

**An Organization Study Report of FUTURE RETAIL LTD
(18MBAOS307)**

BY

**Mr CHETHAN TM
USN 1CR19MBA19**

**Submitted to
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



*Inpartialfulfillmentof the requirement for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION*

Under Guidance of

*Dr.Prakash B. Yaragol
Professor*



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CERTIFICATE BY THE INSTITUTION

This is to certify that **Mr. CHETHAN TM** bearing **USN 1CR19MBA19** is a bonafide student of Master of Business Administration of our Institution during 2019-21 batch. The organization study report on **FUTURE RETAIL LTD** is prepared by him under the guidance of **Dr. Prakash B. Yaragol**, Professor, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, affiliated to Visvesvaraya Technological University, Belagavi Karnataka.

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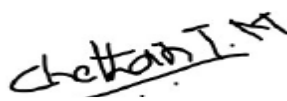
DECLARATION

I, **Mr. Chethan T.M.** bearing **USN 1CR19MBA19** hereby declare that the organization study conducted at **Future retail Ltd** is record of independent work carried out by me under the guidance of **Dr.Prakash B. Yaragol.** faculty of M.B.A Department of CMR Institute of Technology, Bengaluru. I also declare that this report is prepared in partial fulfillment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone an organization study for a period of four weeks. I further declare that this report is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University /Institution.

Disclaimer

The enclosed document is the outcome of a student academic assignment, and does not represent the opinions/views of the University or the institution or the department or any other individuals referenced or acknowledged within the document. The data and Information studied and presented in this report have been accessed in good faith from secondary sources/web sources/public domain, including the organisation's website, solely and exclusively for academic purposes, without any consent/permission, express or implied from the organization concerned. The author makes no representation of any kind regarding the accuracy, adequacy, validity, reliability, availability or completeness of any data/information herein contained.

Place:
Date: 28/9/2020


Signature of the Student
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I thank my internal guide, **Dr.Prakash B. Yaragol**, Professor of the Department of MBA of CMR Institute of Technology, Bengaluru for his constant guidance and support throughout the organization study.

Mr. Chethan T.M.
USN: 1CR19MBA19

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EXECUTIVE SUMMARY

Indian retail sector is witnessing one of the most hectic Marketing activities of all times. The companies are fighting to win the hearts of customer who is God said by the business tycoons. There is always a 'first mover advantage' in an upcoming sector. In India, that advantage goes to "FOODHALL". It has brought about many changes in the buying habits of people. In this project, we will study its marketing strategies and Store activities. The research titled '**A Study on the Working culture of organization (Foodhall-FRL)**' helps us to understand the effect of promotional strategy which is responsible for attracting customer towards FOODHALL. The report deals with the impact of promotional activity which attracting customer towards Foodhall.

The main objective of the study at Foodhall, Includes the diagnosis of the working Culture of Organization According to **Six culture components**: General Characteristic's, Leadership, Employee Management, Organization Glue, Strategic Emphasis and criteria of success and to enable me to get a hands-on Experience, real-life situation which I expect & desire to work in after my Graduation

The research was carried out as per the steps of Marketing Research. The well supportive objectives were set for the study. To meet the objectives primary research was undertaken. The data collection approach adopted was experimental research & survey research. The instrument used for the data collection was observation & questionnaire.

This internship report basically covers whatever has transpired in the time I have been at FOODHALL, for my internship programmer from 6th August 2020 to 12th August 2020. The report includes detailed information, Mckinsey,s 7s framework and Environmental analysis with special reference to FRL. There in contains also the lessons learnt & accrued benefits, Experience & more importantly relatedness of the University's taught programmer to the field of work (internship).

CHAPTER – 1

INTRODUCTION AND INDUSTRY PROFILE

INDUSTRY PROFILE

Food hall is belongs to retailing Industry (Future Group) .Future Consumer Limited (Formerly known as Future Consumer Enterprise Limited) (FCL), India's first sourcing-to-supermarket food company by Future Group is built on the virtue of sharing. Starting from the seeding of food at the farm to its consumption from the plate, FCL acts as a catalyst for each of its stakeholders. From sourcing, processing, retailing to final act of consumption – FCL strikes a widespread cord between the lives of the farmer, a factory laborer, a worker on the shop floor and the housewife.

Food means sharing in India. It starts at the farms where neighbors, kith and kin join hands in tilling, sowing and harvesting of crops. Women come together to further process and prepare food. Recipes are passed down as heirlooms, shared by friends and neighbors and now on television by celebrity chefs.

Under FCL's spectrum, the company sources best quality commodities from world over, comprises of extensive portfolio of established brands in food and HPC space, builds urban convenience store for key metros and cash-n-carry rural distribution models for other cities across India. (Integrated front end to back end)

Retailing in India is one of the pillars of its economy and accounts for about 10 percent of its GDP. The Indian retail market is estimated to be US\$ 600 billion and one of the top five retail markets in the world by economic value. India is one of the fastest growing retail markets in the world, with 1.2 billion people. As of 2003, India's retailing industry was essentially owner manned small shops. In 2010, larger format convenience stores and supermarkets accounted for about 4 percent of the industry, and these were present only in large urban centers. India's retail and logistics industry employs about 40 million Indians (3.3% of Indian population).

Until 2011, Indian central government denied foreign direct investment (FDI) in multi-brand retail, forbidding foreign groups from any ownership in supermarkets, convenience stores or any retail outlets. Even single-brand retail was limited to 51% ownership and a bureaucratic process.

The Kishore Biyani-led Future Group and Heritage Group have entered into an agreement under which the former gets management control over the latter's retail business while Heritage will get a 3.65 per cent stake in Future Retail, worth about Rs.295 crore. Though discussions between the two were on for some time, the contours were shared at a press meet here on Monday by Mr. Biyani and Heritage's Director Nara Lokesh and Executive Director N. Brahmani.

The "deal is done" the Future Group head said, adding that the retail business of Heritage "merges with us. We run the company. This he explained, was in sync with Future Retail plans to expand the small format stores nationally from 700 to 4,000 over the next five years through a network of own and franchisee outlets. Heritage Foods retail business comprises 124 stores in Hyderabad, Bengaluru and Chennai. As part of the agreement, Heritage Foods would spin off its retail, bakery, Agri-sourcing and veterinary care business in a fully owned subsidiary.

Subsequently, all these businesses, except veterinary care, would be merged with Future Retail. Mr. Lokesh, whose father and Andhra Pradesh Chief Minister N. Chandrababu Naidu founded the Heritage Group in 1992 said Heritage Foods would own the 3.65 per cent shares making it the third largest non-promoter shareholder in Future Retail. "It will be part of our investments," he said. A five-member committee was to be formed for managing the retail business of Heritage during the interim period of six months, after which Future would take charge.

So in 2011, Future Group launched Foodhall, a premium lifestyle food superstore. Currently Foodhall has six stores present in Mumbai, Bengaluru, New Delhi and Gurgaon Kishore Biyani-led Future Retail Ltd on Monday said it agreed to buy the retail business of Hyderabad-based Heritage Foods Ltd, promoted by the family

members of Andhra Pradesh chief minister N. Chandrababu Naidu, in an all-stock deal.

Under the terms of the deal, Heritage Foods will get a 3.65% stake or freshly issued shares worth Rs295 crore in Future Retail. Heritage's retail business includes the popular Heritage Fresh chain of 124 stores in the three key southern cities of Hyderabad, Bengaluru and Chennai.

The stores sell a range of household items, fast-moving consumer goods (FMCG), staples and fresh fruits and vegetables.

“Heritage Foods will spin off its retail, bakery, and Agri-sourcing and veterinary care business in a fully owned subsidiary. Subsequently, all these businesses, except veterinary care, will then be merged with Future Retail,” Future Retail said in a statement.

The retail and allied businesses of Heritage Foods posted revenue of Rs629.70 crore during the fiscal ended March.

Future Retail said the Heritage stores will complement its existing network of 379 small-format Easy Day stores in north India. “The consolidation of Heritage small-format stores brings us closer to the homes of customers in the three key metros in southern India,” said Kishore Biyani, chairman and managing director of Future Retail. “Scale plays an important role in retail, and this forms part of our strategy of aggressively expanding our small stores network to around 3,000 stores nationally by 2021...,” Biyani added.

Heritage retail also includes the company's agricultural pack houses in Chittoor, Andhra Pradesh and Medak, Telangana, which form the fruits and vegetables supply chain for the retail stores. Heritage also has a bakery in Hyderabad which markets its products through the retail stores, apart from supplying them to quick serve restaurants.

“We are happy to have found a partner in Future Group to expand our retail business, as Heritage Foods continues to focus and expand its dairy and renewable energy business,” said N. Brahmani, executive director of Heritage Foods and daughter-in-law of Chandrababu Naidu.

The deal is a win-win for both Future Retail and Heritage, said an analyst. “The whole supermarket model, which Reliance Fresh, More, Easy Day and Heritage have been following, is a difficult one to crack,” said Harminder Sahni, founder and managing director of Wazir Advisors, a retail and consumer consulting firm.

“Either people are getting out of it or people are selling it to Future Group, cases such as Nilgiris, Big Apple, Easy Day and now Heritage,” Sahni said. “Mr. Biyani has a strategy, which is more driven by brands and FMCG of private labels. So he is taking all the stores in.”

Sahni said that for Heritage, the sale of its retail business is like taking the “burden off the shoulders” and focus on its dairy business, which is doing well. “Retail business needs huge involvement and is capital intensive at a time when Naidu and his son Lokesh are busy with their political careers,” Sahni said. Shares of Future Retail gained 1.36% to Rs152.65 on BSE, while the exchange’s benchmark Sensex rose 0.68% to 27,458.99 points. Heritage Foods shares rose 9.55% to close at Rs879.60 on Monday.

First Published: Mon, Nov 07 2016. Heritage Foods, whose retail wing includes a chain of 124 Heritage Fresh stores in Hyderabad, Bengaluru and Chennai, to get a 3.65% stake worth Rs295 crore in Future Retail.

Future Group is an Indian private conglomerate, headquartered in Mumbai. The company is known for having a significant prominence in Indian retail and fashion sectors, with popular supermarket chains like Big Bazaar and Food Bazaar, lifestyle stores like Brand Factory, Central etc. and also for having a notable presence in integrated foods and FMCG manufacturing sectors. Future Retail (initially Pantaloon Retail India Ltd (PRIL) and Future Lifestyle Fashions, two operating companies of Future Group, are among the top retail companies listed in BSE with respect to assets and in NSE with respect to market capitalization.

On May 2012, Future Group announced 50.1% stake sale of its fashion chain Pantaloons to Aditya Birla Group in order to reduce its debt of around ₹80 billion (US\$1.2 billion). To do so, Pantaloons fashion segment was demerged from Pantaloons Retail India Ltd; the latter was then merged into another subsidiary Future Value Retail Ltd and rechristened Future Retail Ltd.

Future Group is a corporate group and nearly all of its businesses are managed through its various operating companies based on the target sectors. For e.g., retail supermarket/hypermarket chains Big Bazaar, FBB, Food Bazaar, Food Hall, Hometown, etc. are operated by its retail division, Future Retail Limited, while its fashion and clothing outlets Brand Factory, Central, and Planet Sports are operated via another of its subsidiaries, Future Lifestyle Fashions Limited. Furniture is retailed through HomeTown stores in major cities and online.

With these many fashion outlets and supermarkets, the group also promotes its fashion and sports brands like Indigo Nation, Spalding, Lombard, Bare, etc., and FMCGs like Tasty Treat, Fresh & Pure, Clean Mate, Ektaa, Premium Harvest, Sach, etc. It also has operating companies to cater specifically to internal financial matters and consulting within its group of companies.

On November 21, 2014, Future Consumer Enterprises Limited acquired the 98% from Actis Capital and other promoters. With that, Nilgiris is a fully owned subsidiary of Future Consumer Enterprises Limited (FCEL). It Belongs to A group company.

In August 2020, Reliance Group to buy Future Retail from Future Groups.

Future Group believes in developing strong insights on Indian consumers and building business based on Indian ideas, as espoused in the group's core value of "Indianans". The group's corporate credo is, "Rewrite rules, Retain values".

Industries Reliance (RIL) on August 29 said it was acquiring the retail and wholesale business and the logistics and warehousing business of rival Future Group for a cash consideration of Rs 24,713 crore in a deal which is likely to give the oil and telecom conglomerate a stronghold in grocery and apparel segments.

The deal is being seen as coming together of a future digital giant and a retail goliath popularly known to be the veteran of the consumer story in India.

"Future brings with it brands where the business models have been established over the years, a strong supply chain and a robust understanding of the Indian consumer segment. They are the pioneers who introduced the Indian common man to multi-storied hypermarkets. The ability to service the aspirations of the common man is what Future had successfully done all these years. This with the new digital ways of life powered by Reliance can create a powerful consumer ecosystem," said Sreedhar Prasad, an independent e-commerce analyst.

CHAPTER – 2

ORGANIZATION PROFILE

ORGANIZATION PROFILE

Foodhall
– for the love of food –

2. 1. BACKGROUND OF FOODHALL

Foodhall, A premium lifestyle food superstore, Future Group's ambitious venture, is a pure gastronomical delight. Latching on to the love for global cuisines, Foodhall is an answer to every foodie's inner epicure. Launched in May 2011, Foodhall is a one-stop destination for a well-travelled urban consumer who understands the nuances of gourmet cooking. An eye-appealing exotic store captures the novel concepts from around the world on one platter. With an aesthetic mix of Indian flavors with the west, this specialty store is a den of discovery - of the finest global foods and ingredients.

Foodhall appeals to every food connoisseur with its custom-made gift hampers, monthly thematic festivals, beautiful display of fruits and vegetables, a spice station, live demo kitchen and fresh sampling of ingredients in the best possible combinations.

These make shopping at Foodhall an enriching experience. A perfect blend of culinary presentation and ingredients in Foodhall is at par with any international gourmet food store. It has an extensive global variety in every category – the offerings range from Tomatillo (Green Tomatoes of Mexico) to gluten-free breads such as pizza dough, bagels, to range of super-food options such as Greek Yoghurts, fat-free organic milk, Tofu, gourmet chocolates, oils and vinegars, smoked salmon, mock meats, specialty cold cuts, teas, fresh

truffles and various food delights including a variety of Indian foods. Currently Foodhall is present in Mumbai, Bengaluru, New Delhi and Gurgaon.

- **1987** Company incorporated as 'Manz Wear Private Limited'. Launch of Pantaloons trouser, India's first formal trouser brand.
- **1991** Launch of BARE, the Indian jeans brand.
- **1992** Initial public offer (IPO) was made in the month of May.
- **1994** The Pantaloon Shoppe—exclusive menswear store in franchisee format launched across the nation. The company starts the distribution of branded garments through multi-brand retail outlets across the nation.
- **1995** John Miller—Formal shirt brand launched.
- **1997** Company enters modern retail with the launch of the first 8000 square feet store, Pantaloons in Kolkata.
- **2001** Three Big Bazaar stores launched within a span of 22 days in Kolkata, Bangalore and Hyderabad.
- **2004** Central-India's first seamless mall is launched in Bangalore.
- **2005** Group moves beyond retail, acquires stakes in Galaxy Entertainment, Indus League Clothing and Planet Retail. Sets up India's first real estate investment fund Kshitij to build a chain of shopping malls.
- **2006** Future Capital Holdings, the company's financial is formed to manage over \$1.5 billion in real estate, private equity and retail infrastructure funds. Plans forays into retailing of consumer finance products. Home Town, a home building and improvement products retail chain is launched along with consumer durables format, Ezone and furniture chain, Furniture Bazaar. Future Group enters into joint venture agreements to launch insurance products with Italian insurance major, Generali. Forms joint ventures with US office stationery retailer, Staples.
- **2007** Future Group crosses \$1 billion turnover mark. Specialized companies in retail media, logistics, IPR and brand development and retail-led technology services become operational. Pantaloon Retail wins the 'International Retailer of the Year' at US based National Retail Federation convention in New York and 'Emerging Retailer' of the Year
- **AWARD** at the World Retail Congress held in Barcelona. Futurebazaar.com becomes India's most popular shopping portal.

- **2008** Future Capital Holdings becomes the second group company to make a successful Initial Public Offering in the Indian capital markets. Big Bazaar crosses the 100-store mark, marking one of the fastest ever expansion of a hypermarket format anywhere in the world. Total operational retail space crosses 10 million square feet mark. Future Group acquires rural retail chain,

2011 - Foodhall, the supermarket chain is launched.

‘Aadhar’ present in 65 rural locations.

2.2 NATURE OF BUSINESS

The Foodhall format from Future Group targets the well-travelled urban Indian consumers who love to experiment with global cuisine and promises to expose customers to the finer nuances of food.

Foodhall makes every effort to delight its customers, tailoring store formats to changing Indian lifestyles and adapting products and services to their desires. We operate some of India’s most popular hypermarket and home solutions retail formats. Across value and lifestyle segments, our multi-format retail strategy caters to various consumption needs of a wide cross-section of Indian consumers.

Our business is well capitalized to propel pure retail growth momentum. We believe the Indian consumption story is intact and the combination of consumption and investment driven growth will power our success. We aim to maintain our focus on increasing consumption demand through innovative customer engagement activities.

We aim to continue on our growth path through a combination of realization efficiency and space expansion. Our aim is to maintain the momentum of topline growth through continuous efforts to increase store efficiencies and productivity as evident in improved.

Foodhall, A premium lifestyle food superstore, Future Group’s ambitious venture, is a pure gastronomical delight. Latching on to the love for global cuisines, Foodhall is an answer to every foodie’s inner epicure. Launched in May 2011. Currently Foodhall is present in Mumbai, Bengaluru, New Delhi and Gurgaon.

Food means sharing in India. It starts at the farms where neighbors, kith and kin join hands in tilling, sowing and harvesting of crops. Women come together to further process and prepare food. Recipes are passed down as heirlooms, shared by friends and neighbors and now on television by celebrity chefs.

We wanted to bring home the flavours from around the world to create a space that every food lover would enjoy. A place that allows you to not only buy unique, rare ingredients but also taste fresh food as you explore the store – indulging all five senses. This need for a buzzing and inspiring space was left unfulfilled.

So in 2011, Future Group launched Foodhall, a premium lifestyle food superstore. Currently Foodhall has six stores present in Mumbai, Bengaluru, New Delhi and Gurgaon.

2. 3. VISION, MISSION AND QUALITY POLICY

Foodhall appeals to every food connoisseur with its custom-made gift hampers, monthly thematic festivals, beautiful display of fruits and vegetables, a spice station, live demo kitchen and fresh sampling of ingredients in the best possible combinations.

→ Vision statement\Long term Objective and Goals.

We take pride in our Indian's. Our belief in inclusiveness for long-term sustainable growth and economic prosperity evokes trust among consumers, employees, suppliers, partners, shareholders and the community.

- ✓ **RESPECT AND HUMILITY** in dealing with everyone within and outside the organization.
- ✓ **FLOW** by constantly learning and being inspired from the universal laws of nature
- ✓ **INDIANNES** by believing in oneself and doing things the Indian way

- ✓ **INTROSPECTION** for continuous learning, self-development and personal excellence.
- ✓ **OPENNESS AND ADAPTABILITY** by accepting new ideas and

“We wanted to bring home the flavors from around the world to create a space that every food lover would enjoy. A place that allows you to not only buy unique, rare ingredients but also taste fresh food as you explore the store – indulging all five senses. This need for a buzzing and inspiring space was left unfulfilled”

knowledge, and being proactive in meeting challenges emerging from changing business scenarios.

"To inspire healthier communities by connecting people to real food."
 "To create and promote great-tasting, healthy, organic beverages."
 “Be the most desired and successful Retail store "We work hard every day to make India the world's most respected service brand."

- ✓ **VALUING AND NURTURING RELATIONSHIPS** with customers, business associates, stakeholders, communities and the society **LEADERSHIP** in thought and in business.
- ✓ **SIMPLICITY AND POSITIVITY** to foster innovation, speed and imagination.

→ Mission statement\Short term Objective and Goals.

We share the vision and belief that our customers and stakeholders shall be served only by creating and executing future scenarios in the consumption space leading to economic development.

- * We will be the trendsetters in evolving delivery formats and making consumption affordable for all customer segments – for classes and for masses.
- * We shall infuse Indian brands with confidence and renewed ambition.

- * We shall be efficient, cost- conscious and committed to quality in whatever we do.
- * We shall ensure that our positive attitude, sincerity, humility and united determination shall be the driving force to make us successful.

→ **Quality policy - [Foodhall]**

Food hall provides quality management, co-ordination, and installation services throughout the India and sometimes abroad. The Company has developed its expertise since its establishment and its aim is to achieve a high standard of construction and service to its customers.

“Our Quality Policy Is Defined and Strongly Driven By the Following Management Principles and Behaviors”

- Build a mutually profitable relationship with our customers, ensuring their long-term success, through the understanding of their needs and the needs of their customers as well.
- Achieve our commitments for quality, cost, and schedule.
- Enhance the systematic research and use of best preventive practices at all levels and ensure reliable risk management.
- Drive continual improvement and innovation based upon efficient business processes, well-defined measurements, best practices, and customer surveys.
- Develop staff competencies, creativity, empowerment and accountability through appropriate development programs and show strong management involvement and commitment.

2.4. WORKFLOW MODEL



2.5. PRODUCT AND SERVICE PROFILE

Food hall - wanted to bring home the flavors from around the world to create a space that every food lover would enjoy! A place that allows you to not only buy unique, rare ingredients but also taste fresh food as you explore the store – indulging all five senses.

— BRANDS & SERVICES —



We devote ourselves to
Indulge all Food Lovers



For you, we buy only the
Freshest Produce



We strive to delight you with
New Culinary Experiences



We are in the pursuit of the
Highest Quality

PRODUCTS (Foodhall)

➤ Traditions by Foodhall

Here you will find unique products such as ...

- * Black Rice,
- * Wild Rice,
- * Amaranth,
- * Hazelnut Flour,
- * Coconut Flour,
- * Lentils Etc.



➤ Arqa - Journey of Spices

Derived from the Sanskrit word for 'essence'
Arqa evokes the senses while celebrating spices,
Herbs & seasonings in their truest form.

Arqa will take you on a journey to explore
a mélange of flavours and textures while
Capturing the quintessence of food.



➤ Bustaan

Sourced from the northern slopes of Iran to the southern dales of California.
Bustaan brings you the purest and most authentic dry fruits, seeds and nuts that
are the best quality and sure to make every day magical.

- * So Go On.
- * Indulge.
- * For The Love Of Food.



➤ **Foodhall Specials**

A homegrown range of products handcrafted by the in-house chefs of Foodhall. The range includes!

- Traditional Middle Eastern Sweets,
- Flavoured Butter,
- Cream Cheese,
- Moist Cakes,
- Cookies,
- Pound Cakes,
- Biscotti's, And A Variety Of Exotic Jams,
- Flavoured Nuts,
- Granola Bars and Much More...



→ **SERIVECS (Foodhall)**

Foodhall with its array of exclusive offerings and an inviting environment with wooden décor, warm lights and food visuals coupled with great customer service and innovative display of food promises to create a sensory experience which will ensure an experiential, solutions-

➤ **The House of Tea by Foodhall**

Our tea sommeliers traveled around the world in search of premium teas that meets every refined palate. The handpicked, luxurious collection of over 165 teas are picked from the finest tea estates, bringing home the lost art and sensuality of tea drinking.



oriented and pleasurable shopping experience.

➤ **The Party Chef**

Entertain in style and play the part of the ultimate host to perfection! Whatever your party style, we have something to suit your needs. Choose from dips, canapés, pâtés and platters, or go the distance with a full spread from salads and entrées to desserts.

From beautifully laid out cheese platters to catering to elegant tea parties with delicate scones, finger sandwiches, cookies and brownies, we're confident that if it's on your mind, it's on our menu. Our menu can be customized for all occasions like corporate meetings, birthday celebrations, chic dinners, a bachelorette party or even a baby shower



➤ **Blue Ribbon - Gifting by Foodhall** (CORPORATE ORDERS)

We pride ourselves in providing a great variety of beautifully curated gift hampers for corporate events, meets, retreats & festivals. Browse through our catalogue to choose from premium hampers that spell luxury, quality & style.

Weddings, festival, birthdays a blue ribbon gift creates long lasting memories. We are passionate about gifting and understand what it takes to create a personalized masterpiece for you. Our bespoke collections are perfectly matched for any occasion.



2.6. OWNERSHIP PATTERN

➤ **FOUNDER CEO, OF FUTURE GROUP**

Kishore Biyani - Chairman & Managing Director

Kishore Biyani is the founder and Group CEO of Future Group. Widely credited as the pioneer of modern retail industry in India, Kishore Biyani is a mentor and role model for many Indian entrepreneurs and a thought leader in Indian business.

Over the past two decades he has created and leads some of India's most popular retail chains like Big Bazaar, Central, Brand Factory, Foodhall, fbb, among others. Over time, various retail chains like Nilgiris, Aadhaar, Easyday, Heritage, HyperCity and others have also become part of Future Group. These retail chains are present in more than 250 cities across India and attract over 500 million customer's footfalls annually. Simultaneously, he has also led the creation of a wide portfolio of consumer goods brands in fashion, food and electronics space, that are distributed through the group's retail chains and various other modern retail networks in the country. The group also made substantial investments in technology, analytics, food processing, logistics and

warehouse networks, provides mentorship and investments to many Indian entrepreneurs and brands and operates joint ventures with Clarks, Generali Group, Hidesign, among others.

Rakesh Biyani - Joint Managing Director

Mr. Rakesh Biyani is a Joint Managing Director of Future Retail Limited. He has been associated with the company for over 20 years. In his executive role as the Joint Managing Director, Mr. Rakesh Biyani leads the management and expansion of the company's flagship formats, Central, Big Bazaar and Food Bazaar. Rakesh is actively involved in Category Management, Retail stores operations and Information Technology.

Rakesh has done an Advanced Management Program course from Harvard and is a commerce graduate from HR College, Bombay.

Mr. Rajan Bharti Mittal - Non Executive Director

Mr. Rajan Mittal is a Non-Executive Director. He was appointed as a Non-Executive Director of our company with effect from April 30, 2016. He is the Vice Chairman of Bharti Enterprises with interests in retail, telecom, financial services, manufacturing, realty and agri-business.

Ms. Gagan Singh - Independent Director

Ms. Gagan Singh is our Independent Director. She was appointed as an Independent Director of our Company with effect from April 30, 2016. She is a Chartered Accountant from The Institute of Chartered Accountants of India and Cost Accountant from The Institute of Works Accountants of India. Ms. Gagan Singh is CEO - Business (India) and Chairperson Sri Lanka Operations of Jones Lang LaSalle ("JLL").

Mr. Ravindra Dhariwal - Independent Director

Mr. Ravindra Dhariwal is our Independent Director. He was appointed as an Independent Director of our Company with effect from April 30, 2016. He is an MBA from IIM-Calcutta and also a B.E. from IIT Kanpur. Mr. Dhariwal is a Senior Advisor

to TPG India and brings with him the experience of 39 years of building consumer business all over the World.

Mr. Shailendra Bhandari - Independent Director

Mr. Shailendra Bhandari is our Independent Director. He was appointed as an Independent Director of our Company with effect from April 30, 2016. He holds a Masters degree (MBA) in Management from IIM, Ahmedabad. He is also Bachelor of Arts (Honours) in Economics from St. Stephen's College in Delhi University. Mr. Shailendra Bhandari is a seasoned finance professional with 34 years of experience and an impressive track record of accomplishments.

Ms. Sridevi Badiga - Independent Director

Ms. Sridevi Badiga is our Independent Director. She was appointed as an Independent Director of our Company with effect from April 20, 2017. Ms. Badiga currently runs a cross-border advisory practice, working closely with a network of family offices and Institutional Investors in the Middle East. In past, she had worked in Kuwait, Bahrain, Qatar and Dubai primarily in Investment Banking.

MAJOR COMPETITORS

- Shoppers Stop.
- Trent (Star India Bazaar).
- Lifestyle.
- RPG (Spencer).
- Subhiksha.
- Vishal Mart.

2.7. ACHIEVEMENTS AWARDS

2011

Retail Supply Chain Excellence Award
Designomics Awards 2011 - Recognising Businesses that build value through Design
CNBC AWAAZ Consumer Awards 2011
Brand Equity's Most Trusted Brands 2011 awards

2012

Best FMCG 3PL Company of the Year 2012
CISO Award 2012
Golden Spoon Awards 2012
ET Retail Awards 2012

2013

Consumer Survey of Product Innovation 2013
Retailer Technology Awards 2013
Rural Marketing Association of India's (RMAI) Corporate Awards 2013

2014

Best Performing Strategic Partner
'Power To The People' and 'From Grocery to Gift' at the esteemed EFFIE Awards
Supply Chain Personality of the Year

2015

DQ Live Business Technology Award
IMAGES Retail Technology Awards
The HR Excellence Award

2016

The World's Largest Photobook, Guinness World Record
MAGES Most Admired Food & Grocery Retailer of the Year: Effective Technology Application

2017

Best Social Media amplification at BW Applause awards

Best Use of Digital marketing

Number 6 in the 'Brand Asia – 2017' Survey

Best Digital Performance marketing campaign at India content leadership awards

2018

IMAGES Most Admired National Supermarket

IMAGES Most Admired Retailer of the Year Innovative Retail Concept

2019

VM&RD AWARDS 2019



2.8. FUTURE GROWTH AND PROSPEETS.

Kishore Biyani's Future Group hopes to add three million sq ft of retail space across its formats in the next one year, its largest expansion, said an executive.

The expansion would be about a sixth of its total space, of 18 mnsq ft. Big Bazaar, Central, Brand Factory, Home Town and eZone are among its retail formats.

Foodhall carries Biyani's retail legacy forward but through luxury food. **Big Bazaar**, the flagship company of Future Group's retail arm Future Retail, might have been built to replicate the typically chaotic local bazaar experience in India, but with Foodhall, the retail giant is headed in the exact opposite direction

Foodhall, which seeks to address a noticeable gap in the Indian retail market, has been developed as a premium lifestyle food superstore to cater to the affluent global Indian customer who appreciates gourmet food. AvniBiyani, Future Group Founder Kishore Biyani's younger daughter and Concept Head of Foodhall, says.

"Before launching Foodhall, we noticed a gap in the retail industry for gourmet food. There was an absence of brands that sold premium and exotic food. Foodhall identified the gap in the food market and attempted at closing it with an exhaustive range of offerings curated specially for the food connoisseur."

While breaking new ground, Foodhall is following in Big Bazaar's footsteps in yet again taking the experience route to success. Except this time, given the premium categorisation of the product and customer, the experience had to be completely different from the chaos of an Indian bazaar. Says Avni,

"Our aim is to inform and educate our customers about newer things. Familiarising the customer with the product by allowing them to touch, smell and feel it makes them more comfortable with it."

This daily two-way engagement gives Foodhall a perspective on gaps in the market. Armed with this understanding, it has created several in-house specialty brands for niche products ranging from handpicked collection of teas, spices, nuts, cakes, cheese, meats to other exotic foods. The retail chain regularly hosts masterclasses in all its stores to engage with its customers and educate them about a specific cuisine or ingredient. These masterclasses are hosted by food experts who demonstrate recipes to customers.

Additionally, there are weekly tasting sessions. From Coffee Mornings on Sundays to Nutty Thursdays and Cheesemonger's Saturdays, Foodhall regularly hosts tasting sessions at its stores to familiarise customers with various products. While experience is the main pillar of customer engagement, presentation is one of the key ingredients to bolster the shopping experience.

CHAPTER – 3

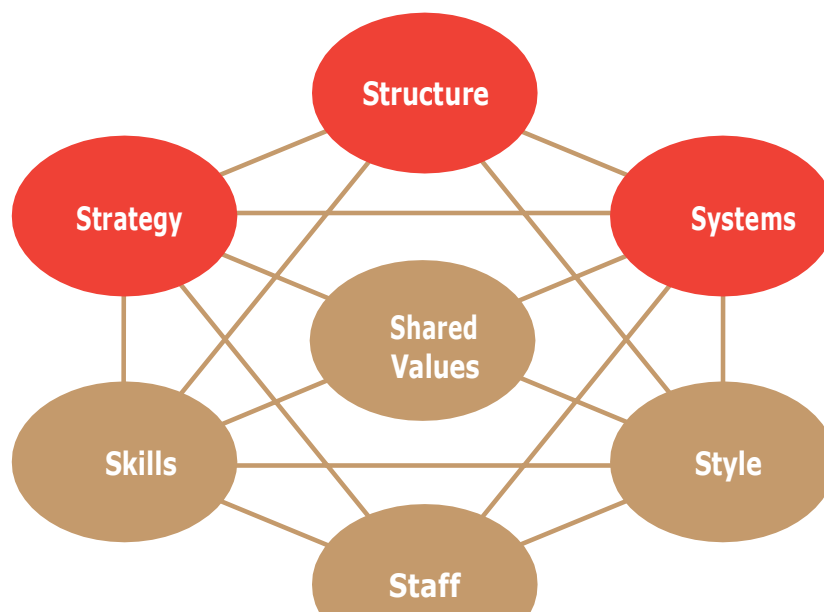
MCKENSY'S 7S FRAMEWORK PORTER'S FIVE FORCE MODEL

MCKENSY'S 7S FRAME-WORK

The McKinsey 7S Framework is a management model developed by well-known business consultants Robert H. Waterman, Jr. and Tom Peters (who also developed the MBWA "Management By Walking Around" motif, and authored In Search of Excellence) in the 1980s. This was a strategic vision for groups, to include businesses, business units, and teams. The 7 Ss are structure, strategy, systems, skills, style, staff and shared values. Most of us grew up learning about 'the 4Ps' of the marketing mix: product, price, place, promotion. And this model still works when the focus is on product marketing. However most developed economies have moved on, with an ever-increasing focus on service businesses, and therefore service marketing. To better represent the challenges of service marketing, McKinsey developed a new framework for analyzing and improving organizational effectiveness, the 7S model:

The model can be applied to many situations and is a valuable tool when organizational design is at question. The most common uses of the framework are:

- To facilitate organizational change.
- To help implement new strategy.
- To identify how each area may change in a future.
- To facilitate the merger of organizations.



Overview – Hard S's

McKinsey developed a new framework for analyzing and improving organizational effectiveness, the 7S model.

The 3Ss across the top of the model are described as 'Hard Ss':

- Strategy: The direction and scope of the company over the long term.
- Structure: The basic organization of the company, its departments, reporting lines, areas of expertise, and responsibility (and how they inter- relate).
- Systems: Formal and informal procedures that govern everyday activity, covering everything from management information systems, through to the systems at the point of contact with the customer (retail systems, call centre systems, online systems, etc).

Overview –Soft S's

The 4Ss across the bottom of the model are less tangible, more cultural in nature, and were termed 'Soft Ss' by McKinsey:

- Skills: The capabilities and competencies that exist within the company. What it does best.
- Shared values: The values and beliefs of the company. Ultimately they guide employees towards 'valued' behavior.
- Staff: The Company's people resources and how they are developed, trained, and motivated.
- Style: The leadership approach of top management and the company's overall operating approach.

In combination they provide another effective framework for analyzing the organization and its activities.

McKinsey's 7s at FoodHall

STRATEGY:

Strategy is the plan of action an organization prepares in response to, or anticipation of, changes in its external environment. Strategy is differentiated by tactics or operational actions by its nature of being premeditated, well thought through and often practically rehearsed.

In store:

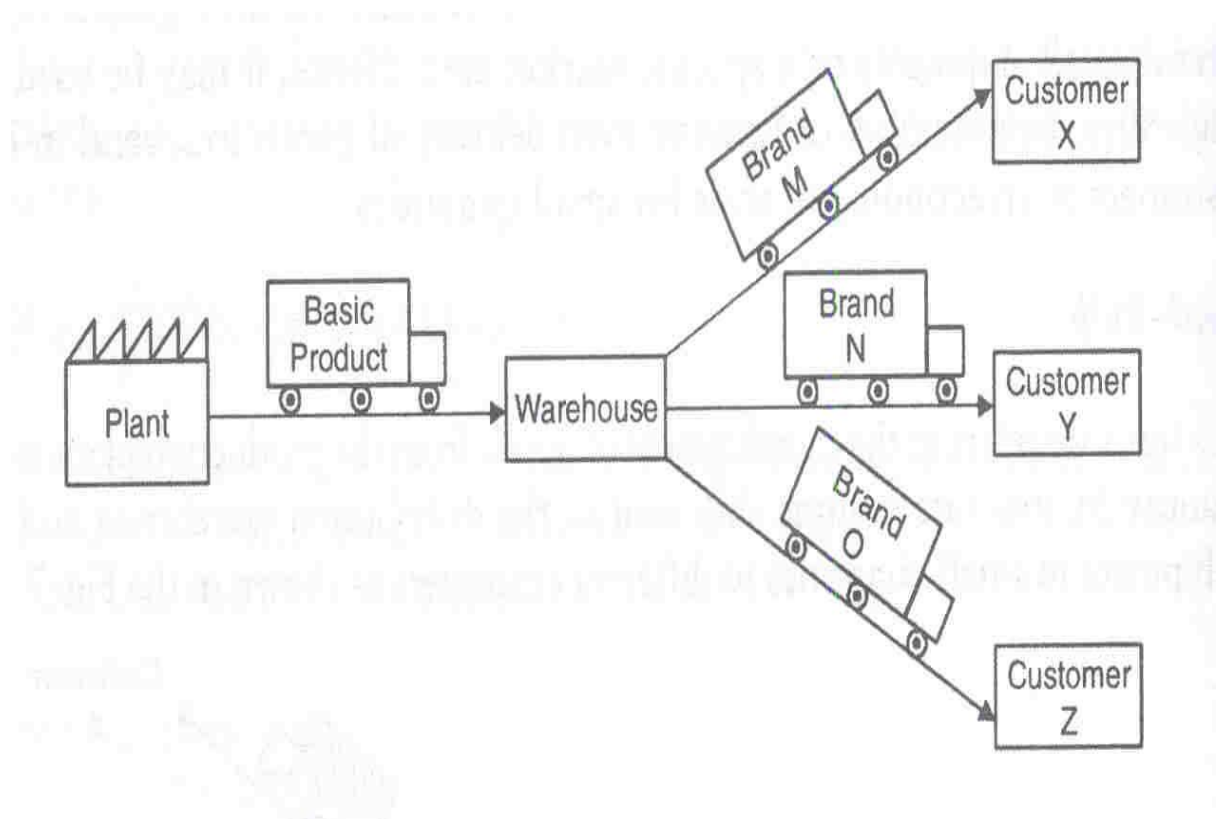
- Food – Fill rate strategy
- APPS – MPM/VM & Impulse strategy
- HSRIL – Display & Derive strategy (for furniture)
- Electronics - Demonstration strategy
- Value for money
- Service
- Profitability (Returns, productivity)
- Service to society (Exchange policy, Old to new offer, demonstration)

SYSTEM:

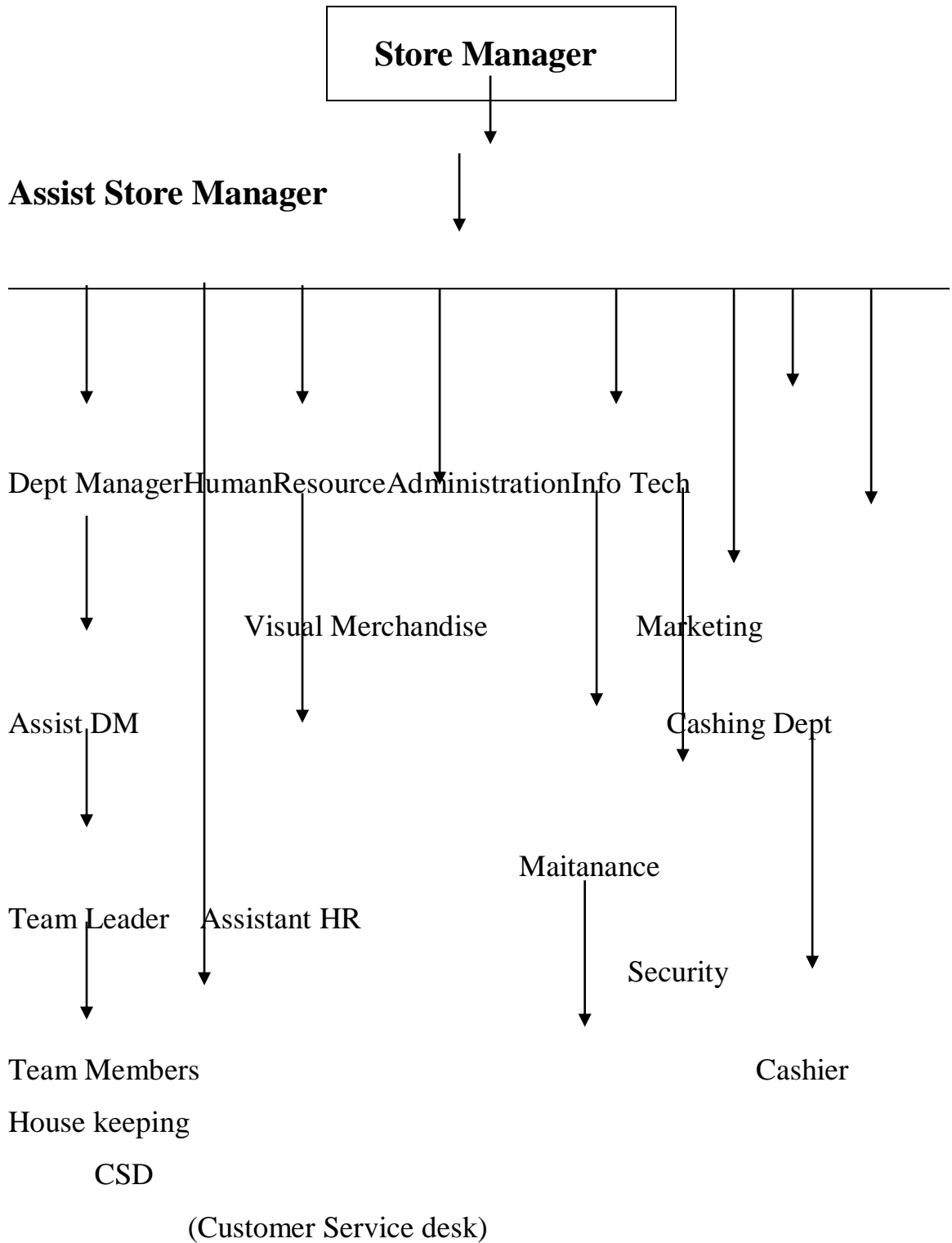
They are wing, many type of procedure for different-different department. Every department carries Asst manager, dept manager, team leader and team member etc. to look after the particular department. It's very easy to handle work and they work in a systematic way. The coordination between the staff member is very good which make the big bazaar system perfect. E.g.- Inventory control system at Logistic department, order execution system by Vendor Help Desk etc.

Structure:

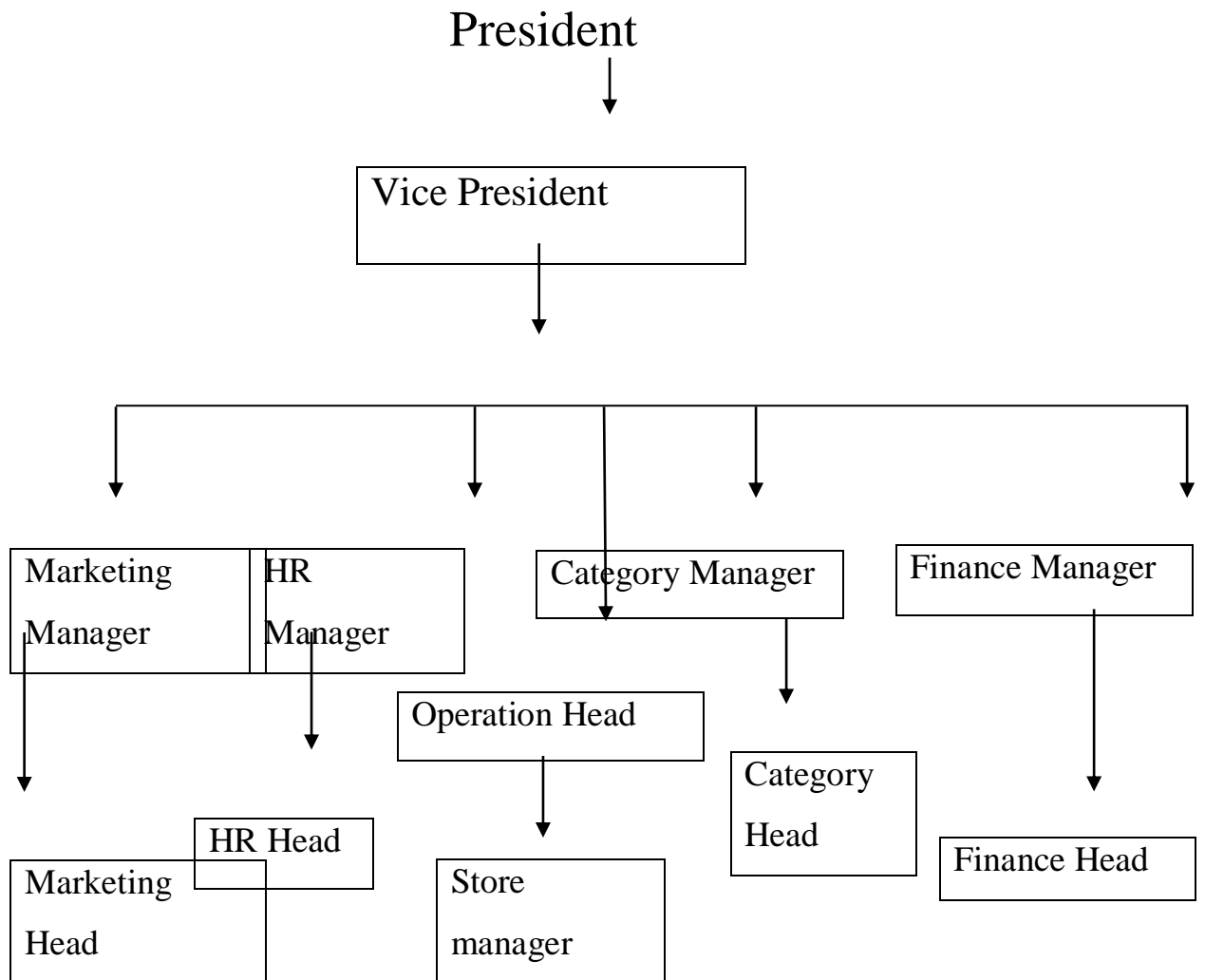
**Functions of Warehousing
Value-added services**



STORE STRUCTURE



ORGANIZATIONAL STRUCTURE



Skills:

They have to be able to understand the customer and proper communicating people and taking corrective action and solving problems like accountability.

1. Core Competence of Big Bazaar

- Festival type creation
- Fight competition (price)
- Keeping customer busy
- Creating desire

2. Job description and Strength

Staff:

Organizations are made up of humans and it's the people who make the real difference to the success of the organization in the increasingly knowledge-based society. The importance of human resources has thus got the central position in the strategy of the organization, away from the traditional model of capital and land. All leading organizations.

There are totally around 100 employees or staffs. They have out of this, 60 on roll of employees and 4 securities, 4 housekeeping and promoters. The coordination between the staff member is good which make the corporate perfect. This also helps the store to work in a better way. Every staff knows there work nicely and they do all the work on time and systematically according to the order of head of department - (HR).

Style:

- KRA of Managements staff
- Top down / Bottom up. – **Both**
- Authoritarian / Participative. – **Participative**
- Any one decision making parameter should be studied pertaining to day-to-day operation, to conclude the style of functioning. – Style of functioning- MBO (Management by Objective) - a process of agreeing upon

objectives within an organization so that management and employees agree to the objectives and understand what they are in the organization.

Shared value:

Vision:

- "To inspire healthier communities by connecting people to real food." To create and promote great-tasting, healthy, organic beverages."
- To Deliver Everything, Everywhere, Every time, to Every Indian Customer in the most profitable manner."
- One of the core values at Future Group is, 'India ness' and its corporate credo is
 - **"Rewrite rules, Retain values."**

Mission:

- We share the vision and belief that our customers and stakeholders shall be served only by creating and executing future scenarios in the consumption space leading to economic development.
- We will be the trendsealers in evolving delivery formats, creating retail reality, making consumption affordable for all customer segments

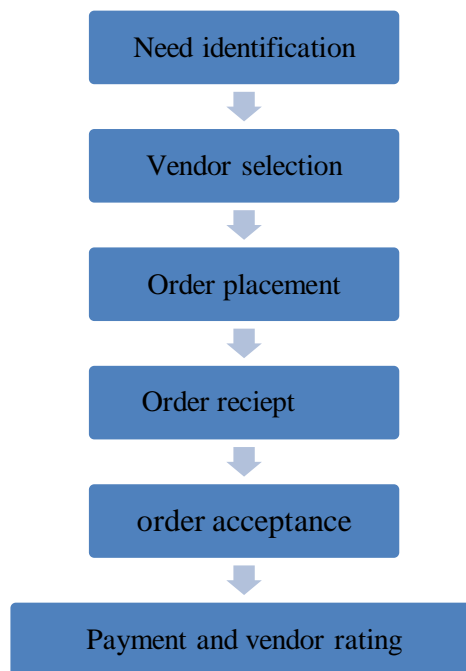
We follow Management by Objectives, where in the organization goals are formulated with the company's mission & vision. These Org. goals are further broken into departmental goals, from which the KRAs (Key Result Areas) are arrived for each individual based on the role he/ she performs.

Procurement procedure/Ordering system of FOODHALL:

Procurement is the acquisition of goods and/or services at the best possible [total cost of ownership](#), in the right quality and quantity, at the right time, in the right place and from the right source for the direct benefit or use of corporations, individuals, or even governments, generally via a contract, or it can be the same way selection for human resource. Simple procurement may involve nothing more than repeat purchasing. Complex procurement could involve finding long term partners – or even 'co-destiny'

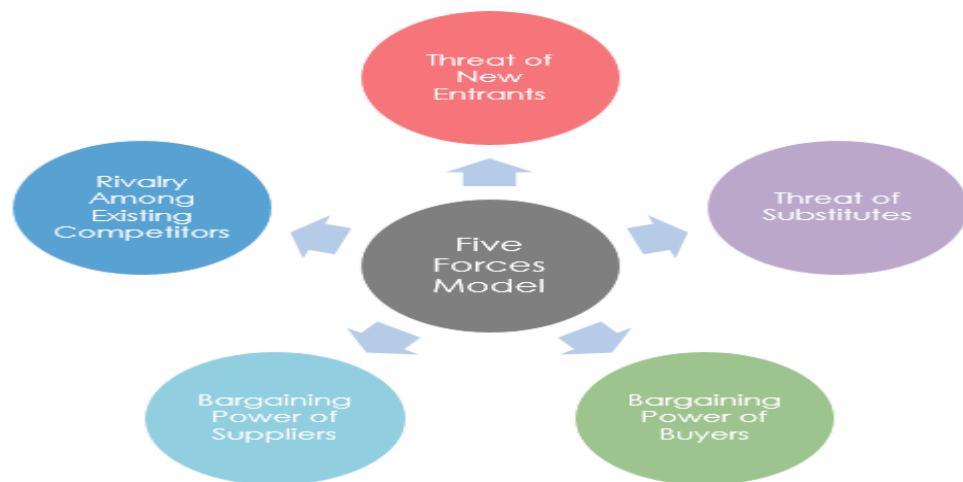
suppliers that might fundamentally commit one organization to another. Procurement can refer to buying, outsourcing, etc of any resources.

Below chart shows how ordering system is working throughout the FOODHALL.



Future Group

PORTER'S FIVE FORCE MODEL



Threat of New Entrants

Threat of new Entrants is high as after seeing the growth in retail sector Domestic conglomerates are looking to start retail chain. International players are also looking to open retail outlets by tying up with Indian brands. Like Wal Mart. Barriers to open retail outlets is not so high which is allowing new players to come in easily.

Threat of Substitute

The tendency in retail is not to specialize in one good or service, but to deal in a wide range of products and services. This means that what one store offers you will likely find at another store so this means that substitutes are easily available so threat is on higher side. On line retailers are now a days biggest threat of substitute.

Bargaining Power of suppliers

It is low as in today's highly competitive world in comparison to organized retailers number of suppliers are more over they get a good platform to sell their goods in a large amount at one place which will reduce their cost.

Bargaining power of Buyers

Bargaining power of customer is high as they have got various options for buying the products whether from organized or unorganized retailers.

Competitive Rivalry

Competition is very high in this industry because of more players coming into organized retail segment and on line retailers are also putting more pressure on the off-line retailers like shoppers stop. Foreign players are making this industry more competitive by bringing in more advantage technology.

CHAPTER – 4

SWOT ANALYSIS

SWOT ANALYSIS

SWOT analysis:

It is an acronym for the internal strength and weakness of a firm and the environmental opportunities and threats facing that firm. It is a technique through which a HR AND manager creates a quick overview of a company's strategic situation. So SWOT analysis of FOODHALL is as follows.

Strengths

- Bearer understanding of customers helping the company to serve them better.
- Vast range of products under one roof helping in aerating customer and their family to shop together and enjoy the experience.
- Benefit of early entry into the retail industry.
- Diversified business operating all over India in various retail formats.
- Ability to get products from customers at discounted price due to the scale of business.

Weaknesses

- High cost of operation due to large fixed costs.
- Very thin margin.
- High attrition rate of employee.
- Specific items are not consistently available
- Low incentives are provided to the sales executives

Opportunities:

- Lot of potential in the rural market.
- Can enter into production of various products due to its in depth understanding of customers' tastes and preferences.
- Can expand the business in smaller cities as there is a lot of opportunity.

Threats:

- High business risk involved.
- Lot of competitors coming up to tap the market potential.
- Margin of business reducing all the time.
- High taxes in India suppress consumption

AREA OF OPERATION:

FOODHALL is a FRL of shopping malls in India currently with 3 outlets, owned by the future Group. It works on the economy model as Wal-Mart and has had considerable success in many Indian cities and small towns. The idea was pioneered by entrepreneur Kishore Biyani, the head of future Retail India Ltd. Foodhall stores are located all over the India.

- Bangalore
- Ahmedabad
- Mumbai.
- New Delhi.
- Gurgaon.
- Hyderabad

CHAPTER – 5

ANALYSIS OF FINANCIAL STATEMENTS

ANALYSIS OF FINANCIAL STATEMENT IN BRIEF

Future Retail

Standalone Profit & Loss account	----- in Rs. Cr. -----				
	Mar 19	Mar 18	Mar 17	Mar 16	Mar 15
	12 mths	12 mths	12 mths	12 mths	12 mths
INCOME					
Revenue From Operations [Gross]	21,288.16	19,540.53	17,591.75	7,138.80	1,886.43
Less: Excise/Service Tax/Other Levies	1,892.05	1,628.17	905.37	422.79	110.96
Revenue From Operations [Net]	19,396.11	17,912.36	16,686.38	6,716.01	1,775.47
Other Operating Revenues	768.79	565.61	388.71	128.95	3.95
Total Operating Revenues	20,164.90	18,477.97	17,075.09	6,844.96	1,779.42
Other Income	20.47	11.67	23.80	15.51	70.03
Total Revenue	20,185.37	18,489.64	17,098.89	6,860.47	1,849.45
EXPENSES					
Purchase Of Stock-In Trade	15,431.85	14,422.55	13,212.92	5,254.86	1,562.80
Changes In Inventories Of FG,WIP And Stock-In Trade	-650.77	-681.87	-378.57	-189.74	8.09
Employee Benefit Expenses	1,074.41	929.95	803.44	329.28	161.53
Finance Costs	223.98	175.38	204.23	49.75	20.23
Depreciation And Amortisation Expenses	100.59	53.43	32.58	36.76	44.10
Other Expenses	3,272.50	2,975.02	2,856.01	1,365.01	431.91
Total Expenses	19,452.56	17,874.46	16,730.61	6,845.92	2,228.66
	Mar 19	Mar 18	Mar 17	Mar 16	Mar 15
	12 mths	12 mths	12 mths	12 mths	12 mths
Profit/Loss Before Exceptional, ExtraOrdinary Items And Tax	732.81	615.18	368.28	14.55	-379.21
Exceptional Items	0.00	-603.87	0.00	0.00	0.00
Profit/Loss Before Tax	732.81	11.31	368.28	14.55	-379.21
Tax Expenses-Continued Operations					
Profit/Loss After Tax And Before ExtraOrdinary Items	732.81	11.31	368.28	14.55	-379.21
Profit/Loss From Continuing Operations	732.81	11.31	368.28	14.55	-379.21
Profit/Loss For The Period	732.81	11.31	368.28	14.55	-379.21

	Mar 19	Mar 18	Mar 17	Mar 16	Mar 15
	12 mths	12 mths	12 mths	12 mths	12 mths
OTHER ADDITIONAL INFORMATION					
EARNINGS PER SHARE					
Basic EPS (Rs.)	14.58	0.23	7.81	0.66	-107.24
Diluted EPS (Rs.)	14.58	0.23	7.81	0.66	-107.24
VALUE OF IMPORTED AND INDIGENIOUS RAW MATERIALS					
STORES, SPARES AND LOOSE TOOLS					
DIVIDEND AND DIVIDEND PERCENTAGE					
<u>Profit and Loss A/C</u>					

A profit and loss **summary** is a financial statement outlines revenues, costs and expenses to show how much money a company is earning and losing during a time period. They are usually created on a monthly, quarterly or annual basis.

Here we can see the profits and loss of 732.81,11.31,368,14,55,-379.21 crores for the year 2019,2018,2017,2016,2015.

Cash flow summary.....

Future Retail

Cash Flow	----- in Rs. Cr. -----				
	Mar '19	Mar '18	Mar '17	Mar '16	Mar '15
	12 mths	12 mths	12 mths	12 mths	12 mths
Net Profit Before Tax	732.81	11.31	368.28	14.55	-379.21
Net Cash From Operating Activities	-302.02	600.59	197.03	0.00	-284.30
Net Cash (used in)/from Investing Activities	-774.28	-468.91	-75.68	0.00	-50.27
Net Cash (used in)/from Financing Activities	1105.87	-130.47	-88.41	0.00	320.41
Net (decrease)/increase In Cash and Cash Equivalents	29.57	1.21	32.94	-1878.99	-14.16
Opening Cash & Cash Equivalents	175.34	142.38	95.51	1968.48	22.49

Closing Cash & Cash Equivalents	204.91	143.59	128.45	89.49	8.33
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So from above profit and loss account it is shown that the sales of FUTURE RETAIL is increased compared to previous year. But interestingly the PBIT is increased whereas PAT is increased compare to its previous year which shows company had pay more interest on loans as there is no Significant increase in Tax. Again the cash profit is increased compare to its previous year which shows company having more liquidity. The company can use that money for expanding business. This shows company's competitiveness from other company.

Balance Sheet summary....

Standalone Balance Sheet	----- in Rs. Cr. -----				
	Mar '19	Mar '18	Mar '17	Mar '16	Mar '15
	12 mths	12 mths	12 mths	12 mths	12 mths
Sources Of Funds					
Total Share Capital	100.52	100.40	94.36	8.70	1,398.66
Equity Share Capital	100.52	100.40	94.36	8.70	1,398.66
Share Application Money	0.00	0.00	0.00	85.57	133.00
Reserves	3,751.43	2,995.87	2,459.30	1,779.92	-1,820.26
Networth	3,851.95	3,096.27	2,553.66	1,874.19	-288.60
Secured Loans	2,553.98	1,224.74	1,078.40	1,072.40	294.00
Unsecured Loans	0.00	0.00	0.00	50.00	96.40
Total Debt	2,553.98	1,224.74	1,078.40	1,122.40	390.40
Total Liabilities	6,405.93	4,321.01	3,632.06	2,996.59	101.80
	Mar '19	Mar '18	Mar '17	Mar '16	Mar '15
	12 mths	12 mths	12 mths	12 mths	12 mths
Application Of Funds					
Gross Block	1,516.56	1,033.54	553.78	260.93	282.60
Less: Accum. Depreciation	75.74	14.98	0.00	0.00	148.06
Net Block	1,440.82	1,018.56	553.78	260.93	134.54
Capital Work in Progress	190.18	33.58	11.85	0.00	43.40

Investments	104.00	0.01	0.00	0.00	0.00
Inventories	5,065.59	4,417.41	3,735.16	3,297.24	216.15
Sundry Debtors	316.46	270.10	228.06	127.48	0.44
Cash and Bank Balance	252.81	183.23	156.04	91.36	9.80
Total Current Assets	5,634.86	4,870.74	4,119.26	3,516.08	226.39
Loans and Advances	3,157.82	2,271.59	2,252.64	1,808.66	53.96
Total CA, Loans & Advances	8,792.68	7,142.33	6,371.90	5,324.74	280.35
Current Liabilities	4,056.28	3,817.24	3,254.32	2,550.46	320.32
Provisions	65.47	56.23	51.15	38.62	36.17
Total CL & Provisions	4,121.75	3,873.47	3,305.47	2,589.08	356.49
Net Current Assets	4,670.93	3,268.86	3,066.43	2,735.66	-76.14
Total Assets	6,405.93	4,321.01	3,632.06	2,996.59	101.80
Contingent Liabilities	4,245.87	5,026.47	3,809.38	63.79	28.70
Book Value (Rs)	76.64	61.68	54.12	411.38	-3.01

Cashflow statement

Cash flow is the net amount of cash and cash-equivalents being transferred into and out of a business. At the most fundamental level, a company's ability to create value for shareholders is determined by its ability to generate positive cash flows, or more specifically, maximize long-term free cash flow (FCF).

Cash flow comes in three forms: **operating, investing, and financing**.

- Operating cash flow includes all cash generated by a company's main business activities.
- Investing cash flow includes all purchases of capital assets and investments in other business ventures.
- Financing cash flow includes all proceeds gained from issuing debt and equity as well as payments made by the company.

Here we can see the cash flow of 204.91,143.59,128.45,89.49 and 8.33 crores for the year 2019,2018,2017,2016,2015.

Balance sheet statement

Balance Sheet is the financial statement of a company which includes assets, liabilities, equity capital, total debt, etc. at a point in time. **Balance sheet** includes assets on one side, and liabilities on the other. Assets are those resources or things which the company owns.

Here we can see that every year liability are matching with assets and it should be match. Here for the year 2019 we can see the assets and liabilities are standing at 6,405.93 crores and 4321.01, 3632.06, 2996.59, 101.80 crores respectively for the year 2018,2017,2016,2015.

CHAPTER – 6

LEARNING EXPERIENCE

I am very happy to express my theoretical and practical experience at FOODHALL. Before going to share my practical feelings regarding project work. I would like to say heartily thanks to CMR Institute of Technology and Visvesvaraya Technological University. Who have given one of the good opportunity to learn knowledge in practical environment.

The best thing about the internship: It gives an overview of the things which really exits, about the difficulties to work in industries.

I had under gone a glorious 4 weeks project at Foodhall And along with that I had learn a lot of theoretical and practical things from the corporate world. From this project I came to know that Inventory Management system and taste, Procurement system, Vendor relationship and competition level in the sector and along with that I had learn how management is responsible for increasing sales and revenue of the company And also I learned the functional department like HR, Finance and Marketing.

From this project now I came to know that how to carried out business process in a systematic manner in the competition level. This practical and theoretical knowledge of project made me to perfect in future to stand in a any corporate world. And Finally I thanks to My Internal guide DR PRAKASH B YARAGOL.

My Rating of the Internship:

Rating is on a Scale of – 5.

5- Highest Rating

3- lowest Rating

- Learning from the internship – 4/5
- Freedom/Flexibility-5/5

- Work Culture- 4/5
- Mentoring/Guidance – 4/5
- Network opportunity -3/5
- Stipend/Earning-4/5
- Job prospecting in same company -4/5
- Overall Experience- 5/5
- My Internship Experience in “One word “ – Learning

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https://en.wikipedia.org/wiki/Future_Group?action=edit&oldid=848802838&wteswitched=1

WEEKLY ROGRESS REPORT

Student Name	Mr. Chethan T.M.
USN	1CR19MBA19
Title of the Study	An Organisation Study on Future Retail Ltd
Organization	Future Retail Ltd
WEEK-1	
Duration (start date - End date)	6.8.2020 - 12.8.2020
Chapter s covered	Chapter 1 and Chapter 2
Descriptions of activities performed during the week	Introduction to organization, Industry profile and company profile
WEEK-2	
Duration (start date - End date)	13.8.2020 - 18.8.2020
Chapter s covered	Chapter 3
Descriptions of activities performed during the week	McKensy's 7S framework, Porter's Five Force Model.
WEEK-3	
Duration (start date - End date)	19.8.2020 - 26.8.2020
Chapter s covered	Chapter 4 and Chapter 5
Descriptions of activities performed during the week	SWOT Analysis and analysis of financial statements
WEEK-4	
Duration (start date - End date)	27.8.2020 - 30.8.2020
Chapter s covered	Chapter 6
Descriptions of activities performed during the week	Learning experience and Bibliography

Chethan T.M.

Signature of student

Pogara

Signature of guide