

**INTERNSHIP REPORT ON
MORE SUPER MARKET PVT LTD**

Submitted By:

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4AL21BA067



Submitted To:

**VISVESVARAYA TECHNOLOGICAL
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In partial fulfilment of the requirement for the award of the
degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

MRS.MAITHRI

SENIOR LECTURER DEPARTMENT OF MBA

AIET MIJAR.



ALVA'S
Education Foundation®

**P G DEPARTMENT OF BUSINESS ADMINISTRATION
ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY
SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI (2022-2023)**

DECLARATION

I hereby declare that this Internship titled “**MORE SUPER MARKET PVT LTD**” submitted by me to the Department of Management, Visveswaraya Technological University in partial fulfilment of requirement of MBA Programme is a Bonafede work carried by me under the guidance of **Mrs. MAITHRI, Senior lecturer , ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY MIJAR** .This has not been submitted earlier to any other University or Institution for the award of any degree/diploma/certificate or published any time before.

SACHIN MJ

PLACE: Mijar

Date:

(4AL21BA067)

ACKNOWLEDGEMENT

I would like to take this opportunity to express my sincere gratitude to all those who have helped me throughout this organisational study. It gives me immense pleasure to acknowledge all those who have encouraged and supported for the successful completion of this work.

I would like to express my sincere thanks to Principal **Dr. Peter Fernandes**, AIET, Moodbidri. And I express my deep sense of gratitude to my internal guide **Mrs. MAITHRI, Senior lecturer of MBA department**, for constant support and encouragement to carry out my report successful without much difficulty.

I express my heartfelt thanks for their constant encouragement and support during the entire report.

I extend my sincere thanks to my external guide for their guidance.

Finally, I express my sincere thanks to my parents, family, friends and all the staff of MBA department, whose support and encouragement kept me going at times of need. Deepest thanks to you all. They are all indeed the reason for the successful completion of this report.

Thank You,

Sachin MJ

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EXECUTIVE SUMMARY

This is an Endeavour to know how the speculations can be applied to practical circumstance. As MBA understudy of Alva's foundation of designing and innovation it is a piece of study for everybody to go through entry level position at some great association. So this reason I got the chance of temporary position program in "MORE SUPER MARKET PVT LTD"

This report is partitioned into six sections. The principal section manages the presentation about the introduction to industry, industry profile. The subsequent section is about the association profile,

- Nature of business,
- Vision mission, quality strategy,
- Workflow model
- Product/administration profile,
- Ownership design,
- Achievements/grants assuming any,
- Future development and possibilities,

Third part is Mc Kinsey's 7S casing work with unique reference to association under examination. The fourth section manages the SWOT investigation. The fifth part is Analysis of fiscal report 6th section is learning experience. It additionally comprises of Bibliography.

CHAPTER-1

**INTRODUCTION OF ORGANIZATION AND
INDUSTRY PROFILE**

INTRODUCTION OF ORGANIZATION:

An organization is a social unit of people, systematic structure and managed to meet a need or to purchase collective goals on the continuing basis. organization is a kind of training given to a student before he or she comes in contact with the expert working condition. This can be a practical exposure to the students, where they are supervised by industry experts. These kinds for organization study programs are usually provided while collared professions the students in post-graduation course do organization study in their interested industries to gain more knowledge about the industry.

There are few authors' who have given definition to organization study one of them are Farce (1996) According to organization study are defined as programs engaging students in services activities primarily for the purpose of providing them with the hands on experience the enhance their learning or understanding of issue relevant to a particular area of study **INDUSTRY PROFILE:**

RETAILING:

The word "retail" comes from the French word "Retailer" which means "Cut a piece" or "Break bulk". In simple terms, it means action of the first craft with the customer.

The retailer provides a direct interaction to the customer and coordinates business activities directly from the conception phase of a product or offers its delivery, and delivery service to the customer.1Industry has contributed to the economic growth of many countries and is certainly one of the fastest1changing and dynamic industries in the world.

RETAIL INDUSTRY AT GLOBAL LEVEL

Retail Markets came into picture very long ago. First barter system was involved in the trading activities later on barter system was replaced by currency. The trading activities such as buying and selling are supposed to have been started in Asia in Turkey around 7th millennium BCE. Open air markets were found in Babylonia, Assyria, Phoenicia and Egypt. The market was occupied in town and the market was surrounded by artisans, leather workers, metal workers and others. In Greece markets operated within agora and in Rome trade took place in forum. Rome had two forum Romanum Forum

and Trajan's Forum. The Phoenicians had seafaring skills across Mediterranean and gained trading power by 9th century BC. Wood, Textiles and produce like wine, oils, dried fruits and nuts they traded. As a result of high trading goods it necessitated them book keeping and correspondence. In Graeco –Roman world small producers sold surplus produce, great estates attract merchants to their farm gate but whereas wealthy landlords managed their own distribution which involved trade.

China has shown a rich history for early retail systems. In around 200 BCE Chinese started branding and packaging was used by single family, place and product quality. The government imposed the product branding between 600 to 900 CE. In Medieval Europe and England customers went to tradesman's shop and purchased the commodities. In London, Mercers and Haberdashers were known to groceries in 13th century. Consumable purchases were made through market and fairs in major cities. The market were held in populated towns, cities weekly where consumers can purchase fruits, vegetables baked items meat poultry and many more. In 1455 Istanbul's The Grand Bazaar was constructed and it is the oldest operating market. Tlateloco of Mexican market in 15th century is the largest market in Americas. The local lords were awarded by English monarchs. As per the study of Braudel and Reynold it was found that there were regional markets held in the big cities off Europe market which later took shape of the permanent shops with regular trading days. Permanent Shops became prominent in the 17th century in English cities. The shops were of general merchandize. As the number of the shops rise transformation took place and the store interior came into picture.

Later on shops introduced innovative in serving customers. American merchants who were operating as exporters and importers started either whole or retail roles in 18th century is been argued by Savitt. By the end of the 18th century grand shopping arcades came into picture in Europe and Antipodes. In the mid of the 19th century grand shopping centres became prominent. In 1784 The Palais- Royal in Paris started its functioning to public and became one of the most important marketplace in Paris. In the mid 19th century a new retail arcades emerged as serve to poor customers called co-operative society.

21st Century has been defined as the modern era of retailing. Departmental stores came into picture in America. Departmental stores weren't limited to retailing only but it extended for leisure time and entertainment. In this period retailers worked to develop the modern marketing practices of retail. Since 15th century catalogue sales had been in picture for confined few industries. Automatic bargain basement was developed by Edward Filene which is a scientific approach. Megastores came into the picture by the end of the 20th century. Hypermarket was first opened in St Genevieve-de-Bois by Carrefour. In the present era the size of stores is decreasing but increasing operating via online shopping. In North America many retailers are slowly moving out of the businesses entirely.

RETAIL INDUSTRY IN INDIA

Indian retail industry is divided into two organized retail and unorganized retail. Till 1990s the policies and the regulations were rigid which made the produce to go through monopolies and caused a loss of 30% in logistics and infrastructure. In between 1991 to 2010 consumers got choice, quality and convenience to products. In 1997 wholesale Got a note of cash and carry. Later automated approval was granted in 2006. FDI has been allowed in cold chain as per the Indian regulations but due to the ban on multi brand or any assured way none have come. Till 2010 the growth a limited in retail because of the intermediaries. By 2010 large stores, convenience stores and supermarkets came into picture in India in retail industry and contributed 4% to industry. Till 2011 central government did not allowed FDI in multi brand and single brand was limited to 51%. But the central government decided to reform the retail industry by allowing multi brand and single brand but due to the opposition pressure they holded. Later in 2012 the approved 100% for single brand

IKEA opened 25 stores in June 2012. Later after a couple of months central government approved multi brand subject to individual states and reform the retail industry and this decision was been welcomed by the economist also. And later they allowed 51% multi-brand retail in India. As per the study A.T Kearney organized retail in India has 31% share at the same time home supplies are growing at a rate of 20%-30%. By 2020 the multi-brand will

grow till \$220 billion is been estimated by PWC. Some of the organized retail formats in India are Future Group, Pantaloons, Shoppers Stop, Spencer's, Reliance, Birla More, Lifestyle and many more.

CURRENT SCENARIO OF RETAILING

- The retailing in India has gone through a huge transformation in last decade in organized sector of retailing. India is considered to be the 5th largest retailing market in the world.
- Earlier the income from organized retailing in the year 2011-2012 was 23 lakh crore which a growth rate of 7% while the currently the income has grown to 47 lakh crore with a annual compound growth rate of 15%.
- The income from unorganized sector is 583000cr and 5000cr from organized sector. The retailing market in Indian is estimated to be US\$500.
- It also accounts for 20% of the country's GDP and also contributes for 8% of employment.
- It is also expected that the revenue from online is generated by 2020 will go up to US\$60. The Supermarkets have gone up from 500 in 2006 to 8500 by 2016.
- It is expected that the B2B ecommerce is going to increase up to US\$700 billion by 2020. Organized sector contributes for 9% and unorganized sector by 91%.
- It is expected that in the next five years 23%. It has also been estimated that B2C business will grow from US\$ 26 billion to US\$ 3 billion.
- It has also found that India has replaced China and has promised a retail market in India.
- It is found that the size of the modern retail is expected to be 171800 cr (US\$25.7 billion) from 87100cr (US\$13billion) in the next three years by Omni channel in retailing. Investment scenario in retailing in the 2017 has reached US\$ 200 million.
- In India ecommerce is increasing very fast which is the next generation of retailing. Ecommerce has brought a revolution in the retail sector. Both organized and unorganized sector in retail is playing a very important role in the development of the nation.

The reason for the growth of the organized retail sector is as follows:

- Increase of nuclear families in the present scenarios.
- Increase in the working class.
- Now a day's people tend to dispose more income when compared to the past and also increase in aspiration of customers.
- Increase in demand of the luxurious goods.
- Liberation in the FDI policies by government.
- Urbanization has been increased.

The problems in the retailing in the present scenario are:

- There is a long way to go to meet the international standards in retailing in India.
- Improper or ineffective management of supply chain management.
- There is no proper consumption pattern in retail sector.
- Retail space which is required is lacked.
- Retail sector is facing a problem of trained manpower.
- There is no proper infrastructure and distribution channel

In retailing the technologies used are as follows:

- Usage of computers for the purpose of merchandise planning and management, control off inventory costs and supplies using various software such as SAP and other.
- Now a day the replenishment of goods and internal billing is done electronically.
- Now a day's new format has emerged in retailing of next generation by going online.

The Indian retail trade is the 5th largest in the world. With the exception of organized and unorganized sectors, India has been one of the flourishing industries in India in recent years. Although at first the retail trade in India was basically unorganized, but with the changes in tastes and preferences of

consumers, the industry is becoming increasingly popular and organized. With increasing market demand, the industry is expected to grow at a rate of 25-30% per annum. The Indian retail sector is expected to grow by Rs. 35,000 crores in 2004-05 to Rs. 109,000 crores by the year 2010.

The retail scenario in India is one of its kind. Much of this lies in the unorganized sector with over 12 million branches of various sizes and formats. Nearly 96% of these retail stores are less than 500 square feet, the per capita retail area of India is 2 square meters compared to the US number of 16 square meters of India's per capita retail space is thus the lowest in the world.

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Retail in India - Present At present the Retail industry in India is accelerating. Though India is still not at an equal pace with other Asian

counterparts, Indian is geared to become a major player in the Retail Market. The fact that most of the developed nations are saturated and the developing ones still not prepared, India secures a great position in the international market. Also with a highly diverse demography, India provides immense scope for companies bringing in different products targeting different consumers. According to the Global Retail Development Index, India is positioned as the foremost destination for Retail investment and business development. The factor that is presently playing a significant role here is the fact that a large section of Indian population is in the age group of 20-34 with a considerably high purchasing power; this has caused the increase in the demand in the urban market resulting in consistent growth in the Retail business

Top Retail Companies in India

Here is a list of top Retail Companies in India ; these are the best companies in retail sector offering fashion, lifestyle, food, electronics, vegetable products and solutions. Ranking process of these top Retail Companies in India is frequently being updated the expert team of India.

1. Reliance Retail Limited Corporate office – Mumbai, Maharashtra | Establishment – 2006 Business –Retail | Website – www.ril.com | Reliance retail limited was incorporated in 2006, a part of Reliance industries. The company has been rated among the best retail companies in India. It offers complete retail solutions such as food items, lifestyle, fashion, consumer electronics products, home 17 Page decorative products etc. The company has a total of 1500 outlets in the country.

2. Pantaloons Retail Limited Corporate office Mumbai, Maharashtra Establishment 1997 Business Retail Website www.pantaloonsfashion.com It is a flagship company of Future group and one of the leading retail company in India. The company has more than 1000 outlets across the India and 35000 employees. Company brands include Big Bazaar, food Bazaar Brand factory, Top 10 and Sitara.

3. Provogue India Ltd Corporate office Mumbai, Maharashtra Establishment 1997 Business Retail and Manufacturing Websit www.provogue.com It is a lifestyle and fashion company which was established in 1997. The company offering include men's wear, women's wear, fashion accessories, apparel and numerous other products. It has over 250 stores all across the country and rated

among the top most trusted brands in India by trust research committee in year 2011.

4. Shoppers Stop Corporate office Mumbai, Maharashtra Establishment 1991
Business Retail Website www.shoppersstop.com Shoppers Stop is a well-known name in retail industry in India and ranked among the top retail brands in India. The company is operated and managed by K Raheja Corp Group and was incorporated in year 1991. It has total 61 stores in India and offers national and international brands of apparel, fashion and lifestyle.

5. ITC -LRBD Corporate office Kolkata, West Bengal Establishment 1910
Business Retail Website www.itcportal.com Lifestyle Retailing Business division is a premier clothing retail company in India branding through Wills Lifestyle and John players. The Company has a diversified range of business activities in FMCG, Hotels, Paper board, Packaging and Agriculture.

6. Trent Ltd. Corporate office Mumbai, Maharashtra Establishment 1998
Business Retail Website www.mywestside.com It is a fully owned Tata group company which was incorporated in 1998 operates under brand name of Westside, Star Bazaar, Fashion yatra and Landmark. The company offers Mens&womens footwear, cosmetics and fashion accessories from their retail store located in more than 30 cities in the country whereas Landmark store deals in book and music business.

7. McDonald's Corporate office Oak Brook, Illinois, U.S Establishment 1940
Business Restaurants Website www.aboutmcdonalds.com McDonald is leading global food service provider which has existence in more than 130 countries worldwide. The company started India operation in 1996 and has more than 300 food chain restaurants in the country. It is a Joint venture with two Indian companies in north & east and south & western region respectively.

8. Aditya Birla Retail Corporate office Mumbai, Maharashtra Establishment 2006
Business Website www.adityabirla.com Aditya Birla retail limited is a subsidiary of Aditya Birla group established in year 2006 which owns over 500 supermarkets and 15 hypermarkets. The company is rated as top 10 retail companies in India and received prestigious Master brand Award 2012 by World Brand congress in retail brand category.

9. Titan Industries Corporate office Bengaluru, India Establishment 1984 Business Jewellery and Watch retail Website titan.co.in Titan is joint venture between Tata group and the Tamil Nadu Industries development corporation established in year 1984. Titan is dominating the Indian Watch Industry since then and become global international brand. Titan also has a great retail presence in jewellery business and its brand Tanishq is one amongst the top jewellery brand in India.

10. KewelKiran Clothing Limited Corporate office Mumbai, Maharashtra Establishment 1971 Business Clothing Retail Website www.kewalkiran.com KewelKiran is a clothing manufacturing and retail company which was established in 1971. The company major brands include killer, Lawman PG3, Integriti and Killer. It has more than 100 20 Page stores in India and it is a well known name in retail industry in India

HISTORY OF INDIAN RETAILS:

Retail concept is old in India. The first department store of the world began in Rome.

Haats, Melas, Mandis and door to door sellers are traditional Indian retail.

Retail and wholesale are made up of many organizations that are designed to bring goods and services from the production site to the point of use. The retail trade includes all activities related to goods and services directly to end users.

	History
	India's retail sector was essentially owner-managed small shops.
	Around 4 percent of industry accounted for large branches and supermarkets, which were only present in large urban centers
	The Indian government denied foreign direct investment in multi-brand retail, prohibiting foreign groups from any ownership of supermarkets, convenience stores or retail stores.

Chapter 2:

Organization Profile

COMPANY PROFILE:



Company	MORE SUPER MARKET
Subsidiary company	Aditya Birla
Founded	2007
Head quarters	Mumbai
Chairman and managing director	KUMAR MANGALAM BIRLA
Store in Bangalore city	More at 25/1 No.7192/A & 53/A, J K Towers, 4th Cross Road, Sangam Circle, Jayanagar, Bengaluru 560011

VISION:

To deliver everything everywhere every time to every indian customer in most profitable manner.

MISSION:

- Create and executing future scenarios in the consumption space leading to economic development

- To be Indian consumer's most preferred choice for food, grocery, apparel and general merchandise needs in their neighbourhood served in an omni – channel way

LEASERSHIP VALUES:

- Collaboration
- Innovation
- Integrity
- Growing talent
- Customer obsession

QUALITY POLICY:

Our efforts to put Quality 1st have seen us become one of the first Indian food and grocery retailers to receive the prestigious ISO 22000:2005. More Retail's quality standards and specifications are formulated in line with recognized standards like Codex Alimentarius (FAO), FDA, ASTM, BIS, AGMARK and FSSAI while keeping customer requirements in mind and also maintain:

1. Price guarantee
2. Quality guarantee
3. Exchange guarantee

PRODUCT / SERVICES

PLASTICS:	UTENSILS:
Buckets	Plates, bowls, glasses
Containers	Nonstick cookware
Boxes	Kitchen tools
Bottles and Mugs	Tiffin boxes

CROCKERY: Crockery cutlery Table materials/napkins Dinner sets Wine, juice glasses	LUGGAGE: Travel bags Trolleys School and college bags Suitcases
LADIES APPARELS: Sarees Dress materials Under garments Nightwear Salwar, kurtis	MEN'S APPARELS: Formal shirts and jeans Casuals Party wear Ethnic wear
INFANT'S SECTION: Shirts Jhabas, baby suits Diapers	TOYS SECTION: Soft toys Board games Educational games
BEVERAGES: Soft drinks Mineral water Health drinks Fruit juices Fruits and vegetables	STAPLES: Dals, rice, wheat, ragi Atta, rava, items, sugar, salt Cooking oils Dry fruits Ready to eat food and mixes

AREAS OF OPERATION:

More super Market is operation in India through a chain of retail outlets in various formats in various places. In some places it is functioning as supermarket, discounted departmental store or grocery store. It is functioning with 250+ stores in 120 cities across the country. More super Market is functioning in four different regions. They are North Zone, South Zone, East Zone.

Below I mention few local cities are as follows:

- Bangalore
- Mysuru
- Hassan
- Mangalore etc

COMPETITORS:

- Nilgires
- Big bazaar
- Quality foods
- Fresh home store

INFRASTRUCTURE FACILITIES:

A supermarket is a self-service shop offering a wide variety of food, beverages and household products, organized into sections and different floor and also maintain 24/7 CCTV service and fire exit root, and security accessibility.

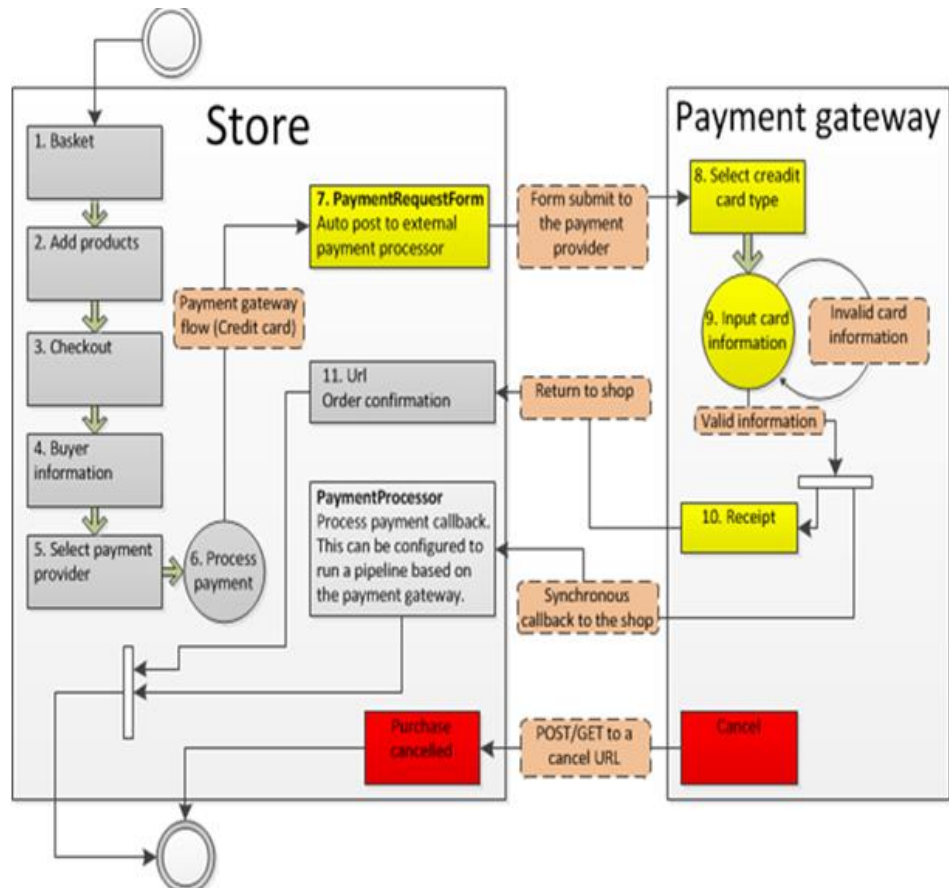
The categorizations of infrastructure are as follows:

- **Raw material procurement unit:** It ensures that only graded material is obtained from the vendors
- **Quality inspection unit:** It is responsible to maintain an unblemished range that has superior quality
- **R & D unit:** Its staff develops the new methods for manufacturing the products as per the current demands and developments
- **Warehousing unit:** It is spacious and stores the finished products in apt condition

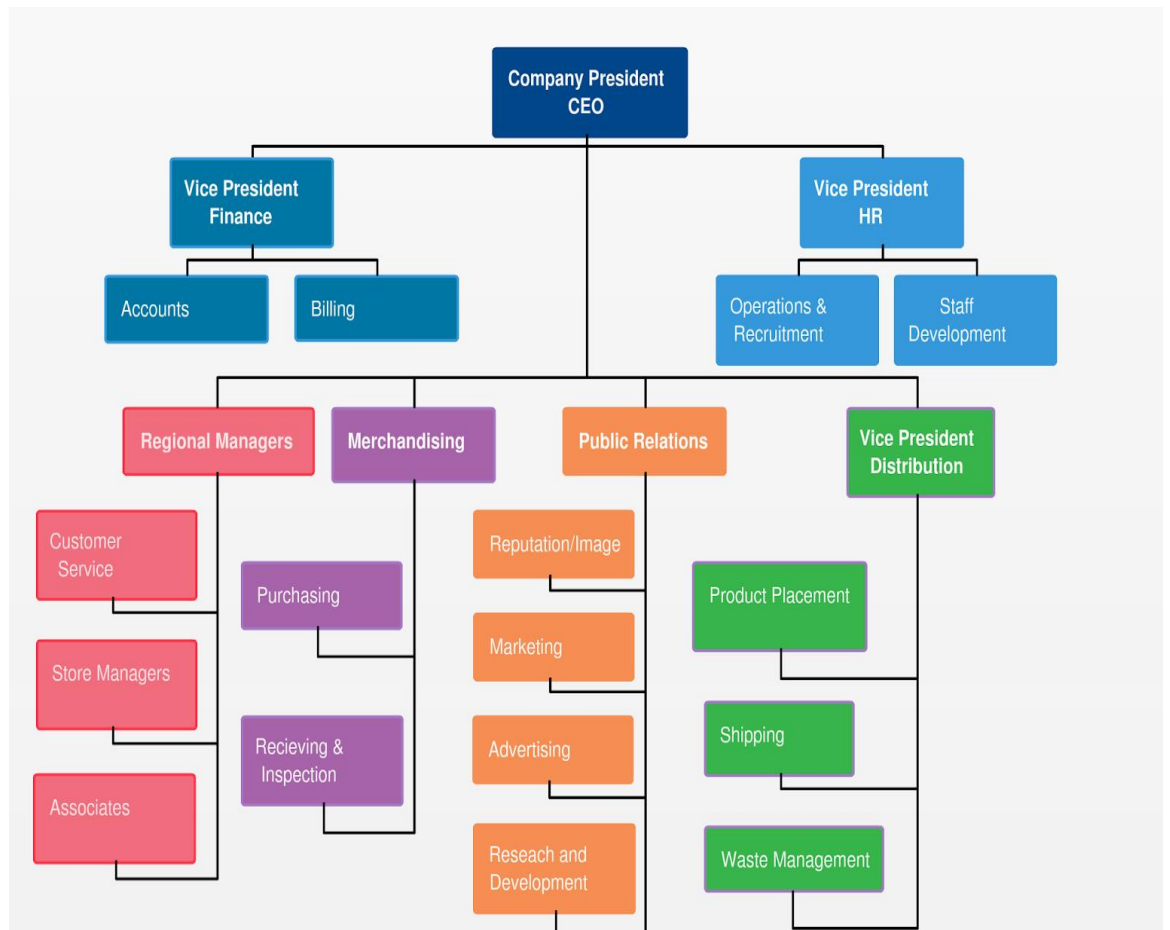
WORKFLOW MODEL:

A workflow model is the sequential series of tasks and decisions that make up a business process. Designing a workflow model lets business users see how a process works and helps them streamline and optimize it for best results and high efficiency.

Bellow image shows the **MORE SUPER MARKET** work flow chart.



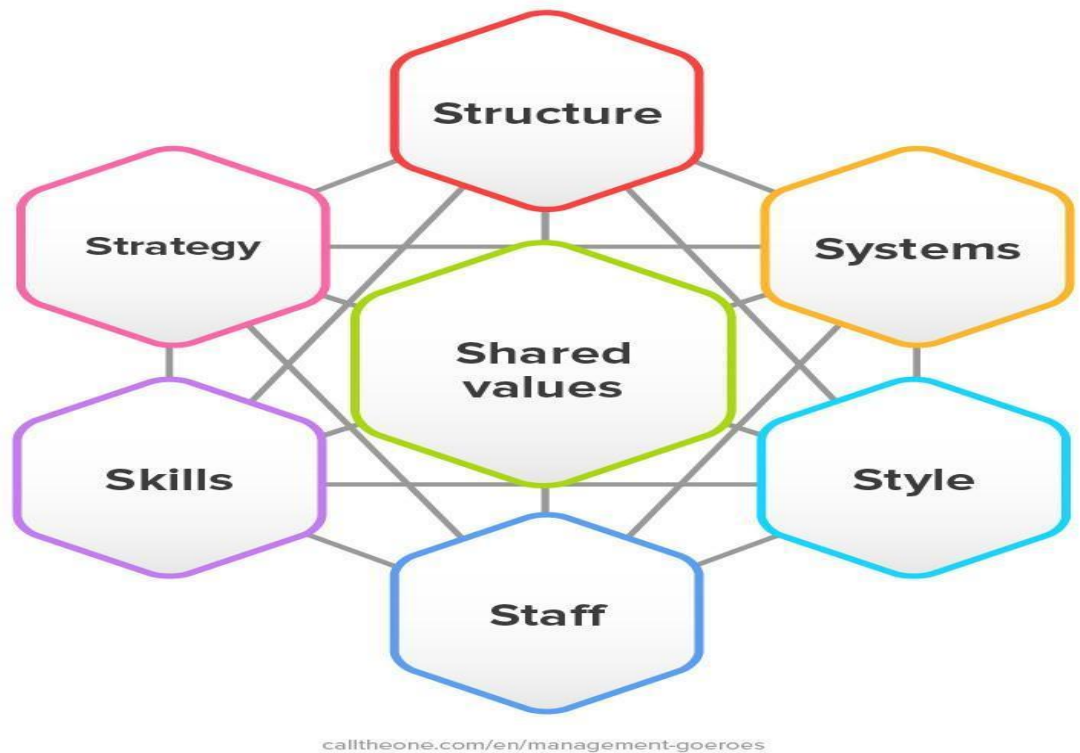
ORGANIZATION CHART :



CHAPTER-3

MCKENCY'S 7'S FRAME WORK AND PORTERS FIVE FORCE MODEL

MCKINSEY 7S FRAMEWORK AT MORE SUPER MARKET:



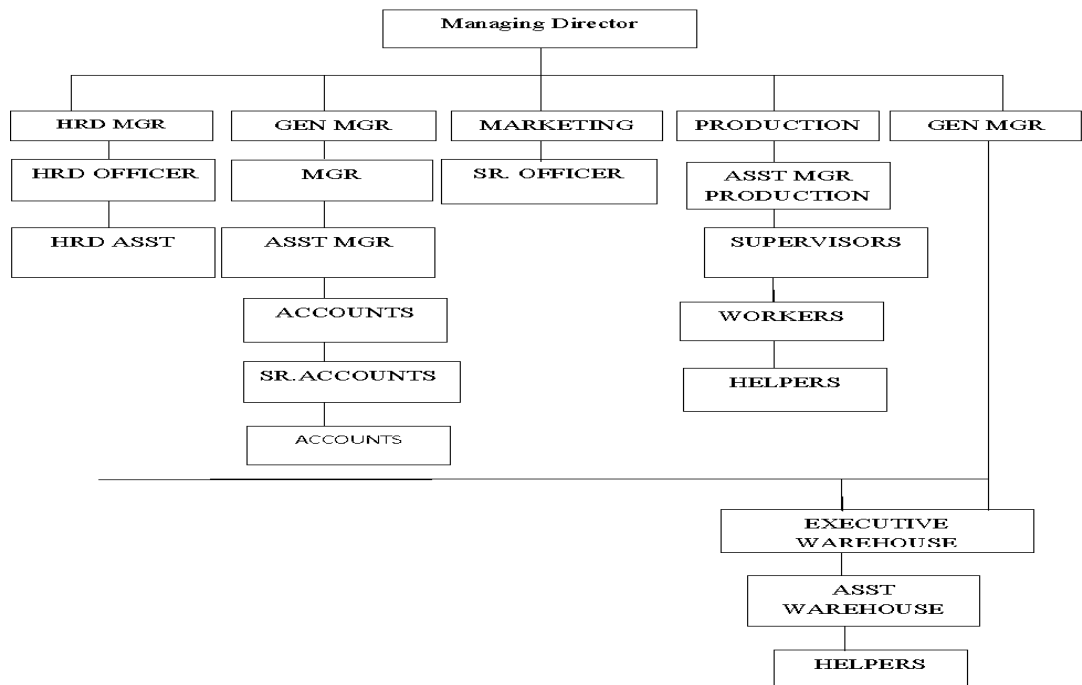
The McKinsey 7S model is a useful framework for reviewing an organization's marketing capabilities from different viewpoints. The 7S model can be used to Review the effectiveness of an organization in its marketing operations.

The 7-S display provides a framework for analyzing the association and overall sufficiency. It first appeared without precedent in 1981 for Richard Pascal and Anthony Athos' "the specialty of Japanese administration." In 1978, the four designers got together and came up with the 7-S demonstrations. Subsidies and watermen noticed it as they searched for perfection, and the global administrative consultant saw it as a crucial tool.

Style, structure, procedure, framework, staff, shared qualities and aptitudes for an efficient execution of a technique, no matter how big or small, are the seven factors that make up McKinsey's 7S framework. While the style, abilities, and shared qualities can be seen as the "Product" of the firms, these delicate components are typically more fruitful in methodology executions, whilst the procedure, structure, and framework can be seen as the "Equipment" of accomplishment.

1.STRUCTURE:

MORE SUPER MARKET ORGANIZATION STRUCTURE:



2.STRATEGY:

More Super market provides corporate level professional Marketing Mix and Marketing Strategy solutions.

For successful marketing strategy at More Super market, the marketing managers need– understanding of customers’ fundamental needs and drivers of those needs, conceptualizing products and services that can meet those needs and are feasible in More Super market financial and intellectual resources, and finally developing marketing mix for entire go-to market strategy.

3.SYSTEMS:

System refers to all rules, regulation, and procedures, both formal and informal that complement procedure like:

More Super market chose Fast React Systems because it wanted a world-class planning system plant to the specific needs of the retail industry, as well as a proven track record of successful implementation and use over many years," said Executive Director, Marketing and Production. FastReact, he thought, would provide a disciplined and systematic approach to production planning, which is a complicated job in the apparel business, particularly at GE, which has 30 facilities.

4.SHARED VALUE:

In More Super market Shared values are what engender trust values are the identity by which a company is known throughout its business areas. These values must be explicitly stated as both corporate objectives and individual values. These are the company level beliefs, mind-sets and assumptions that shape how an organization behaves.

The company's focus on the customer and creating culture of interdependence are embodied in its statements of vision and quality.

Thus some of the values that are shared by the both workforce and the management at More Super market is as follows:

- Service quality
- Productivity efficiency
- Compensation
- Customer satisfaction
- Team work concept
- Total quality management

5.SKILLS:

In More Super market improve their job performance, education or qualifying skills are essential. Candidates are recruited at More Super market through a training program that includes both on-the-job and off-the-job training to improve employees' knowledge and abilities.

It's a sound business decision.

- To stay inside budget and advertise their quality, More Super market exporters requires excellent business abilities.
- Ability to Communicate
- Artistic Ability Creativity Competitive Spirit
- Player in a Group

6.STYLE:

The management of More Super market follows the style as in other non government organization. Each employee is accountable to his superior and each leads his subordinates,

- Reducing and increasing the price of the product
- Policy issues

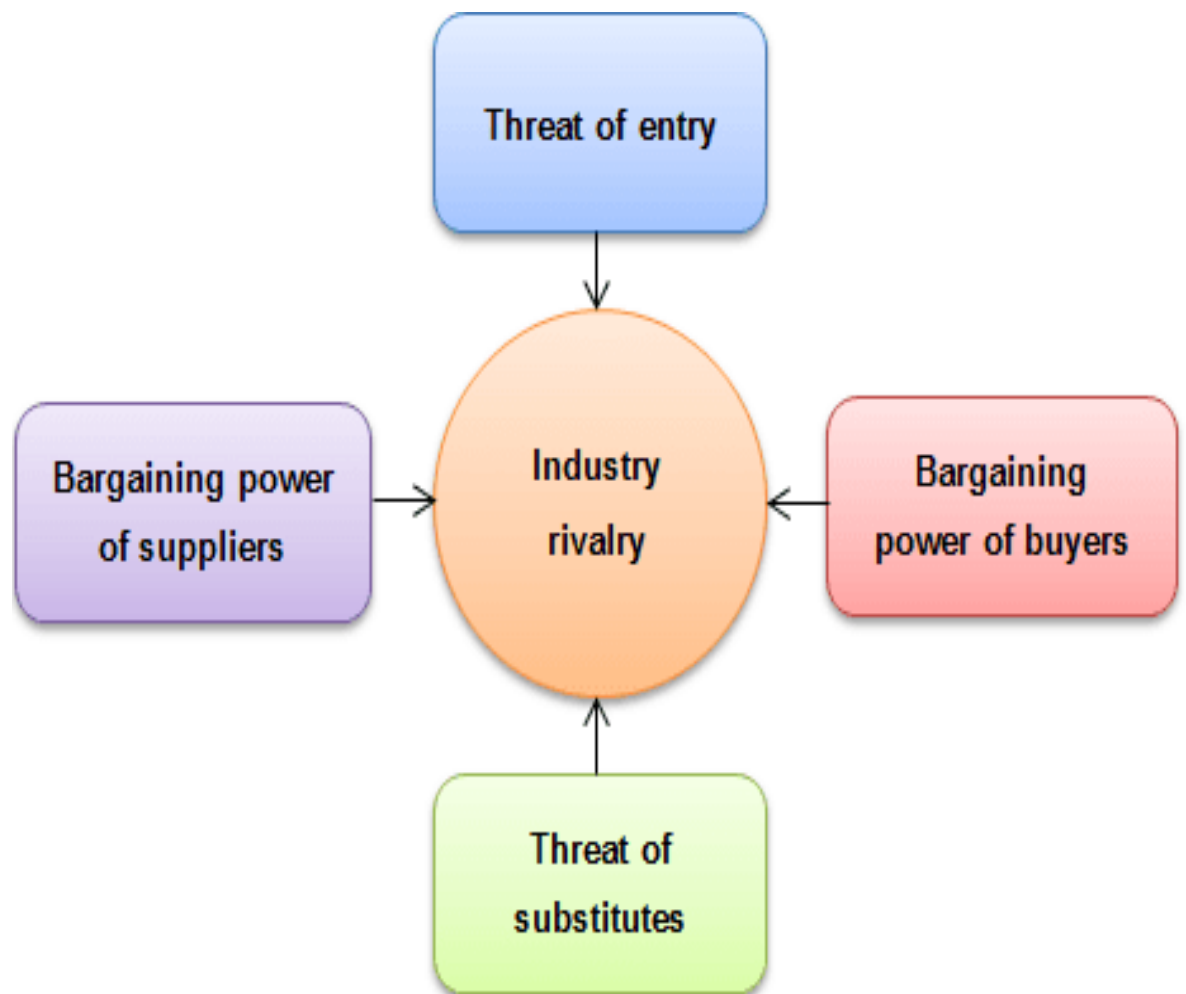
7.STAFF:

The term "staffs" refers to the human resources of a company. Management is concerned with achieving objectives through the use of physical and financial resources as well as labor. Workers at More Super market are divided into two categories: skilled and unskilled. Education employees make up the skilled worker category. Unskilled workers are those who are illiterate. More Super market employees 120 competent people.

PORTERS 5 FORCE MODEL OF MORE
SUPER MARKET

PORTERS 5 FORCE MODEL OF MORE SUPER MARKET

Porter's Five Forces Framework is a tool for analyzing competition of a business. It draws from industrial organization economics to derive five forces that determine the competitive intensity and, therefore, the attractiveness of an industry in terms of its profitability.



1. Threat of new entrants:

This force determines how easy (or not) it is to enter a retail industry. If an industry is profitable and there are few barriers to enter, rivalry soon intensifies. When more organizations compete for the same market share,

profits start to fall. It is essential for existing organizations to create high barriers to enter to deter new entrants. Threat of new entrants is high when:

- Low amount of capital is required to enter a market;
- Existing companies can do little to retaliate;
- Existing firms do not possess patents, trademarks or do not have established brand reputation;
- There is no government regulation;
- Customer switching costs are low (it doesn't cost a lot of money for a firm to switch to other industries);
- There is low customer loyalty;
- Products are nearly identical;
- Economies of scale can be easily achieved.

2. Bargaining power of suppliers:

In More Super market maintain strong bargaining power allows suppliers to sell higher priced or low quality raw materials to their buyers. This directly affects the buying firms' profits because it has to pay more for materials. Suppliers have strong bargaining power when:

- There are few suppliers but many buyers;
- Suppliers are large and threaten to forward integrate;
- Few substitute raw materials exist;
- Suppliers hold scarce resources;
- Cost of switching raw materials is especially high.

3. Bargaining power of buyers:

In More Super market Buyers have the power to demand lower price or higher product quality from retail industry producers when their bargaining power is strong. Lower price means lower revenues for the producer, while higher quality products usually raise production costs. Both scenarios result in lower profits for producers. Buyers exert strong bargaining power when

- Buying in large quantities or control many access points to the final customer;
- Only few buyers exist;
- Switching costs to other supplier are low;
- They threaten to backward integrate;
- There are many substitutes;
- Buyers are price sensitive.

4. Threat of substitutes:

In More Super market force is especially threatening when buyers can easily find substitute products with attractive prices or better quality of retail and when buyers can switch from one product or service to another with little cost. For example, to switch from coffee to tea doesn't cost anything, unlike switching from grocery or any other products.

5. Rivalry among existing competitors:

In More Super market force is the major determinant on how competitive and profitable an retail industry is. In competitive industry, firms have to compete aggressively for a market share, which results in low profits. Rivalry among competitors is intense when: There are many competitors;

- Exit barriers are high;
- Industry of growth is slow or negative;
- Products are not differentiated and can be easily substituted;
- Competitors are of equal size;
- Low customer loyalty.

CHAPTER-4

SWOT ANALYSIS



A person or company can use the SWOT analysis (also known as the SWOT matrix) as a strategic planning tool to assist them evaluate their strengths, weaknesses, opportunities, and threats in relation to commercial competitiveness or project planning. It is intended for usage in the early stages of decision-making processes and can be used as a tool to assess the strategic position of a city or organization. This technique works by "peeling back layers of the corporation." It is meant to outline the goals of the business venture or project and list the internal and external variables that are advantageous and detrimental to accomplishing those goals. In order to make a SWOT analysis helpful and discover their competitive advantages, users frequently ask and respond to questions to provide meaningful information for each area. Although SWOT has been referred to as the tried-and-true tool of strategic analysis, its shortcomings have also been pointed out.

According to SWOT analysis, opportunities and threats typically have an outward focus whereas strengths and weaknesses are frequently tied to internal factors. The name is an abbreviation for the four arguments that the method looks at:

STRENGTH:

- High brand equity
- Coupon rate
- Low price
- Wide range of products under a single roof
- Offers family shopping experience
- Affordable to middle class

- Provides convenience in shopping

WEAKNESS:

- Unable to meet store opening targets
- Exists only in Indian market No different game plan according to divergent people, their lifestyle, tastes and budgets in India.

OPPERTUNITIES:

- Evolving customer preference in recent years
- New format and consumption space
- In store experience improvements
- Establishing market in foreign countries
- Increased rural penetration
- Entering the high premium segment
- Huge growth opportunities online

THREATS:

- Competitors going global
- Government policies Unorganized retail shops

CHAPTER-5

ANALYSIS OF FINANCIAL

STATEMENT

ANALYSIS OF FINANCIAL STATEMENT:

BALANCE SHEET AS AT 31 MARCH 2021 TO --2019

BALANCE SHEET OF MORE SUPER MARKET PVT LTD (In Lakhs)			
Particulars	2021	2020	2019
I] EQUITIES AND LIABILITIES			
SHAREHOLDER'S FUND			
Equity share capital	131.40	100.52	105.48
Reserves and surplus	732.81	615.18	133.84
TOTAL SHAREHOLDERS FUNDS	864.21	715.7	239.32
II] NON-CURRENT LIABILITIES			
Long-term borrowings	875.31	223.33	151.81
Deferred tax liabilities (net)	0.00	0.00	0.00
Other long-term liabilities	1,636.99	1,118.50	144.16
Long-term provisions	57.76	52.56	45.48
TOTAL NON-CURRENT LIABILITIES	2570.06	1,394.09	341.45
III] CURRENT LIABILITIES			
Short-term borrowings	1,178.67	1,001.41	1,007.59
Trade payables	1,937.32	2,424.23	2,779.99
Other current liabilities	950.97	274.51	330.17
Short-term provisions	7.71	3.97	5.67
TOTAL CURRENT LIABILITIES	4,074.67	3,704.12	4,193.42
TOTAL CAPITAL AND LIABILITIES	7,508.94	5,813.91	4,774.19
ASSETS:			
I] NON-CURRENT ASSETS			
Property, plant and equipment	532.64	488.62	94.97
Intangible assets	528.18	529.94	458.81
Capital work-in progress	90.82	24.31	2.41
Other assets	0.00	0.00	0.00
FIXED ASSETS	1,151.64	1,052.14	565.19
Non-current investments	0.00	0.00	0.00
Long-term loans and advances	0.00	0.00	266.99

Other non-current assets	530.59	406.46	83.53
TOTAL NON-CURRENT ASSETS	1,682.23	1,458.61	916.71
II] CURRENTS ASSETS			
Current investments	0.00	0.00	0.00
Inventories	2,630.21	2,036.84	2,871.66
Trade receivables	361.46	270.10	228.06
Cash and cash equivalents	252.81	183.23	156.04
Short-term loans and advances	0.00	0.00	140.02
Other current assets	2,582.23	1,865.13	461.70
TOTAL CURRENTS ASSETS	5,826.71	4,355.30	3,857.48
TOTAL ASSETS	7,508.94	5,813.91	4,774.19

**PROFIT AND LOSS ACCOUNT FOR THE YEAR ENDED 31ST
MARCH 2021 TO 2019**

PROFIT & LOSS ACCOUNT OF MORE SUPER MARKET PVT LTD (in lakhs)			
Particulars	2022	2021	2020
INCOMES			
REVENUE FROM OPERATIONS(GROSS)	20,164.90	18,477.97	20,118.32
TOTAL OPERATING REVENUES(NET)	20,164.90	18,477.97	20,118.32
Other income	20.47	11.67	83.60
TOTAL REVENUE	20,185.37	18,489.64	20,201.92
EXPENSES			
a. Purchases of stock in trade	15,431.85	14,422.55	15,083.28
b. Changes in Inventory	-650.77	-681.87	-167.89
c. Employees benefit expenses	1,000.00	900.25	900.22
d. Advertisement expenses	74.41	29.00	50.00
e. Rent expenses	23.98	75.38	156.00
f. Finance cost	200.00	100.00	993.21
g. Depreciation and Amortisation	100.59	53.43	884.89
h. Other expenses	3,272.50	2,975.02	2,168.37

TOTAL EXPENSES	19,452.56	17,874.46	20,068.08
PROFIT/LOSS BEFORE EXCEPTIONAL EXTRAORDINARY ITEMS AND TAX	732.81	615.18	133.84
Exceptional items and Extra ordinary items	0.00	0.00	0.00
PROFIT/LOSS BEFORE TAX	732.81	615.18	133.84
TAX EXPENSES:			
Current tax	0.00	0.00	0.00
Deferred tax	0.00	0.00	0.00
TOTAL TAX EXPENSES	0.00	0.00	0.00
PROFIT/LOSS FROM CONTINUING OPERATIONS	732.81	615.18	133.84
PROFIT/LOSS FOR THE PERIOD	732.81	615.18	133.84

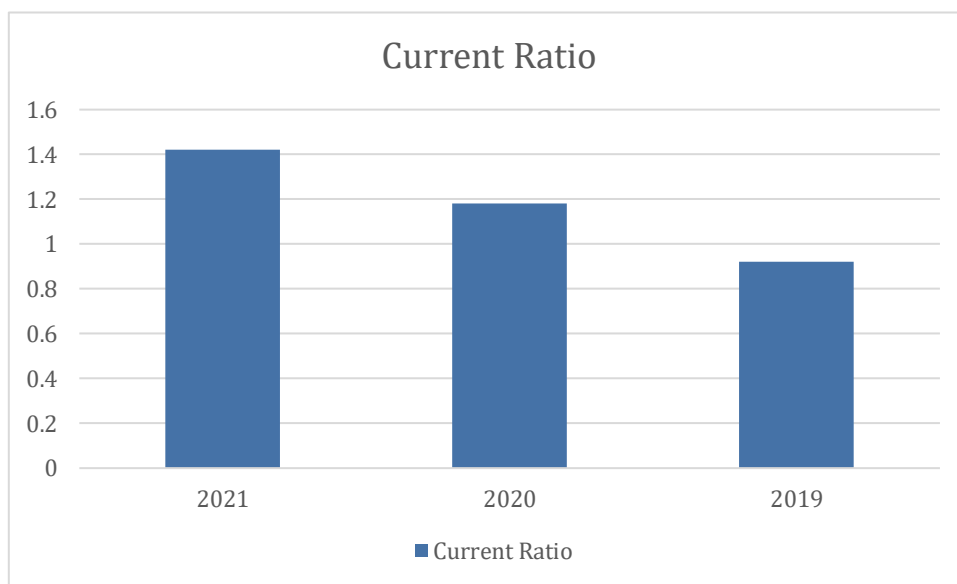
Ratio analysis:

1. CURRENT RATIO:

Current ratio is a liquidity ratio that measures a company ability to pay short-term obligations or those due within one year. It tells investors and analysts how a company can maximize the current assets on its balance sheet to satisfy its current debt and other payables. Formula to calculate current ratio is:

Current Ratio=Current asset/current liability

Year	Amount	Current Ratio
2021	5826.71/4074.67	1.42
2020	4355.30/3704.12	1.18
2019	3857.48/4193.42	0.92



Analysis and interpretation: Above table and graph shows the current ratio of the company. In the year 2021 company have highest current ratio i.e 1.42 which shows good liquidity position of the company but in 2019 the company is having less than 1 current ratio.

2. QUICK RATIO:

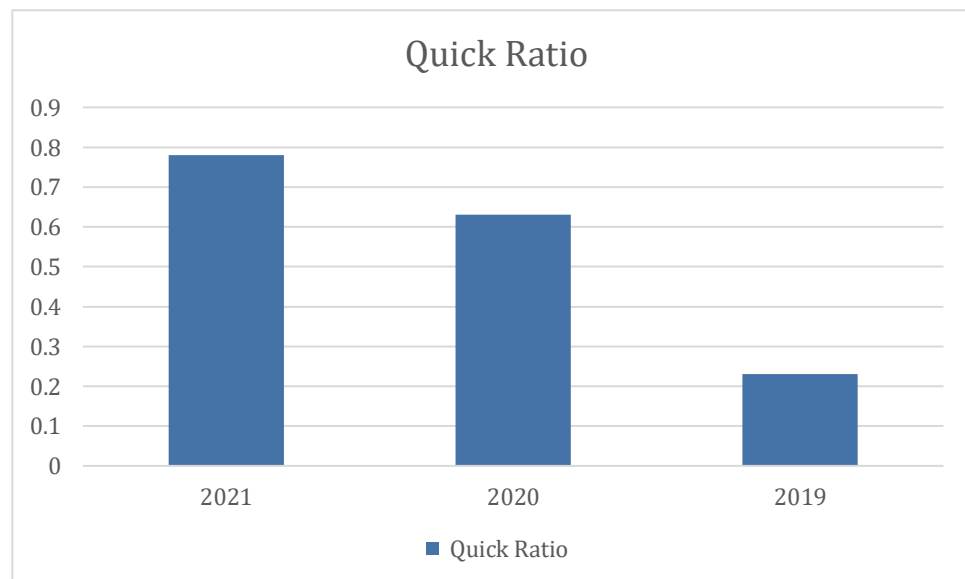
The quick ratio measures a company's capacity to pay its current liabilities without needing to sell its inventory or obtain additional financing. The formula to calculate the quick ratio is:

$$\text{QUICK RATIO} = \text{QUICK ASSETS} / \text{QUICK LIABILITIES}$$

Quick assets= current assets-(inventory + pre-paid expenses)

Quick liabilities= current liability-(Bank O.D + Cash credits)

Year	Amount	Quick Ratio
2021	3196.5/4074.67	0.78
2020	2318.46/3704.12	0.63
2019	985.82/4193.42	0.23



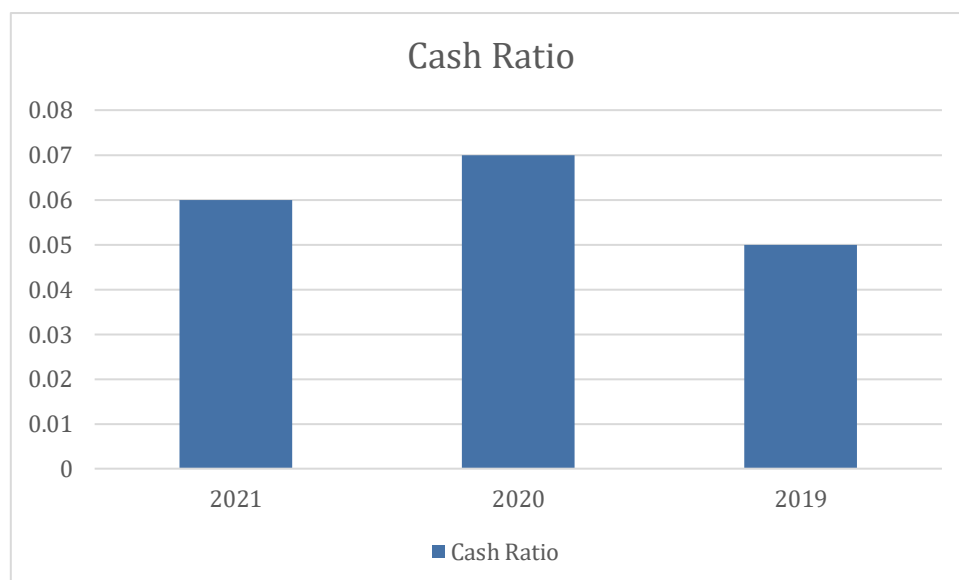
Analysis and interpretation: As the quick ratio of the company is less than one it means the company doesn't have enough quick assets to meet all short term obligations. A good quick ratio should be always 1: 1mode which represent the sound financial position of the company. The Company has highest quick ratio in year 2021i.e 0.78 and lowest quick ratio is 0.23 in the year 2019.

3.CASH RATIO:

The measure of a company's liquidity is the cash ratio. It helps to calculate the ratio of a company's total cash and cash equivalents to its current liabilities.

$$\text{CASH RATIO} = \text{CASH AND CASH EQUIVALENTS} / \text{CURRENT LIABILITIES}$$

Year	Amount	Cash Ratio
2021	252.81/4074.67	0.06
2020	270.10/3704.12	0.07
2019	228.06/4193.42	0.05



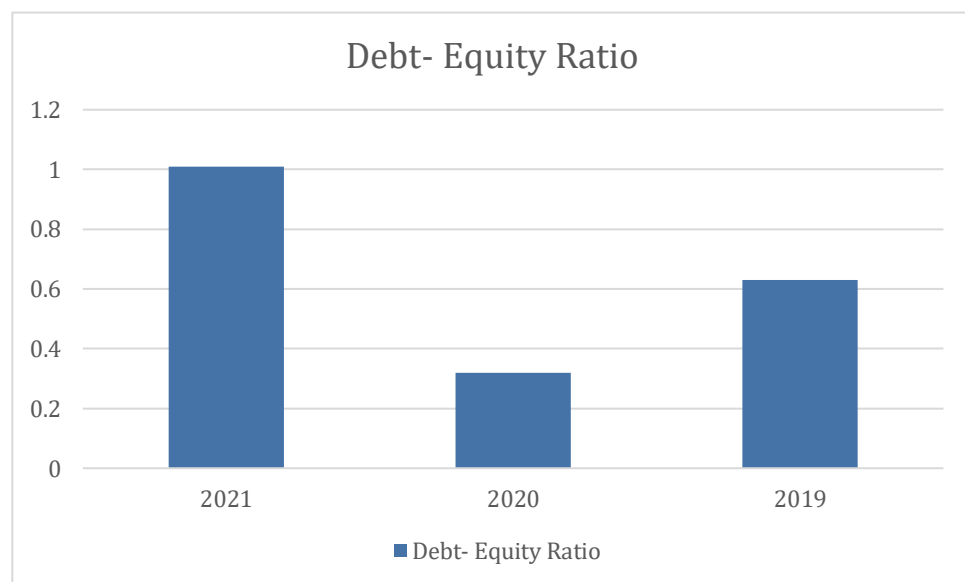
Analysis and interpretation: Above table and graph represent cash ratio of the company. The positive position of cash ratio is more than one but the company has less than one it represents that the company don't have enough cash to meet its requirements.

4.DEBT- EQUITY RATIO:

The debt equity ratio is a measure of the relative contribution of the creditors and shareholders or owners in the capital employed in business. The formula to calculate the debt equity ratio is

$$\text{DEBT- EQUITY RATIO} = \text{TOTAL DEBT/ TOTAL SHAREHOLDERS FUND}$$

Year	Amount	Debt- Equity Ratio
2021	875.31/864.21	1.01
2020	223.33/715.7	0.32
2019	151.81/239.32	0.63



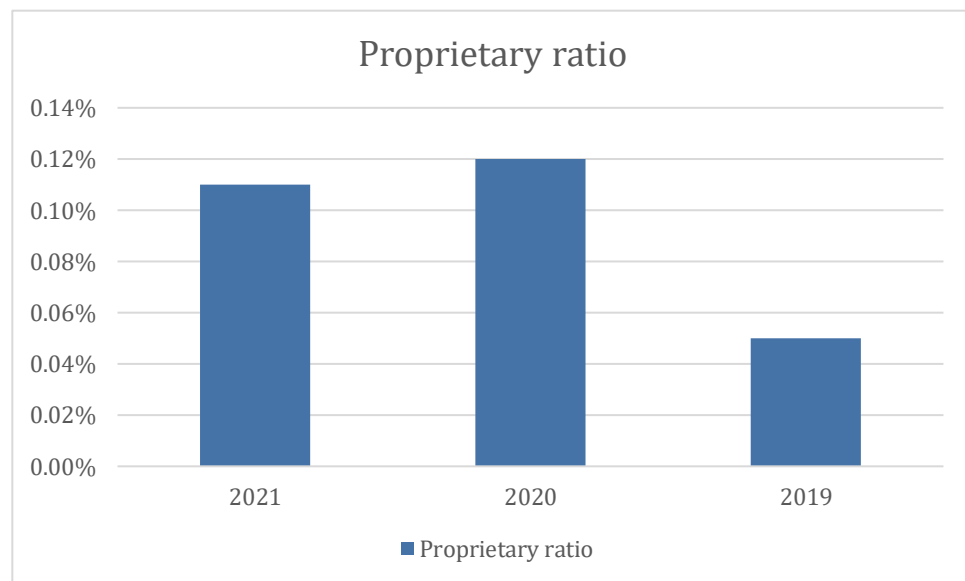
Analysis and Interpretation: A ratio of 2.0 or higher is usually considered risky. In year 2021 company have more debt-equity ratio i,e 1.01 which shows the company have more debt than equity. In current year the debt equity ratio is 1.01 which is consider as good for the company. Above graph shows that the company is more depended on debt than the equity.

5. PROPRIETARY RATIO:

Proprietary ratio helps to determine the amount or contribution of shareholders or proprietors towards total assets of the business. a good proprietary ratio is more than 1. The formula to calculate proprietary ratio is:

PROPRIETARY RATIO= TOTAL SHAREHOLDERS FUND/ TOTAL ASSETS

Year	Net Worth	Total Assets	Proprietary ratio
2021	864.21	7508.94	0.11%
2020	715.7	5813.91	0.12%
2019	239.32	4774.19	0.05%



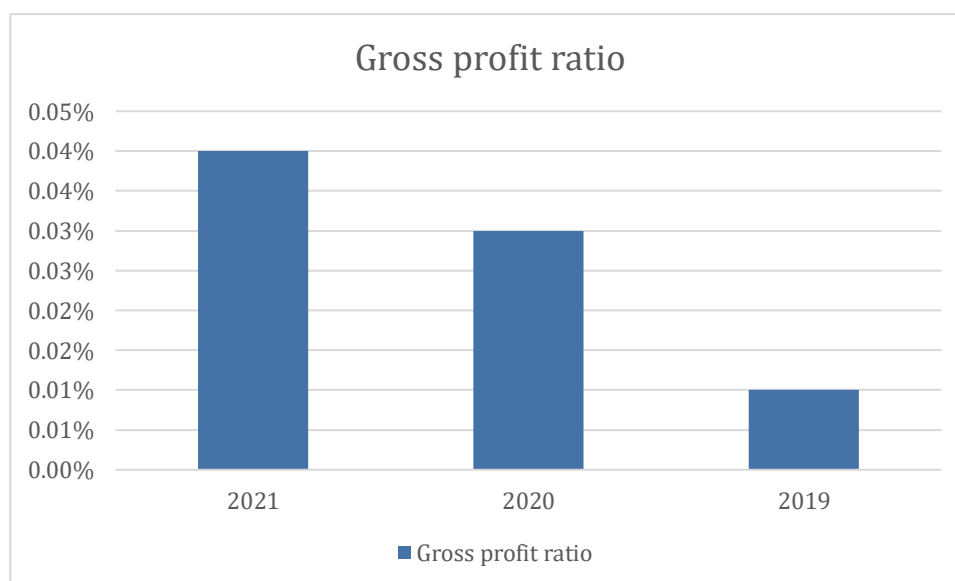
Analysis and interpretation: The above table and graph represent the proprietary ratio of the company. The proprietary ratio of the company is less than one in every year which indicates that long term loans and obligations are less secured it means the dependence of company on debt financing in order to run the business.

6. GROSS PROFIT RATIO:

Gross profit ratio is a financial ratio that measures the performance and efficiency of a business by dividing its gross profit by the total net sales. According to BDC 50-70% is good gross profit ratio for the company. The gross profit ratio formula is:

$$\text{GROSS PROFIT} = \text{GROSS PROFIT} / \text{NET SALES} * 100$$

Year	Gross profit	Net sales	Gross profit ratio
2021	732.81	20164.90	0.04%
2020	615.18	18477.99	0.03%
2019	133.84	20118.32	0.01%



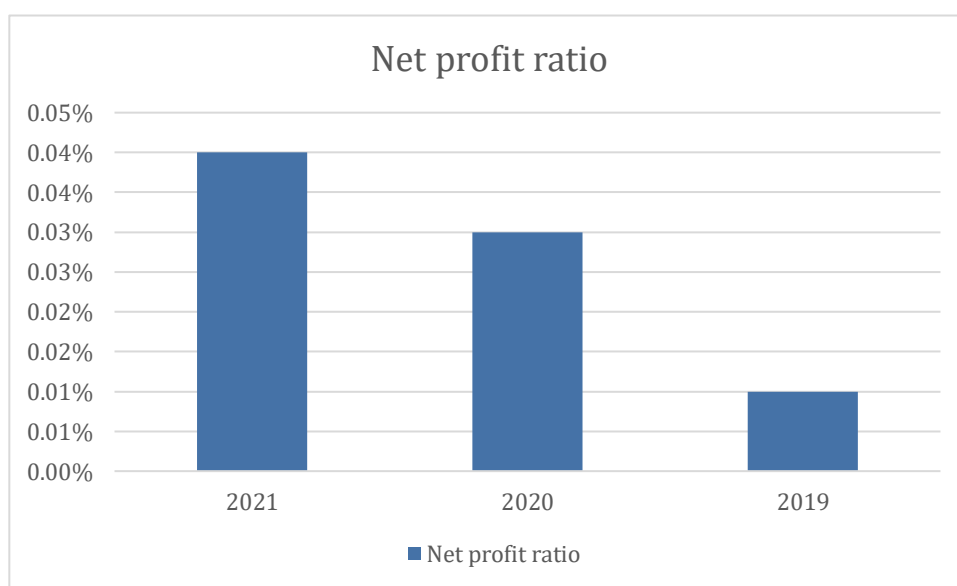
Analysis and interpretation: The above table and graph shows the gross profit of the company. In 2021 the company have highest gross profit ratio of 0.04%. In current year the gross profit which is better than pervious 2years but compare to all 2019 it has less gross profit ratio.

7.NET PROFIT RATIO:

It is a profitability ratio that measures the company's profits to the total amount of money brought into the business. Net profit ratio is calculated by dividing net profit by sales of the company. The formula to calculate the net profit ratio is:

$$\text{NET PROFIT RATIO} = \text{NET PROFIT} / \text{NET SALES} * 100$$

Year	Net profit	Net sales	Net profit ratio
2021	732.81	20164.90	0.04%
2020	615.18	18477.99	0.03%
2019	133.84	20118.32	0.01%



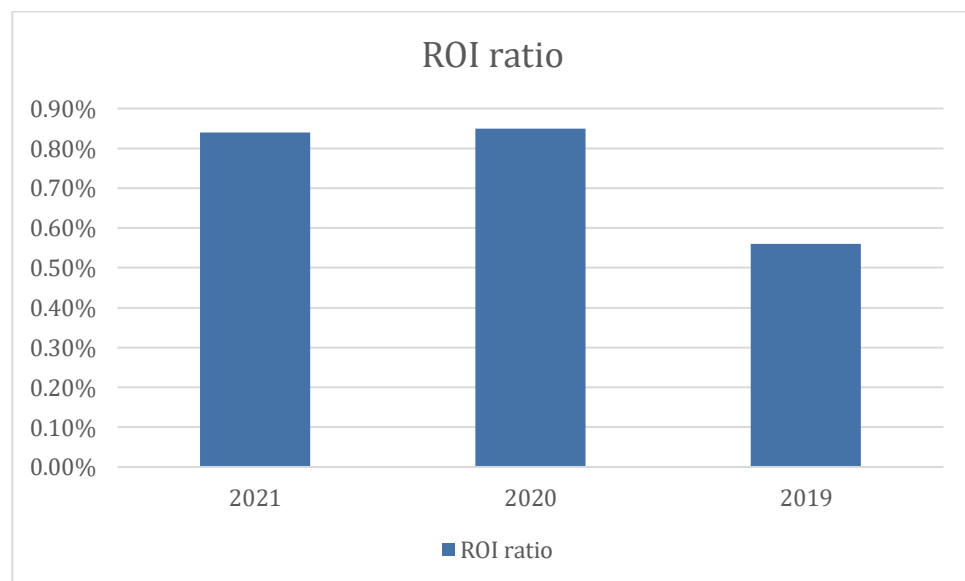
Analysis and interpretation: The Company has highest net profit ratio in the current year 2021 that is 0.04%. The company has lowest net profit ratio in year 2019 i.e 0.01%.

8.RETURN ON INVESTMENT(ROI):

The net profit (or loss) from an investment is divided by the investment's cost to calculate the return on investment. The fact that it is expressed as a percentage allows you to contrast the efficiency or profitability of various investment options. ROI formula is:

$$\text{ROI} = \text{NET PROFIT} / \text{COST OF INVESTMENT} * 100$$

Year	Net profit	Cost of investment	ROI ratio
2021	732.81	864.21	0.84%
2020	615.18	715.7	0.85%
2019	133.84	239.32	0.56%



Analysis and interpretation: ROI is represented in above graph and table. The company has good return on investment in year 202. i.e. 0.85%. The current year ROI is 0.84% company has lowest ROI in year 2019 i.e. 0.56%.

CHAPTER – 6

LEARNING AND EXPERIENCE

It presents me with a good opportunity to learn more about More super market theoretically.

In my entire career, I can say it has been a positive experience. When I first join the company, the atmosphere of the company itself teaches me what I must do and what my responsibilities are.

The company's customer service and staff worked well together. It will assist in making wise decisions and achieving the organization's goals as quickly as possible. Before joining the company, I wondered how the goods would be produced and delivered to the customer, but now that I'm there, everything is crystal clear.

The following visit to the production facility allowed other departments to see practically the same thing.

In the plant, training was highly instructive and helpful since it gave us, in addition to our academic knowledge, a corporate perspective on how each and every department of the company operates.

REPORTS

- Direct interact with employees
- Annual reports of more super market Pvt Limited.

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