

Report of Retail Visit – “Shoppers Stop”

This is a detailed report on retail visit to the Shoppers Stop store located in Inorbit Mall, Malad, Mumbai which was organised for the 2nd year PGDM Marketing students. The purpose of this visit was to assess the overall shopping experience, customer service, and the store's general operations and to have practical knowledge related to retail factors.

Date of Visit: 2nd September, 2023

Time of Visit: 11:00 am – 3:00 pm

The Guides at the venue were **Prof. Sham Kamat & Mr. Aniyam Nair** who illuminated the students with their immense knowledge about retail store operations. The Shoppers Stop store at Inorbit Malad is well-maintained and visually appealing. The store's layout is organized, making it easy for customers to navigate and find their desired sections. The use of signage is effective in guiding shoppers to different departments.



The Tour began with **Prof. Sham Kamat** introducing **Mr. Aniyam Nair** and outlining his previous work with **Shoppers Stop** where he headed the Operations department as well as Strategy & Best Practices.

Below are some key insights shared by the faculties during the visit:

- Shoppers stop at Inorbit Mall Malad is widely spread around 1,35,000 sq ft area.
- It has a racecourse layout to make everything visible and easily accessible for the customers.
- The store offers a wide variety of products across different categories, including clothing, accessories, cosmetics, home goods in Home Centre, and many more. Products were well-stocked, and there was a good range of options available.
- The customer service at Shoppers Stop, Inorbit Mall, was commendable. The staff members were polite, attentive, and knowledgeable about the products. They readily helped when we had questions and provided recommendations when asked.
- The billing and checkout process was efficient, and there was no significant wait time at the cashier's counter. Payment options were diverse, including cash, card, and digital wallets, which catered to various customer preferences.
- The store was clean and well-maintained throughout the visit. Shelves, aisles, and fitting rooms were tidy, and there were no apparent issues with cleanliness or maintenance.
- Visual Merchandising:
Creating a perfect visual merchandising display at Shoppers Stop, Inorbit Mall, or any store for that matter, requires careful planning and attention to detail. Visual merchandising plays a crucial role in attracting customers, promoting products, and ultimately driving sales.



Here are some steps which were explained to us about a perfect visual merchandising display:

Shopper stop caters to a diverse customer base, so they tailor their display to appeal to a broad range of shoppers. Using different themes like seasonal, cultural, or based on trends that helps to make display visually appealing and captivating. There was a proper layout which created focal points to draw attention and ensure that the flow of traffic is not obstructed. Products were well chosen that highlighted new arrivals, best-sellers, or items that align with the theme and goals and ensuring that the products are in good condition and well-stocked.



- We also learned various retail related concepts and the strategies that they follow to attract more and more customers and how to perfectly display and arrange all the product categories.
- They had width and depth in product variety but still managed to display everything in a systematic and appealing manner.

The students were involved and asked intellectual questions to the speaker. It was indeed an interesting session.



In conclusion, retail visit to Shoppers Stop, Inorbit Mall, Malad, Mumbai, was a pleasant and satisfying experience to know more about the Retail Operations overall. Geart efforts were made to maintain a high level of customer service and store hygiene.