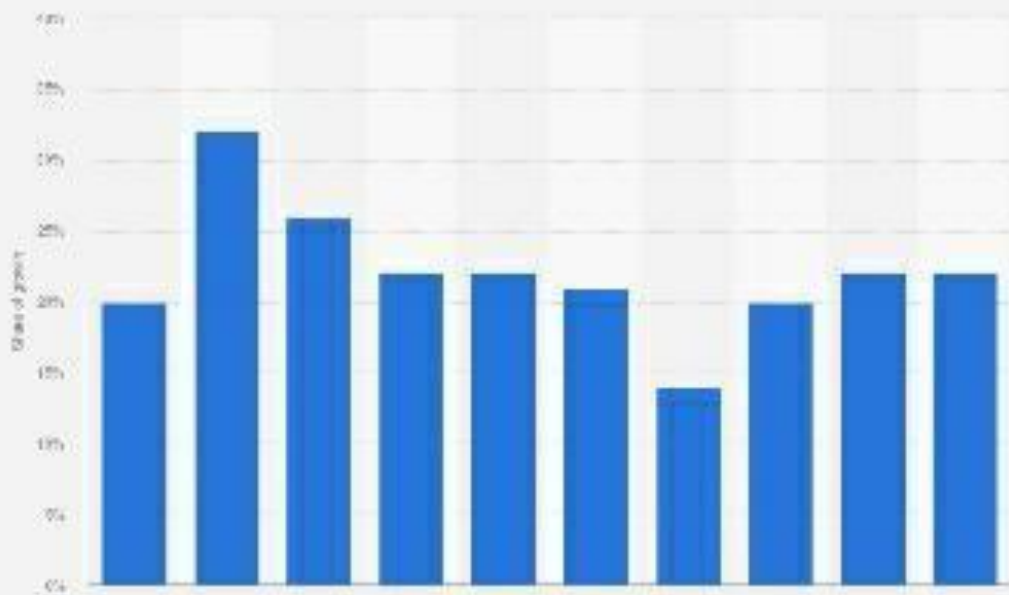
- 1) Store owner require making a mental 'model' shift to consider the entire population living in the PIN code of their establishment or a 5-6 km radius, as their customer base and not any walk in customer.

- 2) Basic technology is needed .this includes showcasing products in stores to customers, and providing a option of digital payment and making few changes in the infrastructure of physical stores, they need to be a part of e commerce or some social media platform.

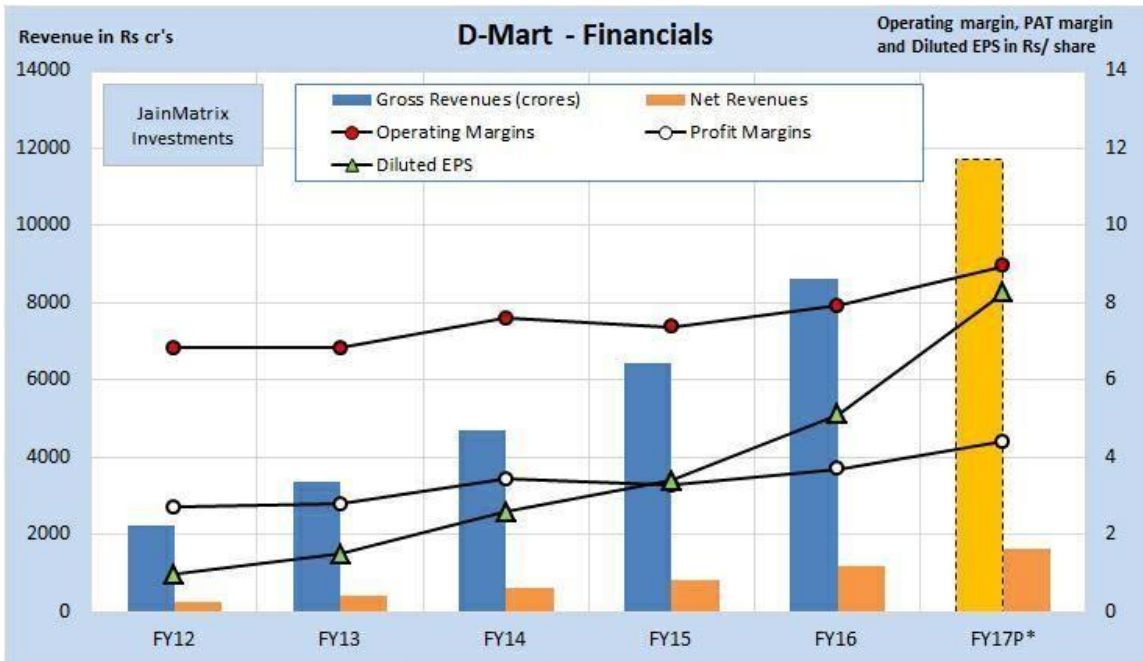
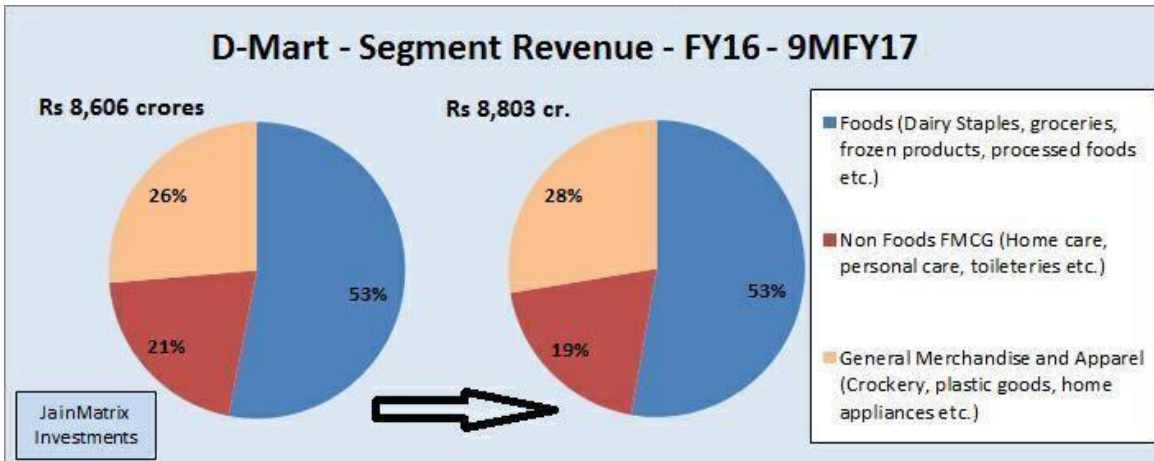
- 3) They need to enhance their soft skills to manage the virtual customers and basic capabilities to handle technology.

V BIBLIOGRAPHY

Rate of same-store sales growth in DMart stores across India from financial year 2012 to 2016, with estimates until 2021



Source:
Annual Report of DMart
1 October 2021



VI. QUESTIONNAIRE

We are conducting a study on the consumer perception towards how Dmart was started & successful in India. If you could sacrifice some of your valuable time to fill in the questionnaire, it would help in the completion of our study

1. Who is Radhakishan Shivkishan Damani ?
 - a) an Indian billionaire
 - b) Government employee
 - c) Private employee

2. In which year was Dmart founded?
 - A) 2000
 - B) 2002
 - C) 2005
 - D) 2008

3. Who is the founder of Dmart?
 - A) Radhakishan Damani
 - B) Mukesh Ambani
 - C) Ratan Tata
 - D) Azim Premji

4. Which of the following is not a category of products sold at Dmart?
 - A) Grocery
 - B) Electronics
 - C) Clothing
 - D) Furniture

5. In which city is the headquarters of Dmart located?
 - A) Mumbai
 - B) Delhi
 - C) Bengaluru
 - D) Chennai

6. What is the name of the loyalty program offered by Dmart?
- A) Smart Rewards
 - B) Dmart Plus
 - C) Smart Card
 - D) Dmart Club
7. Which of the following is a loyalty program offered by Dmart?
- a. Dsmart
 - b. Drewardz
 - c. Dclub
 - d. Dpoints
8. What is the payment method accepted at Dmart stores?
- a. Credit and debit cards
 - b. Cash only
 - c. Digital wallets
 - d. All of the above
9. What is the name of the online platform launched by Dmart?
- a. Dstore
 - b. Dmart Online
 - c. Dmart Ready
 - d. Dshop
10. How many stores does Dmart currently operate in India?
- a. 100
 - b. 200
 - c. 300
 - d. 400