

CASE STUDY ON POSITIONING AFTERNOON BAZAAR TO ATTRACT HOUSEWIVES AT BIG BAZAAR HALDIA

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Abstract

Big Bazaar is a chain of department stores in India, currently with nearly 90 outlets. It is owned by the Pantaloon Retail India Ltd, Future Group. Haldia is a city and a municipality in Purba Medinipur in the Indian state of West Bengal. Haldia's Big Bazaar Located at Durgachak. This place is located at heart of Haldia. Working families, business men stay here. Four most happening places in Durgachak are - CPT Market, Super Market, New Market, Manjushree. Big Bazaar is situated in Akash Ganga Mall. The store was opened on 18/10/2006. The store is situated in the heart of the city opposite to the Manjushree Cinema Hall. The store is at Akash Ganga Commercial Complex. The BIG BAZAAR, Haldia has acquired two floors (First & second floor) of Akash Ganga complex. Main problem which Big Bazaar is facing includes Distance which is nearly 13 k. m from Town ship (For town ship people), Scorching heat, People are very precious conscious, competitors who are able to provide goods at cheaper price as comparison to BIG BAZAAR.

Keeping in mind all these elements what Big Bazaar should do to attract Housewives in the afternoon time?

Figures which I had used includes average footfall from 12.30p.m to 5.30 pm during summer season. And second price comparison between Big Bazaar and other stores.

KeyWords: *department store, Big Bazaar, afternoon bazaar*

Introduction

Mr. Raj Benarjee, Operations Head Eastern India Big Bazaar of Future Group, was reviewing the performance of the Haldia Store. It was two years since the store was established. BIG BAZAAR at Haldia foray into retail business, in one sense, was a bold step. It was one of the first serious players in Haldia to get into organised retailing in a major way. Several initiatives undertaken by the company, therefore, were pioneering in nature. Hence, it was important to undertake a review of operations so that the company could learn from the past and review the future with greater knowledge and confidence. Was the location strategy sharply identified? Was the positioning strategy appropriate? Was the design of the 'offer' - the concept that was being marketed and the retailing format and services offered- in synchronization with customer needs and expectations? Were the customers satisfied? What indeed were the 'good and the bad' that this whole new experience had taught? Me Benarjee Knew that a comprehensive review would be required to take the store to greater heights.

Big Bazaar

Big Bazaar is a chain of department stores in India, currently with nearly 120 outlets. It is owned by the Pantaloon Retail India Ltd, Future Group. It works on the same economy model as Wal-Mart and has considerable success in many Indian cities and small towns. The idea was pioneered by entrepreneur Kishore Biyani, the CEO of Future Group. Currently Big Bazaar stores are located only in India. It is the biggest and the fastest growing chain of department store and aims at being 350 stores by the end of year 2010.

About Haldia¹

Haldia is a city and a municipality in Purba Medinipur in the Indian state of West Bengal. It is a major seaport located approximately 50 kilometers southwest of Calcutta near the mouth of the Hooghly River. Haldia is being developed as a major trade port for Kolkata, intended mainly for bulk cargoes. Haldia Township is divided into more than 24 clusters and most of these have quarter arrangements for employees of different companies mainly PSUs.

Haldia's Big Bazaar Located At Durgachak

This place is located at heart of Haldia. Working families, business men stay here. Schools, Stores for shopping, offices, banks, Govt offices, hotels all are located here. People of this area are cool and simple. Four most happening places in Durgachak are - CPT Market, Super Market, New Market, Manjushree. Big Bazaar is situated

¹ Source—Haldia Municipality Office, Haldia

in Akash Ganga Mall. The store was opened on 18/10/2006. The store is situated in the heart of the city opposite to the Manjushree Cinema Hall. The store is at Akash Ganga Commercial Complex. The BIG BAZAAR, Haldia has acquired two floors (First & second floor) of Akash Ganga complex. The store is divided into 9 houses and three shops in shop (SIS). The total area of BIG BAZAAR is 28, 122 square feet & total selling area is 17, 781 square feet.

These are the following houses of the store:

1. White house (Electronics section)
2. Brown house (Shoes & Luggage section)
3. Silver house (Books & Music depot)
4. Yellow house (Men's formal section)
5. Gold house (Ladies section)
6. Indigo house (Men's casual section)
7. Pink house (Furniture section)
8. Blue house (Kids section)
9. Green house (Food & Cosmetics section)

Demography²

Haldia is an industrial area situated in the District of East Medinipur, West Bengal. The total population of Haldia is 5,754,986 & number of households are nearly 64,000 (Source–Haldia Municipality Office, Haldia). Here Male constitute 53 percent of the total population whereas females are around 47 percent. The literacy rate is about 72 percent out of which male literacy rate is about 79 percent whereas female literacy rate is about 98 percent.

Competitors³

Grocery items: Indian Oil Corporation, Kolkata Port Trust co-operatives, Durgachowak co-operatives
Electronics item- Sky Lab electronics, S.K electronics
Furniture- India furniture, Neelkamal Furniture, Neel kamal furniture
Garments: Doupadi Bastralaya, Vivekananda Bastralaya
Vegetable Duraga chowak, Manjushree square Hatt.

Facts and Findings

Township is located nearly 13 k.m away from the Big Bazaar Store. In the township two co-operatives are setup by IOC & CPT, where every needed item as well as grocery, utensil, garments, electronics etc are offered. Though township is primary trading area of BigBazaar where 70 % sales coming out but it is sited at a distance of 13k.m from the store .So natives are not engrossed to go to Big Bazaar in the hours of daylight. Especially housewives are not fascinated because of distance. All through the survey it is found that Housewives desire to go to the store with their family members because of distance. In the noon time maximum service holder are in their offices so footfall in the store is very fewer.

Summer is very hot and humid. Usual summer temperatures in May, the hottest month range from a low of 24 degrees to highs around 42 degrees. This Scorching heat is another important reason which stops housewives to visit store at the noon time.

Populace is very cost conscious. In grocery items co-operatives gives discount on M.R.P in maximum items. In maximum grocery items price is less as comparison to Big Bazaar.

Some more Facts

- Maximum Local vendor offers credit facility to their customer. In certain cases though price is high but due to credit facility customer prefer to purchase from those store.
- Some other local retailers offers individual discount to their regular customer and present personalized service. They also carry their family details therefore they maintain their product category as per their requirement and thus sustain a strong relationship with their customer.
- Most of the housewives wish to spend their afternoon by watching programs and resting. As they barely find afternoon to relax else they are excessively busy in doing their works.

Appendix I

² Source–Haldia Municipality Office, Haldia

³ Interview ASM

Price comparison of Food Bazaar products of Big Bazaar and Co-Operative⁴

	Co-Operative Price	Big Bazaar Price
Horlicks	194	205
Coline 250 ml net	28.5	30
Nestle Milk Maid	50	52
Clinic All Clear Active Sport	128	135
Sugar	17	20.75
EveryDay	172	180
Lactogen	271	284
Cerelac Wheat	96	107
Cerelac Mixed	97	110
Amul Milk 500 gm	84.5	87

Appendix II**Price Comparisons of Electronic products between Durgachowk Electronic Market and Big Bazaar Electronic Bazaar at Haldia⁵.**

ITEM CODE	ITEM	Durgachowk	Big Bazaar	Difference
1	LG REFRIGERATOR 175LTR	8000	8990	-990
	SAMSUNG DNIE T.V 21 INCHES	8200	7690	510
3	BPL SORT TV 21INCHES	7500	7990	-490
4	BPL SORT SLIM TV 21INCHES	9500		9500
5	LG GOLDEN EYE TV 21 INCHES	8500	7990	510
6	PANASONIC POWER PLUS 21 INCHES	8500	7490	1010
7	WHIRLPOOL 180 LTR.	8700	8990	-290
8	WHIRLPOOL 200LTR. AMERICAN NO.1	11200		11200
	WHIRLPOOL 220LTR. AMERICAN NO.1 DOUBLE			
9	DOOR	14900	13790	1110
10	ONIDA 300 OXYGEN 21 INCHES	9900	9490	410
11	ONIDA BLACK 21 INCHES	8790	6990	1800
12	PHILIPS MP3 DVD 5.1 CHANNEL	2900	2790	110
13	SAMSUNG PLANO 15 INCHES	6200	5990	210
14	LG AV STEREO 200 PROGRAMME	7700		7700
15	WHIRLPOOL MASTER MIND 220 LTR	15400	14990	410
16	WHIRLPOOL 5 STAR 220 LTR	13500		13500
17	LG 230 LTR	12200	14190	-1990
18	LG WASHING MACHINE	6000	6590	-590
19	SAMSUNG REFRIGERATOR 260 LTR	15200	16190	-990
20	IFB MICROOVEN 25 LTR	7500		7500
21	IFB MICROOVEN 20 LTR	5200		5200
22	KENSTAR MICRO OVEN 25 LTR	10000		10000
23	SAMSUNG ORDINARY MICRO OVEN	4000	4990	-990
24	WHIRLPOOL STEN WASH SYSTEM SIX SENSE	19000		19000
25	WHIRLPOOL	10500		10500
26	SAMSUNG AUTOMATIC WASHING MACHINE	9500	11990	-2490
27	KODAK DIGITAL CAMERA 6 MEGA PIXEL	8500	7777	723
28	KODAK DIGITAL CAMERA 4 MEGA PIXEL	7500		7500
29	KODAK DIGITAL CAMERA 7.1 MEGA PIXEL	11500		11500
30	LG FLATRON	5800	6290	-490

⁴ List with Cooperative⁵ Primary data

Appendix III Footfall⁶ during summer season

	April	May	June
12.30 P.M TO 1.30 P.M	Male: 990 Female:315	Male: 923 Female:312	Male: 1421 Female:358
1.30 P.M TO 2.30 P.M	Male: 775 Female:215	Male: 899 Female:244	Male: 1253 Female:345
2.30 P.M TO 3.30 P.M	Male: 907 Female:281	Male: 798 Female:269	Male: 1242 Female:377
3.30 P.M TO 4.30 P.M	Male: 1121 Female:500	Male: 1134 Female:456	Male: 1552 Female:650
4.30 P.M TO 5.30 P.M	Male: 2092 Female:1053	Male:1589 Female:715	Male:2647 Female:1137

Discussion

Q. What strategy should Big Bazaar need to follow to attract housewives in the noon time?

Q. How Big Bazaar can go for service differentiation?

⁶ Customer entry data