

“Strategizing Sales and Marketing Ecommerce”

By

Mr ADNAN AHMED

USN: ICY18MBA03

MBA: 4th Semester

Submitted to VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

in partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

INTERNAL GUIDE

Prof Sandeep Kumar

Associate Prof/Head Of

Department

EXTERNAL GUIDE

Mr Prasanna Kumar

Store Manager

PUMA India Sports

Pvt Ltd



DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

C M R INSTITUTE OF TECHNOLOGY

#132, AECS Layout, ITPL Main Road, Kundalahalli,

BENGALURU-560037

JULY 2020



102717

CMR INSTITUTE OF TECHNOLOGY
BENGALURU
KARNATAKA
www.cmr.it.ac.in

CERTIFICATE

This is to certify that Mr. ADNAN AHMED bearing USN 1CY18MBA03 is a bonafide student of Master of Business Administration Programme of the Institute (2018-20 Batch), affiliated to Visvesvaraya Technological University, Belagavi. Project report on "STRATEGIZING SALES AND MARKETING ECOMMERCE" is prepared by him under the guidance of Mr. M. Sandeep Kumar, Associate Professor, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi in Karnataka.

Signature of Internal Guide

Signature of HoD

Sanjay Jain

Signature of Principal
Principal
CMR Institute of Technology
Bengaluru - 560007

Evaluators

1) Name of external evaluator

Signature with Date

2) _____
Name of internal evaluator



PUMA SPORTS INDIA PVT LTD ■ 5th CROSS ROAD, BHOIRNAGAR ■ BANGALORE 560 026 ■ TEL: 91 80 40241000 ■ FAX: 91 80 41128623

TO WHOMEVER IT MAY CONCERN

This is to certify that Mr. Adnan Ahmed, has successfully completed his internship program under the guidance of Mr. Prasanna Kumar Store Manager at Puma Store Brigade Orion Bangalore.

The duration of this project was from 1st January 2020 to 15 February 2020

During internship, he has demonstrated good technical skills with a self-motivating attitude to learn new things. We would rate his performance as Good.

We wish him all the best for future endeavours

For Puma Sports India Pvt. Limited



Pink Singh

HR (Retail) South

Corporate Identity number U51109KA2005PTC0031218

puma.com

DECLARATION

I, Mr ADNAN AHMED, hereby declare that the Project report entitled “Strategizing Sales and Marketing” prepared by me under the guidance of Prof Sandeep Kumar, faculty of MBA Department, CMR Institute of Technology and external assistance by Mr Prasanna Kumar, Store Manager, PUMA. I also declare that this project work is towards the partial fulfilment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone a summer project for a period of six weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted to any other University/Institution for the award of any degree/diploma.


Scanned with CamScanner

Place:

ADNAN AHMED

Date:

USN: 1CY18MBA03

ACKNOWLEDGEMENT

I have been fortunate enough to get good timely advice and support from a host of people to whom I shall remain grateful.

I take this opportunity to express my heartfelt thanks to **Dr. Sanjay Jain**, Principal, CMR Institute of Technology, Bangalore, for his support and cooperation to undertake and complete the project work.

I am extremely thankful to **Prof. Sandeep Kumar**, Head of the Department of Management Studies and Research, CMR Institute of Technology, Bangalore, for his advice and support throughout the completion of the project work.

It gives me immense pleasure to record my thanks to my Internal Guide, **Prof. Sandeep Kumar**, CMR Institute of Technology, Bangalore, for his valuable guidance and untiring support and cooperation in completing the project work.

I acknowledge the insights provided by my External Guide, **Mr Prasanna Kumar**, Store Manager, PUMA which helped me to a great extent in completion of the project work.

And finally, there is deepest of thanks for the patience and cooperation of the family and friends, without whom the endeavour would not have been possible.

Mr ADNAN AHMED

USN: 1CY18MBA03

TABLE OF CONTENTS

Chapter No.	CONTENTS	Page No.
	Certificate	3
	Declaration	4
	Acknowledgement	5
	List of Table	7-8
	List of Charts	8-9
	EXECUTIVE SUMMARY	10
1	INTRODUCTION	11
	1.1 Industry Profile	11-14
	1.2 Company Profile	15-36
	Promoters, Vision, Mission, Quality Policy. Products / services, Infrastructure facilities, Competitors' information, SWOT Analysis, Future growth and prospects and Financial Statement Analysis	
2	CONCEPTUAL BACKGROUND AND LITERATURE REVIEW	37
	2.1 Theoretical Background of the Study	37-40
	2.2 Literature Review	40-45
3	RESEARCH DESIGN	46
	3.1 Statement of the Problem	46
	3.2 Need for the Study	46
	3.3 Objectives of the Study	46
	3.4 Scope of the Study	46
	3.5 Research Methodology	47
	3.6 Hypotheses	47
	3.7 Limitations of the Study	48
	3.8 Chapter scheme	49
4	DATA ANALYSIS AND INTERPRETATION	50-68

5	SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION	69-71
	5.1 Findings of the Study	69
	5.2 Suggestions	70
	5.3 Conclusion	71
	BIBLIOGRAPHY	72
	ANNEXURE	73-75

LIST OF TABLES

Table No.	TITLE OF TABLES	Page No.
1.1	Table showing The Directors of the Company	36
1.2	Table showing various Department Heads	36
4.1	Table showing Customer Preference Relating to a Product	51
4.2	Table showing Optimum Delivery Time According to Consumers	53
4.3	Table showing Choice of Shoe Brand	54
4.4	Table showing Channel of Purchase	55
4.5	Table showing Usage of Different Forms of Social Media	56
4.6	Table showing Average Amount Spent on Shoes by the Customer	57
4.7	Table showing Knowledge of Customers about NETFIT Technology	58
4.8	Table showing Iconic Sneakers of All Time	59
4.9	Table showing Brand Preference on the Basis of Overall Performance	60

4.10	Table showing knowledge of Respondents about Shivani Baruah	61
4.11	Table showing Level of Agreement	63
4.12	Table showing the Online Channel Customers Use for the Purchase of Shoes	64
4.13	Table showing the Frequency of Customers Shopping Online	65
4.14	Table showing Informative Descriptions about the Product	66
4.15	Table showing the Rate of Purchase of Product through Billboard Advertisement	67
4.16	Table showing Brand Rankings in terms of Preference	68

LIST OF FIGURES AND GRAPHS

Chart No.	TITLE OF CHARTS	Page No.
1.1	Figure showing Organization Structure	28
1.2	Figure showing Finance Department Structure	29
1.3	Figure showing Retail Department Structure	30
1.4	Figure showing Marketing Department Structure	31
1.5	Figure showing Merchandising Department Structure	31
1.6	Figure showing Visual Merchandising Structure	32
4.1	Graph showing Customer preference Relating to a Product	52
4.2	Graph showing Optimum Delivery Time According to Customers	53
4.3	Graph showing Choice of Shoe Brand	54
4.4	Graph showing the Channel of Purchase	55

4.5	Graph showing Usage of Different Forms of Social Media	57
4.6	Graph showing the Average Amount Spent on Shoes by the Customer	58
4.7	Graph showing Knowledge of Customers about NETFIT Technology	59
4.8	Graph showing the Iconic Sneakers of All Time	60
4.9	Graph showing Brand Selection on the Basis of Overall Performance	61
4.10	Graph showing Knowledge of Respondents about Shivani Baruah	62
4.11	Graph showing the Level of Agreement which affects your Online Purchase Decision	63
4.12	Graph showing the Online channel Customers use for the Purchase of Shoes	64
4.13	Graph showing the Frequency of Customers Shopping Online	65
4.14	Graph showing Informative Descriptions about the products	66
4.15	Graph showing the Rate of Purchase of Product through Billboard Advertisement	67
4.16	Graph showing Brand Rankings in terms of Purchase Preference	68

EXECUTIVE SUMMARY

PUMA is renowned and accurate with the following: Sport, Legacy, Constant Technological Innovation and Design. Puma is constantly bringing the different designs and a more attractive outlook to every product that is involved of sport, fashion & lifestyle. This bringing in together as one is known as “Sport lifestyle”.

In this particular research problem, the main focus is on how PUMA is partially failing to meet the requirements in terms of sales and marketing through the use of Ecommerce when compared with its fellow rivals who have cemented their position very securely.

The challenge for PUMA here lies as to how to capture the attention of the customer and come up with innovative solutions to bring back its potential audience. All of this requires tremendous amount of research which showcases where the company is failing in its operations.

Data collection tools, observations etc have been practised, analysed and interpreted for better understanding. In today's modern times it has become imperative for every organisation operating in the ecommerce industry to always be one step ahead of their competitors and always make room for new innovations and creations.

The various strategies that were implemented seemed to have failed for PUMA and this becomes one of the biggest reasons as to why it's not on the same page when compared with its fellow rivals like NIKE, ADIDAS etc. The brand PUMA in a country like India should be able to extract as much as possible due to the economic growth it offers.

In conclusion to all of this PUMA should add more product lines like it does in the American and European market and incorporate those standards for a better overall shopping experience

INTRODUCTION

1.1 INDUSTRY PROFILE

E-COMMERCE

The word E-commerce is used everywhere these days. Be it private or the corporates use it to communicate with a web-based online store using web browser or applications like Google Chrome, Microsoft Internet Explorer or any other communicator for that matter. These Internet stores provide or meet customer needs, like product catalogues, a shopping basket, and a secure payment methodology.

In theory, to put that into perspective there are no boundaries when it come to posting on the internet, it is just there available to all providing its services irrespective of the negative factors that surround it. All of this ultimately gives rise to a wide array of opportunities that have been provided to the common man rather than having to use the traditional or historical ways of doing business online

Thus, E-commerce is conducting business transactions over the network by way of linked computer systems. This way through the linkage the customers and the businesses can function more smoothly with the greatest of efficiency. The business can conduct its activities and duties more speedily and economically.

TYPES OF E-COMMERCE

BUSINESS TO BUSINESS

B2B e-commerce is a phenomenon that is always growing and making itself better constantly by adding significant upgrades every now and then, it is the concept where businesses deal with other businesses directly.

There is an overhaul of inefficient trading method. The Company can come in contact with suppliers, check availability of products, place requests and track shipments with no human help. In this day and age, organizations are utilizing innovations to make request among the individuals, consolidate and use target showcasing exactly, fortify the business exercises, and continually to search for better methods of dissemination.

Example: GoDaddy

BUSINESS TO CONSUMER

Business to Consumer is the concept when businesses directly deal with consumers. The idea behind it is to provide to the various needs of the customers through the use of e-commerce. This type is one of the most common in urbanised areas or locations since these places have better access to the internet. It's easy, convenient, and best of all accessible at all possible times and by just a push of a button your transaction or purchase is made.

Example: Amazon

CONSUMER TO CONSUMER

Consumer to consumer is the concept of e-commerce where consumers deal with fellow consumers directly

Example: Olx.

Activities involved in E-commerce

- Market research
- Customer acquisition
- Vendor Management
- Advertising
- Providing item data
- Contacting clients
- Taking orders
- Tracking delivery
- Receiving and preparing installments

- Ordering stock from distributors
- Cataloging
- After Sale Services

ADVANTAGES OF ECOMMERCE

Some of the organisational merits of doing business over e-commerce are as follows:

- The business can be conducted throughout without any breaks.
- The Products can be supplied to anyone, anywhere across the country.
- It enables customer requirements to be met by the sellers and suppliers all over.
- It empowers the sellers assemble a balanced relationship with its clients. Through hunt apparatuses and client profiles, data can be changed to their necessities on request. It gives deal backing to them.
- The people(customers) can stay up with the latest data, costly printed indexes and administration aides can be supplanted by a solitary electronic item information base, which must be stayed up with the latest consistently.
- The cost of keeping up retail outlets is diminished
- Business can be made robotized subsequently sparing time, assets and in particular cash – the gracefully chain is abbreviated so conveyance times and expenses are decreased.
- Staff expenses can be decreased.
- To close, the administrations can be considerably more evolved, for instance, programming and music can be conveyed immediately and efficiently by means of the Internet.

DISADVANTAGES OF ECOMMERCE

- Technical skills required are complex and are not easily available
- To use ecommerce effectively, high speed internet is required which still does not have a national outreach
- High overhead/delivery costs
- Synchronising safe encrypted payment gateways is still a tedious task
- Threat of hackers
- Lacks all around customer experience

SALES & MARKETING

Sales is the process of selling an amount of goods and services in a given period of time.

Marketing is process of enticing and promoting a particular good/service at a given period of time.

Though Sales and Marketing are two different spheres the end objective of both activities is relatively the same which is to acquire customers as selling is the final stage in marketing and in the 4P's, the function of this is to add value and desirability to the products and of sales is so to close the at stages through different platforms and channels.

Tools of Online marketing:

- Display Advertising – conveying the advertisement message visually through logos, texts or any different graphic etc for an increased ad effect.
- Frame ad (traditional banner) – they are the web banners which are enclosed within a frame that you normally see on the web pages on the sides or that pop up in the middle of the screen. It is more traditional than modern.
- Pop-ups/pop-under – the pop-up ad opens a web browser window under a website. These are very popular and the advertisers use it very often.

Other tools include:

- Floating ads.
- Expanding ad.
- Text ads.
- Sponsored search.
- Social media marketing.

1.2 Company Profile

INTRODUCTION

Founded in Germany in the year 1948 by Rudolph Dassler, PUMA is one amongst the world's top sports brand that designs, develops and makes cutting edge footwears, apparels and accessories etc. For over the past 69 years, PUMA has a well-established record of making rapid& award-winning products made for the fastest athlete on the planet who is Usain Bolt and the Arsenal football club, for Forever Faster.

PUMA has been an innovator, pioneer in the industry be it for introducing the legendary PUMA King Boot which adored soccer fanatics throughout the 70s, 80s or the uncanny guerrilla marketing style portrayed in the 90s.

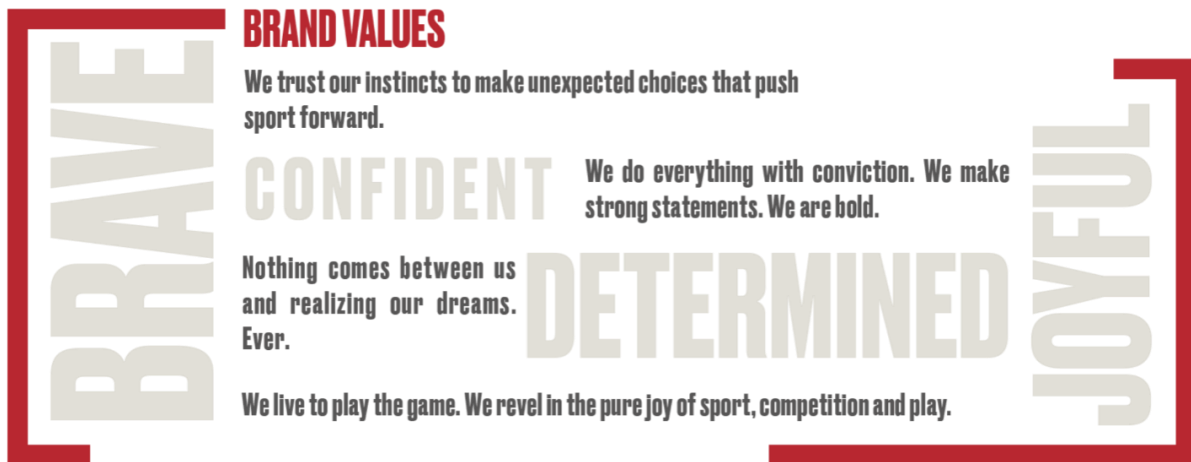
PUMA offers execution and way of life items in group activities, running and preparing, golf and motorsport. It additionally has a devoted line of golf hardware, clothing, footwear and extras.

PUMA Sports India Private Ltd was established by PUMA SE in the year 2005, it was the last entrant in the emerging multi-billion Indian market, and made a fast-paced climb to the top in a period of 6 years by 2013 PUMA had become the "Number One" sports brand in the country due to strong upbeat all around strategy.

PUMA Sports India Private Ltd has a strong presence in the country as it has about 540 stores and a strong ecommerce hold through its website and marketplace partners such as Myntra.

"Forever Faster", is the spell binding motto of the company as PUMA drives to be the best always pushing boundaries and preserving the spirit of sport, and reflects its mission as it is a brand at the peak of innovation which orchestrates to make sport easier and fun in the fastest way.

THE BRAND VALUES



The PUMA brand is grounded in four characteristics: bold, sure, chose, and cheery. They move us to beat our idle limit, and routine our comprehension and story in game to furthermore set up integrity, realness, and an thankfulness for the games we work.

Challenging: We are courageous to confront difficulties.

Certain: Whatever we do, we do with principle.

Chosen: Nothing meddles with us and understanding our visions.

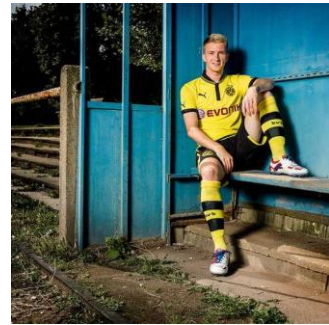
Upbeat: We live to play the game and we play with heart.

BUSINESS UNITS

Panther offers execution and game style items across six Business Units. The Business Units are contained Team game, Running and Training, and Golf, which speak to our Performance business; just as Motorsport, Fundamentals and Sport style and Accessories.

TEAM-SPORT

The Team-sport business has a no-deal method to drive execution in football, cricket, etc in each side of the world to the upside of the billions of individuals that follow, observe and play the game. With Italy, Arsenal F C, Bengaluru FC and B V B, PUMA has the most perfectly awesome gatherings on earth. Gathering action goes past customary football. Handball, rugby, cricket and volleyball supplement our commitment.



Running & Training

PUMA's running and Training Business Entity takes PUMA's ironic record inside running and circuits it with new sharp authority propels in both footwear and clothing. This licenses Puma to make each and every one of our competitors speedier, while bringing style, approach, and strut to the universe of Running and Training.



Motorsport

PUMA Motorsport makes noise far around the globe of race and track with a significant exemplified inheritance in Motorsport that returns to the furthest limit of the only remaining century, PUMA is the excellent pioneer at the present time. After an apparently interminable measure of time after year, PUMA has been making famous things with style and disposition banding along with the top level Motorsport brands, for instance, Scuderia Ferrari, Mercedes AMG PETRONAS, BMW and Red Bull Racing..



Golf

PUMA Golf has spent significant time in bringing sharp, structure forward, execution arranged golf attire, footwear and associates to the arcade that aid golfers "Look Better. Feel Much improved. Play Better." COBRA PUMA GOLF passes on a full heap of game-changing, pioneering things, and configuration accelerative style that help golfers things being what they are and levels value the game.



Accessories

PUMA offers accessories like watches, belts, caps, water bottles, wrist and sweat bands, shoe cleaners, wallets, clutches for the ladies and other related sports accessory to the customers.



VISION & MISSION

The Mission and Vision proclamation at PUMA accepts that its situation as the pioneer in Sport way of life and running preparing, wellness gives it the chance and the obligation to contribute for the ages to come. A more prominent universe in its vision, is to be more secure, more serene, and more imaginative than the world we know today. The mission it has created to assist us with remaining consistent with its vision, and its utilization it by continually inquiring as to whether we are in effect Just, True, Positive, and Creative in all that it does. Panther comprehends in that by remaining consistent with its qualities, moving the enthusiasm and ability of individuals, working in economical, inventive ways, and giving a valiant effort to be Just, True, Positive, and Creative, PUMA will continue making the items, and simultaneously bring that vision of a superior world.

SWOT ANALYSIS

SWOT investigation (elective SWOT Matrix) is a composed masterminding strategy used to survey the Strengths, Weakness, Opportunity, and Threats drew in with an assignment or in an endeavor. A SWOT assessment should be possible for a thing, spot, industry or person. It incorporates deciding the objective of the endeavor or adventure and perceives the internal and external factors that are ideal and irksome to achieving that objective. Defining the objective should be done after the SWOT assessment has been performed. This would allow reachable destinations or objectives to be set for the association.



STRENGTHS:

Strength (internal) is an asset, abilities, or different focal points relating with contenders. It is the distinctive fitness that gives the association a similar favourable position in the commercial market place. Market administration, public image, understanding, money related and human asset, association system and unions are case of hierarchical quality. Company's assets – Technology, Skilled Employees and Good infrastructure.

- Strong Key – Personal interaction with different level of employees by higher authority.
- Company has a good marketing image.
- Professionally managed organisation.
- Worldwide.

- Top 3 in the world

OPPORTUNITIES:

An opportunity (external) is a major favourable situation in the organisation's environment. An example of opportunity could be new market, higher economic growth rate, new clients, new brands, new projects and technological changes.

- Continuous increase in demand for third party herring.
- Increase in new business ideas.
- Great brand image
- Price leaders

WEAKNESSES:

- High Competition.
- Higher advertising budget requirement.
- Tough competition in service industry.

THREATS:

A threat (external) is an un-favourable situation in the organization environment. The introduction of a new contender, increasing bargaining power of external and internal parties, massive changes in technology and regulations and interest rates, market growth are few examples of organizational threat.

- Raising labour cost.
- Slower market growth.
- Change in economic factors.
- Increase in domestic competition.
- Potential for take-over.

We can perform all these processes because of our standalone products which hasn't been remade by our competitors once the technologies is available to the competitors we may lose our clients.

COMPETITORS INFORMATION

Nike

Nike, Inc. is an American worldwide endeavor that is busy with the structure, headway, manufacturing, and by and large displaying and arrangements of footwear, clothing, gear, embellishments, and organizations.



Headquarters: Beaverton, Oregon, United States.

Adidas

Adidas AG is a German overall association, headquartered in Herzogenaurach, Germany, that structures and manufactures shoes, articles of clothing and enhancements. It is the greatest active apparel maker in Europe, and the second most noteworthy on earth.



Headquarters:

Herzogenaurach, Germany.

Benetton Group

Benetton Group is an overall style brand, arranged in Poznan Veneto, Italy. The name starts from the Benetton family who set up the association in 1965. Benetton has an arrangement of around 5,000 stores in the essential worldwide business sectors it creates and sells nice apparel and embellishments. Base camp: Poznan Veneto, Italy.



CHANNEL MIX

PUMA disperses its items through three diverse circulation channels:

1. Wholesale
2. PUMA retail locations
3. Ecommerce

Rebate spoke to 73.2% of our net arrangements in 2015 and has persisted the premier arrangements grid of PUMA. PUMA assumes the most significant advancement level for the online business dissemination channel. The fundamental effort on Wholesale will be to revive propelling joint thing and publicizing programs along with key records and to develop the positive power of 2016. These key measures in sell-through duties are to grow the trade part of our most noteworthy records in PUMA's supreme rebate net arrangements and thusly our net arrangements value. In Retail, PUMA constant rolling the Forever Faster store structure at zones overall all through 2016. The new and improved stores improve the organization's situation in showcasing and narrating as they outline item advances and its advantages, in this way fortifying PUMA's situating as a games brand. The "Forever Faster" idea lead to a 15 – 20 % expansion in net deal as indicated by the organization's own gauge. The outcomes accomplished in 2016 give us that PUMA is beginning to pick up force: Throughout the year, Puma centered and put resources into occasions, items, and crusades that made it once more a stride nearer to turning into the Fastest Sports Brand in the World and meeting its objectives and targets. The previous year was especially energizing and described by the accompanying features: The football rivalries Copa America and UEFA Euro 2015, the Olympic Games in Rio and the marvelous progression of our women's class ,PUMA continued making strides along our five key needs: making brand heat for PUMA as the Fastest Sports Brand in the World, extra refining the thing engine with a strong pipeline of empowering and business things, smoothing out PUMA's spread quality through more grounded sell through, overhaul of various leveled pace and trade frames similarly as strengthening PUMA's women's old news.

PUMA kept on reinforcing its associations with key vital records and manufactured new organizations with solid retailers in both built up and developing markets. In India it was granted an 100% FDI approval which now allows it flex all its muscles in retail and e-

commerce PUMA has planned to open more own and operated stores and also to up its product offering in all platforms and portals in order for better connect and outreach which boost sales and revenue.

It recently also got into a strategic partnership with Shop X a hybrid between B2C/B2B E-platform that has a good grip in rural and tier two cities , this was a strategic move to help PUMA increase the sell through and establish dominance in the above areas which has been left untapped by other brands. PUMA has also improved its other functions such as logistics and visual merchandising where it even looks after these specific functions in partner /franchise stores as well thus keep the organizational benchmark high and delivering the desired results in India and Globally.



Due to the above implemented strategy PSIPL saw a jump in sales and it was the second largest contributor in the Asia pacific region after china.

INFRASTRUCTURAL FACILITIES

PUMA is in India is headquartered in Bangalore, Karnataka which not only serves as country base but also the south base, In the north is it has a regional office in Gurgaon which also caters to the east region, Mumbai serves as their west base.

PUMA is large company and has tons of products for efficient inventory management it has three warehouses across the country

1. Bangalore
2. Mumbai
3. Gurgaon

The above three warehouses cater to the whole of the country, logistics is outsourced by DHL.

PUMA does not operate any factories in the country, it outsources from local manufacturers from across the country like

1. Outdoor Clothing, Bangalore
2. Triangle Apparels 6, Bangalore
3. Aspen Crew Sportswear, Dehradun
4. JVS Sporting goods, Meerut

FUTURE GROWTH AND PROSPECTS

2017 was a decent year both for business and game. Since the execution of its turnaround procedure in 2014, deals have developed by 40%, without precedent for the organization's history, PUMA figured out how to surpass the four billion Euro mark in deals, item sell through, both in retail locations and those of key retail accomplices has improved. The organization got positive input on item runs, especially from retail accomplices.

PUMA's technique has kept on zeroing in on five needs:

- Increased brand heat
- A unobtrusive item range and offering
- Women BU improvement
- Enhanced nature of flow
- Managerial speed.

In 2016, PUMA's believability like a games brand was reinforced by abusing upon organizations with standout competitors and groups. The Team sports business was reserved by key cooperated groups winning a portion of the world's most renowned titles: BVB Borussia Dortmund asserted the German DDB Cup, Arsenal FC won the FA Cup and Mexico's Chivas

made sure about the 2016 Liga NX Clausura title, while Argentina's famous group Independiente Buernos Aires commended the triumph of the Coppa Sudamericana.

The list of individual participants additionally indicated extraordinary exhibitions especially Arsenal's Oliver who won the FIFA Puskas Award for "Objective of the Year" of 2016 and Argentinian superstar Sergio broke the objective recording greatest for his club Manchester City. On the item side, dispatch of two totally new football footwear establishments, PUMA ONE and PUMA FUTURE, cementing the status as a main games execution brand.

A significant feature in the running class was the 2016 IAF World Championships and Usain Bolt's last race. The opposition put the focus on other PUMA competitors, for example, Frenchmen Piere-Amboise, who won the gold award in the 800 meters. The conveyance of eminent item advancements, for example, the progressive NETFIT footwear extend, adjustable binding framework offers unending execution and style choices in a single shoe. Panther additionally shocked the world with the pristine JAMMING innovation, an innovation with e-TPU dots give high solace and vitality return.

ORGANIZATION STRUCTURE

PUMA Sports India Private Ltd is a private limited non listed company, PUMA follows the calendar year because it is an international company, it follows IFRS for promulgating its financial statement, and the organization structure is illustrated below:

ORGANISATION STRUCTURE:

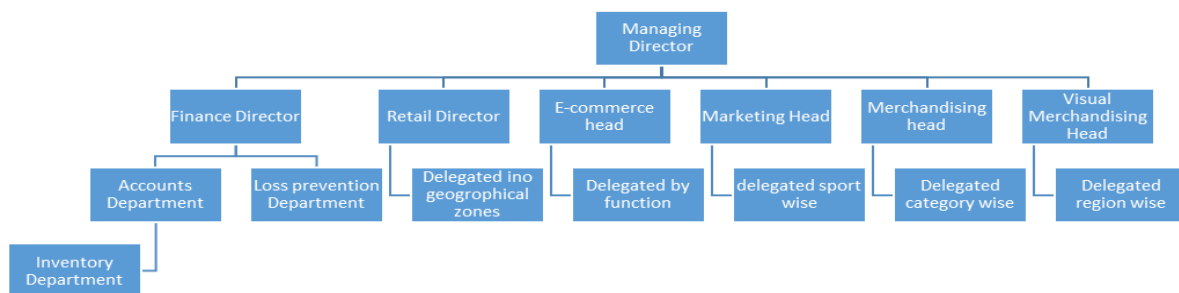


Fig 1.1

The company is headed by a managing director who oversees every aspect and activity of the business under him are country heads for various departments such as retail, e-commerce etc. The maximum power of authority and decision making is vested in the hands of the managing director, his consent is mandatory for changes and approvals. The loss prevention department is moreover an internal audit department which aims to minimize risk in the retail and financial departments. The current managing director is Abhishek Ganguly.

Finance Department Structure

The Finance Director reports to the managing Director, the former oversees all the financial aspects of the firm like allocating funds to the various departments, making sure that the financial statements are prepared according to mandate etc. the accounts department and the loss prevention department come under the finance director where the managers in this department report to a senior manager who directly reports the finance director. This signifies strong delegation/segregation of duties with efficient monitoring.

FINANCE DEPARTMENT STRUCTURE

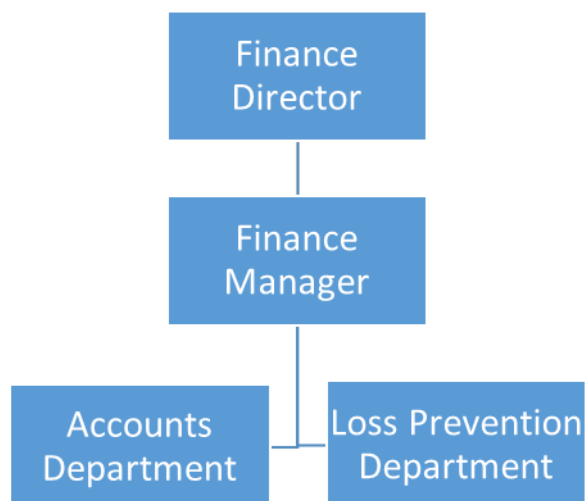


Fig 1.2

The finance manager reports to the the finance director who supervises the functions of the accounts department & the loss prevention and all the personell who work for these departments

The accounts depatments comprises of accounts manager and associates.

The loss prevention department comprises of associates and managers who perform risk realted functions

Retail Department Structure

Retail Director is the country head for retail operations, he overlooks every aspect and functioning of retail like setting up of stores, allocating sale targets, the retail structure is further illustrated below:

RETAIL DEPARTMENT STRUCTURE

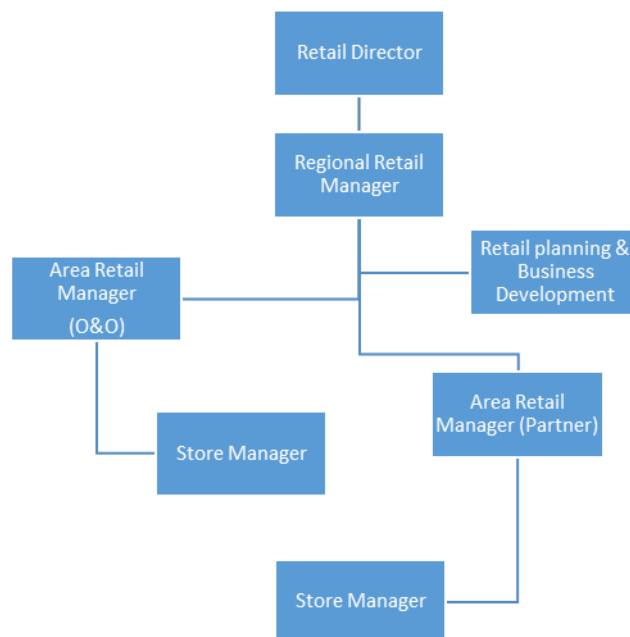


Fig 1.3

As seen above this structure has been executed in 4 regions North, South, West & East, where the respected regional managers report to the retail director under the latter are area retail managers who look after cities/districts, and all the store managers in various cities and districts report to their respect area retail managers. The retail planning and business development personal help track the products performance, orientation.

E-Commerce Department Structure

The E-commerce reports to the managing director, under the ecommerce head are various personnel who perform various functions, it consists of B2B manager who deals with portals like amazon etc. for activities only B2B , a B2C manger is in charge of Puma.com and listing products on other platforms a strategic manager who promulgates strategy , plans to combat organizational threats, a business development head and support staff the ecommerce structure is further illustrated below.

Marketing Department Structure

The marketing function is headed by a country head for Marketing, the promotion head will report the managing director under the marketing heads are various marketing managers who look after respective sports/Categories and oversee and execute all related marketing functions involving them. The marketing structure is further illustrated below

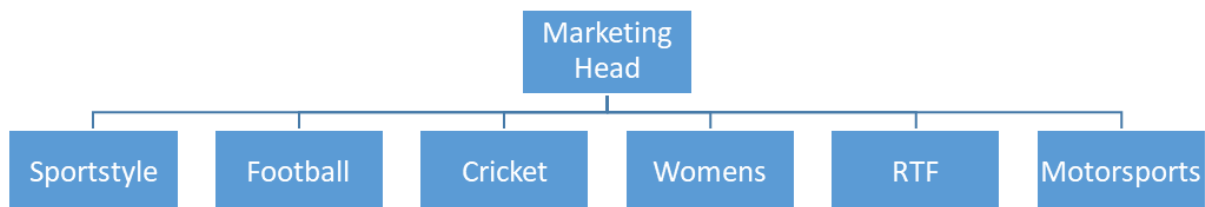


Fig 1.4

Thus, the delegation based on category/sport PUMA divides it in order to reach out to target audience and for full effectiveness.

Merchandising Department Structure:

The merchandising head is responsible for selecting & developing the product line for the country season after season, the merchandising structure is divided based on category which is footwear, apparel & accessories. The merchandising structure is illustrated below:

Figure: Merchandising Department

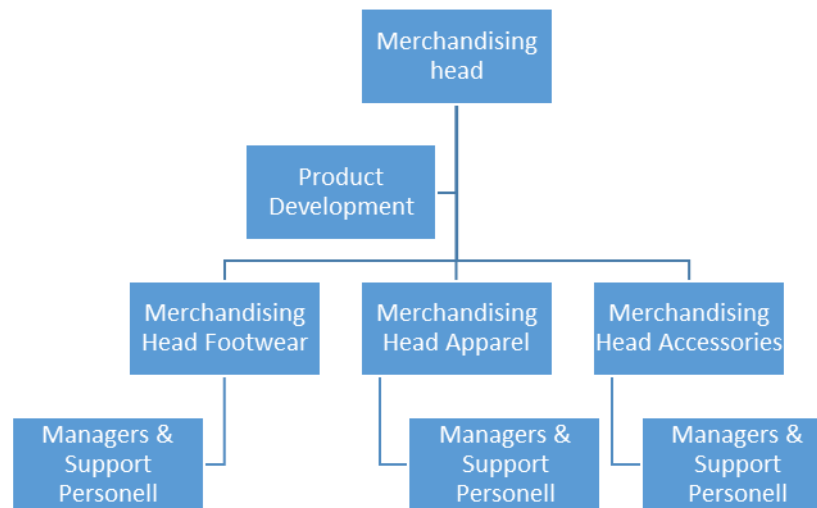


Fig 1.5

The merchandising head reports to the managing director, under the merchandising head there are category heads who look after respective categories and the functions needed to be performed. Under category heads are managers and personnel like technicians etc. who perform functions like planning Research & design etc.

Visual Merchandising Department Structure:

The head Visual Merchandiser looks after the in-store communication and look and feel of stores he responsible with his team for designing campaigns and executing the same. The former is aided by head of concept development, together these two orchestrate proceedings in the 4 regions with respective regional visual merchandisers, and area visual merchandises who report to their regional visual merchandisers.

VISUAL MERCHANDISING DEPARTMENT STRUCTURE:

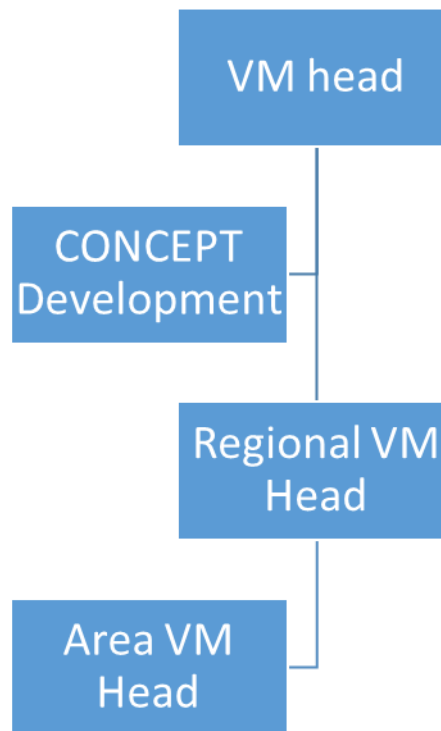


Fig 1.6

Products / Services

Item Department

The Product Management divisions are separated into Apparel, Footwear and Fittings. Here, everything fixates on the accreditations and acknowledgment of propensities and deals considers, just as the advances of assortment and market designs that help satisfy hierarchical goals and client needs and needs. Working intimately with the Design and Growth offices, market and challenger concentrates on the overall level are additionally performed here. All to accomplish the shared objective: an assortment that fulfills the market needs and energizes our clients.

Advancement

The Development division is behind the improvement of our item contributions. This is the spot surface, part, and material conclusions are made, the specific style delineation is figured, and the fit control and seeing of all models are worked out.

The everyday work additionally incorporates correspondence and collaboration with makers and segment providers, and the advancement of entire assortments along with Product Management and Design.

Marketing

The principle employment of PUMA Merchandising is to guarantee that the brand system is ideally actualized from a business perspective and according to our end clients. To do that, we recognize business openings and aggregate persuading and gainful reaches which are impeccably on top of the requests of the different business sectors.

Panther promoting additionally gives the groups from Product, Marketing, and Sales with significant data, methodologies, and suitable devices for the accomplishment of PUMA.

Showcasing

Arranged in Boston, the Global Brand Marketing bunch is subject for the progression and execution of overall market strategies, our worldwide and innovative advancing course, and the brand history of PUMA. Everything here spotlights on these four place locales: Brand Management, Consumer Marketing, Commercial Marketing and Marketing Planning.

Brand Management

The part of Brand Management consistently has an eye on the PUMA brand message. For this, reports are composed, occasional briefings formed, brand guidelines set up, brand information shared, and long haul brand methodologies made.

Purchaser Marketing

The Consumer Marketing office is answerable for the headway of a bound together promoting arrangement. This incorporates over all the familiarity with significant correspondence estimates, for example, item dispatches and advancing brand crusades.

Business Marketing

This is the place panther's planners are. Obviously, they are answerable for our advertising technique. Yet in addition, the production of a showcasing plan and its correspondence to and inside all retail, discount, and internet business channels.

Showcasing arranging

The showcasing arranging division is answerable for managing interests in the worldwide and local promoting organization of correspondence arranging measures, working with our provincial groups and driving the whole advertising planning measure. This is the place plans are made and the establishment for the achievement of jaguar is laid.

HR

In the HR office, typically the accentuation is especially on one thing the agents and their improvement and upkeep. The PUMA HR progression framework relies upon a viable thought. This relies upon the early ID of capacity and its further progression in order to achieve an improvement target which we by and large recollect unflinchingly.

As a working and organization orchestrated HR division, the associates go about as an association among the chiefs and laborers and assurance that the necessities of all included are thought of. In order to help our customers in all personnel matters, we continually improve our hr frames to animate definitive efficiency.

Retail

The retail/deals group is liable for deals of the jaguar assortments (spring/summer and fall/winter) and is composed into different territories, for example, retail establishments, web based business, buying affiliations, sports retail locations, and numerous others.

Some portion of the group is in direct contact with the clients to set up what each deal group has to know, specifically, what its clients need. These representatives are liable for introducing the assortments at client destinations, working in our showrooms, and speaking to the brand at expos. In any case, in the background, as well, a business group should be completely planned. Deals uphold is occupied here with request passage, request preparing, and shipment.

Fund

Here it is about numbers. The worldwide budgetary control of panther is situated at its money place in Herzogenaurach, Germany and in India it's housed in its Bangalore head office. The vital part of the extent of obligations is the month to month, quarterly, and yearly monetary records, money related corporate arranging, subjective and quantitative (budgetary) examinations and announcing according to IFRS, elements of this office are as per the following

E-commerce

The ecommerce department looks after the online sale channel its function is to synchronize content, products for online sale on its own site and other portals the former being Puma.com the latter being portals like Myntra, Amazon etc. The departments also work towards raising the customer experience Online, in charge of logistics and outsourcing and all the support activities.

Information Technology

PUMA's IT group, with existences over all locales, is accountable for creating and executing IT methodologies and tasks. The objective of this office is to create and guarantee activity of arrangements that best help business forms for all our inner clients: from item plan to deals, from sourcing to retail, from accounting to stockroom. The application portfolio remembers for house improvements and industry standard bundles, all utilizing PUMA's IT establishment framework. The energetic individuals and apparatuses guarantee that PUMA will be perpetually quicker and meet all goals. The IT department is very efficient and provides all around support 24/7, it is housed by experienced skilled personnel.

Hierarchy of the Company

The Directors of the Company are as follows:

Abhishek Ganguly	Managing Director
Vidya Srinivasan	Finance Director
Vishal Gupta	Retail Director

Table 1.1

VARIOS DEPARTMENT HEADS:

Finance	Vidya Srinivasan
HR	Manisha Agarwal
Marketing	Debosmita Majumdar
Ecommerce	Jackson Martinez
Merchandising	Ashish Bajaj
Visual Merchandising	Samarjit Kumar

Table 1.2

CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

2.1 THEORITICAL BACKGROUND OF THE STUDY

E-COMMERCE

E-commerce business is presently synonymous with the Internet around the world. Clients private or corporate can speak with electronic online stores utilizing an internet browser or application, for example, Microsoft Explorer or Netscape Communicator. An Internet store gives all the offices a client needs, including an item inventory, a virtual shopping crate, and a safe Visa instalment framework.

In principle, the Internet has no geological, political or worldly limits. It has a typical foundation accessible to all. The all inclusive accessibility of access to the Internet, while not fundamentally changing intelligent procedures, has made new chances and evacuated a portion of the physical impediments of conventional techniques for directing business.

Along these lines, E-trade can be basically characterized as directing business exchanges over electronic systems by method for connected PC frameworks. At the point when the idea was initially presented, it was conceived that it would for the most part include business associations connecting their PC frameworks to direct business with one another all the more rapidly, proficiently and monetarily.

IMPORTANT ASPECTS OF ECOMMERCE

HYPERLINK

This is the featured content on a page. We can tap on a hyperlink and be steered to another site page, either on a similar site or to an alternate site anyplace on the planet. Hyperlinks are planned and set up to empower buyers to effectively explore and discover data and buy items have better understanding.

INTRANET

It alludes to a shut network of clients, frequently inside an association. Intranets are intended to be utilized for interior business purposes as it were. It utilizes norms and conventions as the Internet, however with upgraded secret phrase and security assurance. Intranet sites can look precisely indistinguishable simply like the Internet sites, yet typically a firewall encompasses the Intranet to forestall access by unapproved clients. A firewall inspects all solicitations and messages entering and leaving the Intranet and hinders any in the event that they are not identified with the association.

EXTRANET

An Extranet is a development of an affiliation's Intranet. What is important is an Extranet is accessible to pick people outside the affiliation. Various B2B trades are made over Extranets. An individual can enter an affiliation's open webpage on the Internet, get a mystery key authorisation and subsequently be coordinated to the affiliation's Extranet to lead trades and get information not available to general society. Extranets are sometimes used to interface an affiliation's corporate Intranet with the Intranets of the affiliation's suppliers, wholesalers and corporate customers.

INTERNET BROWSERS

Web clients convey through their internet browsers, for example, Microsoft Explorer or Netscape Communicator. The internet browser is a product utility program with a Graphical User Interface which assists clients with exploring through the web. It will take a solicitation and afterward communicates and gets data from different clients or data suppliers. Utilizing a program, the client doesn't have to know the arrangement and area of the data required. They can hop from site to site by tapping on hypertext joins.

ROUTE AIDS

Designers make route helps to empower clients to explore their way around a site. A route help can be hyperlink text, fastens, and tables of substance or graphical images, for example, symbols or pictures. Route helps are intended to permit clients to visit a site and direct their exchanges instinctually, rapidly and effectively, moving among pages and re-following strides as essential.

SITE SEARCH TOOLS

An online store utilizes a hunt device to assist clients with discovering results of their loving. Strategies remember basic yet successful for highlights, for example, drop-down records, where clients click a descending guiding bolt toward show a rundown of items or details from which they may pick. Most site search apparatuses use ordering robots – programming which electronically visits a site, follows all connections contained in that, and consequently records the substance.

INFORMATION BASES

An online business needs to get to, stock, recoup, modify, and create information in a broad assortment of plans. A data set is characterized as an assortment of data that is sorted out so the necessary data can be immediately recovered, changed on the off chance that important, and afterward the electronic picture refreshed. There are various restrictive information base administration frameworks that can give the vital usefulness.

SHOPPING BASKETS AND CHECKOUT

The shopping basket is currently viewed as a standard part of every single online store. A shopping basket records the continuous aftereffects of the requesting cycle, created from an information base, and is successfully the interface between the client and the data set. In the program, these outcomes show up on a website page that is refreshed each time a client adds a thing to the truck. Shopping baskets are typically set up with the goal that the client can see all subtleties of the progressing exchange on demand, whenever. At the point when all exchanges are finished, the client is welcome to go to the checkout to finish the buying cycle.

The checkout is normally situated on a safe worker that ensures client installment data during its transmission. For private ventures, standard programming modules can be purchased in for the shopping basket and checkout measures. In such cases the installment cycle is steered to a protected worker oversight by an authority organization, for example PayPal. Most online stores offer an assortment of delivery strategies with various timescales and costs. Some online stores will pick transporters who have 'track and follow' checking systems accessible on the web. Clients are furnished with the personality of the delivery operator and a reference for their bundle. They would then be able to keep tabs on its development.

STRUCTURE DESIGN

An online business empowered site must incorporate components for clients to enter data, for example, their name, address, and Visa number. This data is then put away in an information base. Site engineers make structures for clients to finish. Most electronic structures include text boxes joined with drop-down records to streamline errands for the client and to maintain a strategic distance from record mistakes where conceivable. Research design is an arrangement or plan done by the analyst for executing the examination study. It is the way toward leading examination as it encourages deliberate work. The smooth direct of research will possibly occur if there is a strong research plan behind it. The exploration configuration is structured as a succession of steps set aside in front of effort to guarantee that the information will be gathered

in a manner which licenses investigation of the various speculations defined comparable to the examination issue.

2.2 LITERATURE REVIEW

STRATEGIZING IN INDUSTRIAL NETWORKS: LARSS ERIK GADDE, LARS HUEMMER (2003)

The paper gives an outline of the suggestions for planning offered by a modern system viewpoint and a correlation of this view with vital administration thinking. The contention is that it is pivotal for an organization to relate its exercises of different firms so as to improve its exhibition, and it is through the nonstop joining and recombining of existing assets that new asset territories are distinguished and additionally created inside business connections. From the stance of a solitary organization, planning from a mechanical system viewpoint suggests that the heterogeneity of assets between exercises across organization limits, and the sorted out coordinated effort among the organizations in question, must be thought of.

Looking over Organizational INNOVATION CAPABILITY AND ITS EFFECT ON E-COMMERCE INITIATIVES: ANEL. FRIHLUNG AND KUNG SLAU (2016)

The exploration utilizes a subjective way to deal with study the creative capacity of two organizations and the result of curiosity on their E-Commerce activities, techniques, and results. The Innovation Strategy Model is utilized in this exploration to examine the noteworthy ability of the two associations. The contextual investigation research philosophy was chosen and two contextual investigations are introduced. The exploration results show that one association is further developed than the other in relations of its inventive capacity. A post-study follow-up shows that the association that was high on inventive capacity was effective in their E-Commerce innovativeness while the other association wasn't.

AN ESTABLISHED VIEWPOINT ON DEVELOPING AND APPLYING INTRANET AND INTERNET BASED DATA SYSTEM: TOM BUTLER (2003)

This paper receives a constructivist, case-based examination technique to analyze the development and use of intranet-and web based data frameworks (IS) in a solitary association. Institutional hypothesis is utilized to name, explain and comprehend the promises of social parts in the advancement of electronic IS. The discoveries delineate that:

(1) Social and hierarchical issues like those that plague 'customary' IS improvement emerge in the development and execution of online IS; and

(2) Nurturing elevated levels of guarantee to hierarchical necessities is critical to the effective turn of events and execution of online IS.

Choosing MARKETING STRATEGY: A CYBERNETIC PROCEDURES APPROACH TO SCENARIO PREPARATION: ROBERT E. MOGAN (2002)

Notwithstanding the tremendous development of sensible, theoretical, and accurate assessments in adaptation-selection ask about, talk continues incorporating a key request: how do firms intentionally coevolve, this paper effortsto address some part of this request by drawing on advances in imperative choice theory and resource-benefit speculation. A scenario-based bundle method based about the "think tank" delineated in the chief paper of this exceptional issue is presented whereby displaying examinations of natural settings are depicted which lead to a movement of recommended publicizing frameworks for response which fit the developing circumstances. Various closures are gotten from this displaying procedure confirmation measure finally, thought is given to issues of capriciousness and turmoil in natural evaluation terms.

Planning ONLINE SELLING DEVICES: TRANSPARENCY LEVELS AND PRICES:
NELSON GRANADOS, ALOK GUPTA (2007)

The Sellers progressively contend with inventive Internet-based selling systems, uncovering or market data. Straightforwardness technique that include system decisions by associations that impact the attainable quality and ease of use of data about items and costs. We create choice help models at providers to set costs for online instruments with various straightforwardness levels. We did then observationally examine the value levels set via aircrafts across straightforward and murky online travel services. Our outcomes propose that carriers can build benefit by expanding value differentials. We likewise talk about application consensus and restrictions of our outcomes.

Criticalness OF THE INTERNET TO HR PRACTITIONERS IN HONG KONG: ERIC W.T.
NGAI (2007)

Reason:

The purpose behind this assessment is to precisely take a gander at the perspective on the hugeness of the web to human resource the chiefs (HRM) and to grasp the current human resource (HR) practices and wants of the web to help HRM limits.

Structure/theory/method:

A composed survey study was used to assemble data from picked open associations refered to on the Hong Kong Stock Exchange. Surveys were resumed by 137 respondents and used for the examination. The overall response rate was 24 percent, which was higher than foreseen.

Disclosures:

The disclosures designated that the practically occasionally alluded to internet-supported HRM work in the current composing is enrolment and decision. The results demonstrated that there are no gigantic affiliation size differentiations or basic changes in web arrange the degree that the obvious criticalness of the web to HR specialists is concerned. Precisely, helping chiefs to stay instructed is the most huge clarification behind getting the web for HR experts.

Imaginativeness/regard:

This examination has shown that internet-based HR offers tremendous prospectsto improve affiliation execution. This paper familiarizes the follower with the expected use of the web to help HRM.

SENIOR EXECUTIVES PERCEPTIONS OF BUSINESS-TO-CONSUMER ONLINE MARKETING STRATEGIES: THE CASE IN SINGAPORE: THOMPSON S.H. TEO (2002)

This paper addresses one of the underlying scarcely any assessments on Internet advancing methods of (B2C) firms in Singapore. A survey was sent to CEOs/managing managers of 410 firms, of which 91 usable responses were procured. The outcomes of dynamic backslide examinations show that philosophies to attract customers and to associate to customers have basic positive associations of online brand esteem (described as "a ton of brand assets and accountabilities associated with a brand, its name and picture that incorporate or deduct from the value gave by a thing or organization to a firm and moreover to its customers"). Likewise, online brand esteem is emphatically related to cash related turn of events. Repercussions of the results are conversed.

THE ACTIVE NATURE OF SURVIVAL DETERMINANTS IN E-COMMERCE: RALITZA NIKOLAEVA (2007)

The exuberant impacts of endurance components in internet business are tried utilizing longitudinal insights on 460 e-trailers. This is accomplished through the joining of both time-changing covariates and coefficients in a discrete risk rate model. The model incorporates components of serious methodology, industry structure, firm and item qualities, and the large scale condition. The examination shows the changing impact after some time of components influencing endurance. For instance, request of passage points of interest is watched, however they are fleeting. This discovering shows that e-posteriors can't depend on early passage as a key move over the long haul. E-trailers with more media nearness appear to endure longer. Being traded on an open market and selling items with computerized qualities present focal points for e-tailors just first and foremost years, yet they are not maintainable over lengthy timespan periods. Continuance chances decline with cutting edge serious thickness, market advancement rate, and value market level at the hour of passage. The, monetary development will in general increment endurance possibilities. The investigation likewise finds an upset U connection between the risk of exit and firm age. The end area talks about the ramifications of the time-changing nature of endurance determinants.

NOTICE OF WITHDRAWAL ANATOMY OF INTERNET PROMOTION MIX: A HOLISTIC PARADIGM: RASHAD YAZDANIFARD AND ARASH NAJMAEI

For quite a long time, advertising blend has been at the center of promoting the board. Advertisers have consistently strived to plan their promoting blend all the more successfully and execute those techniques all the more seriously. In this sense over past decades traditional promoting blend has been explained consistently in writing yet we are living in the worldwide town and Internet is clearing all parts of business and showcasing isn't an exemption. Web promoting is progressively pulling in care from chiefs and scholastics as a vital collection of contemporary showcasing. This paper tends to this issue and embraces an extensive writing audit to extricate and clarify principle develops of Internet showcasing blend (IMM) and expand building obstructs this idea. Accordingly this examination proposes a life structures for IMM to be additionally utilized by different specialists and experts in contemplating Internet showcasing and defining promoting systems.

MARKET ALIGNMENT AND INTERNET LINKED COGNITIONS: INSIDE THE MINDS OF SMALL COMMERCIAL MANAGERS: KEVIN CELUCH, ANNA M. GREEN AND CRAIG EHLEN (2010)

Yet both market bearing and the Internet join at critical procedure execution locales, amazingly, these two spaces have not been generally planned. With exhibit heading's consideration on the use of info related with publicize accomplices and the Internet's capability to empower correspondence and relationship with both internal and external accomplices, it looks good to examine these two domains in show. The momentum research makes and tests an applied model explaining associations among publicize course and Internet-related insights for administrators in little to medium estimated firms. An appraisal of the market course. Web use relationship adds to considerate the method of how a noteworthy indispensable heading grandstand course changes over into a key legitimate limit: Internet usage.

RESEARCH DESIGN

3.1 STATEMENT OF PROBLEM

As e-commerce is emerging trends in the country which needs a lot of insights and strategizing to give better e-commerce service to the customers purchasing the products through the website.

3.2 NEED OF THE STUDY

There always arises a problem that requires constant analysis and rectification, in this study there arises a problem that customers face whilst they do shop online or in other words thorough the use of ecommerce. A lot of these problems can be resolved only when there is attention to detail and constant observational research put in by the marketers. With the intervention of strategies, a lot of these problems can be resolved in no time, thus arising its need.

3.3 OBJECTIVES OF THE STUDY

- To find out ways to boost revenue.
- To increase customer service.
- Better experience.
- To synchronise inventory.
- Better on-site communication
- Better logistic synchronisation.
- Better product offering.

3.4 SCOPE OF THE STUDY

The study is conducted to capture larger audience through e commerce facility by providing the customers with 24/7 access to the website and the customer support, with better brand options and a variety of wide range products, good hands of approach for customer service, better market and consumer penetration which will also eliminate fixed costs on a large scale.

3.5 RESEARCH METHODOLOGY

The chief measures for the validity of any research study lies in its style. An enquiry would prove a failure if it is not done along certain methodical lines. The method of study adapted to carry out the project work is mainly through a personal conversation with the company manager. The study comprises of the company's operation and techniques followed by them. The data is collected from sampling which is analysed and further reduced to tables and graphs to make a pictorial and easier to grasp and understand the data represented in graphical form.

DATA COLLECTION:

The data is composed through both primary and secondary bases. The secondary external valuable information is collected from different data sources which were later used in the analysis and the interpretation of the study. The primary sources of data is collected through observation of the tasks being performed and through one on one interaction with the industry experts.

3.6 HYPOTHESES

Hypotheses 1:

H0: there is a need to strategize the sales and marketing of Puma and its rivals.

H1: there is no need to strategize the sales and marketing of Puma and its rivals.

Hypothesis 2:

H0: the positive customer responses in relation to what Puma offers to its customers.

H1: the negative customer responses in relation to what Puma offers.

The plan of analysis of the study is done as follows:

- Planning the study.
- Collection of the data from different primary and secondary sources.
- Preparing the study by analysing the data.
- Execution of the data
- Interpretation of the collected sources
- Providing conclusions and suggestion on the data been analysed

3.7 LIMITATIONS OF THE STUDY:

- Time constraints
- Technical complexity
- Lack of external support from consignment website
- Lack of adequate information
- The data interpreted is historical data and which may differ with the current data.
- The sales are a variable constraint in a business environment which may differ accordingly.

3.8 CHAPTER SCHEME:

CHAPTER 1: INTRODUCTION

This section comprises entirely about the theoretical background of the study that has been conducted. It contains insights about e-commerce, the factors influencing it and the pros and cons of e commerce in the market.

CHAPTER 2: PROFILE OF THE ORGANISATION

Profile of the organisation gives the information about the particular company here, the profile of puma is giving with the brand values its mission, vision statements and the swot analysis conducted about the company.

CHAPTER 3: REVIEW OF LITERATURE AND RESERCH DESIGN

This chapter provides insights on the data collection, the sources of data, statement of the problem, methodology, plan of analysis that shows how the study is planned and the limitations of the study.

CHAPTER 4: DATA ANALYSIS AND INTERPRETATION

This part provides the statistical data that has been reduced in the form of tables and graphs making is easier to understand the secondary data collected.

CHAPTER 5: FINDINGS, SUGGESTIONS AND CONCLUSIONS

This chapter shows the finding on the basis of the analysis that was reduced down to the pictorial representation providing insights on the need for the study and suggestions on the same and also providing conclusions on the entire study.

DATA ANALYSIS AND INTERPRETATION

INTRODUCTION:

The following data was procured by conducting a survey for quantitative information that can be transformed into meaningful and useful pictorial representation that is easy to understand and derive interpretation on which further suggestions and conclusions. It aims at finding out the importance and meaning of the data so that proper evaluation of the data can be obtained.

DATA ANALYSIS:

The process of assessing data using analytical and logical perceptive to examine each module of the data collected. This system of analysis includes data collection and data review and then analysed to form findings and conclusions and also to provide certain suggestion on the basis of the data collected.

INTERPRETATION:

Data interpretation denotes to the process of reviewing and defining the implication of important material. Interpreting the data is an important critical thinking skill that is the process of making sense of arithmetical data that has been composed, analysed and presented. It is the action of analysing and construing data in order to make forecasts and comprehending the vast data been collected. The presented data being interpreted forms the basis to provide conclusions and suggestions on the data been collected.

PROCESS OF DATA ANALYSIS AND INTERPRETATION:

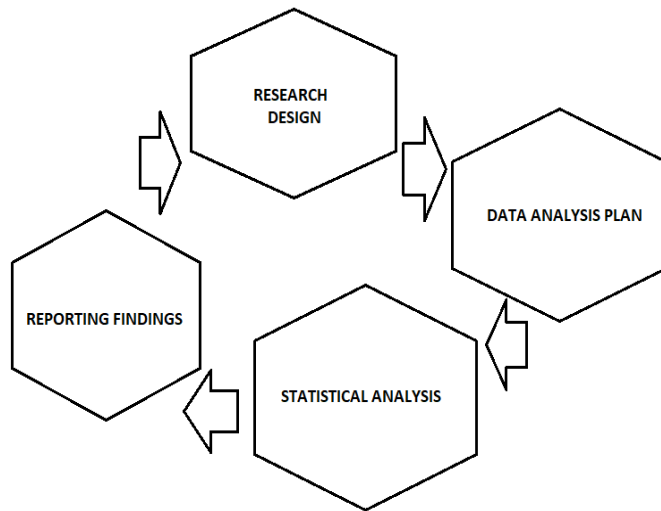
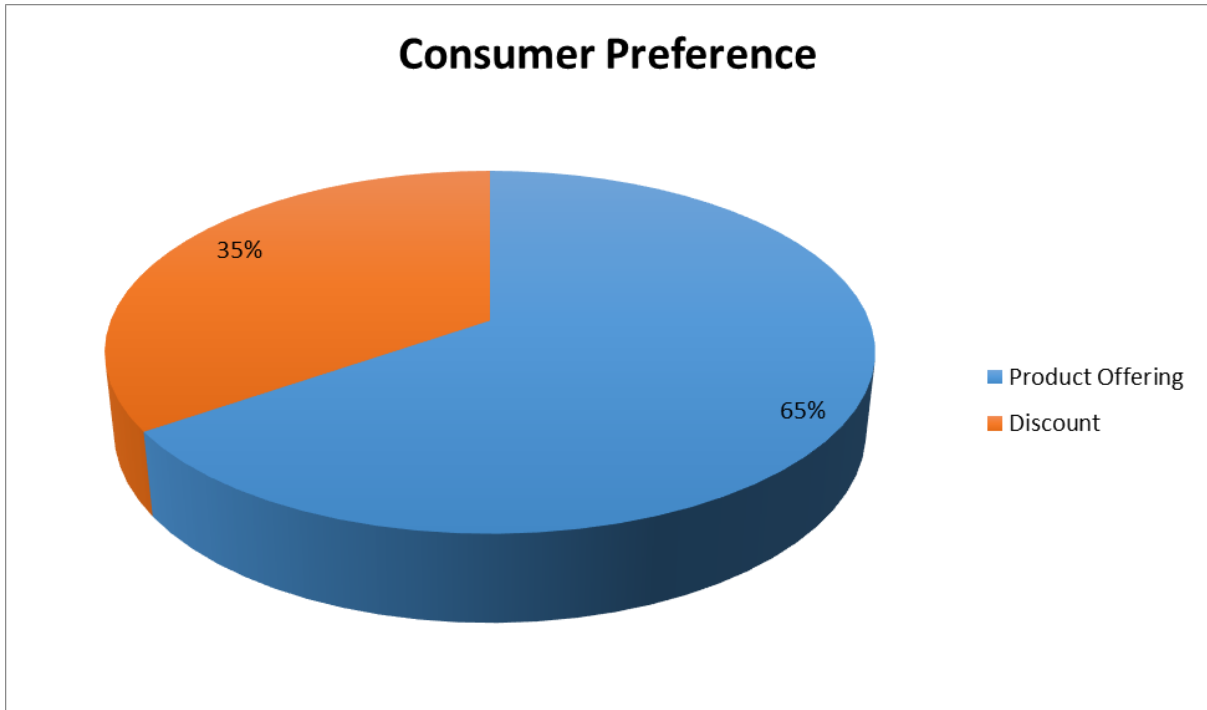


TABLE SHOWING CUSTOMER PREFERENCE RELATING TO A PRODUCT

Preference	Respondents	Percentage
Product Offering	100	65.35
Discount	53	34.64
Total	153	100

Table 4.1

GRAPH SHOWING CUSTOMER PREFERENCE RELATING TO A PRODUCT



Graph 4.1

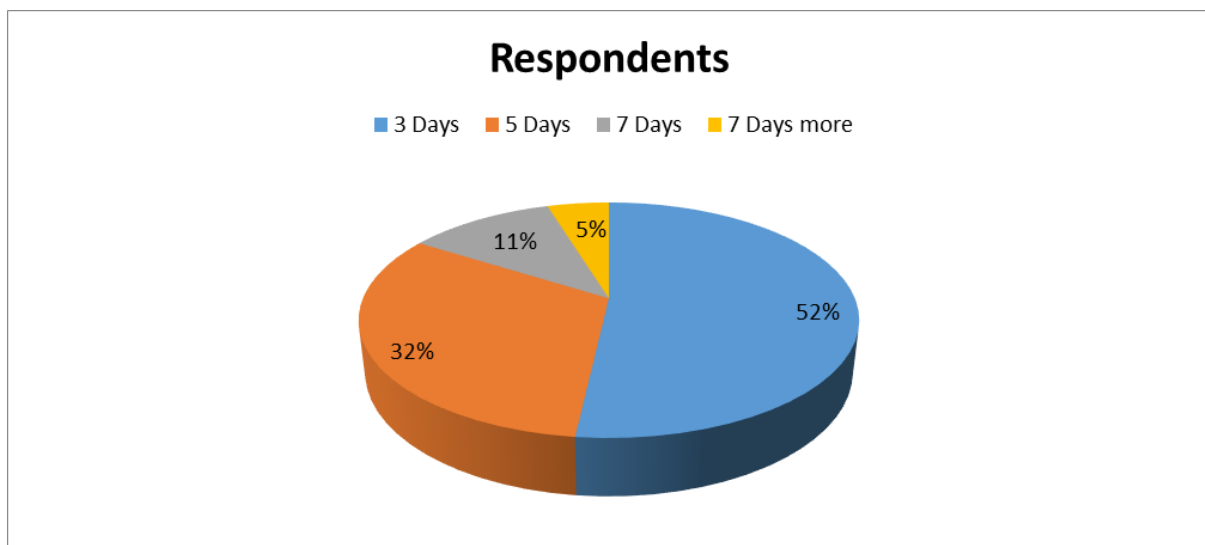
The interpretation of the above lets us conclude that consumers prefer a larger variety than discount, but promulgating a good mix of variety with off-selling discount and good categorization of business units will drive sales. This should be implemented across all platforms including marketplace sites, home websites

TABLE SHOWING OPTIMUM DELIVERY TIME ACCORDING TO CONSUMERS

Optimum Delivery Time	Respondents	Percentage
3 Days	87	51.78
5 Days	54	32.14
7 Days	19	11.30
7 Days more	8	4.76
Total	168	100

Table 4.2

GRAPH SHOWING OPTIMUM DELIVERY TIME ACCORDING TO CONSUMERS



Graph 4.2

On the basis of the above information we can conclude that preference for optimum time for delivery is 3days, followed by 5 days.

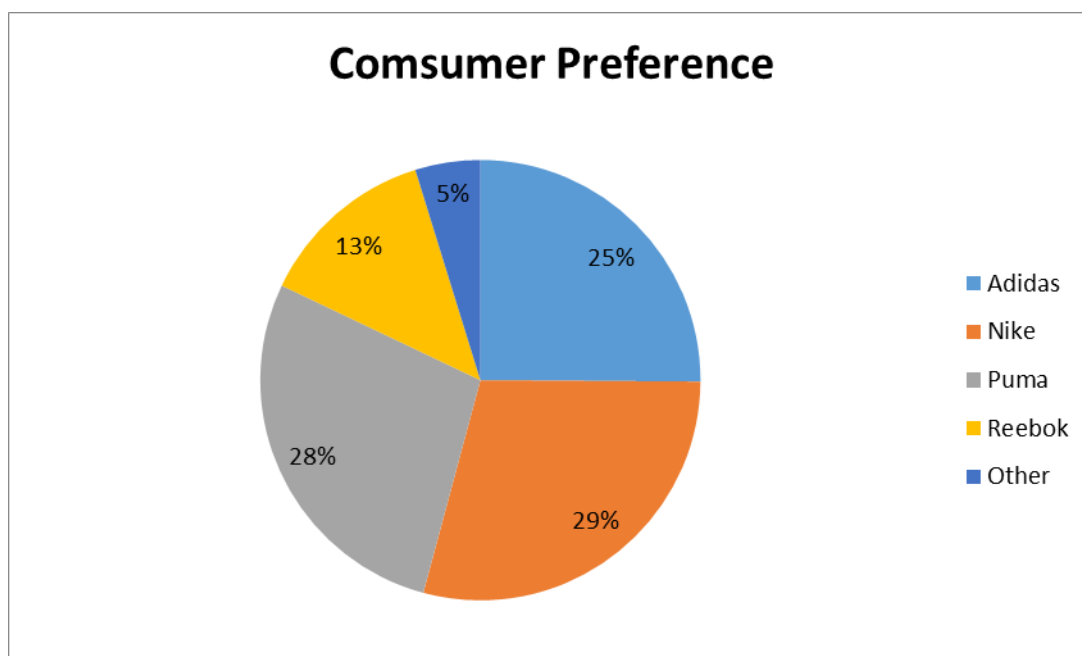
With robust and well spread out network PUMA can easily benchmark 3- 5 days as its optimum time for delivery as this will be very lucrative and pivotal for the performance of the its website this will help in increasing sales and revenue and will also generate larger traffic.

TABLE SHOWING CHOICE OF SHOE BRAND

Brand	Respondents	Percentage
Adidas	63	25
Nike	73	29
Puma	70	28
Reebok	33	13
Other	12	5
Total	168	100

Table 4.3

GRAPH SHOWING CHOICE OF SHOE BRAND



Graph 4.3

The interpretation of the above allows us to conclude consumers are inclined towards Nike, Puma & Adidas with 29%, 28% and 25% respectively. Reebok salvaging about 13% and other

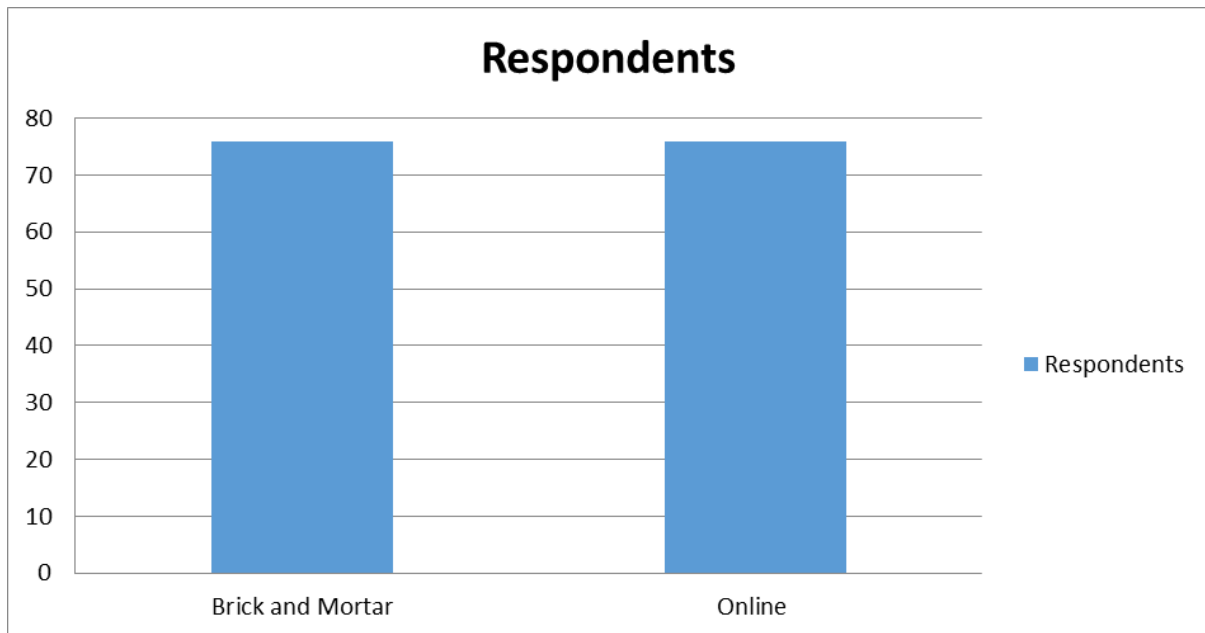
brands like converse, Clarks etc at 5%. Nike has an edge due to its Jordan segment and large offering of high-top shoes which are in demand, Adidas too with its collaborative segments is not much behind Puma. In order to gain market superiority Puma must offer more high tops and collaborative designs in appropriate channels and stores and must ensure timely and effective marketing to ensure awareness among the consumers.

TABLE SHOWING THE CHANNEL OF PURCHASE

Channel	Respondents	Percentage
Brick and Mortar	76	50
Online	76	50
Total	152	100

Table 4.4

GRAPH SHOWING THE CHANNEL OF PURCHASE



Graph 4.4

The interpretation of the above table and chart lets us conclude that consumers shop online and in stores equally, Puma should equally look to invest in both channels but a bit more in E-commerce as its growing and helps capture more consumers per view, the company should

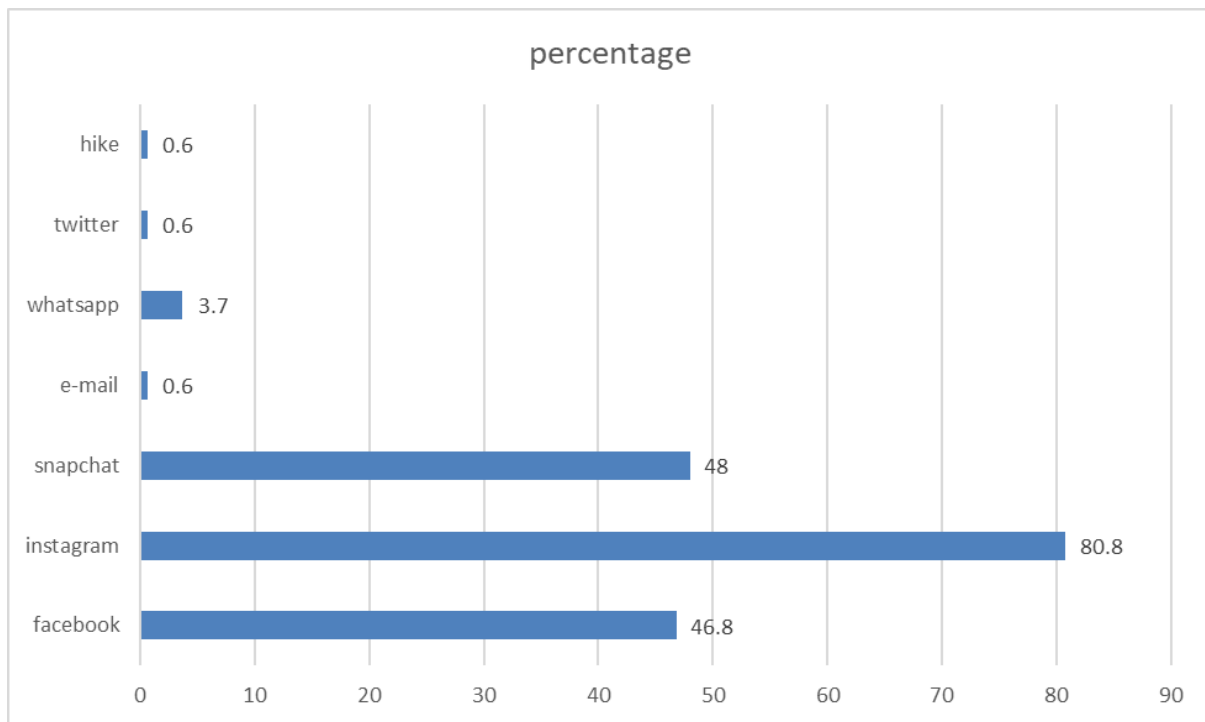
look to offer its products on different websites such as Koovs which it does not have a listing to expand reach and look for ways to divert traffic on to its site also putting up deliverable brand content on the former will be a good move .

TABLE SHOWING USAGE OF DIFFERENT FORMS OF SOCIAL MEDIA

Particulars	Percentage	Respondents
Facebook	46.8	70
Instagram	80.8	122
Snapchat	48	72
e-mail	0.6	1
WhatsApp	3.7	5
Twitter	0.6	1
Hike	0.6	1
Total	100	152

Table 4.5

GRAPH SHOWING USAGE OF DIFFERENT FORMS OF SOCIAL MEDIA



Graph 4.5

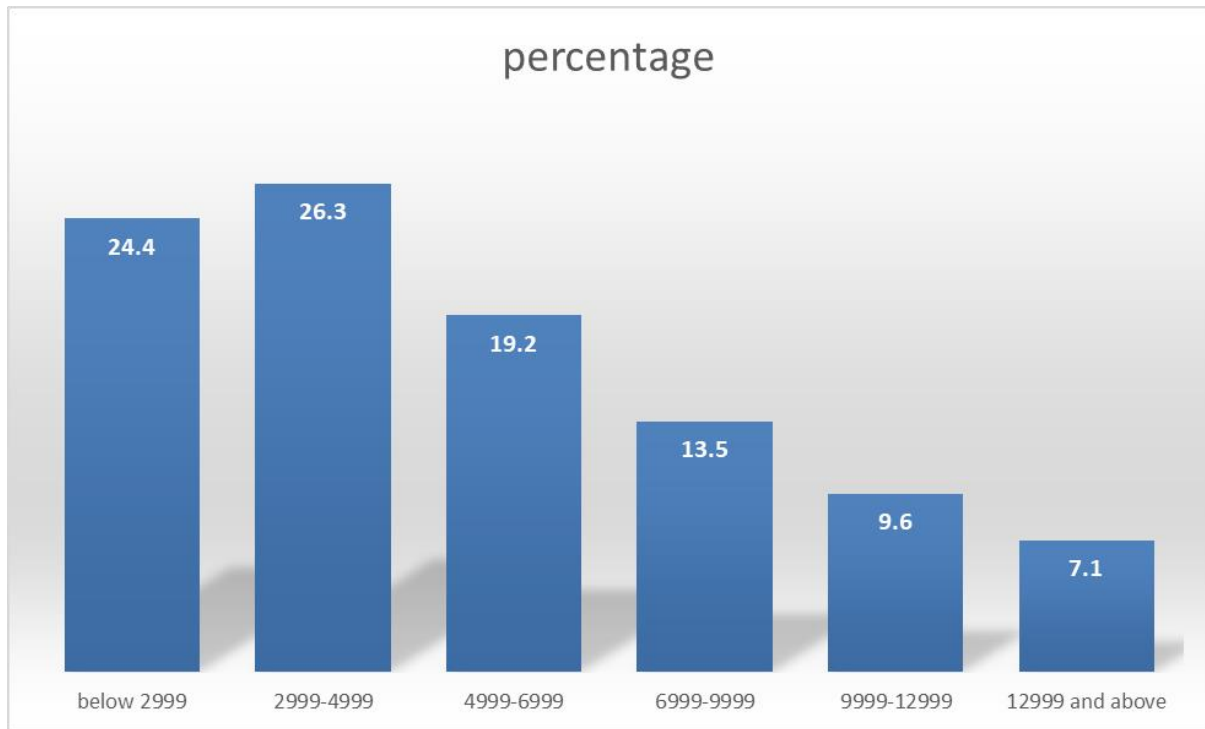
The maximum users of Instagram are more as compared to the other social media applications as Instagram is the most trending social media application.

TABLE SHOWING THE AVERAGE AMOUNT SPENT ON SHOES BY THE CUSTOMER

particulars	percentage	Respondents
below 2999	24.4	37
2999-4999	26.3	40
4999-6999	19.2	29
6999-9999	13.5	20
9999-12999	9.6	14
12999 and above	7.1	11
Total	100	152

Table 4.6

GRAPH SHOWING THE AVERAGE AMOUNT SPENT ON SHOES BY THE CUSTOMER



Graph 4.6

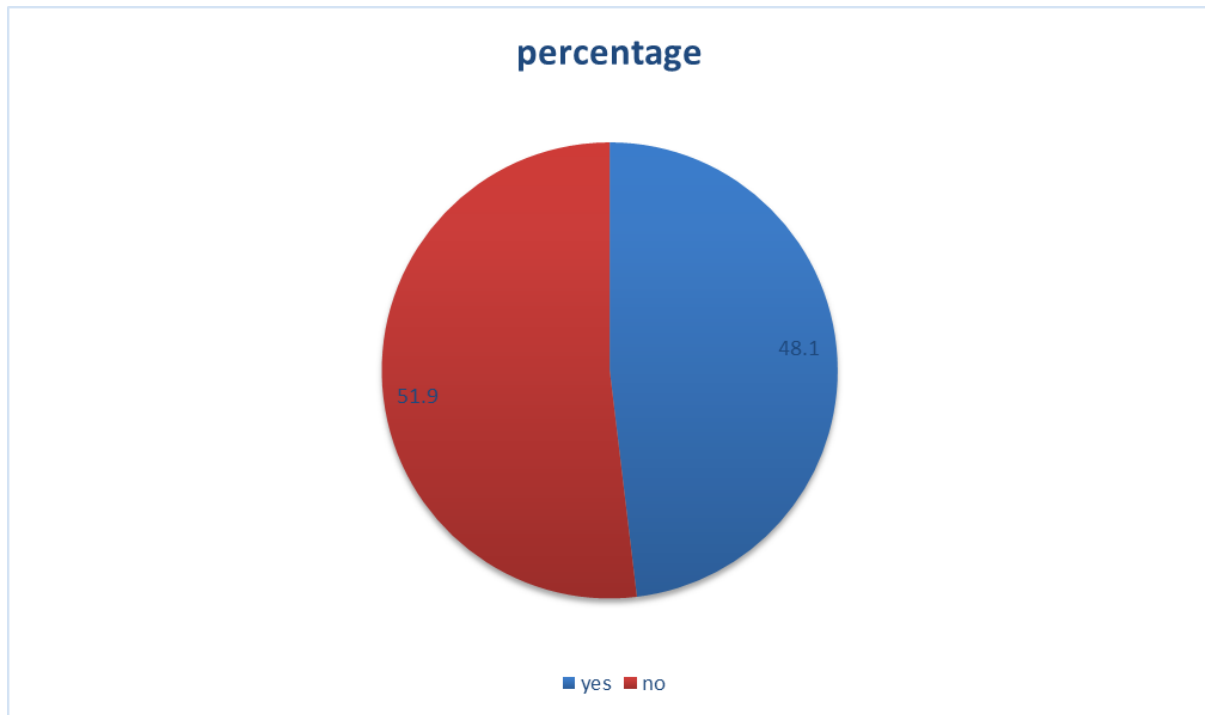
The maximum masses spend money up to 5000 that shows even if the price for the product is high and the product is best towards the quality the customer is ready to purchase the product.

TABLE SHOWING KNOWLEDGE OF CUSTOMERS ABOUT NETFIT TECHNOLOGY

particulars	percentage	respondents
Yes	48.1	77
No	51.9	83
Total	100	160

Table 4.7

GRAPH SHOWING KNOWLEDGE OF CUSTOMERS ABOUT NETFIT TECHNOLOGY



Graph 4.7

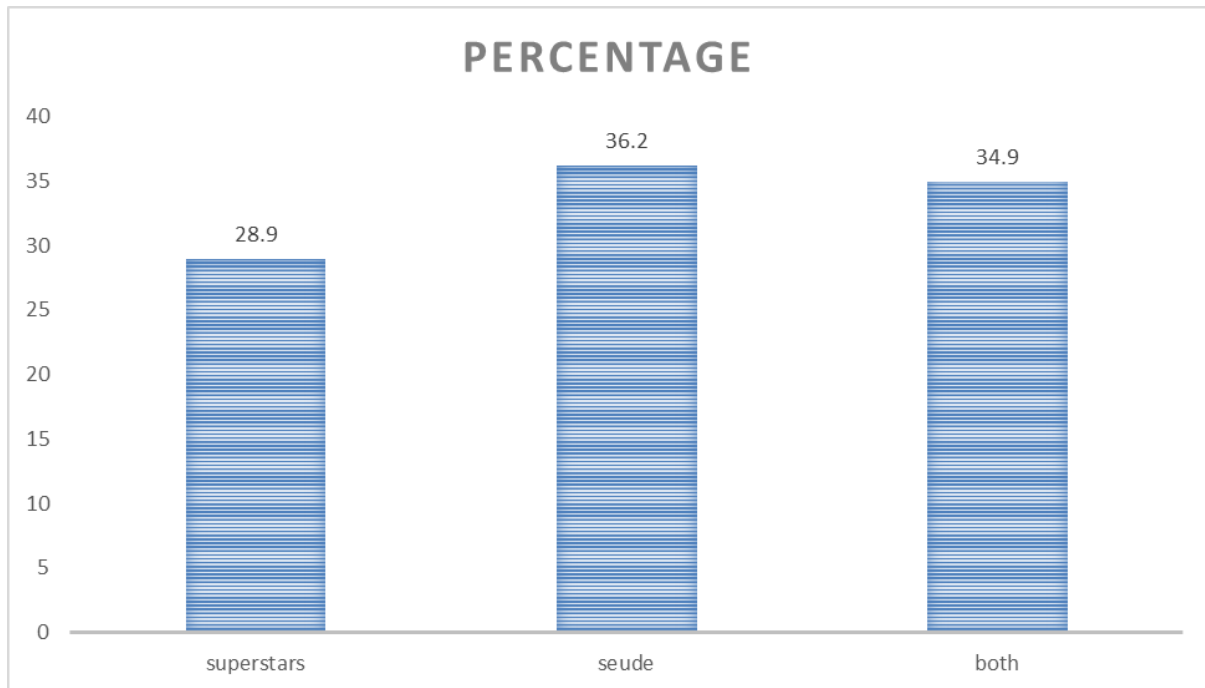
The above observation states that the customer with the higher percentage is not aware of the netfit shoe technology that shows the loopholes in the promotional ability and lack of creation of awareness among the customers from the side of the company

TABLE SHOWING THE ICONIC SNEAKERS OF ALL TIME

Particulars	percentage	Respondents
Superstars	28.9	45
Suede	36.2	57
Both	34.9	53
Total	100	158

Table 4.8

GRAPH SHOWING THE ICONIC SNEAKERS OF ALL TIME



Graph 4.8

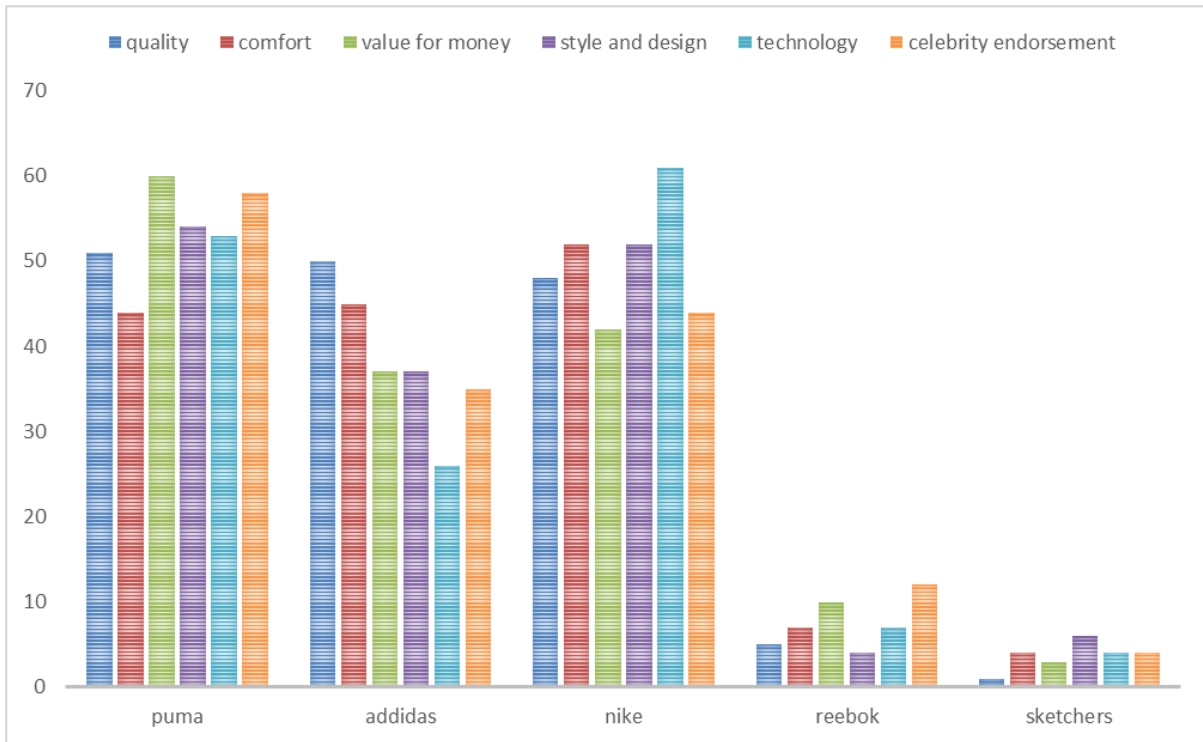
The observation of the above graphical representation shows that maximum respondents take suede as the known brand in competition for superstars with a percentage of 36.2% and 34.9% of the respondents agreeing to both being on same level of competition.

TABLE SHOWING BRAND SELECTION ON THE BASIS OF OVERALL PERFORMANCE

	Puma	Adidas	Nike	Reebok	Sketchers
Quality	51	50	48	5	1
Comfort	44	45	52	7	4
value for money	60	37	42	10	3
style and design	54	37	52	4	6
technology	53	26	61	7	4
celebrity endorsement	58	35	44	12	4

Table 4.9

GRAPH SHOWING BRAND SELECTION ON THE BASIS OF OVERALL PERFORMANCE



Graph 4.9

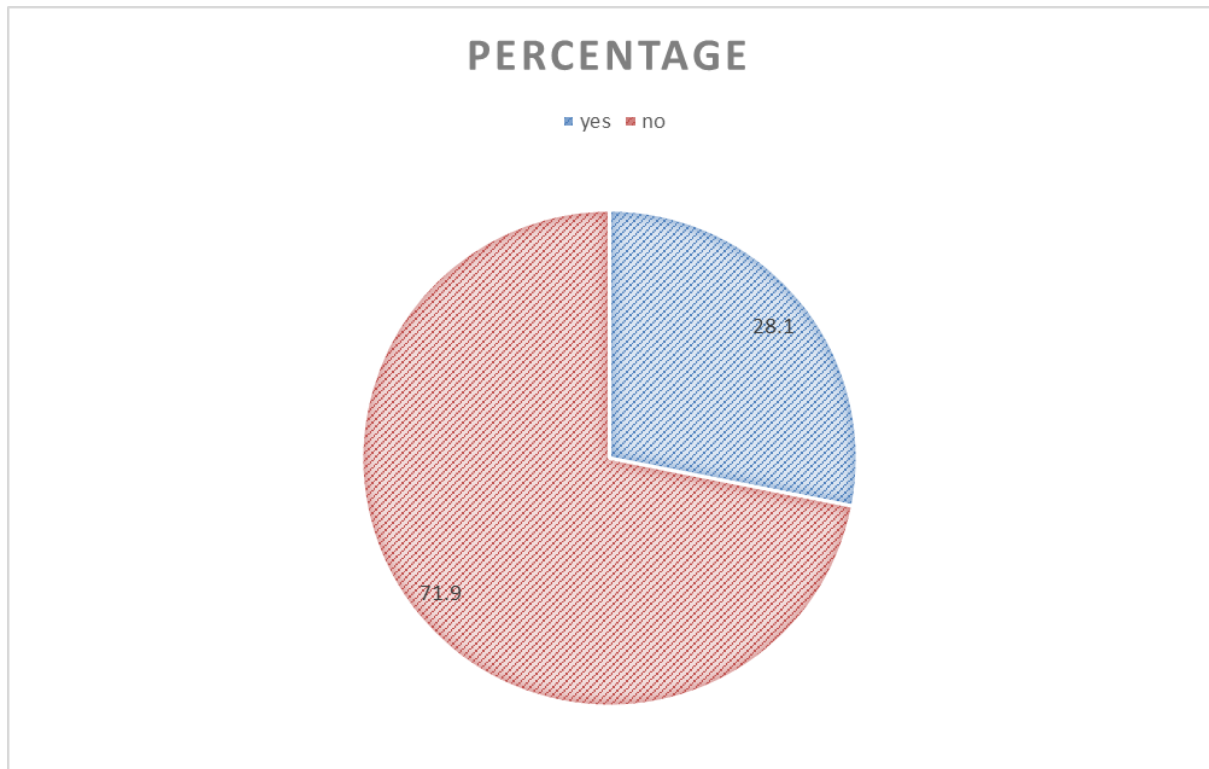
The observation states that puma brand beats the other brands on the basis of the overall performance where Nike brand has beaten puma with regard to the technology and comfort of the product

TABLE SHOWING KNOWLEDGE OF RESPONDENTS ABOUT SHIVANI BARUAH

particulars	percentage	respondents
Yes	28.1	44
No	71.9	114
Total	100	158

Table 4.10

GRAPH SHOWING KNOWLEDGE OF RESPONDENTS ABOUT SHIVANI BARUAH



Graph 4.10

According to the above graphical representation the maximum of respondents have no idea about Shivani Baruah

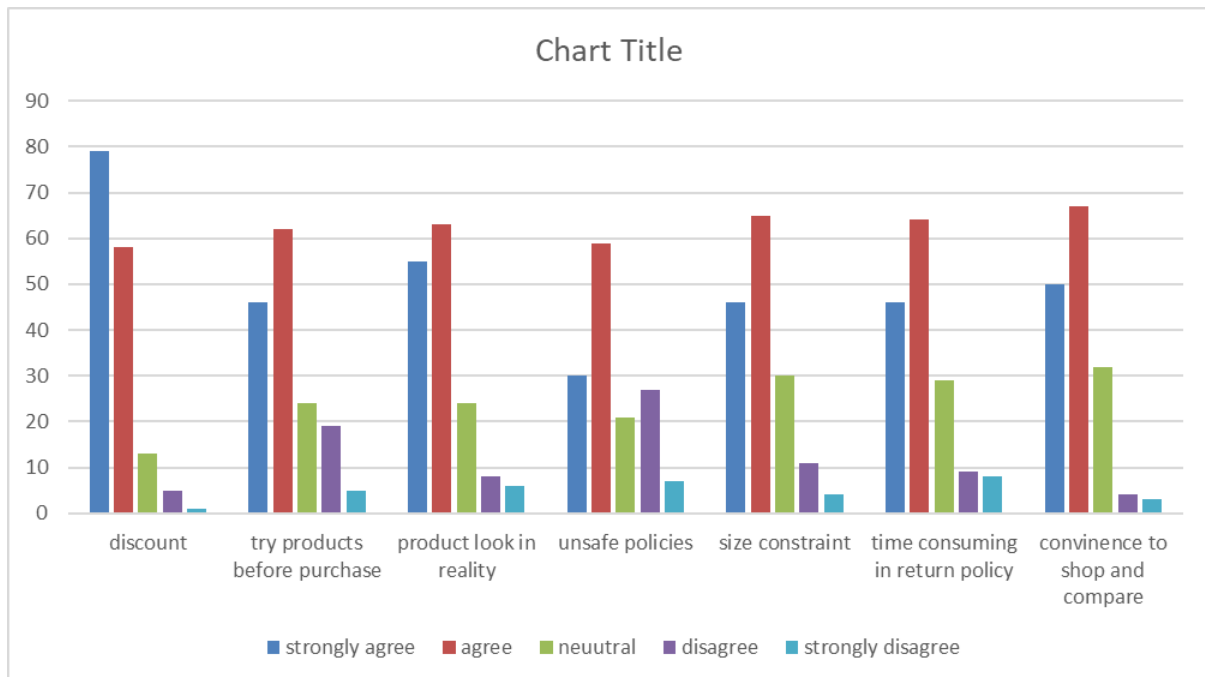
Shivani Baruah was an advertisement strategy being which the masses have no knowledge about it shows the inability of the company to reach the customers about the brand or products

TABLE SHOWING LEVEL OF AGREEMENT

	strongly agree	agree	neutral	disagree	strongly disagree
Discount	79	58	13	5	1
try products before purchase	46	62	24	19	5
product look in reality	55	63	24	8	6
unsafe policies	30	59	21	27	7
size constraint	46	65	30	11	4
time consuming in return policy	46	64	29	9	8
convenience to shop and compare	50	67	32	4	3

Table 4.11

GRAPH SHOWING THE LEVEL OF AGREEMENT WHICH AFFECTS YOUR ONLINE PURCHASE DECISION



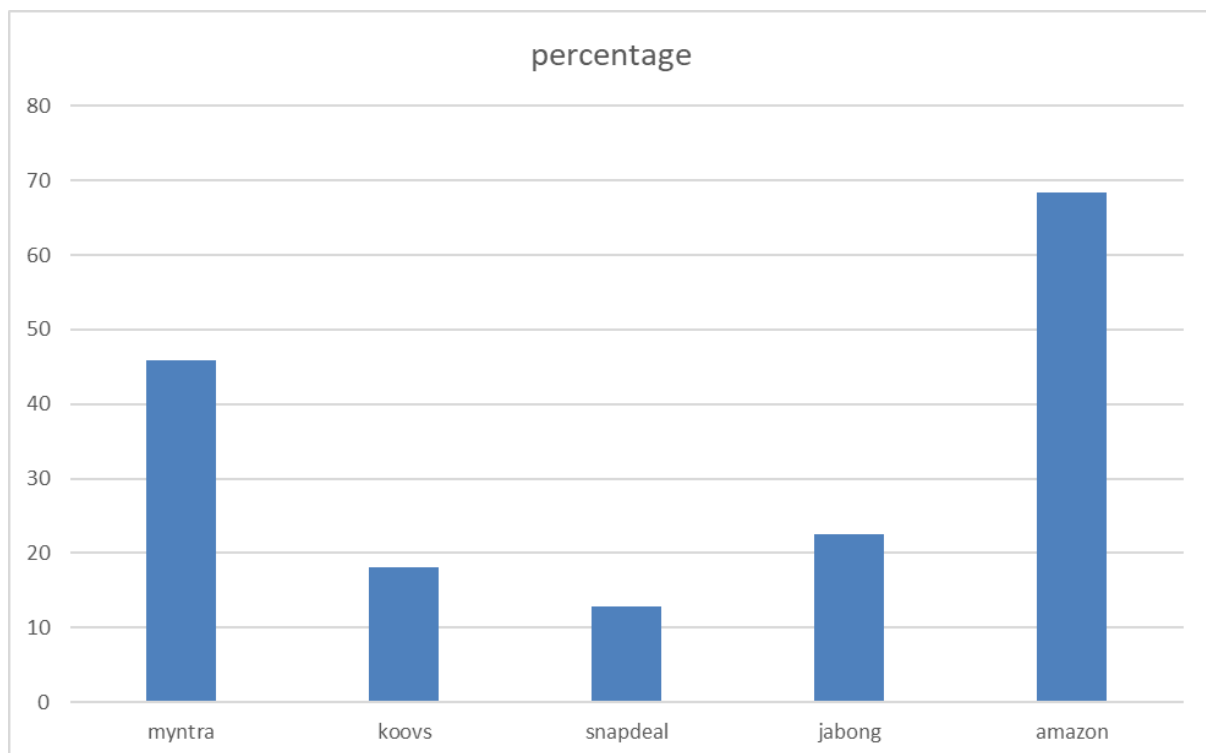
Graph 4.11

TABLE SHOWING THE ONLINE CHANNEL CUSTOMERS USE FOR THE PURCHASE OF SHOES

particulars	percentage	respondents
Myntra	45.8	72
Koovs	18.1	28
Snapdeal	12.9	20
Jabong	22.6	36
Amazon	68.4	108
Total	100	158

Table 4.12

GRAPH SHOWING THE ONLINE CHANNEL CUSTOMERS USE FOR THE PURCHASE OF SHOES



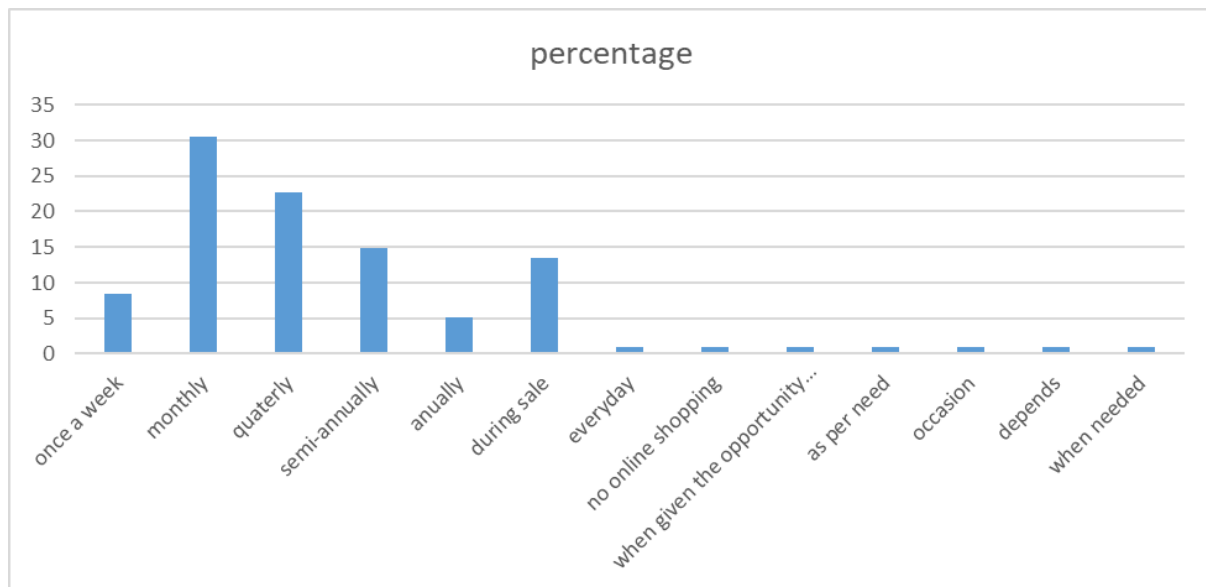
Graph 4.12

TABLE SHOWING THE FREQUENCY OF CUSTOMERS SHOPPING ONLINE

Particulars	percentage	Respondents
once a week	8.4	13
Monthly	30.5	48
Quarterly	22.7	35
semi-annually	14.9	23
Annually	5.2	8
during sale	13.5	21
Everyday	1	1
no online shopping	1	1
when given the opportunity to buy something new	1	1
as per need	1	1
Occasion	1	1
Depends	1	1
when needed	1	1
Total	100	158

Table 4.13

GRAPH SHOWING THE FREQUENCY OF CUSTOMERS SHOPPING ONLINE



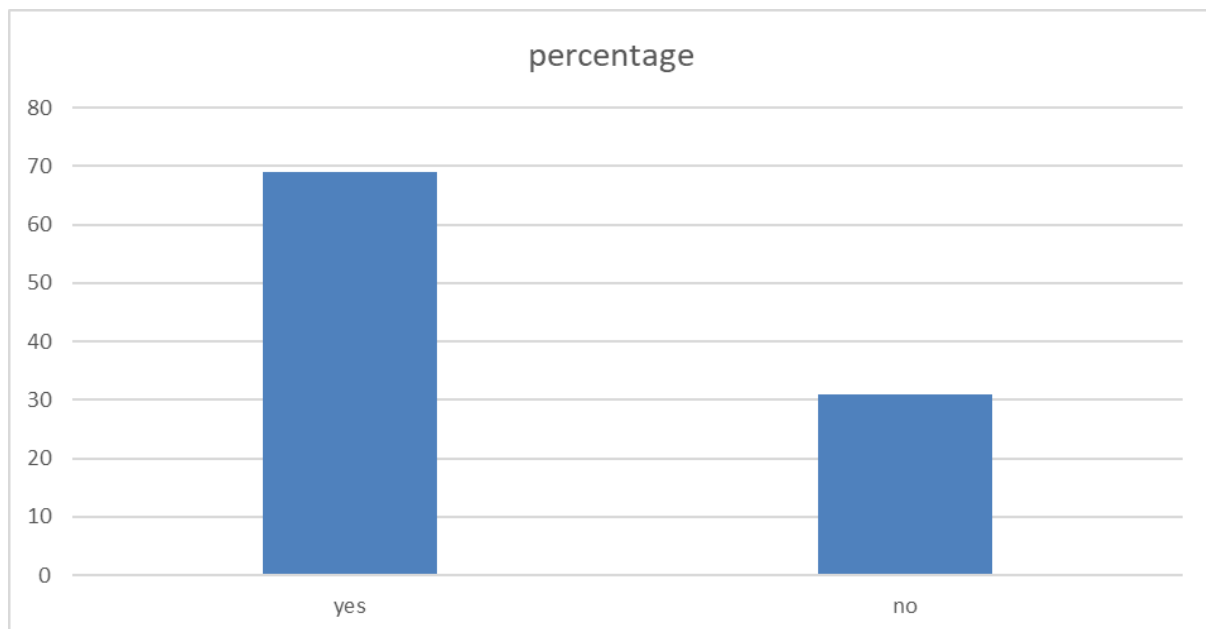
Graph 4.13

TABLE SHOWING INFORMATIVE DESCRIPTIONS ABOUT THE PRODUCTS

particulars	percentage	respondents
Yes	69	110
No	31	48
Total	100	158

Table 4.14

GRAPH SHOWING INFORMATIVE DESCRIPTIONS ABOUT THE PRODUCTS



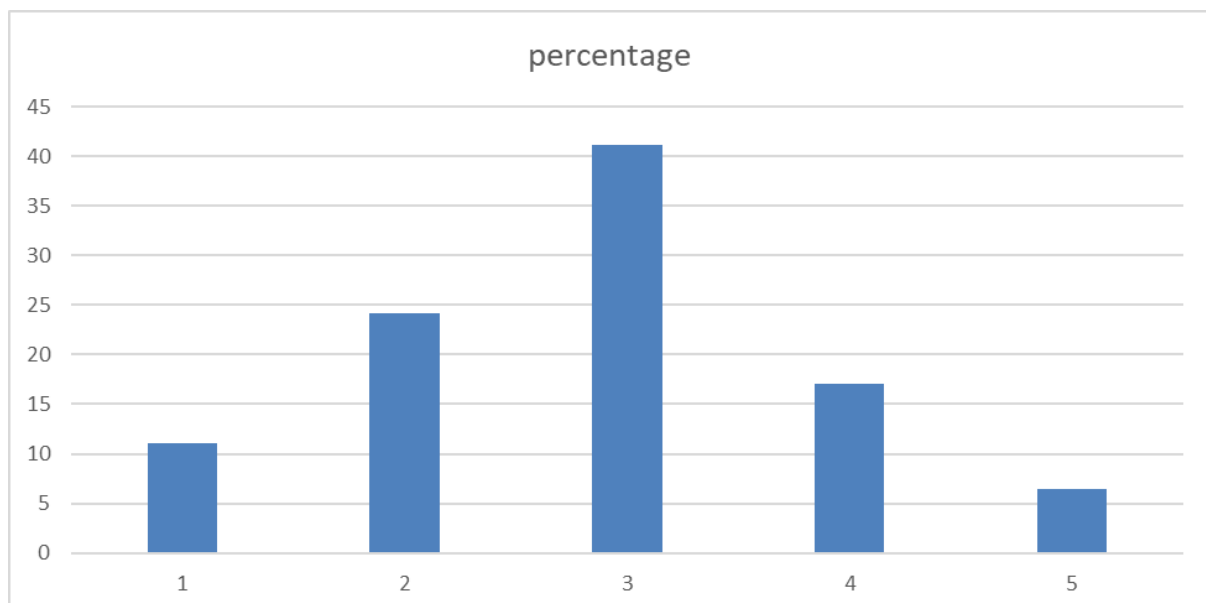
Graph 4.14

TABLE SHOWING THE RATE OF PURCHASE OF PRODUCT THROUGH BILLBOARD ADVERTISEMENT

particulars	Percentage	respondents
1	11.1	18
2	24.2	38
3	41.2	65
4	17	27
5	6.5	10
Total	100	158

Table 4.15

GRAPH SHOWING THE RATE OF PURCHASE OF PRODUCT THROUGH BILLBOARD ADVERTISEMENT



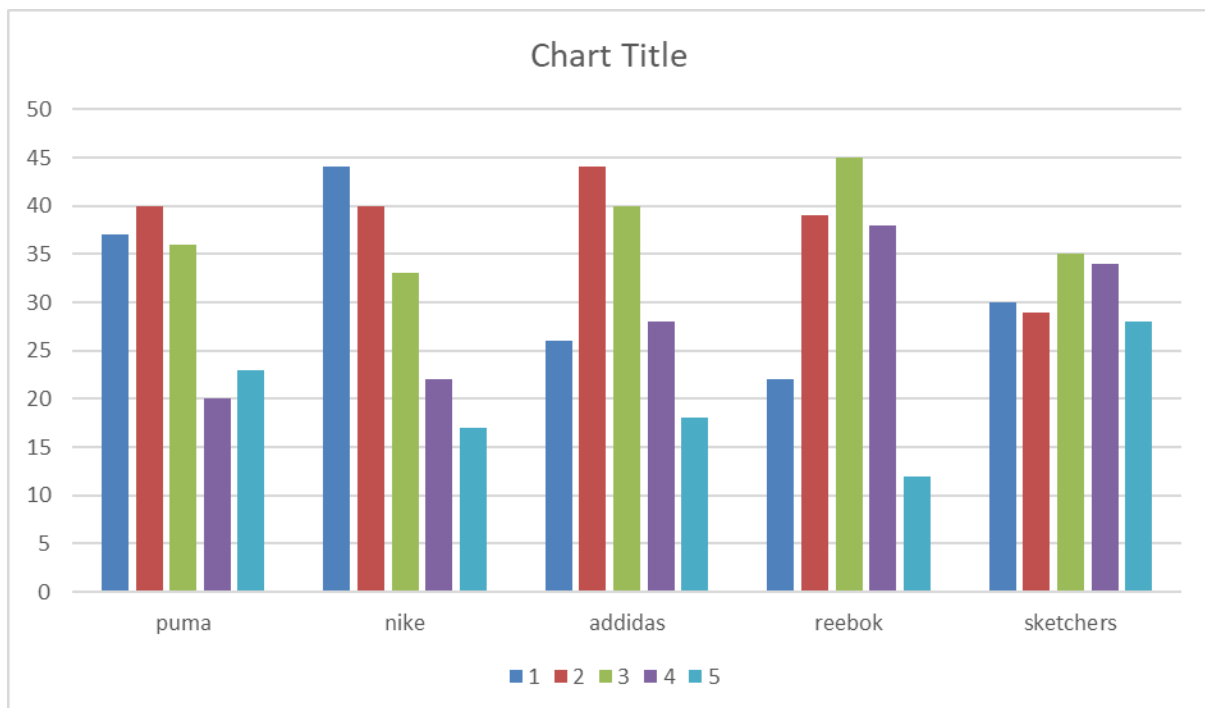
Graph 4.15

TABLE SHOWING BRAND RANKINGS IN TERMS OF PURCHASE PREFERENCE

	1	2	3	4	5
puma	37	40	36	20	23
Nike	44	40	33	22	17
adidas	26	44	40	28	18
reebok	22	39	45	38	12
sketchers	30	29	35	34	28

Table 4.16

GRAPH SHOWING BRAND RANKINGS IN TERMS OF PURCHASE PREFERENCE



Graph 4.16

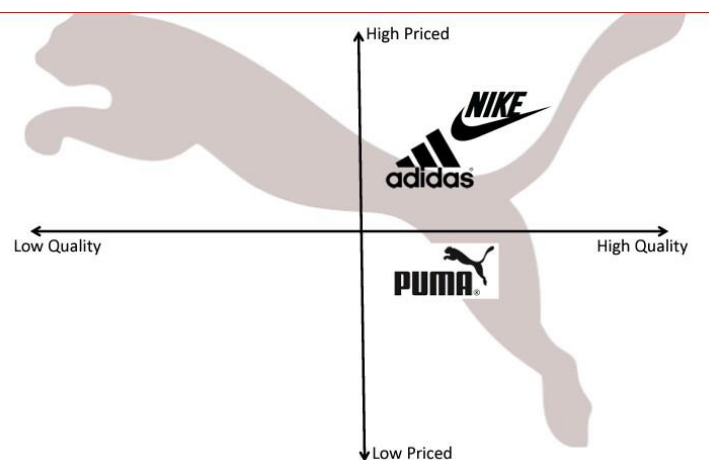
SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSIONS

5.1 FINDINGS OF THE STUDY

After much analysis and study mentioned below are the integral findings affecting the performance of the organization

- The sale of puma footwear segment at high discounts by Online Retailers.
- Website lacks content and is not exciting to browse and navigate
- Competitor brands like Nike and Adidas selling at a higher ASP (Average Selling Price) than Puma on the same online portals
- Consumer perception of the Brand is – Low Price and Low Value (Quality).
- Social media Marketing is Weak, People are not much aware of the technology used in website for its Products.,
- Product offering in the higher segment (high end) is weak.
- Blogging is not demographically impactful and not relevant to ideology of the company
- Puma lacks presence on major websites like koovs.com

Perpetual Mapping



Analysis: The perpetual mapping analysis helps us conclude that puma offers high Quality at low price whereas fellow competitors are opposite explaining their respective larger revenues

5.2 SUGGESTIONS

- Reduce the product offering in MRP range below Rs. 2,999.
- Increase Product Offering by Online Retailers in range of Rs 3,000- Rs. 4,500
- Limit the number of options for lower range.
- Increase depth of Options.
- Discontinuation of certain styles:
 - PUMA Men Black Atom III DP Running Shoes
 - PUMA Men Navy Harbor Fashion DP Running Shoes
- Market Mainline Exclusive Online Styles.
- Restrict the percentage of discount offered on products.
- Buy Projection for AW18 and SS19, for Myntra and Flipkart.
- Offer Motorsports on Flipkart, differentiating factor for Puma.

- More Content Required on B2C sites and social media to lure traffic
- Employ Bloggers demography wise with a large following to showcase forwards

5.3 CONCLUSION

In depth analysis of the organization helps us to conclude that the company has a strong presence in the e-commerce sector in order to cement and grow at a constant pace , Puma must execute the recommendation and address the finding illustrated in the report rigorously making it a course of action.

Puma must continue to add product lines and add to the technical aspects of the website to improve experience as seen by its European and American counterparts where the shopping experience on its home website is exceptional.

BIBLIOGRAPHY

- <http://www.accaglobal.com/uk/en/student/exam-support-resources/professional-exams-study-resources/strategic-business-leader/technical-articles/e-commerce.html>
- <http://www.accaglobal.com/us/en/student/exam-support-resources/professional-exams-study-resources/p3/technical-articles/E-commerce.html>
- <https://www.bigcommerce.com/blog/ecommerce/>
- www.puma/a.com

ANNEXURES

Questionnaire

Q1. Which of the accompanying elements impact your decision?

- A) Price
- B) Style
- C) Advertisement
- D) Quality
- E) Others

Q2. Which brand do you like?

- A) DC
- B) Skechers
- C) Puma
- D) Under Armour
- E) Others

Q3. Do you possess puma footwear?

- A) Yes
- B) No

Q4. How well would you say you are happy with your puma footwear?

- A) Very happy
- B) Happy
- C) Fairly Happy
- D) Not by any stretch of the imagination

Q5. Does puma brand name mirror its item quality?

- A) Agree
- B) Disagree

Q6. What do you anticipate from puma?

- A) Good quality shoes
- B) Comfortable shoes
- C) Attractive looking shoes
- D) Limited version shoes'
- E) Others

Q7. Do you ordinarily switch over from brand to another brand?

- A) Yes
- B) No

Q8. What sort of advancement devices do you like?

- A) Coupons
- B) Gifts
- C) Discounts
- D) Buy one get one free
- E) Others

Q9. On the off chance that the costs are expanded will you stick to?

- A) Same brand
- B) Cheaper brand
- C) Any other brand

Q10. Do you purchase puma shoes through Ecommerce?

- A) Yes
- B) No