

**ANALYSIS OF RETAIL INDUSTRY (SHOE STORES AND
DEPARTMENTAL STORES) OF TWIN CITY (ISB/RWP)**



OVAIS AHMED
01-120051-024

ZIA UR REHMAN
01-120051-003

A project submitted in partial fulfilment of the requirement for the degree of
MBA

Department of management sciences
Bahria Institute of Management and Computer Sciences

**Bahria University Islamabad
Spring 2007**

Bahria Institute of management & Computer Sciences
Department of Management Sciences

ABSTRACT

It is a study of retail industry in Pakistan. The basic purpose of this project is to get the knowledge of current situation of retail industry in Pakistan and how it could be improved by improving customer service and especially by the role of technology in this industry. As retail industry of Pakistan is very vast so we have chosen two main sectors of retailers in Islamabad/Rawalpindi area which are Shoe Retailers and Consumer goods retailers. The organizations that we have picked up from these retail sectors are the major players of retail business in Pakistan. These organizations are as follows:

1. D.Watson
2. Suda sulf
3. 7th Avenue
4. Euro-Mart
5. Harolds
6. Servis Shoes
7. Metro Shoes
8. Amin Boot House (ABH)

This project covers all the information of the above mentioned organizations and also clear the aspects of the way they deal customers. It also covers that how and what type of technological tools these organizations are using to make the retail business fast.

Table of Contents

1. INTRODUCTION	3
1.1. BROAD PROBLEM AREA/BACKGROUND.....	4
1.2. PROBLEM STATEMENT.....	5
1.3. OBJECTIVE OF STUDY.....	6
1.4. RESEARCH METHADODOGY.....	6
a) TYPE OF STUDY.....	6
b) Type of Data.....	7
c) PROCEDURE.....	7
d) TARGET INDUSTRY.....	7
e) POPULATION/SAMPLE.....	8
f) INSTRUMENT AND MEASURES.....	8
1.5. SCOPE AND LIMITAIONS.....	9
2. RETAIL INDUSTRY	12
AN OVERVIEW	12
2.1. WHAT IS RETAIL INDUSTRY?.....	13
2.2. SIGNIFICANCE OF RETAIL INDUSTRY.....	14
2.3. HISTORICAL DEVELOPMENT OF MARKETS.....	16
2.4. Drivers of change in retailing.....	17
2.5. CHARACTERISTICS OF RETAILING.....	19
2.6. TYPE OF RETAILERS AND CATEGORIES.....	19
2.6.1. Market:.....	19
2.6.2. Shop and stores:.....	19
2.6.3. Virtual retail:.....	20
2.7. FUNCTIONS OF RETAILING.....	20
2.7.1. Sorting.....	20
2.7.2. Breaking bulk.....	21
2.7.3. Holding stock.....	21
2.7.4. Additional services.....	21
2.7.5. Channel of communications.....	21
2.7.6 Transport and advertising function.....	22
2.8. STRATEGIC ISSUES FACED BY RETAILERS IN PAKISTANI INDUSTRY.....	22
2.8.1. Location:.....	22
2.8.2. Retail positioning:.....	22
2.8.3. Atmospheric:.....	23
2.8.4. Store image:.....	23
2.9. RETAIL CONCEPT, CONCEPT OF RETAIL CHAIN AND FRANCHISING AND ITS ADVANTAGES AND DISADVANTAGES.....	23
2.9.1. Retail concept:.....	23
2.9.2. Concept of Retail Chain in Pakistan:.....	24
2.9.3. Advantages of Retail chain:.....	25
2.9.4. Disadvantages of Retail chain:.....	25
2.9.5. Franchising:.....	26

2.9.6. Types of Franchise system:	26
2.9.7. Advantages of Franchising:	27
2.9.8. Disadvantages of Franchising:	27
2.10. THE SCOPE OF RETAILING ON ECONOMY.....	28
2.11. WHY PAKISTAN IS LACKING BEHIND.....	29
2.12. ROLE OF GOVERNMENT.....	30
3. ORGANIZATIONAL OVERVIEW	32
3.1. D.Watson.....	33
3.2. Sauda Sulf :.....	35
3.3. 7 th Avenue:.....	37
3.4. Euro Mart :.....	39
3.5. Harold's :.....	40
3.6. Metro Shoes:.....	42
3.7. Ameen Boot House (ABH) :.....	44
3.8. Servis Shoes:	45
4. TECHNOLOGY IN RETAIL INDUSTRY OF PAKISTAN	48
4.1. ROLE OF TECHNOLOGY IN RETAIL INDUSTRY.....	49
4.2. USE OF WEBSITES.....	49
4.3. IMPORTANCE OF ERP.....	50
4.3.1. D.Watson.....	50
4.3.2. Sauda Sulf :.....	51
4.3.3. 7 th Avenue :.....	52
4.3.4. Euro Mart:.....	52
4.3.5. Harold's :.....	53
4.3.6. Metro Shoes:.....	53
4.3.7. Ameen Boot House (ABH):.....	54
4.3.8. Service Shoes:.....	54
5. CUSTOMER SATISFACTION IN RETAIL INDUSTRY OF PAKISTAN	56
5.1. THE CONCEPT OF CUSTOMER SATISFACTION.....	57
5.2. RETAIL CONSUMERS AND THEIR BUYING BEHAVIOR.....	57
5.3. CHARACTERISTICS OF PAKISTANI CONSUMERS	58
6. ANALYSIS OF DATA ON THE BASIS OF CUSTOMER SATISFACTION AND TECHNOLOGY	59
6.1. QUESTION ANALYSIS.....	60
6.2. TECHNOLOGY BASED ANALYSIS.....	68
7. PROBLEMS & RECOMMENDATIONS	72
7.1. Problem.....	73
7.2. RECOMMENDATIONS.....	75
BIBLIOGRAPHY	79