



INTERNSHIP REPORT

THE TITO *Sonaarya's*
megamart

Submission By

Mr. VEDANT PRAKASH MAYEKAR

Roll No. 1819

IntegratedMBA in Hospitality, Travel & Tourism

Goa Business School

Goa University

July 2022

DECLARATION

I, VEDANT PRAKASH MAYEKAR, having roll.no 1819, student of IntegratedMBA in Hospitality, Travel & Tourism, Goa Business School, hereby declare that the work entitled 'Internship Report The Tito Mega Mart' submitted to the Goa University, Taleigao is a record of original work done by myself. I solemnly declare that, to the best of my knowledge, no part of this report has been submitted in any previous applications. All sources of information used have been duly acknowledged.

Date : 18-07-2022

Place: Mapusa, Goa



VEDANT PRAKASH MAYEKAR

Roll No: 1819

IMBA (HTT)

ACKNOWLEDGEMENT

I am very thankful to my Manager (HR) Mr. Shijin Jiji James, for giving me the opportunity to train at The Tito Mega Mart. I am incredibly grateful for the opportunity provided to me by the respected Founder & Owner (Sonaarya's) Mr. Ranjan Mayekar and for being a great mentor during my time at the organisation. Would also like to thank all my colleagues for being a huge support throughout. I am extremely fortunate to have been part of The Tito Mega Mart's family. Lastly, I would like to acknowledge my college faculty, namely the honourable program director Prof. KG Shankaranarayanan, Dr. Albino Thomson, Mr. Edgar D'Souza and Mr. Kevin D'Souza, for giving me the education and skills which helped me work. A big thank you to my family, friends, classmates and the staff at Goa University for their extended support. The above-mentioned dignitaries are only a few but without them it would have been difficult for me to have this life changing valuable experience.

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LETTER OF CERTIFICATION



July 16, 2022

CERTIFICATION

This is to certify that Mr. Vedant Mayekar, a student of Goa University , has completed internship cum job with The Tito Megamart Tivim , Goa effectively from June 8 , 2020 until May 31, 2022.

During his time at The Tito Megamart Goa he worked as a Cashier, Supervisor , and overall handling of the Supermarket Business.

We wish him all the best in his future endeavors.

For The Tito Megamart Tivim Goa,

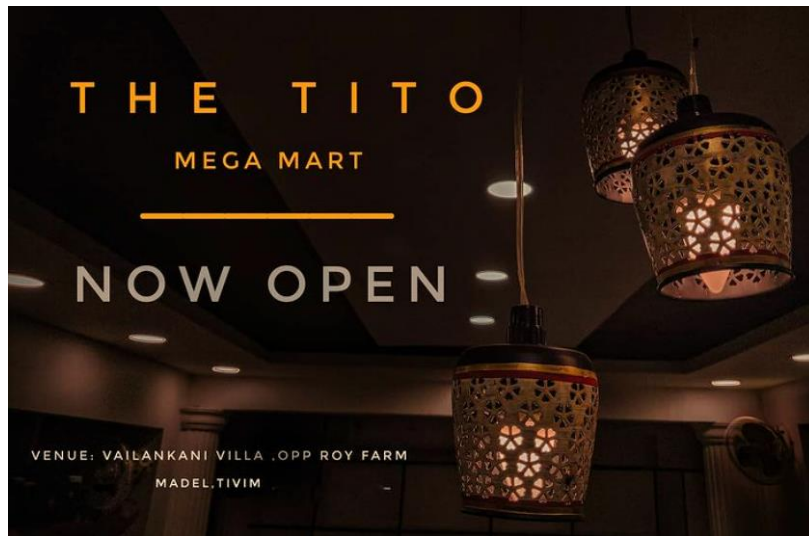
Shriji Jji James

Manager – Human Resources

THE TITO MEGAMART TIVIM GOA
Madel , Poxem ,
Bardez Goa - 403502

T- +917030086824
F- +919022536452

ABOUT THE ORGANIZATION



The Tito Mega Mart, located in Thivim Goa was founded due to the coronavirus pandemic. So this is how it goes , initially the plan was to open a restaurant at the same place, accordingly the interiors of the premises were designed and executed. Also it had the lighting done according to the restaurant setup. As the COVID-19 surge took over and the restaurant business came to a halt , so did the idea to start a restaurant was dropped and replaced with the idea of a supermarket. Soon a supermarket setup consultancy were called up and the racks and other counters were installed. Then the computer system, the software, the hardware were placed. Everyone was new to this business but had a first-hand experience of a retail store in early days. Soon the different suppliers were contacted, and the goods were brought in. At the start it was a tough thing to go and look out for suppliers but when a supplier came to know , others followed, and it was a like a domino effect.

The supermarket was planned to be opened in March 2020 but got delayed due to the imposed lockdown and shutting down of all business premises'. Then when the lockdown was relaxed, it was finally decided to be made open for the public in June 2020.



The Tito Mega Mart is the best and biggest supermarket in the locality, it is also the most spacious supermarket in the locality. "All essentials under one roof" is the best phrase to describe the business. People earlier had to go all the way to the city of Mapusa for daily essentials that were unavailable in their locality. But The Tito made all those items and more available within a convenient distance for the local consumers.

Everyone who came to The Tito Mega Mart gave exceptionally helpful reviews, offline as well as online, almost everything is available at the establishment, from a small hair pin to clothing, from toys to food items, each and everything that a customer would like to purchase is available under the same roof.

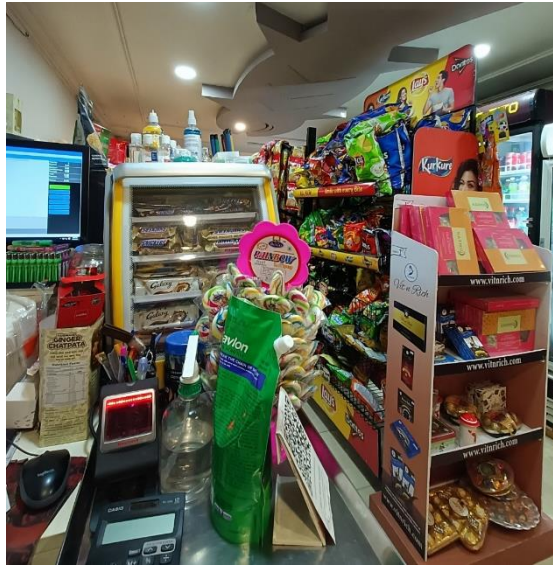
PRODUCTS & SERVICES OFFERED

Since The Tito is located on the outskirts, basically a rural area where people used to go directly to Mapusa for the things they needed. The Tito stands out from other supermarkets in the area because they keep all types of products for various target audiences. The various products are as follows:-



Essentials -

- Milk & Dairy Products
- Fruits & Vegetables
- Seafood & Meat
- Biscuits & Confectionery
- Different Types Of Chocolates
- Bakery Raw Material & Equipment
- Kitchen Equipment
- All Kinds Of Beverages
- Frozen Foods & Imported Sauces
- Cleaning Liquids & Equipment
- Hygiene & Sanitation Products



Novelty -

- Gifts & Toys
- Cosmetics
- Stationary
- Clothes & Footwear
- Stainless Steel & Glassware
- Religious Items
- Baby Products
- Fragrance Products

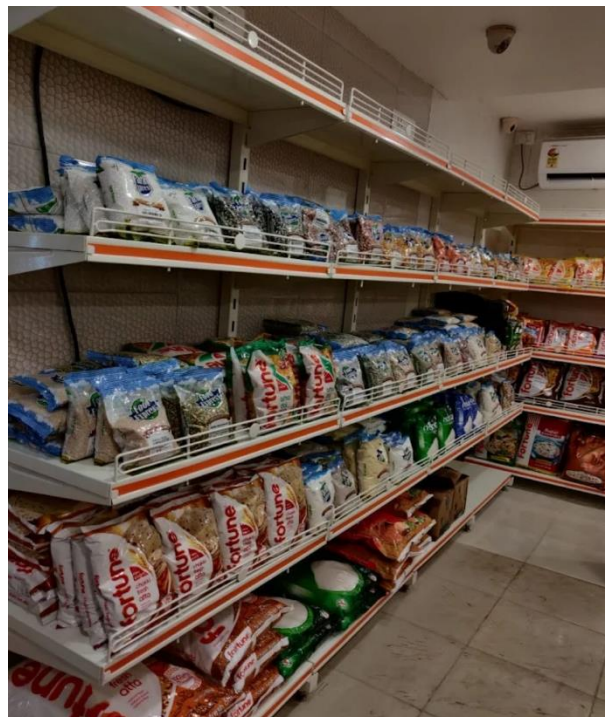
Home delivery is free of charge for all the above products . Other services include acceptance of all types of payment methods whether it is Debit/Credit Cards , UPI , Cash. Also there were many discounts and promotional offers on a certain bill value and during festivals. Most of the customers at The Tito are high end customers, so to grab these customers extremely high quality products were made available.

RESPONSIBILITIES ASSIGNED

At the beginning, I had the responsibilities to choose junior staff through interviews, making deals with the suppliers to get the best deals, marketing and advertising of the products at our supermarket, bargaining to get the best deals. Specifically they includes the search for suppliers, giving advertisements on the newspaper for recruitment of staff, getting fruits and vegetables from the wholesale market, making a social media presence, telling people about our supermarket through word of mouth, getting grocery from wholesalers etc.

After the supermarket was set, the next thing I had to do was to train the junior staff and assign them daily duties, make their roasters, teach them to place things on the racks and storage procedures. One of the best responsibilities I performed was of upselling, sometimes a customer who had come to purchase goods worth Rs.50 but ended up buying items worth Rs. 500. This was achieved all through communicating and convincing the customer about new products, it's benefits and make them try it using samples.

I was also responsible for any damages or thefts so had to train the staff accordingly. The payment responsibilities were assigned to me, whether it was paying by means of cash, payment by means of cheques or taking things on credit, all mentioning on the bill with my signature.



DUTIES PERFORMED

➤ **Cash Counter Billing:**

One of the counters I used to handle for billing of items.

➤ **Entry Of Goods In The Software:**

Entering the goods by scanning their barcodes.

➤ **Selling & Upselling:**

Talking to customers and selling them different items, suggesting alternatives etc.

➤ **Marketing:**

The marketing of certain items which paid for shelf allotment.

➤ **Requisition:**

Ordering of goods that are about to get over, ordering new goods for replenishment etc.

➤ **Customer Feedback:**

Taking feedback from customer when they are about to leave, knowing their suggestions etc

➤ **Delivery:**

The delivering of items ordered by customers over call or chat.

➤ **Payment:**

Cheque or Card or UPI or Cash payment handling.

➤ **Cash Handling:**

Handling of cash securely whenever required.

➤ **Reports:**

End of the day making the various reports.

➤ **Supervisory Role:**

Supervising the other staff to see if they are performing their duties properly or not.

➤ **Checking Packaged Items:**

Checking the weights and quality of the grocery items that are to be packed.

➤ **Returns & Replacements:**

The returning of near to expiry products and replacing the same with fresh products.



LEARNINGS

Before joining the supermarket, I didn't even know how to talk properly to anyone and was also a bit of a scared and shy person. But as time went by, I started learning so much so that the suppliers addressed me as 'Sir'.

I also learnt overall proper managing a supermarket in all its aspects. I learnt to get great deals through the right talking, the right bargaining.

I learnt to be confident when talking to people and suggesting them things . Learnt how a software works, how to enter items by scanning barcodes. How to return and exchange spoilt products. Learnt how to handle cash , how to write a cheque, how to deposit money at the bank.

Learnt how to keep up with the trends, learnt how to handle customers, what customers wants , what customers are looking for in today's market.

Most important learning was the overall handling of a supermarket, and how to run a supermarket. All of this will surely help me in my future endeavours.

SUGGESTIONS

The Tito Mega Mart had everything so there are few suggestions but a few which could provide more business:-

- The first suggestion is to get a liquor license and procuring liquor as it is a road from where tourists enter Goa and the first thing they ask when they entered the supermarket was, "Is any liquor available?". So the supermarket needs to get a liquor license to boost the business.
- The next suggestion is to get some food stalls around the supermarket as there is a lot of business in food in that area, with no decent food places in the area, this is an excellent opportunity to start food stalls.
- The next suggestion is to target the lower middle class people also and also keeping things that they can afford; in this way any person could visit the supermarket without hesitation.
- Another suggestion is introducing multiple more offers, discounts and also membership cards so that customers are attracted to the supermarket.
- Lastly a suggestion is to making available most of the things so that no customer goes out empty handed without getting what he wants.

FUTURE PROSPECTS

The future prospects of the supermarket in my opinion are:-

- There won't be any workers, everything will be digital and the things you pick up will automatically be scanned and you'll have to pay for it at the exit.
- People can just sit at home and order the stuff they require, and it will be delivered super-fast using drones.
- Checkout will be customer led and supported by technology.
- Engagements by introducing tasting events , trials by different companies.
- Instead of people , robots and artificial intelligence will handle the supermarket.
- Automatic detection and removal of expiry items will be done.

CONCLUSION

Working at The Tito Mega Mart was a wonderful experience, I've learnt a lot , A lot!. I didn't even know to speak properly at the start but now I can get any deal at the best price , upsell any customer and making offers to customers that they can't deny!.

The founder and I had an incredibly special bond , whatever I'm today because of him, he thought me each and every thing , he thought me how to run business, he has made me a capable person from a very shy person. Unfortunately, he's no longer there but his teachings will remain with me for the lifetime.

After spending 2 years at the supermarket now I know how to run a successful supermarket and I can even set it up from scratch with proper funding. A Supermarket is really a profitable business if you know the tricks and tips of the trade . You can be phenomenally successful if you know how to execute.



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Roll No. 1819

IMBA (HTT)

Goa Business School

Goa University