

**An Organization Study Report on
PANTALOONS FASHION & RETAIL LIMITED
(18MBAOS307)**

BY

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USN: 1CR19MBA72

Submitted To

VISWESWARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI



**In the partial fulfilments of the requirement for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION**

Under guidance of

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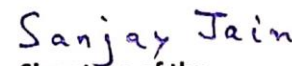
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2019-2021**

CERTIFICATE BY THE INSTITUTION


This is to certify that **Mr. RICK HENRY** bearing **USN 1CR19MBA71** is a bonafide student of Master of Business Administration of our Institution during 2019-21 batch. The organization study report on **PANTALOONS FASHION & RETAIL LIMITED** is prepared by him under the guidance of **Mr. Santosh Kathari**, Assistant 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. Rick Henry** bearing USN: **ICRI9MBA71**, hereby declare that the Organization Study conducted at **PANTALOONS FASHION & RETAIL LIMITED** is record of independent work carried out by me under the guidance of **Prof. Kathari Santosh** faculty of M.B.A Department of CMR Institute of Technology, Bengaluru.


I also declare that this organisation study report is towards the partial of the university regulation 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 organisation study report is based on the original study undertaken by me and 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 & exclusively for academic purposes, without any consent/permission, express or implied, from the organisation 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: *Bangalore*
Date: *30/9/2020*


Signature of the Student
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Mr. RICK HENRY

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EXECUTIVE SUMMARY

The Pantaloons group, a leading retailing group in India. In March 2006, the group renamed itself as the 'Future Group' and was further divided into six verticals - Future Retail, Future Brands, Future Space, Future Capital, Future Media, and Future Logistics. Headquartered in Mumbai (Bombay), the company operates Over 7 million square feet of retail space, has over 1000 stores across 53 cities in India and employs over 25,000 people Future Group shall deliver Everything, Everywhere, Every time for Every Indian Consumer in the most profitable manner We shall be efficient, cost- conscious and committed to quality in whatever we do

.Rewrite rules. Retain values

.Mr Kishore Biyani

Website: www.pantaloon.com

Company Outlet:

Pantaloons

Address : 52 Mg Road, M G Road, Yellappa Chetty Layout, Bengaluru, Karnataka 560001

Introduction

Type Public

Industry Retail

Founded :1997

Headquarters :Mumbai, Maharashtra, India

Number of locations :86

Area served :India

Products :Fast Fashion Retail

Revenue :Increase ₹2,552 crore (US\$360 million)

Number of employees :5300

Parent :Aditya Birla Fashion and Retail Ltd

Website: pantaloons.com

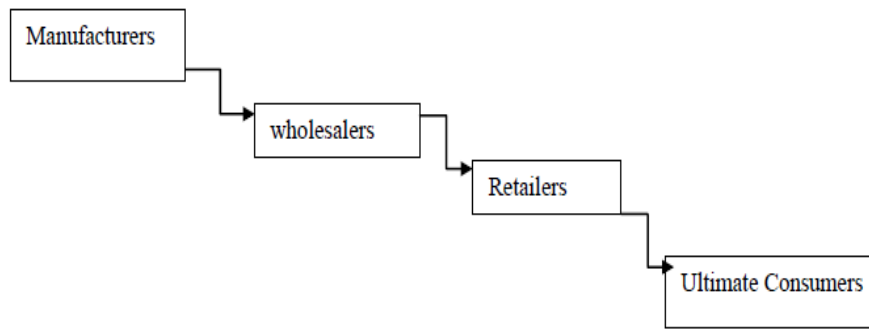
Future Group, led by its founder and Group CEO, Mr . Kishore Biyani, is one of India's leading business houses with multiple businesses spanning across the consumption space. While retail forms the core business activity of Future Group, group subsidiaries are present in consumer finance, capital, insurance, leisure and entertainment, brand development, retail real estate development, retail media and logistics. Led by its flagship enterprise, Pantaloons Retail, the group operates over 16 million square feet of retail space in 73 cities and towns and 65 rural locations across India. Headquartered in Mumbai (Bombay), Pantaloons Retail employs around 30,000 people and is listed on the Indian stock exchanges. The company follows a multi-format retail strategy that captures almost the entire consumption basket of Indian customers. In the lifestyle segment, the group operates Pantaloons, a fashion retail chain and Central, a chain of seamless malls. In the value segment, its marquee brand, Big Bazaar is a hypermarket format that combines the look, touch and feel of Indian bazaars with the choice and convenience of modern retail The group's specialty retail formats include supermarket chain - Food Bazaar, sportswear retailer - Planet Sports, electronics retailer – eZone , home improvement chain -Home Town and rural retail chain - Aadhaar, among others. It also operates popular shopping portal.

www.futurebazaar.com.

MEANING OF RETAILING

The word retailing has its origins in the French verb , retailer“ ,which means “to cut up”, and refers to one of the fundamental retailing activities which is to buy in larger quantities and sell in smaller quantities. For example, a convenience store would buy tins of beans in units of two dozen boxes, but sell in single-tin units. However, a retailer is not the only type of business entity to 'break bulk'. Wholesalers also buy in larger quantities and sell to their customers in smaller quantities Manufacturers make products and sell them to wholesalers, or some times to retailers.

Wholesalers resell products to the retailers and again retailers resell them to customers. Thus, wholesalers satisfy retailers“ need whereas retailers direct their efforts to satisfy needs of the ultimate consumers.



FUNCTIONS OF RETAILERS

Retailers enhance the value of the products and services they sell to ultimate consumers and facilitates the distribution of those products and services for the manufacturers. The important functions of retailers are given below

- Provide assortment
- Breaking bulk
- Inventory holding and
- Provide services

INTRODUCTION OF RETAILING

Retailing has become an important institution in our modern society. It provides considerable value to the consumers. It also offers opportunities for rewarding and challenging career to people. There has been a significant shift in consumer's need and technology and it has resulted in change in retail industry. 25 to 30 years ago modern retail formats and companies were unknown which has become now the primary factor in retail industry. The key to successful retailing is offering the right goods and services at the right price, in the right place and at the right time to insure profits.

Retailing is one of the fastest growing segments of the economy. As one of the nation's largest employers, the retail industry provides excellent business opportunities. About 12 per cent of the approximately 750,000 new enterprises launched between 2001 and 2002 (the latest years for which data is available) were retail operations. The entrepreneurs behind these ventures risk their capital, invest their time and make a living by offering consumers something they need or want. You'll meet several of them in this guide and learn how they created a niche for themselves.

India is a nation of shopkeepers. With over 12 million retail outlets, India probably has the highest density of retail outlets in the world, with one for approximately every 90 persons; little wonder that the country is the ninth-largest retail market in the world, with estimated annual retail sales of around USD215 billion in 2005 (Rs 960,000 crore). At the sometime, the share of organized trade in this enormous market is currently very small. It is estimated at just USD8 billion (Rs 35,000 crore) in 2005, up fromUSD6.25 billion (Rs 28,000 crore) in 2004. This accounts for less than 4 per cent of the total retail trade in the countryman UNDERDEVELOPED RETAIL MARKET. Organised trade in India is very underdeveloped when compared with other emerging markets in Asia, Latin America and Eastern Europe.

The Indian and Chinese markets are comparable in many aspects: Both countries are not homogeneous. They comprise many markets within a single country, with significantly varying cultures and customer preferences across regions.

Organisation Profile

BACKGROUND

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

Retail India Founded in 1987, by Mr. Kishore Biyani, Pantaloons Retail in India's leading Retail Company. It is the flagship company of the future group. Starting its 1st outlet in 1997, Pantaloons in Kolkata, it currently has over 4 mm sq. ft. of area under business. The Company operates under multiple formats – hypermarket, apparel stores, specialty stores under various brands including Big Bazaar, Pantaloons, Food Bazaar, Collection, E Zone ,etc. The company also operates an online portal, futurebazaar.com. Pantaloons Retail (India) Limited is today recognized as one of the pioneers in the business of organized retailing in the country with a turnover of over Rs.2,884.43millions for fiscal 2006, as opposed to a turnover of Rs.1,463.12 million for fiscal 2005and Rs.881.04 million for fiscal 2004. During the same period Pantaloons profit after tax was Rs.124.75 million, Rs.30.20 million and Rs.3.82 million, respectively. As a result, Pantaloons sales increased between fiscal 2004 and fiscal 2006 at a CAGR of 80.94% and Pantaloons profit after tax increased between fiscal 2004 and fiscal 2006 at a CAGR of 471.44%.

Pantaloons Retail is one of the leading retail houses in India. As of November 15, 2006, Group/Company operated 46 retail stores, including three stores which are operated by Pantaloons franchises. These 46 stores are spread over about 1,113,000 square feet and are located in 17 states across India. In efforts to strengthen Pantaloons supply chain, Group/Company has set up seven regional distribution centre's and an apparel manufacturing plant.

The company is headquartered in Mumbai with zonal offices at Kolkata, Bangalore, and Gurgaon (Delhi). It has 4 kinds of stores; Pantaloons stores, Central Malls, ALL Stores, Fashion Stations and Mela Store. In the Value segment, Group/Company cater to themasses through Pantaloons Big Bazaar, Food Bazaar outlets and Gold Bazaar Stores with over 6.5 lakh sq. ft. retail space across Kolkata, Mumbai, Thane, Pune, Hyderabad, Bangalore, Nagpur, Ahmadabad, Kanpur, Chennai and Gurgaon (Delhi).. Group/Company endeavour to facilitate one-stop-shop convenience for Pantaloons customers and to cater to the needs of the Group/Company believes this concept as helped us grow to Pantaloons current size within a short timeframe of four years.

Pantaloons Retail over a period of time has built a strong management team to drive the company for its high growth phase. Though, Mr. Kishore Biyani is the face of Pantaloons, the company is not a one man show and has built a strong second and third line of management, to fulfil its massive expansion and growth plans. Though there have been concerns regarding lack of talent in the growing retail sector, the company has the best talent in place to drive each business Category.

NATURE OF BUSINESS CARRIED:

Pantaloons Retail India Limited is a leading Indian retailer, offering retail solutions for five business segments - food, fashion and footwear, general merchandise, leisure & entertainment and home. The Company operates in the value and lifestyle segments of the Indian consumer market.

The Company operates through its multiple delivery formats like fashion store formats under the Pantaloons brand, the seamless mall concept under the Central brand, hypermarket formats under Big Bazaar, food & grocery format under the Food Bazaar brand and the home segments solutions through formats like E-zone, Home Town and others.

The Company has also ventured into telecommunications retail and other lines of businesses such as wellness and beauty as well as books and music. Some of its other formats include Depot, Shoe Factory, Brand Factory, Blue Sky, Fashion Station, aLL, Top 10, mBazaar and Star and Sitara. Its online venture includes a web-based portal, futurebazaar.com.

BRAND FACTORY

Pantaloons game plan with this new format is to raise the bar of customer expectations & experience when it comes to „Brand + Bargain shopping. There is a huge market opportunity in this category where over 70% of the people shopping at Factory outlets are under the age group of 30 years who want fashion brands at reasonable price.

Pantaloons retail is trying to fill in one gap in the apparels, offered through Pantaloons (life style) & big bazaar (value segment) .The Company plans to offer all the major national & international Brands.

VISION, MISSION AND QUALITY POLICY

GROUP VISION

Future Group shall deliver Everything, Everywhere, Every time for Every Indian Consumer in the most profitable manner.

VISION OF PANTALOONS INDIA

Pantaloons India, in association with The Future group shall deliver every time, everywhere, and everything for every consumer of India in a profitable way.

Pantaloons India shares the belief that the potential stakeholders and customers shall be provided by executing and creating future developments in the leading consumption space to the economic development.

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 trendsetters in evolving delivery formats, creating retail realty, 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:

With a focus on today's youth, Pantaloons offers trendy and hip fashion that defines their hopes and aspirations. Our stores reflect our ideology: Fresh Feeling, Fresh Attitude, and Fresh Fashion. We offer fresh collections that are visually stimulating thanks to appealing interiors and attractive product display.

WORKFLOW MODEL

Retail store operations involve a number of operational processes performed on a continual basis by different members of a retail store team. The workflow of retail operational processes is fairly similar between different organizations, as companies have shared best practices and experiences over the years. Understanding the basic operational processes and workflow of a retail store can help you to structure operations for your own retail business.

Purchasing Retail store managers often handle purchasing duties for their specific outlets. In larger organizations, purchasing may be centralized, with front-line managers only responsible for reporting inventory levels to main office. It is more likely in smaller retail business. However, store managers handle all purchasing activities themselves. Retail employees regularly take stock of the inventory they have on hand, including goods on the shelf as well as inventory in storage areas. Customizing company procedures to suit their own management styles and the specific needs of their individual outlets, managers place orders with suppliers either on a regular basis or when they reach an optimum re-order point a specific item to ensure their outlets are always fully stocked.

SERVICE PROFILE OF PANTALOON RETAIL INDIA LTD:

Pantaloon Retail is the flagship company of Future Group. The lines of business of Future

Group are:

E-commerce: Pantaloon's website Futurebazaar.com has revolutionized the e-commerce business in India. It offers a wide range of products at affordable prices. It has been named as Best Indian Website 2007 in the Shopping category by PC World.

Food: In food business, the group offers a host of options. Food Bazaar - a chain of large supermarkets; Brew Bar - a beer bar; café Bollywood - a national chain of eateries; Chamosa - a pan-Indian chain of snack counters, and Sports Bar - a bistro focused on the world of sports.

Fashion: The group offers a variety of options in fashion. Its brands include aLL, Blue Sky, Central, Etam, Fashion Station, Gini&Jony, Navaras, Pantaloons, and Top 10.

OWNERSHIP PATTERN

Standalone	July 2020	June 2020	March 2020	September 2019
Promoters	59.07	59.07	59.07	59.09
Pledged	0	0	0	0
FII/FPI	5.9	6.39	8.43	9.7
Total DII	25.32	25.17	24.18	23.33
Fin.Insts	0.1	0.01	0.07	0.08
Insurance Co	2.82	2.74	2.72	2.11
MF	19.45	19.18	18.47	18.02
Others DIIs	2.95	3.24	2.92	3.12
Others	9.72	9.38	8.31	7.87
Total	100.01	100.01	99.99	99.99

AWARDS

CNBC Awaaz Consumer Awards 2009

Most Preferred Multi Product Chain - Big Bazaar

Most Preferred Multi Brand Food & Beverage Chain - Big Bazaar

Images Fashion Forum 2009

Most Admired Fashion Group of the Year - Future Group

Most Admired Private Label - Pantaloons, the lifestyle format

Critics Choice for Pioneering Effort in Retail Concept

Creation – Central

Coca-Cola Golden Spoon Awards 2009

Most Admired Food & Grocery Retailer of The Year

Most Admired Food Court

Most Admired Food Professional

Indian Retail Forum Awards 2008

Most Admired Retail Company of the year - Future Group

Retail Face of the Year - Kishore Biyani

Best Retailer Of The Year (Hypermarket) - Big Bazaar

Future Group was awarded the Most Admired Retail Company of the year by the Indian Retail Forum at a glittering ceremony organized in Mumbai. Mr. Kishore Biyani also won Retail Face of the Year. India Retail Forum (IRF) is a platform for intellectual insights and information exchange for the retail business in the Indian subcontinent. The forum presents the business of retail in the region to a global audience, with the express aim of facilitating understanding about and encouraging investment in this massive marketplace. Big Bazaar, the value format of Future Group bagged the Best Retailer Of The Year (Hypermarket).

The INDIASTAR Award 2008

Food Bazaar: Best Packaging Innovation Food Bazaar bagged the INDIASTAR Award for Best Packaging Innovation in India, for its private label brand Fresh And Pure Chakki Atta. INDIASTAR Award is a biennial event which aims to promote and encourage excellence in packaging design, innovation and technology. The contest was established in 1972 and is considered as the most popular and premier event for India's packaging fraternity.

Retail Asia Pacific 500 Top Awards 2008

Gold Winner - Top Retailer 2008 Asia Pacific Retail Asia Publishing Pte, the institutor of these awards, aims to set a platform that appraise raises and recognizes the development and growth of retailing throughout the Asia Pacific region.

Coca-Cola Golden Spoon Awards 2008

Most Admired Food & Grocery Retail Visionary of the Year: Kishore Biyani

Most Admired Food & Grocery Retailer of the Year – Supermarkets: Food Bazaar

Most Admired Food & Grocery Retailer of the Year - Hypermarkets: Big Bazaar

Most Admired Retailer of the Year - Dynamic Growth in Network Expansion across Food, Beverages & Grocery: Future Group

Most Admired Food & Grocery Retailer of the Year - Consumer's Choice: Big Bazaar The Coca- Cola Golden Spoon Awards 2008, were given away for the first time as a culmination of the Food Forum India 2008 – a two day convention, which saw the participation of leading brands, retailers & retail support organizations from across the globe. The awards were presented to honour enterprise, innovation and achievement in the food retailing business as a benchmark of excellence.

The Reid & Taylor Awards for Retail Excellence 2008

Retail Leadership Award: Kishore Biyani

Retail Best Employer of the Year: Future Group

Retailer of The Year: Home Products and Office Improvements: HomeTown

The Reid & Taylor Awards for Retail Excellence are an important feature of the Asia Retail Congress, Asia's single most important global platform to promote world

FUTURE GROWTH AND PROSPECTS

FUTURE PLANS OF THE COMPANY

Keeping in mind the growing market of organized retail as well as the growing competition the company is planning to take the following initiatives.

1) One of the strategies that Pantaloons is pursuing for the future is the wide scale expansion of the established retail formats into new geographies and territories. The focus is more on Pantaloons, Big Bazaar and Food Bazaar formats. Especially with Big Bazaar the company is planning to expand in the tier II and tier III cities. It has become a rat race among the large retailers as to who comes up with their store first in these cities.

2) Pantaloons at the same time plans to capture the changing consumption trend. This it plans to do so by experimenting with new formats and specialty formats.

3) Increase retail space by around 6 million sq. feet in the current financial year.

4) Since location is a very important factor in retail the company is acquiring real estate at prime locations. However the surge in real estate prices has affected the plans of the company. The company has already acquired 23 million sq. feet of retail space which it plans to make operational on or before 2011.

FUTURE GROWTH

India's largest listed retailer, Pantaloons, is expected to record a sales growth of 20 to 25 per cent over the next two years on the back of aggressive expansion as well as a robust same store sales growth. The company is also planning to team up with Carrefour, the world's second largest retailer after Wal-Mart, to set up its branded stores in India.

The company which currently operates about 16 million sq. ft. of space is expected to add about 1.5 million to 2 million sq. ft. of retailing space annually over the next two years. On the back of capacity addition as well as strong same store sales growth across formats (value, lifestyle and home), the company expects to grow its sales by 25 to 30 per cent in 2011-12.

The completion of the restructuring process and the company's focus on its core retail operations will help it improve cash flow and profits.

EXPANSION PLANS

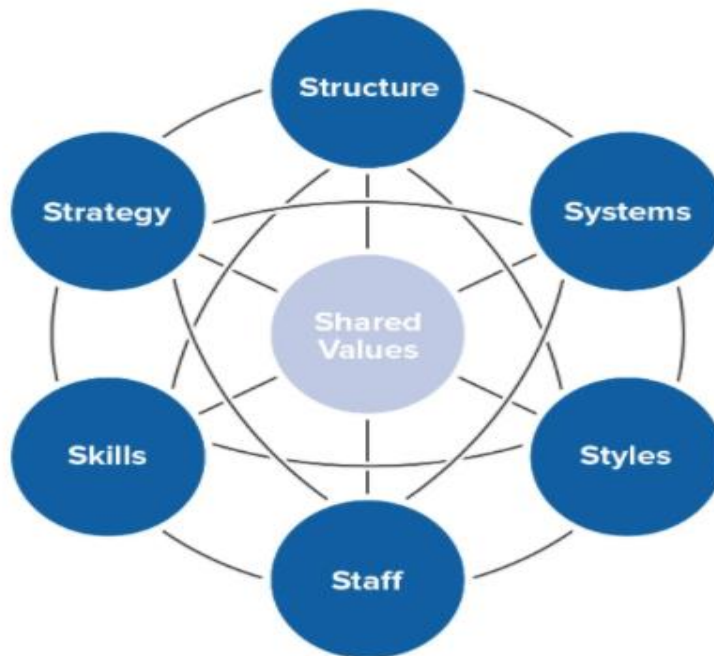
The concept of discount store resembles the Wal-Mart strategy. In India and especially in metro cities like Mumbai, Bangalore, Calcutta and Hyderabad, where the population is dense and consists of a high middle-class population, the concept of discount stores ingraining a lot of acceptance. The company plans to expand rapidly. The next year it plans to open more stores in Mumbai and Delhi at critical locations. It has planned to open three Big Bazaars (discount stores)

In A class cities like Bangalore. Pantaloons has already bagged substantial retail space in Hyderabad (60,000sq. ft.), Kolkata (35,000 sq. ft.) and Bangalore (40,000 sq. ft.).In Mumbai it acquired50,000 sq. ft. area at each of its locations at Lower Parle, Mulund and the western suburbs.2.4 Challenges The key challenges facing the company are as follows: Fund raising – The Company acknowledges that expansion plans of the company Cannot be met from internal resources. This means that the company has to tap external sources to fund expansion.

The company has recently allotted shares to promoter's Asabi formula price. It plans to borrow easily to fund its expansion plans.

MC KINESEY'S 7 S
MODEL and PORTER'S
5 FORCES OF
PANTALOONS
RETAIL (INDIA)
LIMITED:

The 7 S Framework of Mc Kinsey is a model that describes 7 factors to organize a company in a holistic and effective way. Together these factors determine the way in which a retail store operates. Store Manager should take into account all seven factors, to be sure of successful implementation of strategy. Richard Pascal and Anthony Athos first mentioned the 7-S Framework in “The Art of Japanese Management “ in 1981.



Mckinsey’s 7s frame work with reference to organization.

STRATEGY

The business strategy of Pantaloons Retail has been to capture the entire consumption space of the Indian consumers. The company has moved from one retail business to another, keeping in pace with the changing needs and aspirations of the Indian consumer. They company which primarily started as a garment retailing company has moved into multiple businesses on the backdrop of the endless opportunities being provided by the growing Indian economy.

The company has adopted a strategy to serve all segments of the Indian Consumer market whether it is lifestyle stores like Pantaloons that aims to offer customers enhanced shopping experience or value format stores like Big Bazaar which follows a strategy of always providing at the lowest possible prices as well as the convenience of finding everything under one roof.

The company has adopted a strategy of catalyzing consumption and not just capturing it. The company follows a strategy of discovering new customers, new markets, new geographies and new business possibilities.

STRUCTURE

“Structure” is the organizational structure or the hierarchy of the organization that comprises of the authority, responsibility and relationships in the firm. This function of framework is concerned with direction of the delegation of authority, organizational structure whether flat or tall and the degree of centralization or decentralization.

SYSTEM

Considering this scale of expansion, technology plays a significant facilitating role. The introduction of SAP in 2005-06 and its roll out during the year positively impacted the business. Big Bazaar has initiated the process of Auto Replenishments Systems, thus improving operational efficiencies and productivity. The company has also rationalized nearly 250 vendors through better vendor management in terms of potential to expand, and for inclusion and up gradation to the online B2B platform.

STAFF

Pantaloon has been successful in keeping its workforce of 25000 highly satisfied and motivated. The company has an attrition rate of 8.12%, much below industry levels.

Pantaloon would not have been able to expand and have the same level of success without hiring and taking care of quality employees. Some of Pantaloon human resource activities include employee advancement, employee recruitment on college universities, and employee training and development. Additionally, while most firms in retail facing talent crunch

Pantaloon has tied up with various college and institutes to ensure it has fresh supply of talent at its disposal. Close to 46% of the employees in the organization are women and the average age within the organization is 27 years.

The company has adopted a policy of collaborating on joint degree programs with 15 management schools, design institutes and institutes of higher learning in areas like food

Business, supply chain management, design experience management etc. This

“Seekho” programme for the external and internal candidates ensures a steady stream of mid-level, well trained retail professionals every year. The company’s “Gurukool” programme provides the front-end employees an opportunity to imbibe the company’s values and a sense of ownership to the company.

SKILLS

Pantaloon by tying with various management institutes in India has ensured that it has sufficient inflow of managerial skill required. In addition to that the human resource department undertakes various training and development programs to ensure that the employees have the necessary skills to discharge their responsibilities.

Also another area where Pantaloon scores over its competitors is its bargaining skills. It has been able to ensure higher margins for itself from the suppliers. Also the supply chain skills of the company are among

the best in the Indian retail sector. The company carefully rationalizes its vendors. For instance, Pantaloons buys its dry staples directly from millers for its Food Bazaars; it is now experimenting with contract farming, too, to lower its cost

Structure.

STYLE

At Pantaloons, empowerment and freedom of work is clearly apparent. This can be seen with various category managers at each store level being empowered with taking all decisions with respect to their departments from deciding inventory levels to placing replenishment orders.

Out of the Box thinking has become a way of life at Pantaloons and living with the change, a habit. Such a culture is necessary to go in line with the organizational strategy of exploiting changing consumer aspirations. In the quest of creating an Indian model of retailing,

Pantaloons has taken initiatives to launch many retail formats that have come to serve as a benchmark in the industry. The management is very dynamic and does not focus or focus of predicting future but rather believes in creating the future.

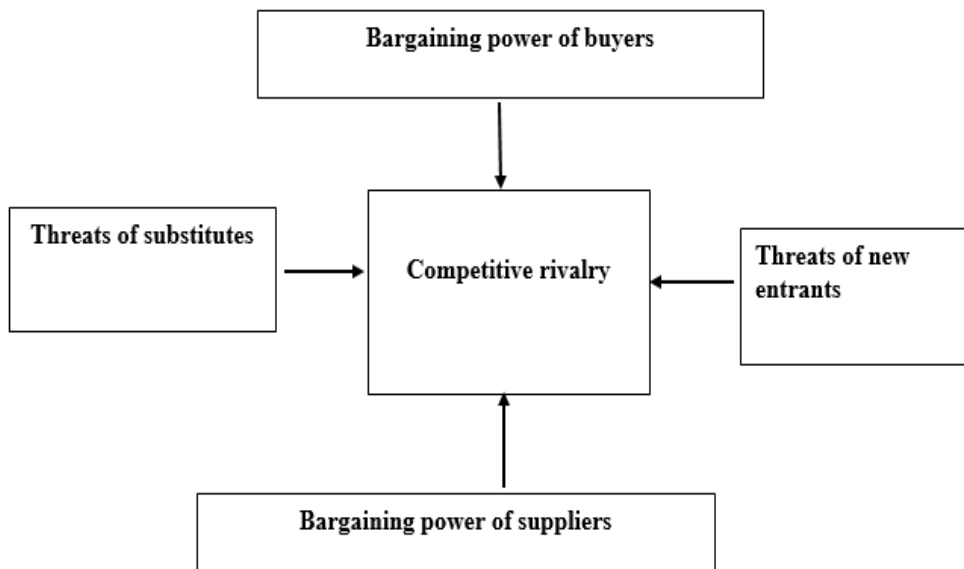
SHARED VALUES

The Future group as the name suggests believes in exploring areas yet unexplored. Writing rules yet unwritten as well as creating new opportunities have been the building blocks of its success. The group does not believe in waiting for the future to unfold itself rather it believes in creating future scenarios. The group does not just spots trend but also creates them.

While doing all these, the following core values are shared and transpires among everyone in the organization

- Indianness: confidence in ourselves.
- Leadership: to be a leader, both in thought and business.
- Respect & Humility: to respect every individual and be humble in our conduct.
- Introspection: leading to purposeful thinking.
- Openness: to be open and receptive to new ideas, knowledge and information.
- Valuing and Nurturing Relationships: to build long term relationships.
- Simplicity & Positivity: Simplicity and positivity in our thought, business and action.
- Adaptability: to be flexible and adaptable, to meet challenges.
- Flow: to respect and understand the universal laws of nature.

PORTERS'S 5 FORCES MODEL



The porter 5 forces model would help in gaining insights into the Porter's 5 Forces of Pantaloons Retail (India) Limited: The Indian Retail Giant Case Analysis industry and determine the probability of the success of the alternatives, which has actually been thought about by the management of the company for the purpose of dealing with the emerging issues related to the lowering subscription rate of customers.

1. Intensity of rivalry

It is to alert that the Porter's Five Forces of Pantaloons Retail (India) Limited: The Indian Retail Giant Case Solution is a part of the multinational entertainment industry in the United States. The business has actually been engaged in offering the services in more than ninety nations with the video on demand, products of streaming media and media service provider .

The industry where the Porter's Five Forces of Pantaloons Retail (India) Limited: The Indian Retail Giant Case Solution has been running because its inception has many market players with the considerable market share and increased profits. There is an intense level of competitors or rivalry in the media and show business, engaging organizations to strive in order to retain the present consumers via offering services at inexpensive or reasonable rates. Porter's Five Forces of Pantaloons Retail (India) Limited: The Indian Retail Giant Case Analysis has been facing fierce competition from the rival companies using as needed videos,

standard broadcaster and merchants selling DVDs. The main direct competitor of Porter's 5 Forces of Pantaloons Retail (India) Limited: The Indian Retail Giant Case Solution is Amazon, considering that both of these companies offer DVDs on rent, hence completing in this domain for the similar target audience.

2. Threats of new entrants

There is a high cost of entrance in the media and entertainment market. The entertainment industry needs a large capital quantity as the business which are participated in supplying home entertainment service have bigger start-up expense, including:

Legal cost.

Marketing expense.

Distribution cost.

Licensing cost.

In contrast, the existing home entertainment service provider has actually been extensively working on their targeted sections with the particular specialization, which is why the risk of brand-new entrants is low.

Another essential factor is the intensity of competition within the key market players in the market, due to which the brand-new entrant think twice while participating in the marketplace. The innovation and patterns in the media industry are developing on consistent basis, which is adjusted by market rivals and Porter's 5 Forces of Pantaloons Retail (India) Limited: The Indian Retail Giant Case Solution. Even though, the brand-new entrant can quickly replicate business model but what offers edge to market rivals and Porter's 5 Forces of Pantaloons Retail (India) Limited: The Indian Retail Giant Case Analysis is benefit and series of available material. Getting such competitive advantage would need supplier contracts, capital expense and networking which would not be easy for the brand-new entrants to follow.

3. Threat of substitutes

The risk of replacements in the market position moderate threat level in media and the entertainment market. The consumer might also engage in other leisure activities and source of information as compared to viewing media content and online streaming.

4. Bargaining power of buyer

The characteristics of media and entertainment industry allows the consumers to have high bargaining power. The revenue and sales produced by business are based on the customers put in varied areas all around the world. Also, the low cost of changing makes it possible for the clients to seek other media service providers and cancel their Porter's 5 Forces of Pantaloons Retail (India) Limited: The Indian Retail Giant

Case Analysis membership, hence increasing business danger. Due to this, the company might not charge high prices for services from the consumers, and it ought to keep the pricing technique according to client need, with very little boost in price.

5. Bargaining power of suppliers

Since Porter's Five Forces of Pantaloons Retail (India) Limited: The Indian Retail Giant Case Solution has been competing versus the conventional supplier of home entertainment and media, it requires to show greater versatility in arrangement as compared to the traditional businesses. The products is innovation based, the dependence of the business are increasing on continuous basis.

SWOT ANALYSIS

SWOT Analysis



Strengths:

- Pioneer in the industry, largest market share and capitalization.
- Reputation for value for money(Competitive pricing), convenience and a wide range of products all in one store
- Presence in major cities.
- Highly Strategic human resource management and development. It invests time and money in training people, and retaining them.
- Most trusted and respected brand by the consumers
- Being financially strong helps pantaloons retail India deal with any problems, ride any dip in profits and out perform their rivals.
- Development and Innovation are high at Pantaloons India with regards to it products and consumer preferences and lifestyle changes which keep its ahead of it competitors.

Weakness:

- Pantaloons does not function internationally, which has an effect on success, as they do not reach consumers in overseas markets.

- PRIL is the World's largest grocery retailer and control of its empire, despite its IT advantages, could leave it weak in some areas due to the huge span of control
- Since Pantaloons Retail India Ltd sell products across many sectors, it may not have the flexibility of some of its more focused competitors.
- Each business line faces competition from specialty companies. Fashion segment, Shoppers Stop, Trent, Lifestyle. In hypermarket-RPG (Spencer's), Trent (Star India Bazaar) In Food business, Reliance Fresh, Spinach, Food World

Opportunities:

- Huge untapped market
- (The Indian middle class is already 30 Crore & is projected to grow to over 60 Crore by 2010 making India one of the largest consumer markets of the world)
- Organized retail is only 3% of the total retailing market in India. It is estimated to grow at the rate of 25-30% p.a. and reach INR 1, 00, 000 Crore by 2010.
- o take over, merge with, or form strategic alliances with other global retailers, focusing on specific markets
- New locations and store types offer PRIL opportunities to exploit market development.(Diversification into insurance , property, and variety of products and stores)
- Opportunities exist for PRIL to continue with its current strategy of large, super centres.
- Rural Retailing

Threats:

- Being number one means that you are the target of competition.(Extra competition and new competitors entering the market could unsteady pantaloons retail India)
- A slow economy or financial slowdown could have a major impact on pantaloons retail India business and profits.
- Consumer lifestyle changes could lead to less of a demand for pantaloons retail India products/services
- Price wars between competitors, price cuts and so on could damage profits for pantaloons retail India.

Report Summary Pantaloon Retail (India) - SWOT Analysis company profile is the essential source for top-level company data and information. Pantaloon Retail (India) - SWOT Analysis examines the company's key business structure and operations, history and products, and Provides summary analysis of its key revenue lines and strategy.

Analysis of Financial **Statement**

BALANCE SHEET

BALANCE SHEET OF ADITYA BIRLA FASHION & RETAIL (in Rs. Cr.)	MAR 20	MAR 19	MAR 18	MAR 17	MAR 16
	12 mths	12 mths	12 mths	12 mths	12 mths
EQUITIES AND LIABILITIES					
SHAREHOLDER'S FUNDS					
Equity Share Capital	773.95	773.48	771.69	770.53	768.84
TOTAL SHARE CAPITAL	774.46	773.99	772.20	771.04	769.35
Reserves and Surplus	267.75	627.68	319.56	184.89	170.57
TOTAL RESERVES AND SURPLUS	267.75	627.68	319.56	184.89	170.57
TOTAL SHAREHOLDERS FUNDS	1,086.36	1,429.29	1,091.76	955.93	940.43
NON-CURRENT LIABILITIES					
Long Term Borrowings	854.51	723.27	1,187.40	1,270.48	676.64
Deferred Tax Liabilities [Net]	0.00	0.00	0.00	0.00	0.00
Other Long Term Liabilities	1,973.87	173.68	160.66	141.77	100.43
Long Term Provisions	97.04	115.21	121.14	107.08	8.22
TOTAL NON-CURRENT	2,925.42	1,012.16	1,469.20	1,519.33	785.29

LIABILITIES					
CURRENT LIABILITIES					
Short Term Borrowings	1,507.78	474.45	570.45	760.74	799.27
Trade Payables	2,273.34	2,398.61	2,009.32	1,457.80	1,436.74
Other Current Liabilities	1,808.10	1,219.42	520.38	253.46	577.99
Short Term Provisions	87.91	87.04	70.87	85.85	75.45
TOTAL CURRENT LIABILITIES	5,677.13	4,179.52	3,171.02	2,557.85	2,889.45
TOTAL CAPITAL AND LIABILITIES	9,688.93	6,621.07	5,733.84	5,035.85	4,618.44
ASSETS					
NON-CURRENT ASSETS					
Tangible Assets	2,812.53	636.37	646.45	546.24	482.19
Intangible Assets	1,915.82	1,919.11	1,935.85	1,940.82	1,839.52
Capital Work-In-Progress	40.06	22.39	45.89	25.00	25.35
Other Assets	0.00	0.00	0.00	0.00	0.00
FIXED ASSETS	4,771.95	2,577.87	2,628.19	2,512.06	2,347.06
Non-Current Investments	170.01	4.21	4.21	0.00	0.00
Deferred Tax Assets [Net]	194.96	263.38	68.82	0.00	0.00
Long Term Loans And Advances	3.43	3.08	2.90	3.49	270.96

Other Non-Current Assets	397.72	403.37	379.42	384.50	1.08
TOTAL NON-CURRENT ASSETS	5,538.07	3,251.91	3,083.54	2,900.05	2,619.10
CURRENT ASSETS					
Current Investments	0.00	0.00	0.00	0.00	0.00
Inventories	2,349.40	1,921.28	1,691.20	1,431.25	1,388.10
Trade Receivables	840.19	786.59	551.84	452.18	390.94
Cash And Cash Equivalent	265.05	57.41	72.79	49.66	20.32
Short Term Loans And Advances	7.12	5.42	4.69	3.80	175.41
Other Current Assets	689.10	598.46	329.78	198.91	24.57
TOTAL CURRENT ASSETS	4,150.86	3,369.16	2,650.30	2,135.80	1,999.34
TOTAL ASSETS	9,688.93	6,621.07	5,733.84	5,035.85	4,618.44
OTHER ADDITIONAL INFORMATION					
CONTINGENT LIABILITIES, COMMITMENTS					
Contingent Liabilities	124.26	108.87	191.14	112.51	84.78

- **INCOME STATEMENT**



Annual	MAR 2020	MAR 2019	MAR 2018	MAR 2017	MAR 2016
Sales	8,742.53	8,117.72	7,172.07	6,602.86	6,060.05
Other Income	65.09	64.78	32.81	38.15	11.95
Total Income	8,807.62	8,182.50	7,204.88	6,641.01	6,072.00
Total Expenditure	8,393.98	7,845.98	6,984.31	6,407.84	6,001.27
EBIT	413.64	336.52	220.57	233.17	70.73
Interest	422.73	187.42	171.60	179.67	174.87
Tax	136.10	-172.12	-68.82	0.00	0.00
Net Profit	-145.19	321.22	117.79	53.50	-104.14

• **CASHFLOW STATEMENT**

	Mar 2020	Mar 2019	Mar 2018	Mar 2017	Mar2016
Operating Activities	661.68	527.61	595.12	425.19	51.13
Investing Activities	-574.13	-276.55	-325.20	-445.62	-1,099.08
Financing Activities	120.17	-266.43	-246.89	50.92	1,042.23
Others	0.00	0.00	0.00	0.00	18.84
Net Cash Flow	207.72	-15.37	23.03	30.49	13.1

ANALYSIS

The Analysis of Financial statements of Pantaloons fashion is Classified into three Categories such as Cash flow Statement, Profit and Loss Account and Balance Sheet.

Table 1: Current Ratios of Pantaloons fashion during 2015-16 to 2019-20.

Current Ratio = Current Assets/Current Liabilities

Standard Form = 2:1

Financial Year	Current Assets (in crores)	Current Liabilities (in crores)	Current Ratio
2015-2016	1,999.34	2,889.45	0.68
2016-2017	2,135.80	2,557.85	0.83
2017-2018	2,650.30	3,171.02	0.835
2018-2019	3,369.16	4,179.52	0.80
2019-2020	4,150.86	5,677.13	0.73

Inference:

The above table presents current ratio of Pantaloons fashion ltd during 2015-16 to 2019-20. It is observed that, when compared with standard form of current ratio, the Pantaloons fashion company ratio does not meet the standard form Hence, this is the indicator that the company is not financial strong

A higher current ratio indicates a large proportion of current assets and liabilities.

Table 2: Quick or Liquidity ratios of PANTALOONS FASHIONS Ltd during 2015-16 to 2019-20.

Quick Ratio = Liquid Assets/ Current Liabilities

Liquid Assets = Current Assets- (stock + prepaid expenses)

Financial Year	Liquid Assets (in crores)	Liquid Liabilities (in crores)	Quick Ratio
2015-2016	611.24	2,889.45	0.21
2016-2017	704.55	2,557.85	0.28
2017-2018	959.1	3,171.02	0.30
2018-2019	1447.88	4,179.52	0.35
2019-2020	1801.46	5,677.13	0.32

Inference:

The above table presents quick ratio of Pantaloon Fashion Ltd during 2015-16 to 2019-20. It is observed that, the year 2019-2020 has highest quick ratio and 2015-2016 has lowest quick ratio when compared during all five years.

A higher quick ratio indicates the liquidity of a company. It measures the ability of a company to meet its current liabilities as they fall due.

Table 3: Operating Profit ratio of PANTALOON FASHION LTD during 2015- 2016 to 2019-20.

Operating Profit ratio = Operating Profit/Net Sales *100

Financial Year	Operating Profit (in crores)	Net Sales (in crores)	Operating Profit ratio
2015-2016	-104.14	6060.05	-1.71%
2016-2017	53.50	6602.86	0.81%
2017-2018	48.97	7172.07	0.68%
2018-2019	149.10	8117.72	1.83%
2019-2020	-9.09	8742.53	-0.10%

Inference:

The above table presents Operating Profit ratio of Pantaloon Fashion Ltd during 2015- 2016 to 2019-2020. It is observed that, during 2015-2016 there is a downfall and from 2017-2019 gross profit ratio of the company increases gradually for 3 years, there is decrease in 2019-2020(4th) and in the financial year 2019-2020 there is a downfall in gross profit ratio which reduces to 1.73%.

Operating profit ratio reflects the percentage of profit a company provides from its operations.

Table 4: Net Profit ratio of PANTALOON FASHION LTD during 2015- 2016 to 2019-20.

Net Profit ratio = Net Profit/ Net Sales *100

The net profit margin of company below 5% is considered as low.

Financial Year	Net Profit (in crores)	Net Sales (in crores)	Net Profit ratio
2015-2016	-104.14	6060.05	-1.71%
2016-2017	53.50	6602.86	0.81%
2017-2018	117.79	7172.07	1.64%
2018-2019	321.22	8117.72	3.92%
2019-2020	-145.19	8742.53	-1.66%

Inference:

The above table presents Net Profit ratio of Pantaloons fashion Ltd during 2015- 2016 to 2019-20. It is observed that, during 2015-2016 there is a downfall and from 2017-2018 Net profit ratio of the company increases gradually for 3 years, there increase in 2018-2019(4th) and in the financial year 2019-2020 there is a downfall in net profit ratio which is to

-1.66%.

Hence the net profit margin of Pantaloons fashion Ltd during all the five years is considered as low which indicates that net income or profit earned by a company as a percentage of revenue is low.

LEARNING:

During this one month period I have come across many new things and learned many things, which I'm sure will be very helpful not only in my career but to understand the process functioning of a company. I have not only learned the subject matter related to my studies but also the gain out knowledge through this project. During the process of the creating the organisational report there are few more aspect that I have learnt, few are mentioned below:

- I learned the new project towards the FASHION and RETAIL industry.
- I learned the importance of Management and operations
- I learned how many strategies are used tackle the competitors in the future
- Learn the functioning of the Retail sector works .
- I learned the analysis of financial statements.
- Apart from learning of how the organisation functions,its structure, department , policies and workflow of the company.

BIBLIOGRAPHY

Websites:

- <http://www.pantaloons.com>
- Annual Report of BEML Limited
- Previous year Reports
- Internship Reports

WEEKLY PROGRESS REPORT

Student Name	Mr. Rick Henry
USN	ICR19MBA71
Title of the Study	An Organisation Study on PANTALOONS FASHION & RETAIL LIMITED
Organization	PANTALOONS FASHION & RETAIL LIMITED
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



Signature of the Guide



Signature of the Student