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MBA – GBS

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Retail Industry- **MUSTAFA ENTERPRISES**

RETAIL INDUSTRY INTRODUCTION

Industry of retail in India is perhaps among the biggest businesses. As per International Economic Relations and Indian Council for Research gauges, it's utilizing around 8 percent of population and records for more than 10 percent of India's total national items. With the presentation of internet and its broad adoption, the retail purchasing is moving towards online means through goods and services in particular travel, apparels, financial services, gadgets, products of personal care and numerous others.

Although internet retailing is as yet an exact moment part of generally speaking retail in India (0.1%), is depended upon to create at a quicker rate (reached at roughly 2% in 2017), and throughout the following decade its presence will be considerably progressive.

Generally speaking, web-based retailing may lead the development with 55% in the near future. India's online retailing is looked at as green field, yet little is thought about the variables which lead to consumer loyalty of the online customers. The demand of these retailing increases, an extensive and careful comprehension of factors prompting consumer contentment gets fundamental.

DEFINITION OF RETAIL

Definition: retail is the sale of products or services from a particular business to customer for the company's utilization. The retail exchange manages little amounts of the merchandise while wholesale take care of the buying of the products on a huge manner. This exchange is not to be misunderstanding

with online exchanges; the products should be sold from a one point directly to the consumer for the end customers. Retailers purchase those goods either directly from the manufacturers or from the wholesaler.

INDUSTRY OF RETAIL IN INDIA

In India, the industry has developed in quick rate ventures because of the sector of a few new people. By 2023, it is relied upon to touch about US Dollar 3,600 billion from US Dollar in the year 2017 is 1,824 billion. This represents more than 10% of the nation's GDP and approximate eight percent of work. It comes on the globe at 5th biggest goal in the market of retail.

India is among the world's 5th biggest worldwide goal in retail world. According to Foreign Direct Investment Confidence Index, its position is sixteenth (after United Kingdom, Canada, U.S., Germany, Japan, Italy, Switzerland, France, China, and Australia).

Size of the market: In 2018, this industry came to US Dollar 950 billion at CAGR at 13 percent and it is targeted to reach by 2023 to US Dollar 1.1 trillion. These deals are measured to enlarge with pace 31 percent in future per year and were to touch United States Dollar 32.70 billion out of 2018. Income created through retailing online is anticipated to enlarge to United States Dollar 60 billion by the end of this year.

Investment Scenario: The rising demand for purchaser merchandise in many segments that includes home apparatuses and customer gadgets, many other organizations have many resources in the retail of India space in previous scarcely any time. Retail division of India pulled in US Dollar 970 million is from different personal value assets in the year 2019. According to report, Walmart Investments Cooperative of United States of America has done the contribution Rs 2.75 billion in Wal-Mart India Private Limited.

Initiatives of our Government: The Indian Government has taken many activities to advance the business of retail. There are few of the records:

- ❖ The Indian Government may change Foreign Direct Investment rules in food usage; in the offer to sanction internet business companies as well as they will remove the retailers to sell the products that are made in our country.

- ❖ Indian Legislature has allowed full 100% Foreign Direct Investment (FDI) in the online retailing of the merchandise and venture by programmed courses, in this way giving clarity on present organizations of the online business companies that are functioning in our country.

Retail industry of India in near future

India's increasing market size and the buying intensity of its growing middle class have added to its growing conspicuousness as a retail destination. The market remains very fragmented yet sorted out retail has made great increase in 10 years. However, ongoing economic development has slackened the rates of the previous decade's boom times. Retail is still hindered by currency fluctuation, high customer price inflation, strict foreign direct investment policies, and government debts that have been developing from the long time. Even the modern trade is growing at 15 to 20% per annum.

The fact that our country has well increasing number to 5 million retailing, our nation painfully requires whatever can see like industry of retail in the advanced feeling of the term. This presents universal retailing experts with the extraordinary chance. The solved out this segment is relied on to be more underground than GDP growth in the upcoming 5 years driven by including many ways of the life, brightening salary and good segment layout.

India remains an engaging long term retail destination for many reasons, beginning with its socioeconomics, a population of 1.2 billion individuals, half of whom are more youthful than 30 and roughly 33% of whom live in urban areas.

Indians' disposable salaries are expanding, permitting them to spend more and attempt new items, brands, and categories while spending a lower extent on food. More retailers today are concentrating on improving tasks and back-end procedures to increase profits. E-commerce of Indian business showcase is relied upon the development in excess of 50% in the following 5 years; its young individual has increased internet use and its speed. The cash on delivery option have significant advancement in the development.

Challenges to be faced in growth of retail industry in emerging markets

The well-prepared retail industry in India is witnessing different challenges that are ending up being an obstacle for its quick paced development. The challenges being faced by retail industry are as follows:

- a) Competition from the unorganized sector
- b) Yet to be recognized as big industry
- c) Cost of real estate is high
- d) Less infrastructure in the industry
- e) Inefficiencies of the supply chain
- f) Human resource challenges
- g) Unfavorable government policy and regulatory environment
- h) Various guidelines and controllers overseeing the part
- i) Low utilization request prompting decrease in speculations and benefit
- j) Absence of arrangement among Center and state on immaterialness of laws/guidelines and consistence in that prompting expanded expense of working together
- k) Deficient physical and computerized framework influencing efficiencies in flexibly chain the board

Recent trends in retail industry

2019 was the year on the move. This was the security in situating of main 5 retailers and couple of remarkable liquidations. The accentuation on understanding what customers truly need kept on extending the hole between the pioneers and every other person that have followed. For retailers, seeing the purchaser desires are advancing has never increasingly significant, particularly with union of gracefully chain, computerized advances, and different developments. Be that as it may, with regards to how the following a year will play out, vulnerability is the situation. With a potential downturn and likely aftermath from duty strains approaching, retailers ought to have a key arrangement that can deal with modifications when and varying. The general economy may be losing its sparkle in 2020; it presents the retailers a chance to survey the playbook for braving a downfall.

Convenience matters—presently like never before. Furthermore, ground-breaking retailers have been setting elevated standards for rest of the business. There top seven trends in retailing in India are as follows:

Shift from Unorganized to Organized Retailing:

Retailing is altogether sloppy in India. There is no flexible chain for board point of view. The key factors that drive the growth of the sorted-out retailing are higher dispensable livelihoods, rising urbanization, developing industrialism, family unit structure, developing number of taught and utilized ladies populace.

Store Design:

Regardless of the arrangement, the greatest test for sorted out retailing is to make a domain that pulls in individuals and causes them to invest more energy in shopping and furthermore builds the measure of spur of the moment shopping.

Competition:

Competition is expanding between various sorts of retailers. Rebate stores, departmental stores, markets, and so on all vie for similar clients. The little autonomous retailers make due by providing individual administrations to the clients.

New Form of Retailing:

Modern shopping centres made their entrance into India in the late 1990s, in Mumbai with the foundation of Crossroads and in Delhi Ansal Plaza. India's first evident shopping centre, 'Junction'—complete with food courts, amusement offices and huge vehicle parking spot—was introduced as late as 1999 in Mumbai. Shopping centres have given another measurement to shopping experience.

Technology:

Innovation today has become a serious device. The innovation encourages the sorted-out retailer to score over the chaotic players, giving both expense and administration favourable circumstances. Innovation has likewise made conceivable the development of non-store retailing.

Consumer Buying Behaviour:

In India, there are no uniform patterns as for shopper purchasing conduct. There are obvious contrasts in the shopping example of customers across pay sections. Sorted out retailing has unquestionably made progress in the high society.

In any case, even in this section, things, for example, natural products, milk, vegetables and a huge segment of 'as the month progressed' buys appear to be done at traditional outlets. Sorted out retail outlets appear to be related with marked things/extraordinary buys. Sorted out retailing does not seem to have had an outcome on the lower class, with the exception of 'interest' shopping.

Entertainment:

Present day retail arranges give a spot to individuals to amass, and a method for diversion, by providing offices, for example, scaled down theatre, food courts, bistros and kids' play spaces. These offices help the clients appreciate shopping.

1.5.4 Retail trends digitally

A horde of new and increasingly helpful alternatives are coming our way in 2022. Here are a couple of contemplations to help move towards an upgraded retail understanding:

- ❖ Understand that the comfort is identified with a general customer experience that facilitates customer venture while providing extra types of the assistance
- ❖ Take supply of your organization—is comforts a consistent theme
- ❖ Realize accommodation is the new ordinary. Put the resources into housing in the regions generally modified to your image guarantee
- ❖ Determine your customers' readiness to reimburse for comfort and the association's eagerness to donate

The focus endeavouring over the association and into the gracefully chain, the new retail plans of action should develop. Champs and washouts will probably be chosen, and they can execute these new pursuits best. Also, they will eventually renovate the fate of the retail.

STRATEGY OF RETAIL

The differentiations among managerial and strategic dynamics are generally used to acknowledge the 2 stages having various impartial and dependent on different applied instruments. Vital arranging concerns our selection of approaches targeting improving the serious situation of firm; evaluate difficulties and proposed openings by the serious situation. Again, the administrative dynamic is centred on their usage of explicit destination.

Strategic plans of retailing is intended to make out the sight and give direction to retailing chiefs as well as give a blueprint of the item and administration blend will advance consumer loyalty. The feature of vital process of arranging, it is traditional for planning of strategic to carry out a circumstantial environmental scanning which seeks to recognize trends and chances in competitive conditions, economic environment, market conditions, and the political statutory conditions. The retail procedure is ordinarily concocted or investigated each 3 to 5 years from the CEO. These elements that includes in strategic retail analysis are:

- ❖ **Analysis of Market:** Market stage, attractiveness of market, size of market, competitiveness of market and trends of market
- ❖ **Analysis of customer:** Segmentation of market, geographic, profile of psychographic, demographic, shopping habits, attitudes and values, media habits, brand preferences, analysis of wants and needs
- ❖ **Analysis of competitive:** Competitor's strength and weaknesses, availability of substitutes, competitive trends, perceptual mapping
- ❖ **Product mix review:** Stock-turnover rates, product line of profitability, sales per sq. foot
- ❖ **Evaluation of the strategy of economics:** Analysis of cost-benefit of the planned activities
- ❖ **Internal analysis:** Other capabilities for example: technological capability, human resource capability, trade relations, positioning, reputation, past performance, ability to generate economics of scope, financial capability
- ❖ **Distribution channels review:** Cost of distribution, cost efficiency of intermediaries, good times between making order and delivery,

Retail marketers ought to have an away from which gatherings of customers are the objectives of activities in marketing. Not all components are, in any case, equivalent, regularly with socioeconomics, shopping inspirations, and spending coordinating buyer activities. Retail research examines recommend; there is solid connection between the store's situating and client's financial status. Also, retail methodology, includes administration quality that has a critical and the positive relationship with the client devotion. Strategy of marketing viably plots each single key part of the firms' centre on crowd, socioeconomics, and inclinations. In a profoundly serious market, the retail techniques being sets up long haul manageability. The centers on customers connections, centre focus on the importance of this

included worth, consumer loyalty as well as features how store's market situating advances to focused gatherings of clients.

Retail in the country is one of our main reasons of our economy and this record for the GDP of approx 10%. Retail of India advertise it's assessed to US Dollar 600 billion, this is one main 5 retail shows on earth by economy worth. India is among the fastest development in retail advertises on the earth, with the number 1.2 billion people. Our country affirmed the changes for our stores of single brand inviting anyone on the earth to advance in Retail in India showcase with the 100% possession, yet concentrated the prerequisite that every brand retailer origin 30% of their merchandise from our country. Our government have proceeded with hangs for multi-brand stores on retail changes.

Company Profile

Mustafa Collections is a clothing brand in Goa. It's been in Goa from 1997. It started in the city of Mapusa with one store and today it's successfully running with 28 stores all over in Goa. All the stores are all in the major cities of Goa, Mapusa, Panjim, Vasco, Bicholim and Margao. Mustafa deals with all type of fashion needs like western, ethnic wear, bridal wear, kids wear. They are only based in Goa as of now, in the future, Mustafa's are to enter the international markets starting with South Africa and Mauritius and Dubai. Probably in the next two years it will be in these two countries as well. Mapusa is the completely offline clothing experience so that the customers can feel the products and get the services needed while buying the products. They have around 200 employees till date in all over Goa. They are getting into the concept of premium stores with the first successful premium store in Margao which is a four floor shopping mall to satisfy the fashion needs of customers. They plan to open premium stores all over Goa in the major five cities in the coming year.

Covid has a huge impact on businesses specially in the fashion industry, but Mustafa kept its market fresh with new stock coming up every time and every season. It's procured stock from all over India Delhi, Surat, Ahmedabad, Bombay and even from outside countries like Guangzhou, Hong Kong, Bangkok, Thailand Vietnam, and Dubai. With the changing environment and the shopping preferences of the people, Mustafa will be soon launching a website for an e-commerce space so that consumers can enjoy the products from the facility of their homes. During the year 2020-2021 the pricing did affect the consumers and the sales. The purchase power of consumers was pretty low that was the problem there but during 2022 year it seems to be pretty normal the business seems to be back on track as it was in 2019. They do not deal in online right now.. Mustafa has a team of purchases who visit different state to

procure stock. During the pandemic due to the safety reasons and travel protocol most of the work is done on the phone through different mediums.

SWOT ANALYSIS

Strengths

A known brand

Personalized purchases

Weaknesses

Lack of Marketing

Traditional Accounting methods

Opportunities

Entering the Premium Segment

Owns most of the Retail stores

Threats

Competition from big brands

Marketing strategies of big brands

Title of the study: The Role of Competitor Analysis in a Business.

Need for the study:

- It helps the company to recognise how it can enhance its own business strategy.
- It will let the company know how it can out-do its competitors in particular areas to keep its customers attention.
- Resulting in a competitive edge over others in its business line.
- It helps the company to put itself in the shoes of the customers and look at the market and Business from the outside.

Importance of the Topic:

Analysing your competition plays a vital role in shaping your company's strategies. It determines your strength and shortcomings within the market. It gives your business a distinct advantage from traditional and non-traditional competition. While analysing the competition, you can exploit any weakness that belongs to your competition. However, it becomes difficult to compete from a new competition if you fail to understand a broader competitive space, where a non-traditional brand constantly fights to capture consumer's mind and space.

Here are six reasons why you should look beyond your own industry while analysing your competition

The first step is to identify the process of doing competitor analysis. You can either analyse market from the customer's point of view or you can group competitors according to their marketing approach.

The strategy to analyse competition revolves around establishing your potential competitors while exhibiting the product life cycle. It aims to specify the points which sets you apart from your competition. Competitive strategy usually falls into:

- Promotion
- Distribution
- Advertising
- Product
- Pricing

Review of Literature

Michael Porter was the first to use the term "competitive advantage" in the strategy discipline's lexicon. Academics, business executives, and consultants (ABCs) (Markides, 2000) initially find the phrases puzzling because they have their own message that is acknowledged and supported by the ABC community. "A corporation has competitive advantages when its actions in an industry or market provide economic value and when competing enterprises are engaging in similar behaviours," writes Barney (2002, p. 9). According to Barney (1991), a corporation achieves competitive advantage when it implements a value-creating strategy that is not being executed by any present or potential competitors at the same time. When a company implements a value-creating strategy that is not being applied by competitors at the same time, and other companies are unable to duplicate the strategy's benefits, the company has a prolonged competitive advantage. It's worth noting that Barney (1991) makes no mention of the prospect that competing firms' innovation initiatives could lose competitive advantage by altering the market space (Tushman and O'Reilly, 2004; Kim and Mauborgne, 2005).

Similarly to Newbert (2008), the focus of this paper is on competitive advantage rather than organisational performance. This is a point of debate in the literature, with some authors, such as Porter (1985), using the terms interchangeably while others, such as Powell (2001), distinguishing between the two notions. The concept of competitive advantage refers to a company's ability to maintain a long-term advantage over competitors in a specific industry. A firm with a competitive edge pursues a strategy that no other firm or firms are pursuing. The approach implemented by the firm with competitive advantage allows for a cost reduction (i.e. low cost) in the provision of a product and/or service in a large market segment, with some product and/or service features in common with providers of the alternative differentiation strategy. Alternatively, the company may be able to capitalise on market opportunities by offering a superior product or service (i.e. differentiation) while being competitive on cost of production or service provision in a broad market sector. The ability of a corporation in an industry to neutralise threats from competing firms in the marketplace also helps the firm attain competitive advantage (Barney, 1991; Newbert, 2008), and creating and maintaining a clear generic position plays a key part in this ideal set of conditions (Porter, 1985).

The achievement of strategic (e.g. sales growth, market share, percentage of sales from new products, customer satisfaction, quality) and financial (e.g. return on assets, return on equity, return on sales) objectives is usually associated with the organisation performance construct in the strategy literature (Powell and Dent-Micallef, 1997). According to Kaplan and Norton (1992, 1996), who used the "Corporate Scorecard" case study, there are other dimensions to corporate success other than financial performance, including internal perspective, customer perspective, and innovation and learning perspective. They believe that there is a need to balance understanding of company performance across different dimensions, as well as the leading influences of the internal perspective, customer perspective, and innovation and learning perspectives on the financial perspective outcome. Competitive advantage and organisational performance, according to the literature review, are two distinct study constructs.

Newbert (2008) investigated the impact of uncommon and valuable resource and capability qualities on achieving competitive advantage and organisational performance. Newbert (2008) discovered a link between a firm's ability to gain a competitive edge and its overall success. The following arguments are derived from a combination of Kaplan and Norton (1992, 1996) and Newbert (2008) insights: "Achieving competitive advantage by a firm is a leading predictor of achieving excellent organisation performance." To put it another way, once a company has identified its competitive edge, it will utilise it to perform better in the future.

As a result, Competitive Advantage isn't the same as Organizational Performance. The evidence presented in this review shows that competitive advantage and organisational performance are two distinct variables, with competitive advantage predicting excellent organisational performance. Second, according to Porter's (1980, 1985) research, a firm's competitive advantage might result from effective judgments made over time in regard to its generic position. In the provision of goods and/or services, business scale can be a source of competitive advantage, allowing the firm to be the lowest cost producer or be close to the lowest cost producer while providing larger benefits to customers. Third, companies with scarce and valuable strategy resources have the highest chance of making effective positioning decisions, gaining a competitive advantage, and achieving strong organisational performance over time (Newbert, 2008). Fourth, the dynamic nature of the business environment, particularly in relation to the influence of competitors, customers, regulation, technology, and the supply of finance, makes achieving competitive advantage a dynamic bargain – dynamic in the sense that some firms in

some circumstances can achieve sustained competitive advantage while others in other industries can only achieve temporary competitive advantage.

According to Kriegesmann (2005), a common thread among the most popular strategies is a concentration on intellectual capital, or people's knowledge, as a key strategic resource for acquiring and retaining a competitive advantage. People's knowledge is a valuable strategic resource for businesses, and knowledge management is regarded essential for long-term success and stability (Ipe, 2003). For firms functioning in volatile circumstances, knowledge has become the fundamental source of competitive advantage (Stewart, 1997). Previous research has found that a learning organisation and training are essential for learning (Dougherty, 2004) and growing human capital (Buhler, 2002), and that training is an important part of a learning organisation (Kramlinger, 1992).

According to research, both the learning organisation and training transfer are important instruments for learning and managing knowledge in businesses. In addition, the learning organisation (Buhler, 2002; Davis and Daley, 2008; Korth, 2007) and training transfer (Buhler, 2002; Dougherty, 2004; Velada et al., 2007) are critical competencies for firms to achieve in order to succeed in today's volatile marketplace. The learning organisation is an important method for improving organisational performance and preserving a competitive advantage, and it has been described as a powerful instrument for enabling learning and knowledge management (Buhler, 2002; Davis and Daley, 2008; Korth, 2007). Many organisations, on the other hand, do not place a premium on becoming a learning organisation or performing training transfer. As a result, it is believed that if a corporation implements either of these, individual and organisational performance will improve.

A learning organisation is one that acquires and transfers knowledge before modifying its behaviour in response to that knowledge. Learning, changing, and improving are three fundamental components that go across all of the definitions. Gaining new knowledge, ongoing learning, learning from failures, and learning by all members of the organisation are all aspects of learning. Change include changes in behaviour as well as changes in the processes that are employed as a result of the knowledge obtained.

It is critical to become a learning organisation in order to have a competitive advantage. This is due to the fact that the organisation may influence and facilitate individual and team continual improvement and innovation in company operations on its own. Learning organisations must become an essential part of growth, innovation, efficiency, and success. (Buhler, 2002; Buckler, 1998). (Buhler, 2002; Davis and Daley, 2008; Korth, 2007) have emphasised the relevance of the learning organisation as a method for improving performance and as the only long-term competitive edge for businesses reacting to an increasingly volatile and uncertain economic environment.

According to my observations, the majority of Malaysian businesses have extensive experience dealing with a volatile business environment. During the financial crisis, for example, most businesses did not anticipate what would happen, and as a result, many employees were laid off or resigned from their current jobs. Those with exceptional skills have been offered positions by other companies, particularly competitors, because few corporations recognise the need of finding the appropriate individuals at this time. The fundamental impact is that some companies will have to dissolve, while others will be able to survive in a volatile market while maintaining a competitive advantage over their competitors. One of the motivations is to transform into a learning business that places a premium on improving human resources such as employee skills and knowledge.

As a result, it is clear that most businesses have prioritised training or have transformed into learning organisations. Celcom and Maybank, for example, have a Business Transformation Plan that runs from 2010 to 2015. In order to retain and attain sustainability in competitive advantage in their specific sector, they stress human resources talents and core distinctive competencies in this plan. They also devised a roadmap for each employee's future career path. The aim for this is to ensure that all employees are aware of the company's short- and long-term strategies, as well as their own career growth and enhancement opportunities. The goal is to instil loyalty in employees and make them feel that they are a part of the company's foundation. From the company's perspective, they transform into learning organisations with core competences in order to gain a competitive edge in the industry.

Human capital attributes (including training, experience, and skills) – and in particular the human capital of executives – have a clear impact on organisational results, according to Barney, 1991; Finkelstein and Hambrick, 1996; Huselid, 1995; Pennings et al., 1998; Pfeffer, 1998; Wright et al., 1995. It is, however, insufficient if it is solely dependent on staff knowledge. According to Wright et al. (1995), despite the fact that the firm's resources and capacities have generated value in the past, changes in client needs, industry structure, or technology may make them less valuable in the future. As a result, being a learning organisation is critical in order to manage personnel, their knowledge, and skills in such a way that the business can develop a long-term competitive advantage, and this process must be repeated on a regular basis.

Human resources and management techniques are widely acknowledged as contributing to organisational success and serving as a source of competitive advantage. Effective human resource management will increase the company's ability to attract and retain qualified and motivated personnel, as well as the numerous benefits that come with having enough and competent employees. Higher profitability, reduced rotation, higher product quality, cheaper manufacturing costs, and speedier acceptance and implementation of the organisational plan are just a few examples. The firm can attain greater and sustainable performance by utilising quality and good performers in the company, as well as knowledge training that is conducted on a regular basis to assist the company in executing all future strategies. When organisational resources are precious, uncommon, inimitable, and unique, they can provide a competitive advantage. However, due to scarcity and level of optimization, if the corporation wishes to gain this advantage over its competitor, it must be organised to employ these resources.

Human resources must provide organisational value before they can become a source of competitive advantage, and resources are useful if they allow the organisation to adopt strategies that improve efficiency and efficacy. It can be evident when a company creates multiple roles that require different skills. As a result, each individual will contribute distinct values from others, which will eventually add up to the entire worth of the organisation. Second, in order to provide a competitive edge, resources must be scarce. Because the company possesses specialised abilities that are extremely rare and limited in the specific business, it can be an effective weapon against its competitor. Furthermore, the concept of resource specificity and labour mobility are linked to the rarity criteria (Williamson, 1985). Third, a resource must be inimitable if it is to become a source of long-term competitive advantage. Human capital can be purchased on the open market or developed internally. If a resource can be replicated or mimicked by another firm, it is not a source of sustained competitive advantage in human resource management. Finally, a resource must be devoid of substitutes in order to become a source of persistent competitive advantage

In every business, knowing about your rivals is an important part in the life of a businessman, there are various challenges he/she must go through, like for e.g., Prioritizing Competitor analysis, what must be reviewed to get a grip on your competitors, which competitors should be included, how to approach to their weakness, etc. This makes it easier for a customer to have an open and clear mind to what their final decision should look like.

OBJECTIVES:

- To determine the Strengths and Weaknesses of the company
- To develop strategies for Organizational Growth.
- To study the markets trends and patterns.
- Understanding the current strategy strengths and weaknesses of a competitor can suggest opportunities and threats that will merit a response.

SAMPLING:

- The study will employ a convenient sample technique to collect data. This will be based solely on our convenience and the availability of business correspondents to reply to the questionnaire.

SAMPLING SIZE:

- 50

SOURCES OF DATA:

- **Primary Data:** Primary data will be collected based on Google Form questionnaire.
- **Secondary Data:** Secondary data from company websites, case studies and research papers.

SOURCES OF THE PRIMARY DATA ARE:

- Questionnaire form
- Customer feedback
- Customer review

TOOLS FOR DATA COLLECTION

The information tools can be essential and auxiliary. The essential information for the study is collected in the questionnaire form through survey research. Such information is exact opinion and perception of the target audience. Though the optional information is that information, which is accessible in the market, but to achieve the objectives of this study that information are not to the point. For my examination, I have used the data collected from the questionnaire. This is crude in state so, I analyzed and interpreted for my research study and find the result.

REASON FOR THE SURVEY/DESCRIPTIVE RESEARCH

For this situation survey research study was the most reasonable on the grounds that it caused in producing substantial, exact, solid, opportune, and complete outcomes using the original information. Results that thoroughly mirror the sentiments and necessities of the customers will assist with developing the sales and improve the operations. After receiving the responses from the sample population, they sum up them to classify meaningful finding and data.

No study can be effective completed without legitimate procedures and methods, also this project. So, the best introduction and exact clearance I utilized the data collection strategies i.e. surveys that are performed by the questionnaires. A proper set of questions are being used for doing the survey of this project. Google form is a tool for creating surveys and creating the questionnaire.

Fundamental instruments which all I have used for the venture from the statistics are:

- Bar Diagrams
- Tables
- Pie charts

I utilized the bar diagrams and pie charts in goal for structuring information in a precise manner, it is required much for any spectator to prepare all hypothetical information, basically observing graphs anyone can realize that is what is being said.

PLAN OF THE ANALYSIS:

- The data obtained from the questionnaire, will be further analyzed by using descriptive statistical tools.

DATA ANALYSIS

Data analysis is characterized as a procedure of cleaning, changing, and displaying information to find helpful data for business dynamic. The data analysis comprises of two stages. The first confirms the factor structure of measurement items of customer satisfaction, website functionality, perceived

usability, and perceived usefulness. The second investigates the relative importance of each independent variable in customer's satisfaction.

These data are collected from the primary sources through the collection of responses with the help of questionnaire, which was assembled, placed, selected and been analyzed.

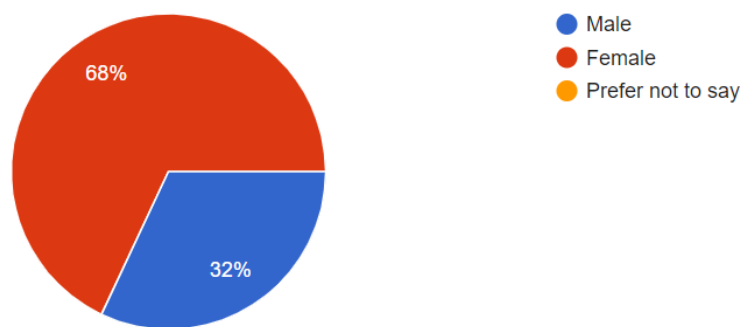
DATA ANALYSIS AND INTERPRETATION

1. Gender

- Male
- Female
- Prefer not to say

Gender

50 responses



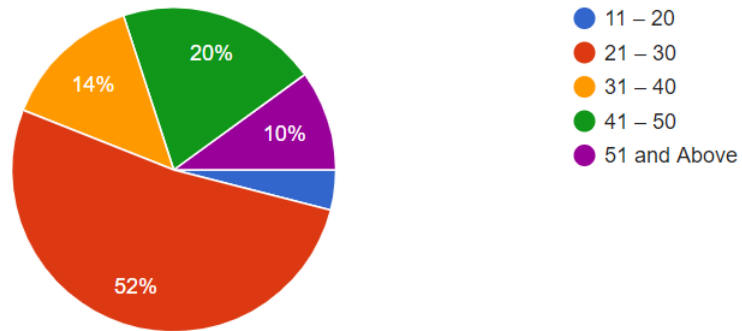
2. Age

- 11-20

- 21-30
- 31-40
- 41-50
- More than 50

Age

50 responses



3. Marital Status

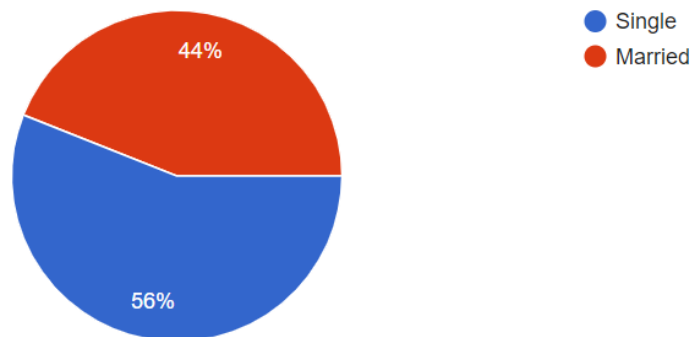
- ☐ Single
- ☐ Married

4. Occupation

- ☐ Student
- ☐ Employed
- ☐ Self Employed
- ☐ Unemployed
- ☐ Lost Job During Covid-19
- ☐ Other

Marital Status

50 responses

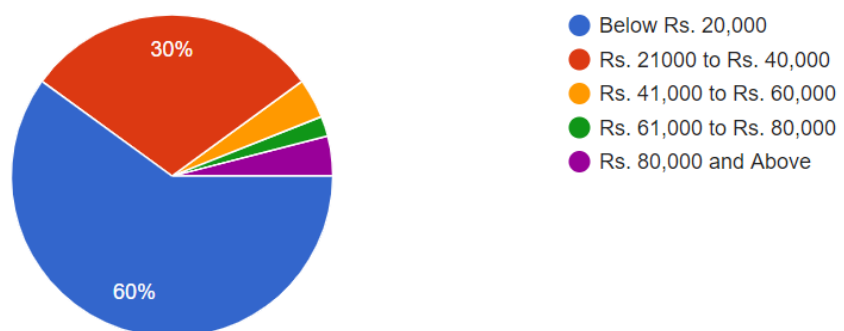


5. Expenditure on Clothing in 3 months

- Below 20,000/-
- Between 21,000/- to 40,000/-
- Between 41,000/- to 60,000/-
- Between 61,000/- to 80,000/-
- More than 81,000/-

Income (in Rs.)

50 responses



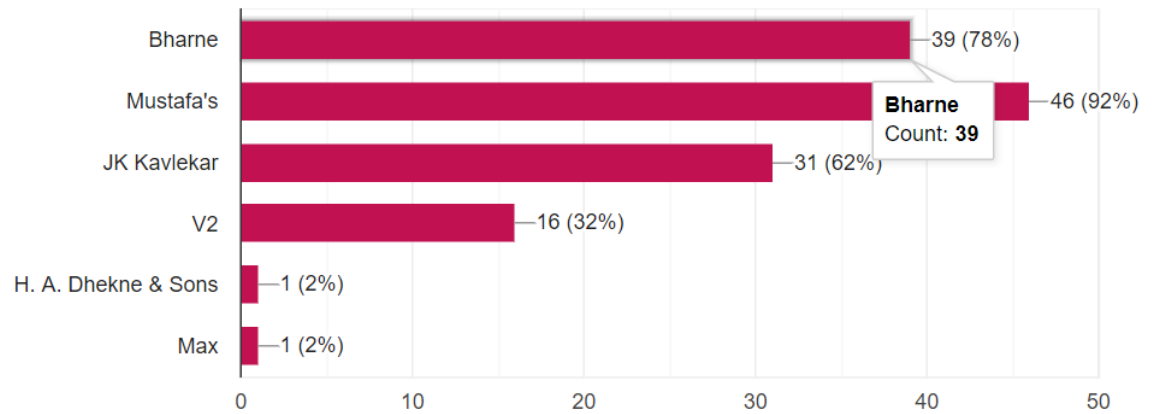
6. Which of the following companies have you heard of?

- ☐ Bharne

- ☐ Mustafa's
- ☐ JK Kavlekar
- ☐ V2
- ☐ Other

Which of the following companies have you heard of?

50 responses

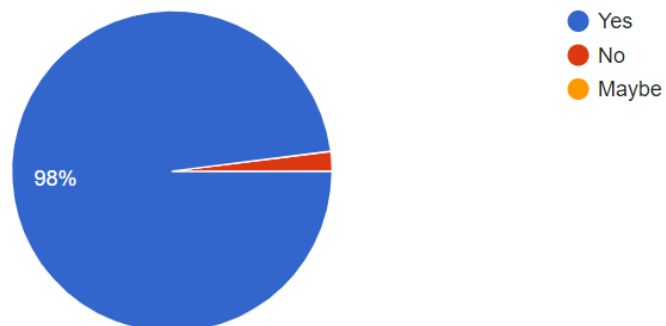


7. Are you aware about Mustafa's?

- ☐ Yes
- ☐ No
- ☐ Maybe

Are you aware about Mustafa's?

50 responses

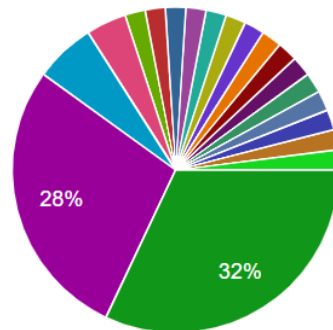


8. How often do you buy products from Mustafa's?

- Everyday
- Once a week
- More than once a week
- Once in a month
- Never
- Other

How often do you buy products from Mustafa's?

50 responses



- Everyday
- Once in a week
- More than once in a week
- Once in a month
- Never
- Occasionally
- Sometimes
- Year

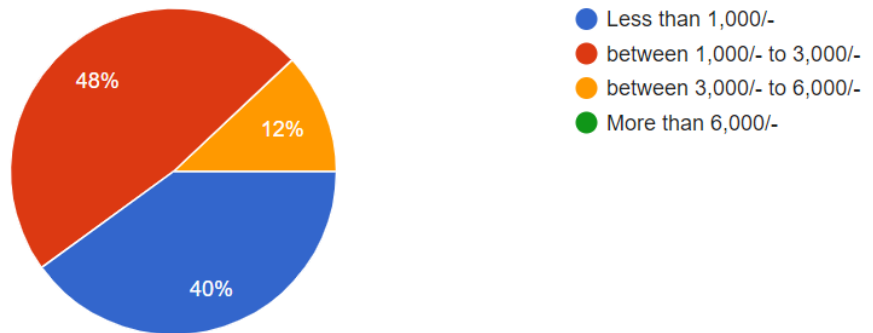
▲ 1/3 ▼

9. How much do you spend while Shopping at Mustafa's?

- < 1,000/-
- Between 1,000/- to 3,000/-
- Between 3,000/- to 6,000/-
- > 6,000/-

How much do you spend while Shopping at Mustafa's

50 responses

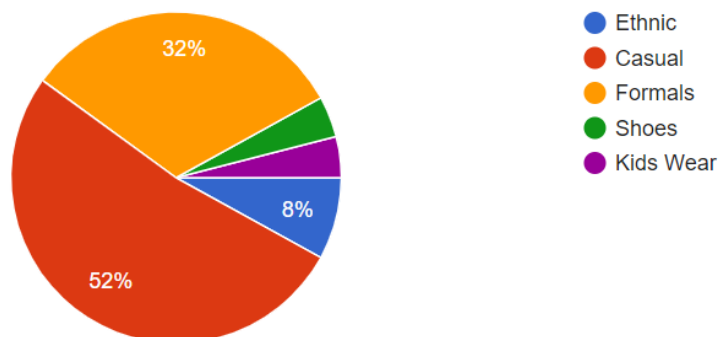


10. What are the items you usually look for while shopping?

- ☐ Ethnic
- ☐ Casual
- ☐ Formals
- ☐ Shoes
- ☐ Kids Wear

What are the items you usually look for while shopping

50 responses

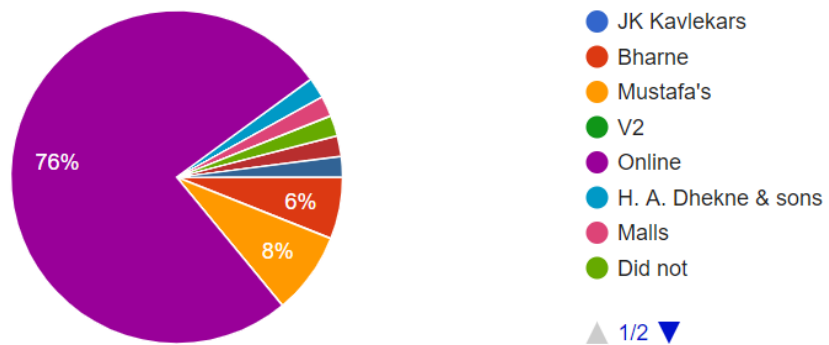


11. During COVID where did you shop the most when it came to Clothing?

- ☐ JK Kavlekar
- ☐ Bharne
- ☐ Mustafa's
- ☐ V2
- ☐ Online
- ☐ Others

During COVID where did you shop the most when it came to Clothing?

50 responses

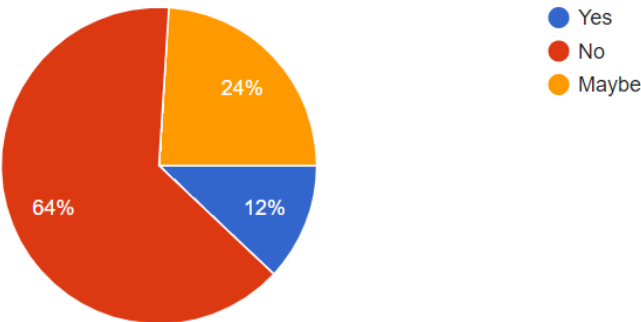


12. Do you still have any concerns/fears while shopping at Mustafa's?

- ☐ Yes
- ☐ No
- ☐ Maybe

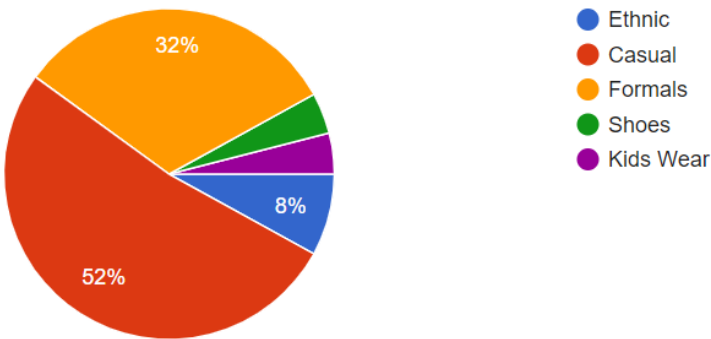
Do you still have any concerns/fears while shopping at Mustafa's

50 responses



What are the items you usually look for while shopping

50 responses

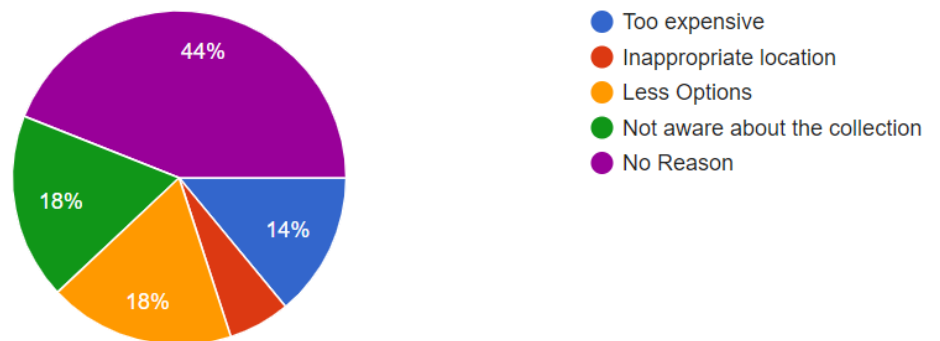


13. What would likely be the reason from stopping you to Visit Mustafa's

- ☐ Too expensive
- ☐ Inappropriate Locations
- ☐ Less Options
- ☐ Not aware of Collection
- ☐ No Reason
- ☐ Other

What would likely be the reason from stopping you to Visit Mustafa's

50 responses

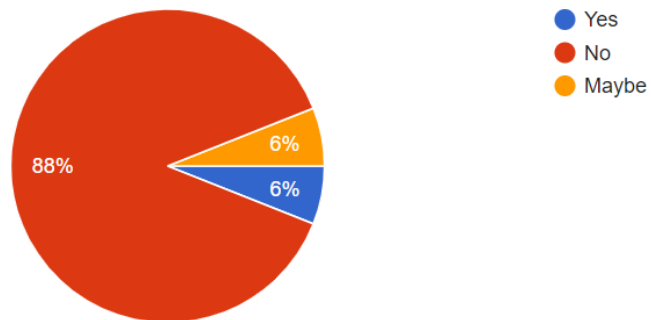


14. While shopping at Mustafa's, do you face any payment issue during check-out?

- ☐ Yes
- ☐ No
- ☐ Maybe

While shopping at Mustafa's, do you face any payment issue during check-out?

50 responses

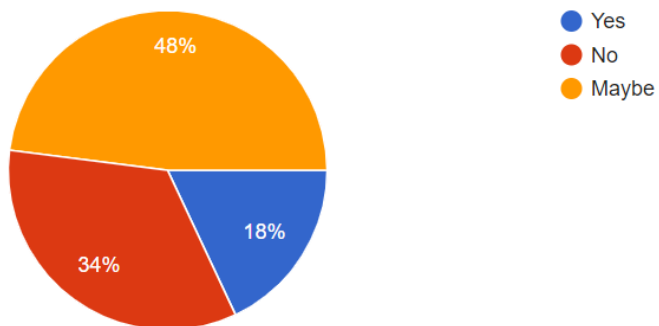


15. Do you think Mustafa's is ahead of its competitors?

- ☐ Yes
- ☐ No
- ☐ Maybe

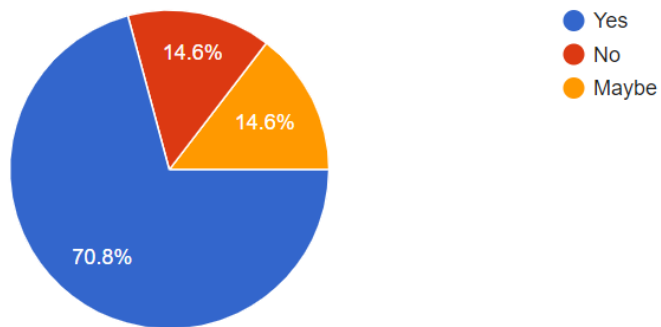
Do you think Mustafa's is ahead of its competitors?

50 responses



16. What are the reasons that could make Mustafa's Lead the race among its competitors?

48 responses

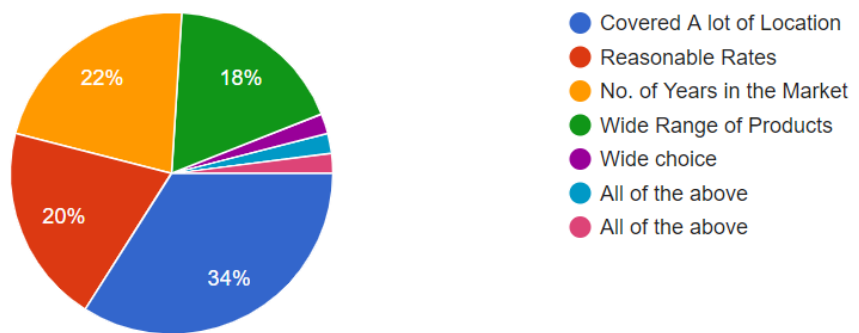


18. What has made Mustafa's one of the well-known clothing retail outlets?

- ☐ Covered a lot of locations
- ☐ Reasonable Rates
- ☐ No. of Years in The Market
- ☐ Wide Range of Products
- ☐ Other

What has made Mustafa's one of the well known clothing retail outlets?

50 responses

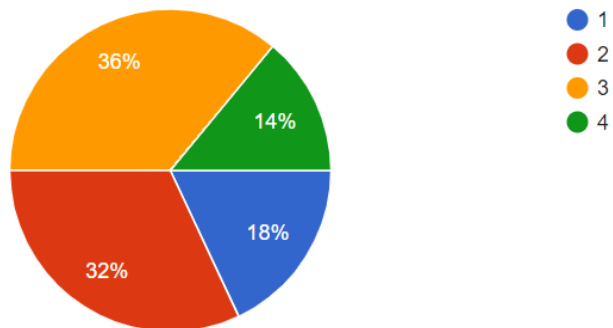


19. Finally, where would you rank Mustafa's among its Major Competitors?

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4

Finally, where would you rank Mustafa's among its Major Competitors?

50 responses

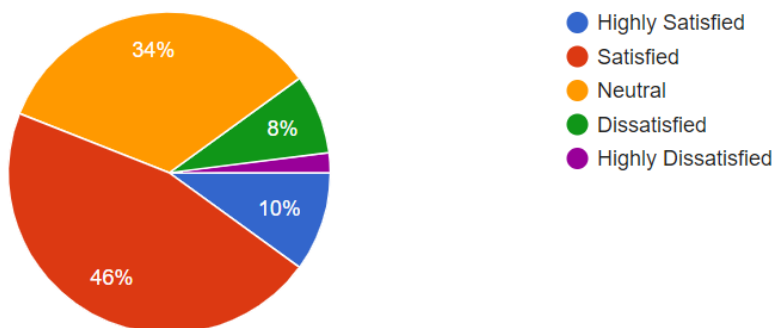


20. Rate Mustafa's, keeping its competitors in mind.

- ☐ Highly Satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Highly Dissatisfied

Rate Mustafa's keeping it's competitors in mind.

50 responses



FINDINGS

1. According to the demographic profile, the analysis shows that female is 68% and male is 32% respondents are part of my target

population who all have filled the questionnaire from different places of Goa. The total numbers of respondents are 50.

2. The analysis shows the age group of these respondents.
3. The analysis shows their marital status of these respondents to understand if the decision of shopping online is taken or influenced. The numbers of single respondents are 56% and the total and married respondents are 44% only from the target population of Goa.
- 4.
5. The analysis shows the Occupational status of the respondents, the study shows that 22% of these respondents are students, 30% of these respondents are employed, 14% of the respondents claim to be self-employed, 12% of the respondents are house wives whereas 2% of the respondents have lost their job during the Covid-19 crisis. So, the maximum population of the study are Employed followed by students.
6. The analysis shows the Expenditure of the respondents on clothing in 3 months, being 60% below Rs. 20,000, 30% being Rs. 21,000 to Rs. 40,000, 4% of the respondents, Rs. 41,000 to Rs. 60,000 and Rs. 61,000 to Rs. 80,000. The least being 2% of the respondents spending about Rs 80,000 and above. So, the highest percentage of respondents who spend below Rs. 20,000 shops from Mustafa's.

SECTION 2

1. According to the demographic survey conducted the percentage of respondents who've heard of the following companies are 78% of Bharne's, 92% of respondents have heard of Mustafa's, JK Kavlekar was known by 62% of the respondents, 32% of the respondents knew V2. 2% of the responses consisted of each H. A. Dhekne & Sons. from which we can conclude that the maximum number of respondents heard about the brand Mustafa's
2. The analysis shows the percentage of the respondents who are aware of Mustafa's is a staggering 98% and only 2% of the respondents are not. Which tells us that most of the respondents are aware about Mustafa's

3. The analysis shows us that 32% of the respondents buy products from Mustafa's every month, 28% of the respondents have never purchased a product from Mustafa's, 6% of the respondents shop occasionally from Mustafa's
4. The analysis shows the amount respondents often spend when they shop at Mustafa's, 40% being less than Rs. 1,000, 48% being between Rs. 1,000 to 3,000 and the least being 12% more than 6,000. The majority of the respondents spend about Rs. 1,000 to 3,000 when they shop at Mustafa's.
5. The analysis shows that 52% of the respondents like to shop for Casual clothing, 32% of the respondents shop for formal clothing followed by 8% shopping for ethnic wear, the rest consists of 4% each consisting of Shoes and Kids wear. Majority of the respondents like to shop for casual wear when shopping at Mustafa's
6. The analysis shows that 76% of the respondents shopped for clothing online during the covid 19 pandemic, 8% of the respondents shopped at Mustafa's 6% of the respondents shopped at Bharne, followed by 2% of the each consisting of H. A. Dhekne & sons, Malls, and none.
7. The analysis shows 64% of the respondents have no fears whatsoever while shopping at Mustafa's whereas 12% of the respondents were concerned to shop at Mustafa's, 24% of the respondents opted for maybe having some fears/concerns while shopping at Mustafa's. We can conclude that majority of the respondents have no concern while shopping at Mustafa's
8. The analysis shows that 40% of the respondents consider going to Mustafa's while considering going for an apparel shopping, 24% of the respondents think of Bharne, 16% of the respondents chose JK Kavlekar's, 2% of the other responses consisted of 2% each of Trends, Pantaloon's, Unlimited, Max, Shoppers Stop, Siesta O Clock, Indie, Max, Westside, Online, Ajio and last as All. The majority of the respondents opt to go for Mustafa's.
9. The analysis shows that 44% of the shoppers have no reason to be stopped from visiting Mustafa's, 18% of the respondents think there are less options while shopping at Mustafa's, 18% of the respondents are not aware of the collection, 14% of the respondents think that Mustafa's is too expensive whereas 8% of the respondents believe the locations are inappropriate. Most respondents have no problem shopping at Mustafa's
10. The analysis shows 88% of the respondents face no payment issue while checking out at Mustafa's, 6% of the respondents do face problems whereas 6% of the respondents are inconsistent. Most respondents have no problems while checking out at Mustafa's

11. In the race of the retail industry every company would want to dominate or be at the top of the mind of any consumer but with respect to the above data derived from the pie chart 48% of the respondents are inconsistent where the legs are straddled where they are hardly sure and unsure about it. 34% of the respondents think Mustafa's is not ahead of its competitors while 18% thinking it is.
12. When it comes to respondents with respect to the reasons that could make Mustafa's lead the race among its competitors about 6.3% while 4.2% of the respondents believe that they should sell more in options. Rest of the respondents equally believe that Mustafa's lack in various parameters some of which are that they should approach towards the customers, keeping up with latest fashion trends, getting the latest products, by providing good offers and marketing strategy, increase investment in business and customer relationships, more brand awareness.
13. Due to covid the e commerce industry has contributed 60% to the GDP of the country. In a world surrounded by computers/internet and the ever-growing e commerce market, 70.8% of the respondents think that Mustafa's should have an E Commerce presence, 14.6% of the respondents don't think Mustafa's should sell online whereas 14.6% of the respondents being inconsistent about their view.
14. The analysis consists of various parameters that are likely to helps a company to be at the top of the table so that other companies will look up to them. Undoubtedly Mustafa's has covered a lot of locations to market territories so that it makes its products available to anyone and anywhere. 34% of the respondents believe that Mustafa's have covered a lot of locations, 20% of the respondents think that Mustafa's has reasonable rates. 22% of the respondents believe that Mustafa's is known for its years in the market. 18% of the respondents think that Mustafa's provides a wide range of products and the last 4% of the respondents feel that Mustafa's is jack of all trades and master of none.
15. Any company belonging to any industry would want to know where they stand among its competitors and the only way to know where they stand is from their own target audience surprisingly, whatever percent it is believe that Mustafa's rank 3 among their competitors from the least of their understanding while 32% of the respondents believe that Mustafa's is a great competitor who works hard to be amongst the competition and due to that understanding the respondents feel that Mustafa's lies 2nd with respect to the market. There's not much difference between the respondents who believe that Mustafa's lie 1st or 4th where 18% and 14% believe that Mustafa's lie 1st or 4th respectively. Due to this fact Mustafa's need to pull up the socks and make sure that 100% should be achieved from the respondent's point of view that they should be 1st.
16. Incredibly just below half of the respondents are of the take that Mustafa's serve well when it comes to the industry perspective with around 46% being satisfied. 34% if the

respondents are inconsistent about their opinion. 10% of respondents being highly satisfied, 8% being dissatisfied and the rest 2% being highly dissatisfied.

17.

CONCLUSION

Retail industry is turning out to be progressively increasing step by step with the expansion in the utilization of different parameters that a company faces that affects their sales. For example, the increase or decrease in the inflation rates might affect the price of the product. Understanding client's requirement for retail industry has become challenge for advertisers. Extraordinarily Specially understanding the shopper's perspectives towards web-based shopping, making improvement in the elements that impact customers to shop on the Mustafa's and chipping away at factors that influence purchasers to shopping at Mustafa's will help advertisers to pick up the serious edge over others. Taking everything into account, approaching shopping at Mustafa has genuinely reformed and affected our general public. This utilization of innovation has opened new entryways and openings that empower for an increasingly helpful way of life today.

Retail industry is more open than it has ever been in the advanced period with the presentation of PDAs and tablets. One of the key and critical elements in internet shopping is consumer loyalty. Extraordinarily understanding the shopper's mentalities towards Mustafa shopping, making improvement in the components that impact purchasers to shop on the Mustafa and taking a shot at factors that influence buyers to shop online will assist advertisers with gaining the serious edge over others. One of the key and noteworthy variables in Mustafa shopping is consumer loyalty. Recognition towards Mustafa shopping is showing signs of improvement.

Mustafa shopping is very advantageous and has gotten amazingly famous. Buyers have indicated distinctive purchasing practices when shopping on the Mustafa when contrasted with when they are shopping in a physical store. Mustafa shopping is advantageous and valuable. Individuals who originate from towns and are living in urban communities are inclined to utilize online alternatives. Administration class is progressively keen on doing shopping on the Mustafa. Clients age, online exchange security, individual protection, comfort, value straight forwardness, openness, efficient, trust and so on are a few elements which doesn't stay same constantly yet they can't be disregarded. Client ought to be given a free direction for how to utilize platinum card, charge card and bury banking store move so the vast majority of individuals can utilize computerized method of instalment while doing Mustafa shopping and they would not feel any hazard with online exchange.

The online advancement instruments are extremely powerful in connecting with the intended interest group, in the period of Mustafa as innovation, To draw in the crowd in a hasty conduct online advancements have the potential. In depiction of the whole item and administration, online advancements can fill an amazing need. Since a wide range of items and administrations can possibly be elevated and to be sold over the web, organizations must guarantee that they advance their items on the Mustafa successfully.

The buyer's recognition on internet shopping differs from individual to another and the observation is constrained to a limited degree with the accessibility of the best possible availability and the presentation to the Mustafa shopping must be improved to make the client fulfilled. The examination uncovers that for the most part the understudies are appended to the Mustafa shopping and consequently the senior individuals don't utilize internet shopping much when contrasted with the more youthful ones, so mindfulness has been designed in the coming period. At last, we are recommended that the online exchange ought to be adaptable for the clients who saw in shopping.

The current examination study has concentrated on factors impacting buyer's recognition towards online buy. All the elements are persuasive components in internet shopping: conveyance of merchandise on schedule, item survey accessible in online shops, affirmation of on time conveyance, simple merchandise exchanges are major impacting factors in Mustafa shopping. Segment profiles of the online buyers: sexual orientation, age, instruction, and conjugal status critical relationship with Mustafa shopping. The general outcomes demonstrate that the respondents have seen internet shopping in a positive way.

SUGGESTIONS

This study has taken important steps to investigate the attitude towards Mustafa shopping and the factors that influencing consumers' attitude to make physical purchases. In spite of this examination has qualities, it has certain confinements. Right off the bat, the examination has just looked at three factors that affecting consumers' mentality towards Mustafa shopping. Future investigates are recommended to decide different elements that impacting consumers' demeanour towards Mustafa shopping next to consumers' socio-segment, example of purchasing on the Mustafa and buy observation. Accordingly, it encourages them to comprehend different components that may impact the consumers' demeanour towards Mustafa shopping.

Additionally, future specialists may facilitate degree to imitate the investigation in various condition and distinctive geological areas. Distinctive condition played a crucial factor that influence respondents' disposition towards Mustafa shopping. People in the bustling condition like capital city could carry on in an alternate way contrasted and this example. Along these lines, it couldn't speak to others in huge city where the personal satisfaction and approaches are unique.

Based on the research done and data collected Mustafa's would take the race a notch higher if it at all enter the e-commerce industry. More than half of the respondents believe that Mustafa's should enter the digital world as more than half of the respondents were purchasing products during at the time of covid.

QUESTIONNAIRE

“A STUDY ON CUSTOMER PERCEPTION TOWARDS VARIOUS COMPETITORS OF MUSTAFA'S WITH SPECIAL REFERENCE IN GOA”

Sir/Madam,

I am currently pursuing my MBA at IFIM College under Bangalore University, specialization in Marketing. Aim of this survey is to study the customers perception towards various competitors of Mustafa's. You are part of the representative sample. Your opinions are crucial to the success of my study. The information provided by you will be used for research purpose and will be kept confidential. I sincerely appreciate your efforts. Please take 2 minutes to complete this survey and submit it at your earliest convenience.

Thank you for your time.

1. Gender

- Male
- Female
- Prefer not to say

2. Age

- 11-20
- 21-30
- 31-40
- 41-50
- More than 50

3. Marital Status

- Single
- Married

4. Occupation

- ☐ Student
- ☐ Employed
- ☐ Self Employed
- ☐ Unemployed
- ☐ Lost Job During Covid-19
- ☐ Other

5. Expenditure on clothing in 3 months

- ☐ Below 20,000/-
- ☐ Between 21,000/- to 40,000/-
- ☐ Between 41,000/- to 60,000/-
- ☐ Between 61,000/- to 80,000/-
- ☐ More than 81,000/-

6. Which of the following companies have you heard of?

- ☐ Bharne
- ☐ Mustafa's
- ☐ JK Kavlekar
- ☐ V2
- ☐ Other

7. Are you aware about Mustafa's?

- ☐ Yes
- ☐ No
- ☐ Maybe

8. How often do you buy products from Mustafa's?

- ☐ Everyday
- ☐ Once a week
- ☐ More than once a week
- ☐ Once in a month
- ☐ Never
- ☐ Other

9. How much do you spend while Shopping at Mustafa's?

- ☐ < 1,000/-
- ☐ Between 1,000/- to 3,000/-
- ☐ Between 3,000/- to 6,000/-
- ☐ > 6,000/-

10. What are the items you usually look for while shopping?

- ☐ Ethnic
- ☐ Casual
- ☐ Formals
- ☐ Shoes
- ☐ Kids Wear

11. During COVID where did you shop the most when it came to Clothing?

- ☐ JK Kavlekar
- ☐ Bharne
- ☐ Mustafa's
- ☐ V2
- ☐ Online
- ☐ Others

12. Do you still have any concerns/fears while shopping at Mustafa's?

- ☐ Yes
- ☐ No
- ☐ Maybe

13. While considering going for an apparel shopping, which one of these stores is likely to come to your mind?

- ☐ Mustafa's
- ☐ JK Kavlekar
- ☐ Bharne
- ☐ V2
- ☐ Other

14. What would likely be the reason from stopping you to Visit Mustafa's

- ☐ Too expensive
- ☐ Inappropriate Locations
- ☐ Less Options
- ☐ Not aware of Collection
- ☐ No Reason
- ☐ Other

15. While shopping at Mustafa's, do you face any payment issue during check-out?

- ☐ Yes
- ☐ No
- ☐ Maybe

16. Do you think Mustafa's is ahead of its competitors?

- ☐ Yes
- ☐ No
- ☐ Maybe

17. What are the reasons that could make Mustafa's Lead the race among its competitors?

18. Mustafa's doesn't have an online portal to sell its products via E-commerce, do you think Mustafa's needs to Enter the Digital World?

- ☐ Yes
- ☐ No
- ☐ Maybe

19. What has made Mustafa's one of the well-known clothing retail outlets?

- ☐ Covered a lot of locations
- ☐ Reasonable Rates
- ☐ No. of Years in The Market
- ☐ Wide Range of Products
- ☐ Other

20. Finally, where would you rank Mustafa's among its Major Competitors?

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4

21. Rate Mustafa's, keeping its competitors in mind.

- ☐ Highly Satisfied

- Satisfied
- Neutral
- Dissatisfied
- Highly Dissatisfied