



DELHI SCHOOL OF BUSINESS
By Vivekananda Institute of Professional Studies-TC

Specimen Cover Sheet

Topic Working of Retail Store

By

‘RAVEEN KUMAR’

A report submitted in partial fulfilment of PGDM program
2022-24



‘ZUDIO’ By TATA TRENT



DELHI SCHOOL OF BUSINESS
By Vivekananda Institute of Professional Studies-TC

CHAPTER SCHEME OF THE FINAL PROJECT REPORT (On the Job)

Sunoo.	Component	Page No
	Cover page and title page.	1
	Table of contents	2
	Certificate from the institute	3
	Company certificate (on company letterhead)	4
	Declaration by student	5
	Certificate from guide	6
1	Executive summary	7-9
2	Company Description	10-15
3	Job Description	16-17
4	Learning & Analysis of Job	18-28
5	Biblo/references	29



DELHI SCHOOL OF BUSINESS
By Vivekananda Institute of Professional Studies -TC-

CERTIFICATE FROM FACULTY GUIDE

This is to certify that work entitled Working of Retail Store is a piece of work done by Raveen Kumar under my guidance and supervision for the partial fulfilment of degree of PGDM at Delhi School of Business – VIPS TC.

To the best of my knowledge and belief this study embodies the work of the candidate. This requirement of the rules and regulations relating to the summer internship of the institute, is up-to the standard both in respect of content and language for being referred to the examiner.

Signature _____

‘Meghna Chabra’ ‘Designation’

Date



DELHI SCHOOL OF BUSINESS

By Vivekananda Institute of Professional Studies-TC

COMPANY CERTIFICATION



1st July 2024

Mr. Raveen Kumar

TO WHOM IT MAY CONCERN

This is to certify that **Mr. Raveen Kumar** student of **Delhi School of Business** has successfully completed his internship from **1st May 2024** to **1st July 2024** under the guidance of **Mr. Satish Kumar**.

During the period of his internship with us, he had been exposed to different processes and functions and was found diligent, hardworking and sincere.

We wish him the very best for his future endeavors.

For **Trent Limited - ZUDIO**

Khushboo Moondra
Deputy Head - HR

REGISTERED OFFICE : BOMBAY HOUSE, 24, HORN MODY STREET, MUMBAI - 400 001. TEL.: (91-22) 6665 8282 FAX : (91-22) 2204 2081

CORPORATE OFFICE : TRENT HOUSE, G-BLOCK, PLOT NO. C-40, BESIDE CITI BANK, BANDRA KURLA COMPLEX, BANDRA (EAST), MUMBAI - 400 051. TEL.: (91-22) 6700 9000 FAX : (91-22) 6700 8100

Email id : moondra@trent-tata.com Website : www.moondra.com CIN : L24240MH11952PLC008951



DELHI SCHOOL OF BUSINESS

By Vivekananda Institute of Professional Studies-TC

**ZUDIO
Yogesh
Department Manager**

**Delhi school of business
Meghna Chabra
'Designation & Department'**

DECLARATION

I hereby declare that this project report "Working of retail store" is my own work, to the best of my knowledge and belief. It contains no material previously published or written by another person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of any other institute, except where due acknowledge has been made in the text.

Signature: _____

'Raveen Kumar' '202311155' 2023-2024

DATE: 03/07/2024



DELHI SCHOOL OF BUSINESS
By Vivekananda Institute of Professional Studies-TC

CERTIFICATE FROM COMPANY GUIDE

This is to certify that Raveen Kumar Enrolment No. “202311155” a student of PGDM from Delhi School of Business - VIPS TC has done his/her summer training at ‘Zudio by Tata Trent, division. Dwarka walking Mall Sec 13 Radisson Blue from 01/05/2024 to 01/07/2024.

The project work entitled “Working of retail store” embodies the original work done by ‘Raveen Kumar’ during his/her summer project training period.

Signature: _____

‘Yogesh’

‘Department Manager’

Executive Summary

This report exemplifies my temporary position insight at Zudio, an auxiliary of Goodbye Trent, featuring key experiences into the functional elements of a retail location. The essential spotlight was on understanding different parts of retail the board, including stock control, client support, and visual marketing, to give a thorough outline of the store's working.

Foundation Data:

Zudio, eminent for offering reasonable yet beautiful dress, takes care of a different client base, including everyone. The brand's obligation to quality and reasonableness has laid out it as a main design objective across India.

Goals and Extent of the Undertaking:

The fundamental goal was to break down the store's functional proficiency and recognize regions for development. This elaborate comprehension stock administration works on, assessing client care techniques, and analyzing visual marketing strategies. The task involved active association in store activities, information examination, and cooperation with clients and staff to propose noteworthy upgrades.

System:

Observational Exploration: Participated in everyday store exercises, noticing stock cycles and client cooperations.

Information Assortment: Accumulated information on deals execution, stock levels, and client criticism.

Criticism Meetings: Partook in standard gatherings with the head supervisor and group to examine perceptions and assemble experiences.

Analysis

1. Inventory Optimization:

- Strengths: Effective inventory management with a focus on maintaining product availability in all sizes. Regular stock counts and replenishment ensured high customer satisfaction and minimized stockouts.

- Weaknesses: Identified the need for smoother integration between backend inventory management and frontend sales processes.

2. Visual Merchandising:

- Strengths: Attractive and seasonally updated displays contributed to an enhanced shopping experience, increasing customer engagement and sales.

- Weaknesses: Limited customer feedback mechanisms to gauge the effectiveness of merchandising strategies.

3. Customer Service:

- Positive customer interactions were noted, with staff providing assistance and maintaining an organized shopping environment. However, opportunities exist to implement more structured feedback systems.

Main Conclusions:

- Client Driven Approach: Zudio's emphasis on consumer loyalty through different item contributions and customized administration has areas of strength for fabricated unwaveringness.

- Functional Productivity: Proficient stock administration and visual promoting essentially add to the store's prosperity.

- Learning experiences: Growing the criticism circle and incorporating progressed stock administration frameworks can additionally upgrade store execution.

Learning:

- Stock Administration: Acquired experiences into the significance of keeping up with ideal stock levels and the cycles engaged with stock renewal.

- Client Commitment: Created client assistance abilities, grasping the effect of client cooperations on brand insight.

- Visual Merchandising: Learned how strategic product placement and attractive displays influence customer purchasing decisions.

Suggestions:

1. Enhanced Feedback Mechanisms: Implement digital platforms for real-time customer feedback, allowing immediate response and improvement.
2. Integration of Backend and Frontend Processes: Utilize advanced software for better synchronization of inventory and sales operations, ensuring seamless customer service.
3. Preparing and Advancement: Ordinary instructional courses for staff on client support and stock administration to help productivity and commitment.
4. Precient Examination: Utilize investigation to figure interest and improve stock levels, diminishing the gamble of overloading or stockouts.
5. Worker Commitment: Present group building exercises and acknowledgment projects to encourage an inspired and firm labor force.

All in all, the temporary job at Zudio gave an all encompassing perspective on retail tasks, featuring the transaction between stock administration, client care, and visual promoting. The learnings and suggestions outlined aim to contribute to Zudio's ongoing success and operational excellence.

Company overview



TATA TRENT

The Organization was at first consolidated as Lakme Restricted ("Lakme") on December 5, 1952. Lakme was participated in the creation, deal, and commodity of beauty care products, toiletries, and perfumery items. In 1998, Lakme chose to leave the beauty care products area and enter the attire retailing industry because of the absence of laid out brands in numerous classifications. The well defined course of action was for Lakme to fabricate major areas of strength for an in the clothing and delicate products retail market by sending off a chain of retail chains from one side of the country to the other.

To execute this methodology, in Walk 1998, Lakme gained Littlewoods Worldwide (India) Confidential Restricted ("LIPL") from Littlewoods Global Restricted, U.K. LIPL had practical experience in the retailing of prepared to-wear articles of clothing and related stock. Simultaneously, successful January 1, 1998, Lakme Commodities Restricted, an auxiliary of Lakme, was converged with LIPL, and the subsequent substance was renamed Trent Restricted. Accordingly, on July 1, 1998, Trent Restricted was amalgamated with Lakme, and the organization's name was changed to Trent Restricted.

Since this rebuilding, Trent's plan of action has developed to underscore the right equilibrium of value, cost, and improved client experience. An emphasis on creating in-

house brands, rapidly answering new buyer drifts, and keeping up with cost steadiness has solidified Trent's exceptional situation in the way of life market.



BRANDS UNDER TATA TRENT

- WESTSIDE
- ZUDIO
- MISBU
- UTSA
- SAMOH

ZUDIO



Zudio is a design organization that offers a broad determination of sleek yet valued garments for everyone. Filling in as a one-stop store, Zudio meets the style needs of the whole family with its different scope of dress and embellishments.

One of Zudio's champion highlights is its capacity to give reasonable design without settling for less on class or quality. The business offers trendy clothing at costs open to a wide crowd. Whether you are searching for wellness wear, dressier clothing, or relaxed regular garments, Zudio has a wide assortment to suit each taste and event.

Zudio's attire assortment incorporates everything from ageless staples to in vogue pieces. Men can find shirts, shirts, jeans, and that's only the tip of the iceberg, while ladies can look over various tops, dresses, skirts, and pants. Furthermore, Zudio offers a scope of extras like belts, handbags, and shoes to finish any outfit.

Past moderateness, Zudio is prestigious for its obligation to solace and quality. The brand utilizes premium materials to guarantee that its items are dependable, agreeable, and very much made. This devotion to quality means clients can partake in their Zudio garments for a long time.

Zudio has become well known among economical customers looking for sharp, top notch clothing that offers astounding worth. The brand's quick development and allure are driven by major areas of strength for its based on openness in conditions of design, geological reach, and way of life.

Offline Marketing Strategies of Zudio

Marketing Strategies of Zudio

- **Affordable Fashions:** Zudio offers stylish clothing at reasonable prices, making fashion accessible to a broad audience. This approach helps build a loyal customer base that values both affordability and quality.
- **Customer-Centric Approach:** Zudio tailors its clothing lines to meet the diverse needs of its customers, from trendy styles for young adults to affordable options for families. This focus on various demographics boosts customer satisfaction and loyalty.
- **Expanding Product Range:** Zudio regularly updates its product line with new offerings, attracting new customers and keeping the brand relevant.
- **Store Expansion:** By opening new stores across different cities and towns in India, Zudio has increased its market presence and accessibility, contributing to its growth and success.
- **Seasonal Collections:** Zudio offers collections tailored to different seasons, ensuring customers can find appropriate and fashionable outfits year-round, which keeps the brand current and appealing.

VISION

- Touch lives across choice markets with portfolio of fashion & lifestyle brands.

MISSION

- Build brands that are fresh and responsible and bring joy to all.

VALUES

- Pioneering, Integrity, Excellence, Unity & Responsibility

Business Highlights:

- Maintained a focus on aspirational fashion trends
- Expanded exclusive brand offerings
- Accelerated the pace of new store openings to increase reach
- Prioritized the quick introduction of the latest fashion trends each week
- Developed a robust omnichannel presence

Product range available at Zudio**Category****Products**

Women	Tops, Dresses, Skirts, Jeans, Ethnic Wear, Loungewear, Footwear
Men	Shirts, T-shirts, Pants, Ethnic Wear, Loungewear, Footwear
Kids	Boys and Girls Clothing (Casual and Ethnic Wear)
Beauty	Various Beauty Products

MARKET PRESENCE OF ZUDIO

- As per the article from Live mint, in FY24, **Zudio expanded significantly, entering 46 new cities and increasing its presence to 545 stores**. This expansion marks a substantial growth for Trent Ltd.'s value apparel brand, aiming to enhance its reach across India.
- In FY24, Zudio expanded into 46 new cities and reinforced its footprint in 48 existing ones. **The brand achieved remarkable sales milestones, including selling 90 T-shirts per minute, 20 pairs of jeans per hour, as well as 19 fragrances and 17 lipsticks.**
- In India, Zudio, a notable brand, has generated sales over ₹7,000 crore. The business had significant growth in FY24, with net sales increasing by 50% to ₹12,375 crore and net profit almost tripling to ₹1,477 crore.

JOB DESCRIPTION

Project Title : To Understand the working of retail store by shadowing the manager

Objective Of and Study Plan for the Project : Objective: The goal of the project is to gain a thorough understanding of retail operations, encompassing both frontend and backend activities, within Zudio, a fashion retail brand. This includes becoming familiar with the principles, processes, and practices associated with various roles such as Sales Associate (SA), Sales Officer (SO), Department Manager (DM), Store Manager (SM), and Head Office (HO) operations. Additionally, the project aims to analyze customer expectations, employee engagement, competitor analysis, and suggest improvements to enhance overall store performance and customer satisfaction.

Study Plan:

Understanding Principles and Processes: Begin by thoroughly studying the seven principles of retail operations and billing processes. Gain insights into trial room management, Customer Service Desk (CSD) functioning, Goods Received Note (GRN) processes, and replenishment procedures. Shadow Senior SA/SO and DM to grasp practical aspects.

Frontend Concepts and Visual Merchandising: Delve into visual merchandising concepts and cash office processes. Learn about CSD functioning from the SO perspective and gain an overview of stockroom operations. Shadowing frontline staff (SO and DM) will provide firsthand insights into daily operations.

Backend Processes and DM Responsibilities: Focus on backend processes, including rostering, team management, and store opening/closing procedures. Understand DM responsibilities such as departmental contributions, KPI parameters, and execution excellence. Shadow both frontend and backend DMs to understand their roles comprehensively.

Store Manager (SM) Operations: Explore factors influencing store KPIs, the impact of replenishment on business, and observe SM actions. Analyze the governance process of frontend and backend operations to achieve store KPIs.

Internship Report: Compile a report covering process strengths and improvement areas, customer and employee feedback, competitor analysis, and suggestions for enhancing customer experience.

Project Report: Develop a comprehensive project report documenting the learnings, experiences, and recommendations gathered throughout the internship. Include insights from the internship report and project objectives to provide a holistic view of the project's outcomes and contributions.

LEARNING DURING INTERNSHIP

Key principles of zudio (7 principles)

1. Bag on shoulder
2. Perfect at 11 am
3. Perfect at 5 pm
4. All sizes available
5. Not more than 3 in a queue (billing)
6. Tidy trial room
7. Easy exchange

values

1. Pioneering: passionate towards perfection
2. Integrity: honesty and transparency
3. Unity: mutual respect & team work
4. Responsibility : socially responsible

Brand DNA

1. Irresistible
 - Clear pricing
 - No bundle offer
 - Everything below Rs.999
2. Accessible
 - Zudio is accessible to all the tier cities for all age groups
3. Fashion Now Now
 - Deliver the fashion to the right people. At right place, at right quantity

- With in 24 hours same fashion is to be replenished

3 second's rule

- 3 second to buy
- 3 second to tidy
- 3 second to replenish

3 obsession

- our brand
- our customer
- our people

Department in zudio

- men's wear
- ethnic wear
- footwear
- beauty
- western wear
- kids wear

Internship Report: Zudio Tata Trent

1. Processes

Strongest Processes

1. Inventory Optimization:

- Strengths:

- The principle of "all sizes available" ensures comprehensive size availability, catering to diverse customer needs.
- This maximizes customer satisfaction and minimizes lost sales opportunities.
- Efficient inventory management through regular stock counts and replenishment orders.

- Outcome:

- Enhanced customer satisfaction due to availability of desired products.
- Increased sales and reduced stockouts.

2. Visual Merchandising:

- Strengths:

- Adherence to maintaining a "tidy trial room" enhances the store's aesthetic appeal.
- Regularly updated displays based on latest trends and guidelines.
- Seasonal changes are effectively reflected in visual merchandising.

- Outcome:

- Improved shopping environment, leading to higher customer engagement and satisfaction.
- Attractive displays driving higher sales.

Areas for Improvement

1. Customer Feedback Mechanisms:

- Current State:

- Customer feedback is gathered and analysed, but implementation of actionable improvements can be enhanced.

- Proposed Solutions:

- Establish a more structured feedback loop where customer insights are regularly reviewed and discussed in team meetings.
- Implement a real-time feedback system via digital platforms to capture immediate customer sentiments.

2. Backend and Frontend Process Integration:

- Current State:

- There is a need for smoother integration between inventory management (backend) and sales/customer service (frontend).

- Proposed Solutions:

- Use advanced inventory management software to synchronize backend and frontend operations.
- Regular cross-departmental meetings to ensure alignment and coordination.

2. Pulse of the Customer

Customer Expectations

Likes about Zudio:

- Wide variety of products and comprehensive size availability.
- Attractive and regularly updated visual merchandising.
- Neat and organized shopping environment, especially the trial rooms.
- Friendly and helpful customer service.

Fashion Needs**Customer Preferences:**

- Demand for trendy and quality improved products.
- Preference for seasonal collections that reflect current fashion trends.
- Interest in unique and exclusive fashion items that stand out.

Proposed Enhancements:

- Introduce more seasonal collections and exclusive fashion items.
- Regularly update product offerings based on current fashion trends and customer feedback.
- Enhance online presence to provide fashion tips and style guides.

Key Learnings and Contributions**1. Store Operations:**

- Gained a comprehensive understanding of departmental workflows, rules, and regulations.
- Participated in daily opening routines and stock checks to ensure smooth operations.

2. Visual Merchandising:

- Assisted in setting up new displays and rearranging existing ones.
- Learned the impact of seasonal changes on visual merchandising.

3. Customer Service Excellence:

- Improved customer interaction skills and handled complex queries.
- Analysed customer feedback and proposed actionable improvements.

4. Inventory Management:

- Worked on replenishment tasks and understood the GRN process.
- Ensured shelves were well-stocked to meet customer demands.

5. Sales Techniques:

- Observed and practiced effective sales techniques.
- Learned about promotional strategies and their communication to customers.

6. Team Management:

- Conducted training sessions and performance reviews.
- Coordinated staff schedules and ensured adequate coverage.

7. Execution Excellence:

- Reviewed adherence to SOPs and conducted mini-audits.
- Ensured backend processes were seamlessly integrated with frontend activities.

8. Financial Management:

- Assisted department manager and store manager in the cash office process where the cash allotment process take place.
- Any shortage in the cash whether it is from billing or office cash is rectified here before sending final report to authorities.

Floor PROCESS at ZUDIO

Billing and Trial Room Process

Billing Process:

- Steps:
 1. Scanning: Items are scanned using the barcode scanner.
 2. Pricing: The system automatically retrieves the price and any applicable discounts.
 3. Recheck: manually check the no. of articles

4. Confirmation: confirm the price and tell the customer
5. Instalment: Clients can pay through different strategies like money, card, or computerized wallets.
6. Tags: remove the hard tag from articles
7. Carry bag: ask customers if they want carry bag or not
8. Receipt: A receipt is generated and send to the customer contact no. along with the purchased items.

Importance:

- Ensures accurate pricing and inventory management.
- Enhances customer satisfaction by providing a quick and efficient checkout experience

Trial Room Process:

- Steps:
 1. Customer Entry: Customers select items they wish to try and enter the trial room and staff greet the customers
 2. Assistance: Staff are available to assist with different sizes or styles if needed.
 3. Count the articles: manually count no. of articles as (only 5 articles are allowed) and no inner wear are allowed for trial.
 4. Check tag: check hard tags are attached to articles or not.
 5. Ring: provide ring according to no. articles customer has.
 6. Tidiness: Staff ensure trial rooms are kept clean and organized for the next customer.
 7. Repeat the process

- Importance:
 - Provides customers with a comfortable space to try on clothes, impacting their purchase decisions.
 - Enhances the shopping experience by maintaining a tidy and organized environment.

Importance of Replenishment and Cash Office

Replenishment:

- **Importance:**
 - **Sales and Revenue:** Ensures high-demand products are always available, leading to increased sales and revenue.
 - **Customer Satisfaction:** Customers are more likely to return if they find the products they need in stock, improving overall satisfaction and loyalty.
 - **Inventory Management:** Helps maintain optimal stock levels, reducing the risk of overstocking or stockouts.
- **Process:**
 1. **Stock Counts:** Regular stock counts to assess inventory levels.
 2. **Order Placement:** Replenishment orders placed based on stock levels and sales trends.
 3. **Receiving Stock:** New stock is received, processed, and logged into the inventory system.
 4. **Shelf Restocking:** Products are restocked on shelves to ensure availability.

Cash Office:

- **Importance:**
 - **Financial Accuracy:** Ensures accurate cash handling, reducing discrepancies and losses.
 - **Security:** Safeguards cash and financial documents, ensuring secure storage and transfer.
 - **Operational Efficiency:** Streamlines financial operations, including reconciliation, deposits, and reporting.
- **Process:**
 1. **Cash Handling:** Accurate counting and recording of cash from sales.
 2. **Reconciliation:** Daily reconciliation of cash registers to ensure accuracy.
 3. **Deposits:** Preparing and securing cash deposits for bank transfers.
 4. **Financial Reporting:** Generating financial reports to track sales performance and identify discrepancies.

IMPRTANT KPI FOR RETAIL STORE (ZUDIO)

Key Performance Indicators (KPIs) for Zudio Retail Store

KPIs are basic measurements that give bits of knowledge into a retail location's exhibition. For Zudio, the accompanying KPIs are fundamental in assessing and upgrading store execution.

1. Average Transaction Value (ATV)

- Definition: ATV measures the average amount spent by a customer per transaction. It is calculated by dividing the total sales by the number of transactions within a specific period.
- Formula:

$$\text{ATV} = \text{Sales} \div \text{No. of Transactions}$$

- Impact on Store Performance:

- Higher ATV shows that clients are spending more per visit, which can be an indication of compelling upselling and strategically pitching systems.
- Improving ATV can lead to increased overall sales and profitability without necessarily increasing foot traffic.

- Factors Affecting ATV:

- Product pricing and promotions
- Effectiveness of sales staff in upselling
- Quality and allure of in-store advancements

2. Average Selling Price (ASP)

- Definition: ASP measures the average price at which each unit is sold. It is calculated by dividing the total sales by the quantity of products sold.

- Formula:

ASP=Quantity Sold / Total Sales

- Impact on Store Performance:

- Higher ASP shows a pattern toward selling more extravagant things, which can further develop overall revenues.

- Helps in distinguishing the most and least beneficial items.

- Factors Affecting ASP:

- Product mix and pricing strategy

- Seasonal trends and new product launches

- Customer preferences and purchasing power

3. Units Per Transaction (UPT)

- Definition: UPT measures the average number of items sold per transaction. It is calculated by dividing the total quantity of items sold by the number of transactions.

- Formula:

UPT=Number of Transactions / Quantity Sold

- Impact on Store Performance:

- Higher UPT indicates that customers are buying more items per visit, which can increase overall sales volume.

- Effective for assessing the success of merchandising and bundling strategies.

- Factors Affecting UPT:

- Product variety and availability

- In-store promotions and discounts

- Sales staff effectiveness in suggesting additional items

4. Conversion Rate

- Definition: Change rate estimates the level of store guests who make a buy. It is determined by separating the quantity of exchanges by the complete footfall, increased by 100.

- Formula:

$$\text{Conversion Rate} = (\text{Footfall} / \text{Total Transactions}) \times 100$$

- Impact on Store Performance:

- Higher change rates demonstrate a more powerful store format, better client support, and alluring item contributions.

- Fundamental for figuring out the adequacy of promoting and in-store insight.

- Factors Affecting Conversion Rate:

- Store layout and merchandising

- Quality of customer service

- Attractiveness of product assortment and promotions

Factors Affecting KPIs

1. Foot Traffic

- Influence: Higher people walking through builds the potential for additional exchanges, influencing deals volume, ATV, and transformation rates.

- Impacting Elements: Area, promoting efforts, store occasions, and occasional patterns..

2. Product Availability

- Influence: Guaranteeing that well known things are available can further develop deals, UPT, and consumer loyalty.

- Impacting Elements: Stock administration, production network proficiency, and request anticipating.

3. Staff Performance

- Influence: Thoroughly prepared and inspired staff can upgrade client support, further develop deals procedures, and emphatically impact KPIs like change rate and ATV.

- Impacting Variables: Preparing programs, impetus designs, and the board rehearses.

4. Store Layout and Merchandising

- Influence: A very much planned store design can upgrade the shopping experience, empowering more buys and further developing KPIs, for example, UPT and transformation rate.
- Affecting Elements: Store plan, item arrangement, and visual promoting procedures.

5. Customer Service Quality

- Influence: Top notch client care can prompt higher consumer loyalty, rehash visits, and further developed change rates.
- Impacting Variables: Staff preparing, client input components, and administration norms.

6. Market Conditions

- Influence: Monetary circumstances, buyer certainty, and market patterns can influence purchaser conduct and spending, affecting all KPIs.
- Affecting Elements: Financial pointers, cutthroat scene, and occasional varieties.

BIBLIOGRAPHY

Books

1. Author, A. A. (Year of Publication). *Title of work: Capital letter also for subtitle*. Publisher.
- Example: Kotler, P., & Keller, K. L. (2016). *Marketing management*. Pearson.
2. Author, B. B. (Year of Publication). *Title of work*. Publisher.
- Example: Levy, M., & Weitz, B. A. (2018). *Retailing management*. McGraw-Hill Education.

Articles

1. https://www.researchgate.net/publication/378029064_Exploring_Consumer_Perceptions_A_Comparative_Analysis_of_Pantaloon_and_Zudio_in_Ahmedabad's_Retail_Landscape#:~:text=Pa%20ntaloon%20strategically%20caters%20to%20the,by%20offering%20budget%2Dfriendly%20pr%20ducts.
2. <https://journals.indexcopernicus.com/api/file/viewByFileId/1957039>
3. <https://www.scribd.com/document/563065141/Project-Sample-on-Pantaloon-and-Zudio>
4. <https://www.slideshare.net/slideshow/case-study-on-tata-clothing-brand-zudio-in-detail/267394014>
5. <https://www.studocu.com/in/document/future-institute-of-engineering-and-management/management/a-swat-analysis-of-pantaloon/43609155>
6. <https://www.jetir.org/papers/JETIR2201442.pdf>

Websites

1. **Zudio**
 - Official Website: Zudio by Trent
 - Social Media: Look for Zudio on platforms like Instagram, Facebook, and Twitter for updates, promotions, and other content.

Additional Sources

- **Retail News Websites:** Websites like Economic Times Retail, Business Standard Retail, and Retail4Growth often feature articles and updates about Zudio and Pantaloon.
- **Fashion Blogs:** Various fashion blogs and influencer websites often review and discuss the latest trends and collections from these brands.
- **E-commerce Platforms:** Websites like Amazon, Flipkart, and Myntra may also provide product descriptions and reviews for items sold by Zudio and Pantaloon.

Zudio:

1. [Textile Value Chain - Zudio](#)
2. [India Retailing - Zudio](#)

