



**K.L.E's S.V.S BELLUBBI ARTS & COMMERCE COLLEGE SAVADATTI**

## **Department of Commerce**

### **“A Project Report On More Super Market”**



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**Project Guide**

**2020-2021**

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more  
BEST QUALITY AT LOWEST PRICE

supermarket



# MORE SUPERMARKET

More Retail Private Limited is an omni channel grocery Brand which was earlier known as Aditya Birla Retail Limited , when it was part of Aditya Birla Group More is the fourth largest supermarket chain in the country after Future Group ,Reliance Retail and D-Mart

<b>Type</b>	:	Private Company
<b>Industry</b>	:	Retail
<b>Predecessor</b>	:	Aditya Birla Retail Limited founder July 14, 1988;33 years ago
<b>Founder</b>	:	2007
<b>Headquarter</b>	:	Mumbai, India
<b>Number of location</b>	:	752-Supermarket, More Hypermarket
<b>Key of People</b>	:	Mohit Kampani(CEO-Hypermarkets) Sashi Gumma (CEO-Supermarket )
<b>Products</b>	:	Supermarket ,Hypermarket
<b>Number of employees</b>	:	Over 11000
<b>Website</b>	:	moreretail.in

## History

Aditya Birla Group entered the retail industry with the acquisition of Trinethra Super Retail had a strong foot print with over 172 stores spread across four state .

- **Andhra Pradesh**
- **Karnataka**
- **Tamil Nadu**
- **Kerala**

In Tamil Nadu and Andhra Pradesh, Trinethra Brand was being used, while in Karnataka and Kerala, fabmall brand was being used. Later all the stores were rebranded as “ **More Stores** “. In some stores More offers prepaid points for each purchase linked with there mobile numbers. Customers would get discounts or exclusive benefits with their redeemed points. Earlier, More



used to offer prepaid point cards to redeem the points but now this service is discontinued and cannot be used or redeemed, even if balance is available.

## SUPERMARKET

A supermarket is a self-service shop offering a wide variety of food, beverages, and household products, organized into sections. This kind of store is larger and has a wider selection than a hypermarket or big-box market. In everyday U.S. usage, however, “grocery store” synonymous with supermarket, and is not used to refer to other types of stores that sell groceries.

The supermarket typically has places for fresh meat, fresh produce, dairy, daily items, baked goods, etc. Shelf-space is also reserved for canned and packaged goods and for various non-food items such as kitchenware, household cleaners, pharmacy products and pet supplies. Some supermarkets also sell other household products that are consumed regularly, such as alcohol (where permitted), medicine, clothing, and some sell a much wider range of non-food products: DVDs, sporting equipment, board games, and seasonal items (e.g, Christmas wrapping paper in December).

A larger bulk-service supermarket combined with a department store is sometimes known as a hypermarket. Other services may include those of banks, cafes, childcare centres / crèches, insurance (and other financial services), mobile phone services, photo processing, video rentals, pharmacies, and gas stations. If the eatery in a supermarket is substantial enough, facility may be called a “grocerant”, a blend of “grocery” and “restaurant”.

The traditional supermarket occupies a large amount of floor space, usually on a single level. It is usually situated near a residential area in order to be convenient to consumers. The basic appeal is the availability of a broad selection of goods under a single roof, at relatively low prices. Other advantages include ease of parking and frequently the convenience of shopping hours that extend into the evening or even 24 hours of the day.



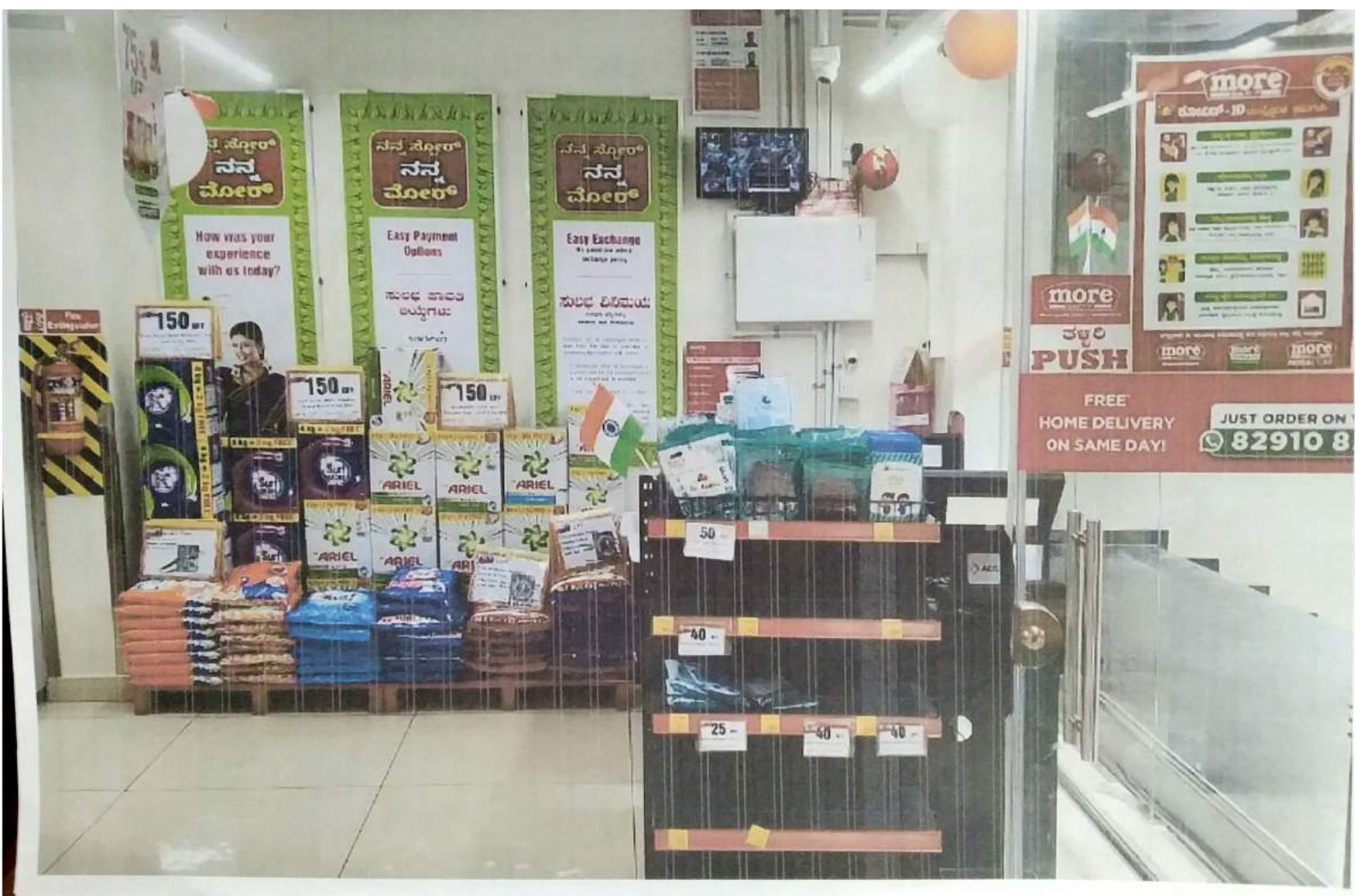
Supermarkets usually allocate large budgets to advertising, typically through newspapers. They also present elaborate in- shop displays of products.

Supermarkets typically are chain stores, supplied by the distribution centres of their parent companies, thus increasing opportunities for economies of scale. Supermarkets usually offer products at relatively low prices by using their buying power to buy goods from manufactures at lower prices than smaller stores can. They also minimise financing costs by paying for goods at least 30days after receipt some extract credit terms of 90days or more for vendors. Certain products (typically staple foods such as bread, milk and sugar) are very occasionally sold as loss leaders so as to attract shopper to their store. Supermarket make up for their low margins by a high volume of sales, and with of higher margin items bought by the attracted shoppers. Self service with shopping carts (trolleys) or baskets reduces labor costs, and many supermarkets chains are attempting further reduction by shifting to self service check out .

## GROWTH IN DEVELOPING COUNTRIES



Beginning in the 1990s, the food sector in developing countries has rapidly transformed, particularly in Latin America, South –East Asia, India ,China and South Africa. With growth, has come considerable competition and some amount of consolidation. The growth has been driven by increasing affluence and the raise middle class the entry of women into the workforce with the consequent incentive to seek out easy - to- prepare foods the growth in the use of refrigerators, making it possible to shop weekly instead of daily and the growth in car ownership, facilitating journeys to distant store and





purchases of large Quantities of goods. The opportunities presented by this potential have encouraged several European Companies to invest in these markets (mainly in Asia ) and American companies to investing Latin America in China. Local companies also entered the Market. Initial development of supermarkets has now been followed by hypermarkets growth. In addition there were investments by companies such as Marko and Metro Cash and Carry in large-scale-Cash-and-carry operations.

While the growth in sales of processed foods in these countries has been much more rapid than the growth in fresh food sales, the imperative nature of supermarkets to achieve economies of scale in purchasing means that the expansion of supermarkets in these countries has important repercussions for small farmers, particularly those growing perishable crops. New supply chains have developed involving cluster formation;

Development of specialized wholesalers; leading farmers organizing supply, and farmer association or cooperative. In some cases supermarkets have organized their own procurement from small farmers; in other wholesale markets have adapted to meet supermarkets needs.

## VALUES AS A WAY OF LIFE

### Collaboration

More leaders display a firm- first approach and firmly believe that great things can be done by a group of great individuals any day. They drive cross- functional collaboration encouraging constant introspection and conflict resolutions.

### Innovation

More leaders display curiosity, encourage experimentation and exemplify innovative thinking in creating better and disruptive customer solutions that are sustainable and environmentally safe.



FAMILY CALLED

**more** *Retail*



## **Integrity**

More leaders pursue highest standard of objectivity, honesty and transparency. They create a trusting environment where everyone speak of their mind resulting in everyone committing to the best idea. They always do the right thing even when none is looking.

## **Growing Talent**

More leaders identify, attract, nature, promote and retain the very best of talent they gauge their own success bases the talent they groomed and built. More leaders create a culture of meritocracy and accelerated leadership development.

## **Customer Obsession**

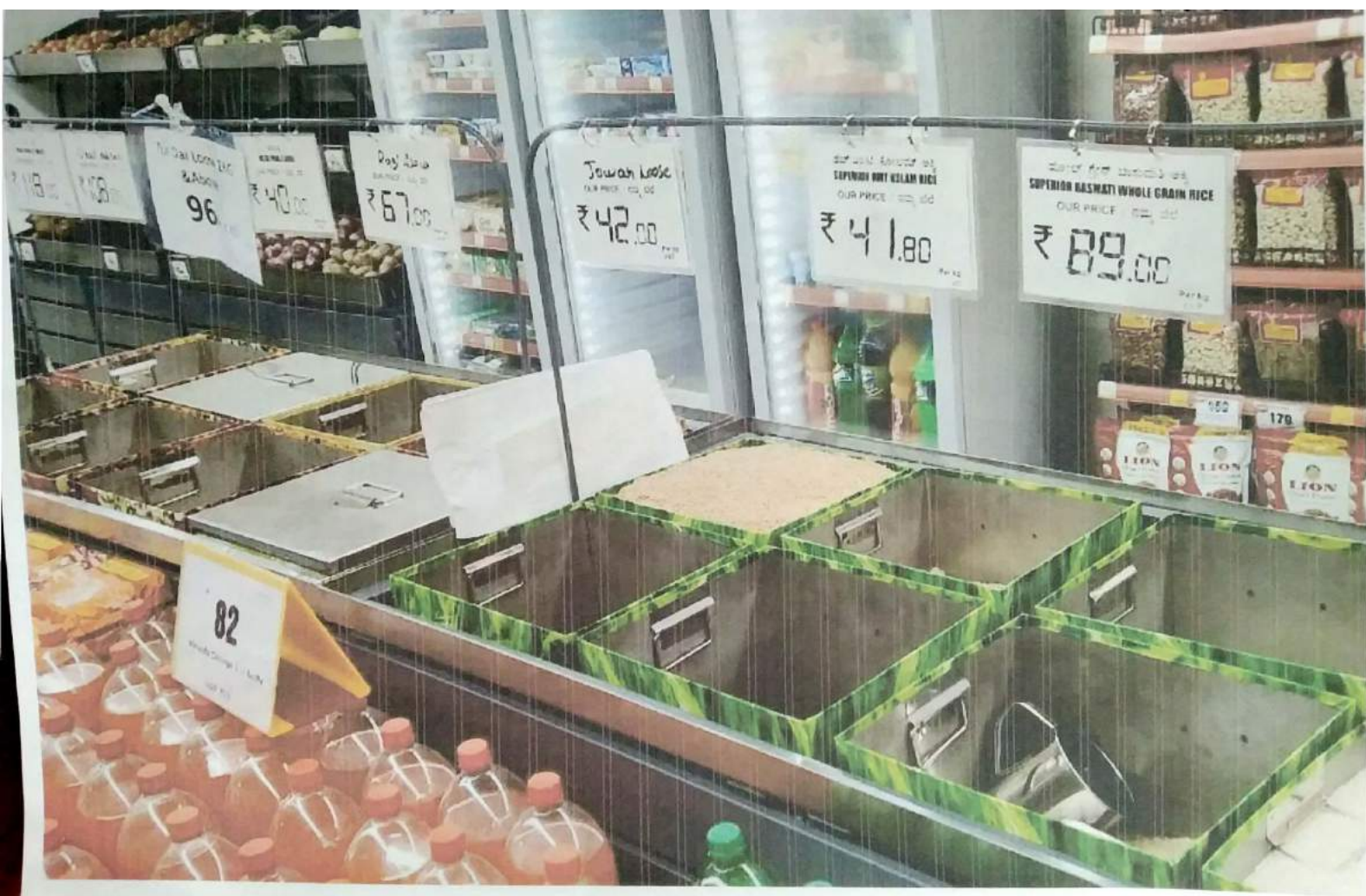
More leaders understand customer evolving needs and aspiration, obsessed 24\*7 on improving customer's experience and vigorously advocate their need within the organization.

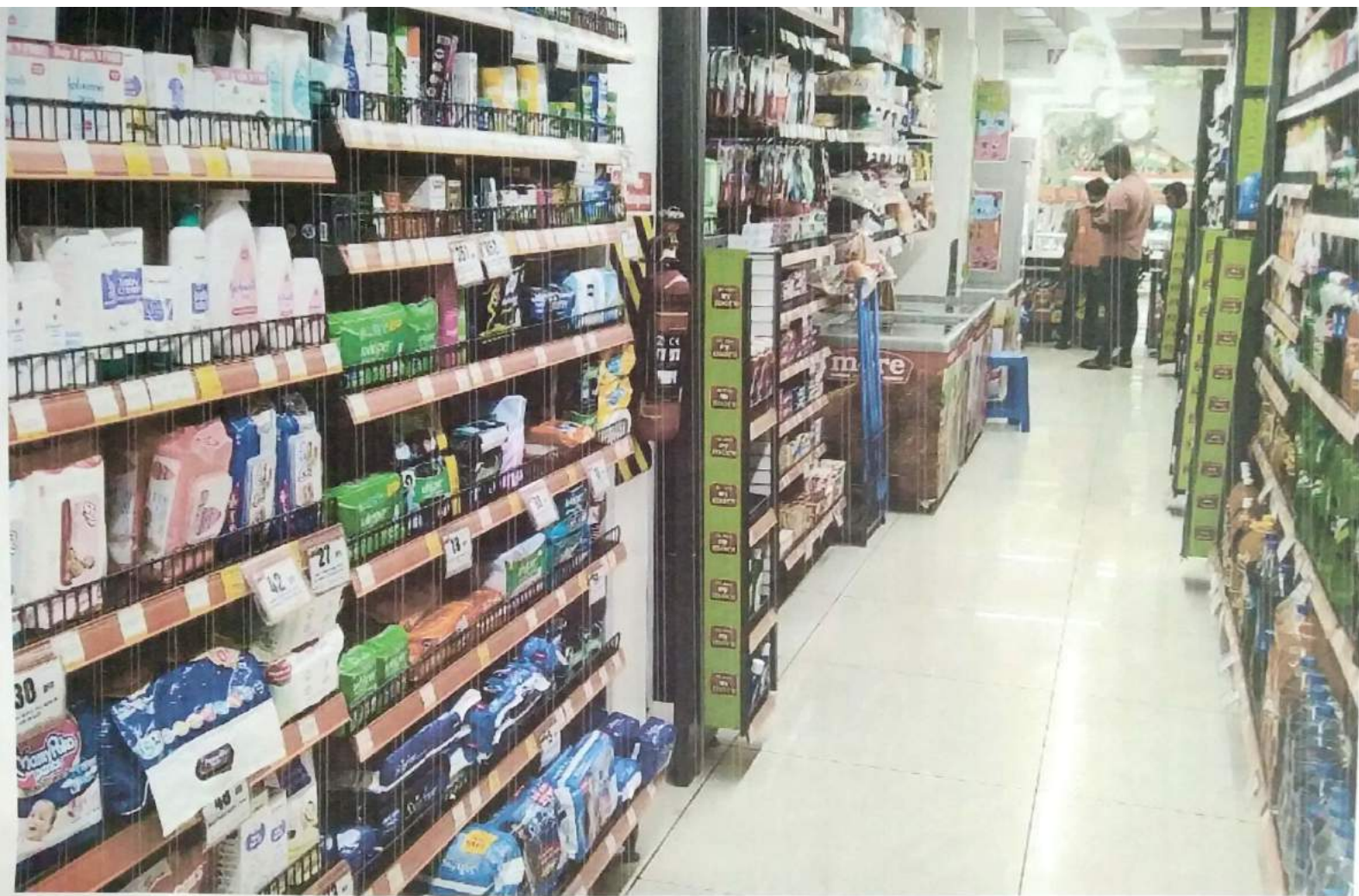
## **Frugality**

More leaders simplify the things, are effective and hence achieve lowest cost per unit in the most activities, and repeatedly deliver more with less.

## **Grit**

More leaders think audaciously and posses unusual resilience. They learn and improve from setbacks and failures and keep going while rallying everyone in the team until the goal is accomplished. They combine sharp analysis and sound judgment and value sped in decision making with calculated risk.





## TYPICAL SUPERMARKET MERCHANDISE

Larger supermarkets in North-America and Europe typically sell many items among many brands, size and varieties. U.S. published supermarket news lists of following categories, for example. Hypermarkets have a larger range of non foods categories such as clothing, electronics, household decorations, and appliances.

- Bakery(packaged and some items a service bakery and / or onsite bakery)
- Beverages (non – alcoholic packaged, some items also alcoholic if laws permit)
- Nonfood and pharmacy(example cigarettes, lottery tickets and over-the-counter medication(as laws permit), DVD rentiles, books and magazines, including supermarket tabloids, greeting cards, small selection of home goods like light, bulbs, house wears (typically limited )
- Personal care example cosmetics, soap, shampoo
- Produce (fresh fruits and vegetables).
- Floral (flowers and plants)
- Deli (sliced meats, cheeses ,etc)
- Prepared foods (packaged and frozen foods)
- Meat (fresh packaged, frozen, sometimes with a butcher service counter)
- Seafood (fresh packaged, frozen, sometimes with a butcher service counter)
- Diary (milk products and eggs)
- Centre store (example detergent, paper products, household cleaning supplies)
- Multicultural (ethnic foods )

## LAYOUT STRATEGIES

Most merchandise is already packaged when it arrives at the supermarkets. Packages are placed on shelves, arranged in aisles and section according to type of item. Some items, such as fresh produce, are stored in bins. Those requiring and intact cold chain are in temperature controlled display cases.

While branding and store advertising will differ from company to company, the layout of supermarket remain virtually unchanged. Although big companies spend time giving consumers a pleasant shopping experience, the design of supermarket is directly connected to the in – store marketing that supermarkets must conduct to get shopper to spend more money while their. Every aspects of the store in mapped out and attention is paid to color, wording and even surface texture. The overall layout of the supermarkets is visual merchandising project that place a measure role. Stores can creatively use a layout to alter customers perception of the atmospheres through visual communications (signs and graphics), lighting, colors ,and even scents. For example, to give a sense of supermarkets being healthy, fresh produces is deliberately located at the front of the stores. In terms of bakery items, supermarkets usually dedicate 30 to 40 feets of stores space to the bread aisle.

## CHARACTERISTICS OF SUPERMARKET

- It operates on self service basis.
- Prices are comparatively lower.
- Credits are not extended customers.
- It offers large varieties of goods.
- The profit margin is lower.
- Customer service is minimum.
- Sales are not compelled.
- Neat display of goods is quite attractive.





## ADVANTAGES OF SUPERMARKET

- The main benefits of advantages of supermarket are
  - Low price
  - Rapid and large sale
  - Low operation expenses
  - Freedom of selection and self-service
  - Prospect for large profit

- **LOW PRICE :**

Goods are found at relatively at low price in supermarket because they purchase larger quantity of goods, sales volume rises high. It take less operating cost. They take less profit from customers.

- **RAPID AND LARGE SALE :**

Supermarket becomes able to attract more customers due to its special features. The customers crowd in supermarkets for the cheap price and selection facility. As the result, supermarket can sell their goods rapidly in large volume.

- **LOW OPERATION EXPENSES :**

Supermarket takes relatively low operation expenses. Supermarkets do not provide free services to customer, except some nominal. They are established with the objective of providing goods to customers at cheaper price. So they employ least number of sellers. As the result, supermarkets can be operated with less cost.

### • **FREEDOM OF SELECTION AND SELF-SERVICE :**

The customers should select goods themselves in supermarket. More freedom is given to select goods, due to which the customers can get more satisfaction. Such freedom is more appropriate for those customers who do not like interference of sellers.

### • **PROSPECT FOR LARGE PROFIT :**

Large profit is another advantage of supermarket. They can have prospect of earning more profit, because they purchase in large quantity and sell out small quantity. Moreover, they bear only little operation expenses and do not provide free services to customers. This automatically results in more profit.

## **DISADVANTAGES OF SUPERMARKET**

- There are various advantages of supermarket at the same time there are also disadvantages. The major disadvantages of supermarket are :

- Requirement of huge capital
- Need of central place
- Lack of personal attention
- Unsuitable for all products
- Need of efficient manager

### • **REQUIREMENT OF HUGE CAPITAL :**

Huge amount of capital is required to establish supermarket. It needs to be operated in huge building for which large amount of rent needs to be paid.

- **NEED OF CENTRAL PLACE :**

Central as well as proper places are needed to establish supermarket. Supermarkets cannot be operated everywhere. It becomes difficult to find proper location to establish supermarkets, even if found they become costly.

- **LACK OF PERSONAL ATTENTION :**

Another disadvantage of supermarket is lack of personal attention. The employees and other staff do not pay adequate care. The customers should bring goods up to counter by themselves to pay bill. The employees do not care for the customers. Most of the customers, especially women shopper do not like this.

- **UNSUITABLE FOR ALL PRODUCTS :**

Only some products, which are known by customers, can be sold in supermarkets. Some goods need to be explained by sellers to the customers for their knowledge. So, the products unknown to customers cannot be sold out from supermarkets.

- **NEED OF EFFICIENT MANAGER :**

Compared to other retailing institution, efficient manager is necessary for the operation of supermarkets. Otherwise, it cannot be operated successfully.

## CRITICISMS

- The large scale of supermarkets, while often improving cost and efficiency for customers, can place significant economic pressure on suppliers and smaller shopkeepers.
- Supermarkets often generate considerable food waste, although modern technologies such as biomethanation units may be able to process the waste into an economical source of energy. Also, purchases tracking may help as supermarkets then become better able to size their stock (a perishable goods), reducing foods spoilage.

## CONCLUSION OF SUPERMARKET:

Here, I have come to the end of the project on the topic MORE SUPERMARKET. I tried my best to include all the necessary topics that are required related to the given topic. Some of the information which I wrote in the project were taken from internet. It was a wonderful and learning experience for me while working on this project. This project took me various phases of project development and gave me real insight into the MORE SUPERMARKET. The joy of working and thrill involved while tackling the various problems and challenges gave me a feel of developers industry about, What, How and in this report I have analyzed in detail the retail industry in India. We had initially started with the information of the supermarket sector in India, then moved onto its history, information about the supermarket, growth and development of supermarket, and I have covered information like values as a way of life, typical supermarket merchandise, layout strategies, characteristics, and I have discussed about the advantages, disadvantages, & criticisms.

**I enjoyed each and every bit of work I had put into this project.**