

EXECUTIVE SUMMARY

Crossword Book store is a lifestyle store that not only delivers a product but offers service to the customer. Through this project, we aim to improve the customer experience on store by studying the consumer behaviour and competition. Various sub objectives like study of the customers' perception about loyalty programs, study of sales per unit area to facilitate merchandise reorganisation, study of direct and indirect competition as well as online competition, perform SWOT analysis and study of catchment have enabled in achieving the overall objective.

The data was collected through secondary sources like EBSCO, internal data, etc as well as primary sources through market survey and field visit. Two surveys were conducted with an aim to study consumer behaviour and effectiveness of different media used for communication to the customer. Sales per unit area was studied to determine sections whose allocated area can be reduced and allocated to section with high sales but less area allocated. Direct and indirect competition was studied through field visit to organised retail book store as well as music stores, toy stores, etc. Discount pattern across various online book store was also studied. Lastly, catchment was studied through field visit.

Descriptive and statistical analysis was done to conclude that the target customer for Crossword Book Store, Saket is 18 to 40 years with an average purchasing amount of Rs. 500 to 1500. Maximum footfall is during weekends and other holidays. Also, the consumer buy more on impulse rather than buying a predetermined book. The ambience of the Crossword Bookstore is exceptionally liked by the customers.

Not only the frequency of purchase but also the average monthly purchase amount of BRP members is higher compared to non- members. Lack of awareness about the BRP (Book Reward Program) is the major reason for non-membership. Thus, the Book Store needs to improve its communication strategies and media when it comes to special events, etc. Books is the most popular merchandise among the other merchandise available at Crossword Book Store . This is followed by magazine and

stationery. Among the books, bestsellers and new arrivals are most preferred by the target customer.

Target customer for kids section is female customer. The current medium to create awareness about the kids fest have failed to accomplish the target. The company needs to improve the usage of medium like sms and email to make the message more personalised and customised. The range of children products and their display during the fest is appealing enough for the customers. Better space management for kids section is required along with space to test toys and games. Also, the flooring and display should be children friendly.

Area for arts, reference, social science and family section can be reduced and allocated to India and Management section. In addition, magazine section can be allocated more area to make it less cluttered and more organised. The area of Home Adore section can be reallocated to a new section.

OM Book shop followed by Landmark are the major competition to Crossword Book Store, Saket. Seating area and customer friendly furnishing is very important besides proper lighting and music in store. Merchandise like laptop bags, chocolates near the cash counter, improved stationery, celebrity posters, etc can be added to counter the competition. Competing stores like OM Book Shop and Bahrison's exist in the adjacent malls, but they pose less a threat and more an opportunity. This is because of low footfall and cluttered store respectively.

Flipkart is the most preferred online bookstore because of convenience, discounts and cash on delivery. Though the online buying behaviour is not that prevalent now, it has a huge potential in future. The average online purchase amount is higher than the average on store purchase amount.

Thus, a better trained and knowledgeable staff is one of the major recommendation. CSE should be trained to ask for BRP membership from the customers and not just Crossword membership. Reading space should be introduced in store along with a few reading stands. Awareness about the store's event should be increased by sending personalised sms and emails to not only the BRP member but also the non-

members. A kid's loyalty program can be worked upon. The display in the kids section should be improved by using cartoon characters and better flooring. A new section of Graphic Novels can be introduced. To encourage impulse buying, chocolates, blank cds and pen drives can be displayed next to cash counter. More advertising mediums should be used to create awareness about the store and its BRP program in and around the mall.