

S.P.V.V.S

**G.P.PORWAL ARTS, COMMERCE AND V.V.SALIMATH
SCIENCE COLLEGE SINDAGI – 586128**

TQ : SINDAGI

DIST : VIJAYAPURA



DEPARTMENT OF COMMERCE

B.COM VI SEM

PROJECT REPORT

TOPIC : MoreSuper Market

2022 – 2023

NAME : Goutam Rathod

SUBJECT: Project

CLASS : B.Com VI sem

REG NO : C2060828

SUBMITTED BY

Goutam

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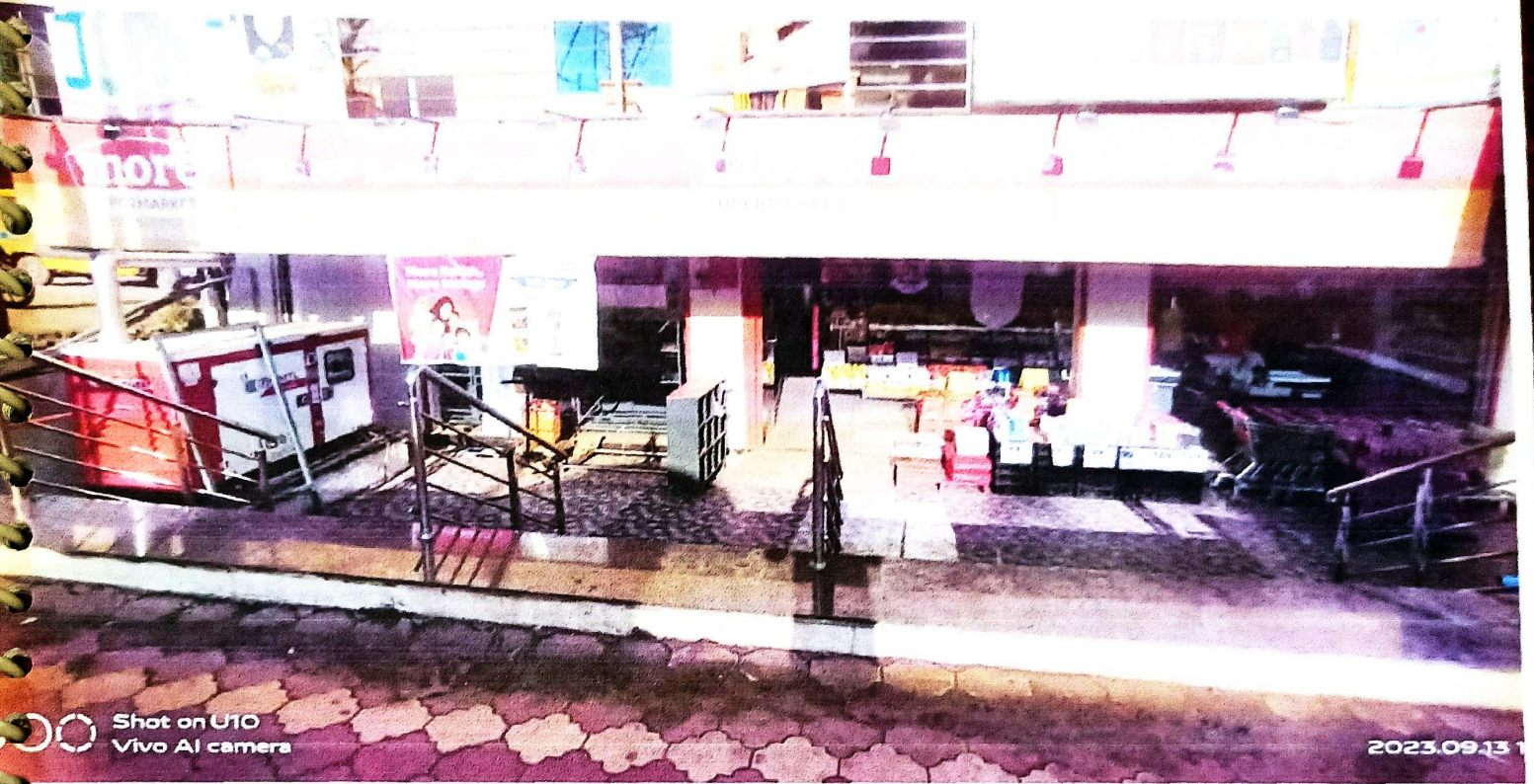
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- **Commitment:** Commitment of the company means deliver value and importance to all stakeholders. In the process, being responsible for companies own actions and decisions.
- **Passion:** An intuitive and active passion that comes from emotional commitment with the company that makes work pleasant and inspires each one to give his/her best.
- **Seamlessness:** Thinking and working together across operative groups, hierarchies, businesses, and geographies.
- **Speed:** Reaction to internal and external customers with a sense of urgency. Continuously motivated to finish before target and choosing the best rhythm to optimise companies' efficiencies.

Products:

Supermarket More.

More super markets conveniently located in rural and urban areas. More Supermarket serves to the daily, weekly and monthly shopping needs of consumers. The product offerings include a wide range of

- Fresh fruits
- Vegetables
- Groceries
- Personal care
- General merchandise
- Basic range of apparels
- Home care

Hypermarket More.

More Promises a world-class pleasurable shopping experience to Indian consumers in their very own neighbourhood. For the entire family Hypermarket More is a one-stop shopping destination. It has large number of products like

- Fruits & vegetables
- Groceries
- FMCG products
- General merchandise
- Apparels
- CDIT

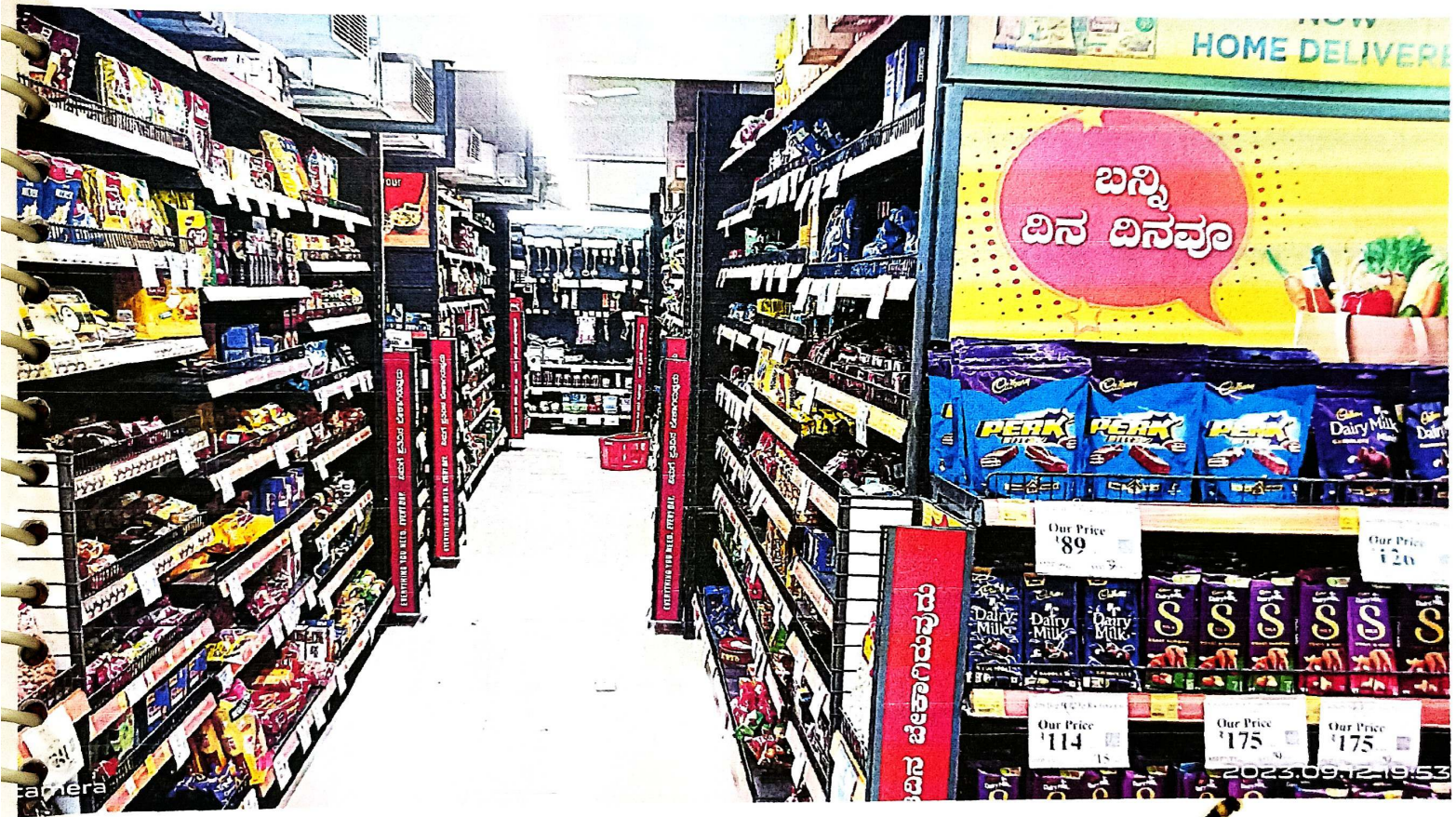
Area of operation

more — Conveniently located in neighborhoods. At present, there are 540 supermarkets across the country. And 16 hypermarkets work under the brand more.MEGASTORE in Mysore, Vadodara, Indore, Mahadevpura, Old Madras Road & Bull Temple Road in Bengaluru, Mumbai, Saroor Nagar & Kukatpally in Hyderabad, Vashi, Rohini&Kirti Nagar in New-Delhi & Nashik.

Strong Supply Chain

For every effective retail organization strong supply chain is required. The main duty of Supply chain is to collect the goods, sort and arranged the goods in manner. The supply chain is also liable for bringing back unsold, returnable goods and sends it back to the supplier or manufacturer. A Supply chain support network comprises the following...

- Private delivery vehicle
- People
- Private or leased warehouses
- Good racking arrangements

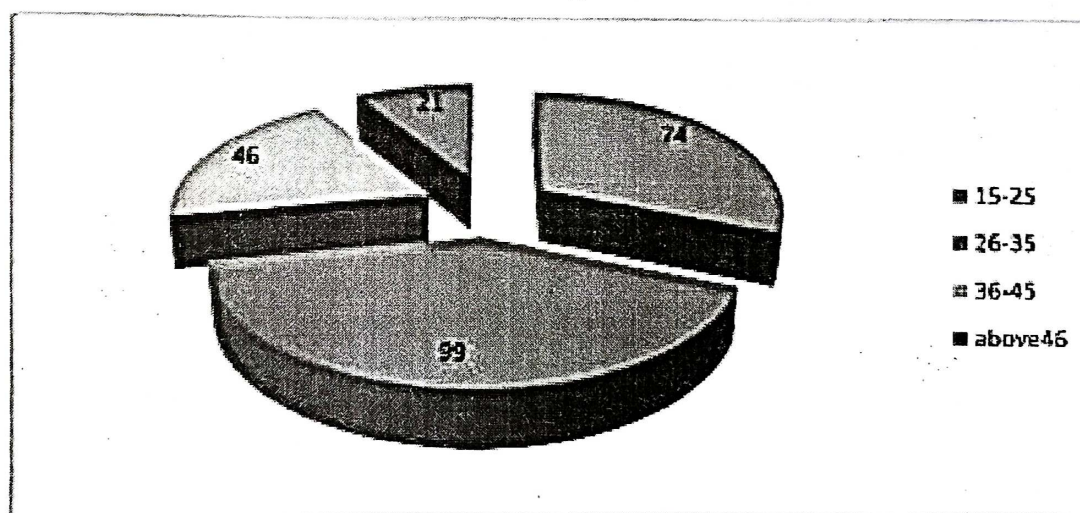


4.2 AGE GROUP

Table no. 4.2: Showing classification of respondents based on their age group.

PARTICULARS	FREQUENCY	PERCENTAGE
15-25	74	31
26-35	99	41
36-45	46	19
above46	21	9
TOTAL	240	100

Chart no. 4.2: showing age group of respondents.



INTERPRETATION:

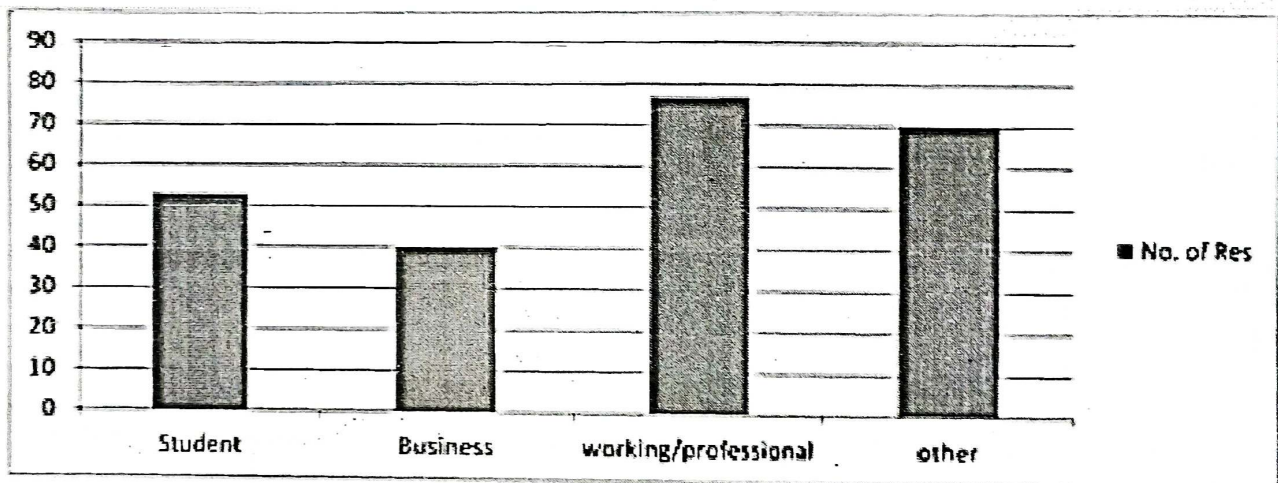
Regarding age wise classification it is clear that respondents belonging to the age group of 15 to 25 years were 31% which states that a good number of students and young people shops at more. Respondent belonging to age group of 26 to 35 and 36 to 45 have 41% and 19% respondents respectively. This tells the customers who shop at this store are middle age people such as working women's, housewives, and professionals as it is stores target group. Those with above 46 year are very less in number which accounts for just 9% of the total respondent.

4.3 OCCUPATION

Table no. 4.3: showing occupation classification of respondents.

PARTICULARS	FREQUENCY	PERCENTAGE
Student	53	22
Business	40	17
working/professional	77	32
other	70	29
Total	240	100

Chart no. 4.3: showing occupation of the respondents.



INTERPRETATION:

The above table show that out of 240 respondents 22% respondents were students, this states that good number of students shops at more store. 32% respondents belongs to Working/ professionals i.e. more and more salary class people attracted towards more. Others like house maker etc. are very good in number 29% respondents. Even business group is also attracted towards this store because 17% respondents are in business group. It can be noticed that more store is successful in attracting people from different professions.

- Analysing reliability component shows that 71.98% satisfaction level towards reliability from the respondents. There is still more scope for improvement in reliability component by which the gap of 1.96 out of 7 can be covered.
- Assurance component has satisfaction level of 72.17%. The gap score of 1.94 out of 7 tells the scope for improvement.
- The respondents tell that the empathy shown by more store is satisfied to the level of 70.80%. And gap score 2.03 out of 7 has to be covered to satisfy all customers to the best.
- The responsiveness of more store gives 71.11% satisfaction level to the respondents.
- Overall the assurance of more store has more satisfaction level (72.19%) and fewer gaps with 1.94 out of 7, this may be because the assurance statement contains the behaviour of employees instils confidence statement which has high satisfaction level. Apart from this tangibility component has more satisfaction level (71.98%).
- Using regression and Anova test it was found that all the 5 dimensions of service quality has a affect on customer perception and all the null hypothesis were rejected.
- Using correlation it was observed that Responsiveness and Empathy has a strong relationship on customer perception.

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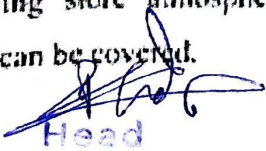
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SUGGESTION

From the study done at more store to understand customer perception and satisfaction has found out the above mentioned findings which gives some suggestions. More has achieved its target customers but there are many things to be achieved. The following are some of the suggestions.

- The product quality, packaging etc. has to be improved.
- As majority of customers are educated. Thus advertisement can be improved; it will help in easy communication.
- Most of the customers visit more once in a week or in every fortnight. So coming up with an offer which gives offer for those members will satisfy the customers.
- Responsiveness and processing of customers enquiry and complaints should be proper and fast.
- The dressing of the employees can be changed so that it will be more attractive, as it is a retail industry.
- Majority of customer look for variety of products. So more should keep different variety in the product and enough stock.
- Provide convenient parking space for customers to use.
- Can seek the suggestions from the loyal customers so it can boost the business.
- Employees should only help the customers when required by them. This is because every customer doesn't like to accompany by a staff.
- More stores have a need for some more cash counters, to serve quickly without making customer wait.
- Introducing return policy can attract more number of customers
- By improving store atmosphere and displaying system the gap of tangibility component can be covered.


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- By keeping enough stock, and providing service at right time can help to improve the reliability of the store.
- Time to time training and updates should be given to the employees, so the employees will have enough knowledge about the product at more. So that assurance can be achieved.
- The employees of more should serve the customer with happy heart and more enthusiastically. By this gap in empathy can be covered.
- Extending the store timing can help the store to increase its responsiveness.


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