

CHAPTER-1

INTRODUCTION

Introduction

Today, India is the second fastest growing economy of the world after China. Indian economy is expected to grow larger than that of Great Britain by the year 2022, Japan by 2032 and become the second largest economy of the world after China by 2050. Understandably Indian market has become the most lucrative market for retail investment in the world.

Retailing is reinforcing its position as one of the pillars of the economy and accounts for 35% of GDP. The generic growth of organised retail sector is being driven by changing lifestyles, strong surge in income, rapid urbanisation, increase in number of working women, large number of young working population etc.

According to India Retail Report 2008-09, the organised retail sector accounted for USD 15.6 billion business at current prices in the year 2007 increasing its share to 5.9% of the total Indian retail value that stands at USD 332 billion. Indian retail industry is poised to grow from USD 332 billion in 2006-07 to USD 590 billion in 2011-12.

With organized retail setting foot in India, a number of retail format have grown in last few decades. These are the chain of hyper and supermarkets along with departmental and Specialty stores.

All these format work on one principle that is providing convenience to the customer and making shopping an experience. Retailers try to provide facilities like air conditioned environment to vast range of products under one roof and even that with lots of offer and schemes their customers.

With all the attributes of any retail store Point of Purchase or Point of Sale is very important. All is well that ends well and if it does not it ruins everything.

So the Point of Sale and the bill time of the store determine the satisfaction level of customer.

Retail Formats in India and their Cash counters

Hypermarket

A hypermarket is a superstore which combines a supermarket and a department store. The result is a very large retail facility which carries an enormous range of products under one roof, including full lines of groceries and general merchandise. They stock fewer SKU than supercenters ranging from groceries, hardware and sports equipment to furniture and appliances to computers and electronics. In the case of the hypermarket format a considerable part of the goods is delivered directly to the stores from the suppliers bypassing the distribution centre. In theory, hypermarkets allow customers to satisfy all their routine weekly shopping needs in one trip.

Hypermarkets were created in France after World War 2. By building large stores on the outskirts of metropolitan areas, French retailers could attract customers and not violate strict land-use laws. They have spread throughout Europe and become popular in some South American countries such as Argentina and Brazil.

In India Hypermarkets like Big Bazaar, Hyper city, Spencer's Retail have created a niche for themselves by making people buy from them in bulk even at the cost of travelling far to reach them. But they promise to provide them quality products at much cheaper price from their nearby kirana stores.

Supermarket

A supermarket, a form of grocery store, is a self-service store offering a wide variety of food and household merchandise, organized into departments. It is larger in size and has a wider selection than a traditional grocery store and it is smaller than a hypermarket or superstore. The supermarket typically comprises meat, fresh produce, dairy, and baked goods departments along with shelf space reserved for canned and packaged goods as well as for various nonfood items such as household cleaners, pharmacy products, and pet supplies. Most supermarkets also sell a

variety of other household products that are consumed regularly; household cleaning products, medicine, clothes, and some sell a much wider range of nonfood products.

Supermarkets usually offer products at low prices by reducing their economic margins. Certain products (typically staple foods such as bread, milk and sugar) are occasionally sold as loss leaders, that is, with negative profit margins. To maintain a profit, supermarkets attempt to make up for the lower margins by a higher overall volume of sales, and with the sale of higher-margin items. Customers usually shop by placing their selected merchandise into shopping carts (trolleys) or baskets (self-service) and pay for the merchandise at the check-out. For example Reliance Super, Food Bazaar, Spencer's super

Departmental Store

A department store is a retail establishment which specializes in satisfying a wide range of the consumer's personal and residential durable goods product needs; and at the same time offering the consumer a choice multiple merchandise lines, at variable price points, in all product categories. Department stores usually sell products including apparel, furniture, home appliances, electronics, and additionally select other lines of products such as paint, hardware, toiletries, cosmetics, photographic equipment, jewellery, toys, and sporting goods. For example Pantaloons, Jumbo Electronics, E Zone etc.

Kirana Store

A kirana store is a retail store popularly known as Mom & Pop store; they are conveniently located in near people's house. They offer limited assortments and variety and they charge higher price than supermarkets and other formats.

Cash Counter

Big Bazaar (Hyper market)

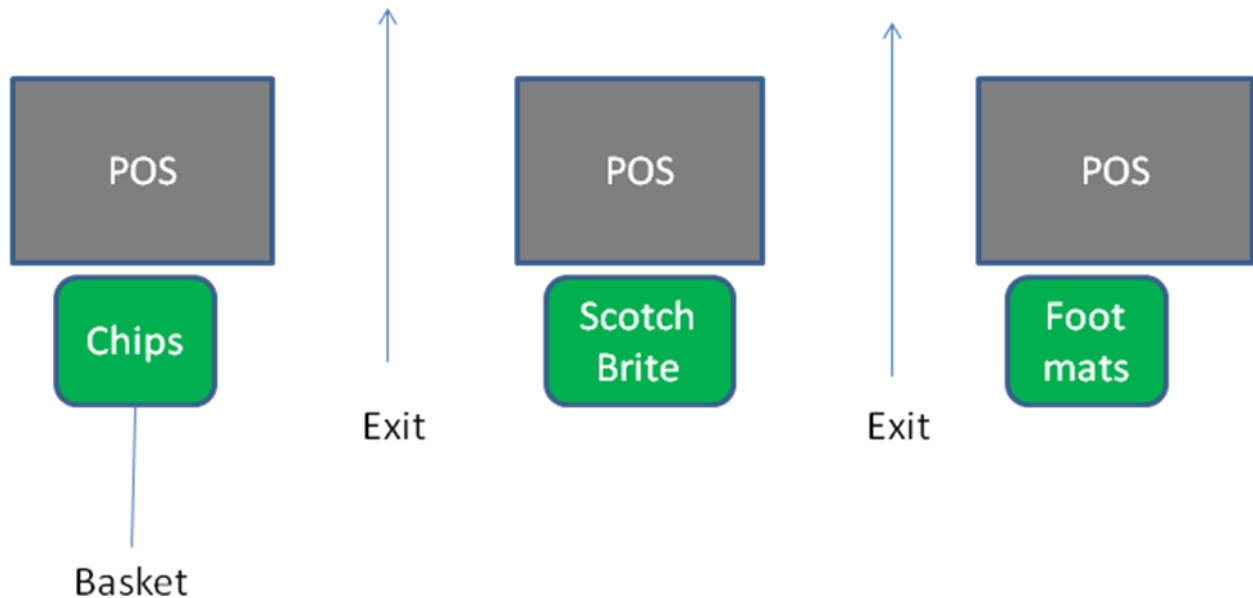


Fig. 1.1-Cash Counter of Hyper Market (Big Bazaar)

As we already know that hypermarket is meant to provide almost everything a customer want under one roof, which means they are expected to cater to huge rush and bulk buying in their stores. Cash counter in these types of stores are like Toll Booths on highways so that customer can easily take their trolley easily outside the store and not making hassle here and there inside the store to get their items checkout. Fast billing is a must to clear the customer purchase as they are in bulk quantity. As people are expected to spend few moments at the cash counter Big Bazaar has placed one basket in front of each cash counter to cash in those few minutes to increase their average bill size.

Reliance Super (Supermarket)

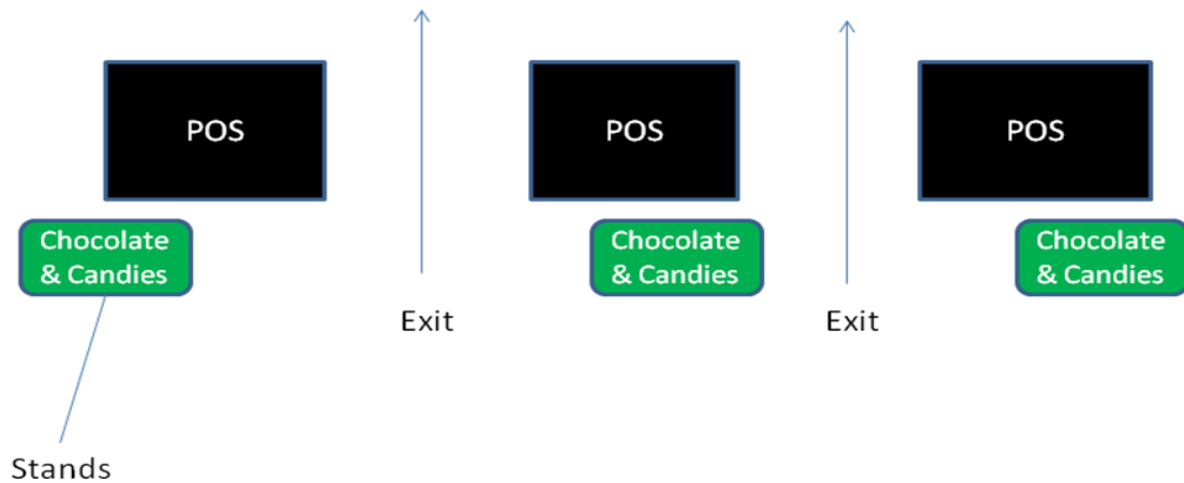


Fig. 1.2-Cash Counter of Super Market (Reliance Super)

Reliance super has also developed their cash counter similar to Big bazaar's cash counter, as they are also expected to cater customers with bulk buying from their food and non food section for their monthly use.

They have tried to separate those customers with one or few items from those buying in bulk, which has helped them in not losing customers and saving them from bad word of mouth.

Pantaloons (Departmental Store)

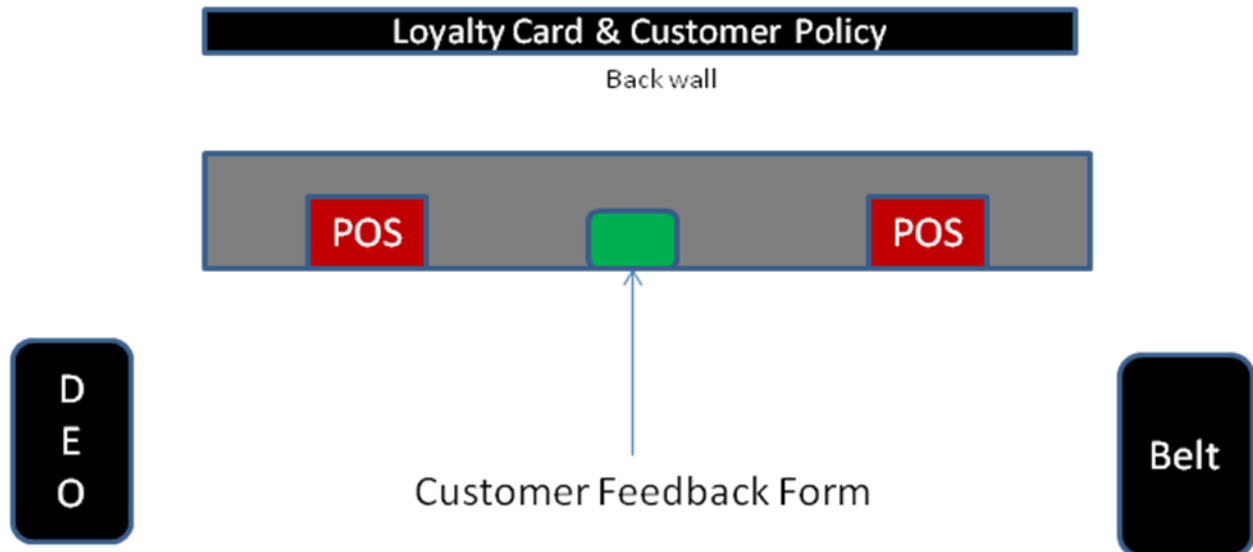


Fig.1.3-Cash Counter of Departmental Store (Pantaloons)

Pantaloons is a departmental store for fashion clothing, they have earned a good loyal customer base by providing fashionable clothes at an affordable price. Cash counter of Pantaloons relate to its store image. They have use their cash counter to communicate about their Loyalty programme and Customer policy, which are placed on the back wall of the cash counter. They have also placed customer feedback form at the cash counter to increase their database.

The two black boxes in the image are two shelves placed near the cash counter, with one having Deodorants and other having belts on them in hanging posture.

Kirana Store

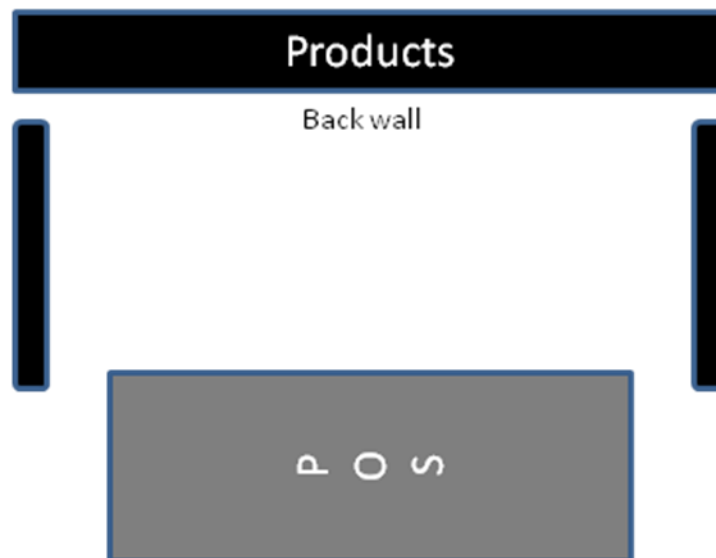


Fig. 1.4-Cash Counter of Kirana store

A kirana store Cash counter acts as a barrier between store interiors and exterior, which makes all the products inside the store inaccessible to the customers. Therefore person at the cash counter is expected to provide the demanded merchandise to the customers and also do the billing.

This type of Cash counter leads to lot of problems to the customer and to the shop owner also, as dependency on other person to pick products leads to increase in time for purchasing the products but also sometimes lead to loss of few Impulse purchases that would have taken place.

OBJECTIVE OF THE STUDY

- To analyze the current design of Point of Purchase at various retail stores.
- To find out customer behavior at cash counters and placement of merchandise at cash counters with the help of primary research.
- To improve the productivity and profitability of rest of the components of Point of Sale system with help of secondary research.

CHAPTER-2
LITERATURE
REVIEW

Point of Sale System

Point of Sale System is basically considered as the Cash counter where customers finally pay for the products and move out. The objective of Point of Sale System is not to amuse customers as they stand in a queue at checkouts, the objective is to get them buying products that they may not have otherwise considered.

As we probably know, to get a new customer, we need to invest money in marketing. This means that we have an acquisition cost for each new customer. The acquisition cost is determined by how much our marketing costs divided by how many customers it brings into our store. Once we have calculated this figure we can then work out how many times each customer needs to purchase from us before they become profitable. In the average business this will mean selling to them 2.5 times before we begin to make a profit.

Point of Sale System then is the tool that we use to increase our average Rupee sale. If our customers buy the bare minimum from us, we'll actually be losing money each time we acquire a new customer. By using a well thought out Point of Sale System, we can increase the amount of money that each customer spends with us, thus turning them into, a profitable customer.

Point of Sale system is one of the main integral part of the store that helps in branding of the store, that each store of a Company should be similar to each other so that it can help in creating a same atmosphere for a customer visiting store in some other place, which helps in bringing reliability about the quality of products in the mind of customers.

Components of Point of Sale System

There are a number of key elements which combined, go to making up a successful Point of Sale System.

Cash Counter

Common POS systems include a computer, receipt printer, lockable cash drawer, a scanner to read the bar code, a magnetic swipe reader. Then there is the POS software. Cash counter systems these days have come a long way from the early ones and do much more work. In fact they now do so much more that the cash counter element has now become just one more module in amongst many others, but it is none the less an important part of each business.

Shelf Talkers

These are not little people who stand on our shelves telling people how good our products are. These are the signs that we place on shelves that list the benefits, and key features of each product. Shelf talkers need to be used sparingly or people will start to ignore them. We should only place them under any products that are new in our store that are on sale or those that we're desperately trying to shift.

Now shelf talkers can be as simple as a sign saying 'was Rs.2995, now only Rs.1295!!!'

Posters

Posters form the backbone of any Point of Sale System. They can be placed throughout the store, or at our counter, so people see them as they shop and are encouraged to take action. They're also a great way to draw attention to any flyers or catalogues that we have on our counters.

Promotional Cards

These are basically loyalty cards which are provided by the stores to the customers to prompt them to visit their stores again. VIP card or a bonus card where each time they make a purchase, they get credited with bonus points.

Product Bins

Product bin is not garbage where we throw slow moving stock. We definitely place slow moving stock in them, but not for the purpose of throwing them but to make optimum use of space available to us in store and place other rewarding merchandise in prominent places. Product bins are the tables, or bins that we fill with any items that we're trying to sell off cheap.

For example an apparel store want to get rid of old round neck t-shirt, which didn't perform well and sending them back will incur more cost thus they are put in product bins making space for other products.

Video Catalogues

There are new way of promoting products and schemes and thus we can't limit our self to stationary signage and displays when putting together our Point of Sale system. There are many other opportunities that we can look at that will give system the edge. Among those is Video displays or 'Video Catalogues'.

The way this works is quite simple. We place a TV and video, near the products we're trying to promote, or near the store counter. We then run a promotional tape on a continuous cycle. By that I mean that the video keeps playing over and over. On many new video machines, this can be as simple as setting repeat on the TV itself.

Audio Tapes

Audio recordings are one of the options when video catalogue is not appropriate to make. These audio recordings can be used to play through store's Music system so people can listen to them while they shop.

These tapes can be made up to promote any special offers that are currently running, or to talk about any new products or services we offer.

Tips Flyers

A flyer with some fashion tips for the current season, suggesting different colors and dresses to the people, to wear on different occasion to make them look better. It comes in the form of getting people to buy more products, and embark on projects they might otherwise not have considered.

Catalogues & Brochures

A Catalogue and brochure is a medium of communication which helps in reducing communication gap about the company and its product offering to the prospective customers. They help in making customer aware about the Store's product range. A catalogue is a bound booklet or book that contains a complete list of items that store is selling and on what price. While a brochure is a pamphlet has more information about a product, event or services that a company offers then a catalogue has.

Newsletter

Just as catalogues and brochures should be included in POS system, so should newsletters. Well catalogue explain full range of products and services, and our brochures have the benefit of letting customers know what's on sale, having customers browse through newsletter has many worthwhile benefits for business. Newsletter is chance to showcase expertise, and has the advantage of letting people know of any upcoming events.

CHAPTER-3

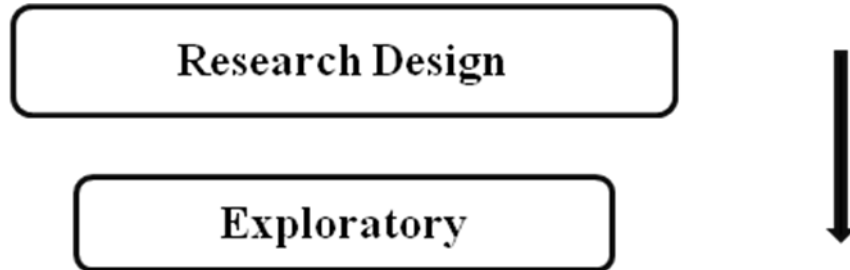
RESEARCH

METHODOLOGY

For Part 1

RESEARCH DESIGN

A research design is a frame work or blue print for conducting marketing research project. It details the procedures necessary for obtaining information needed to structure marketing research problems. A research design specifies the nuts and bolts of implementing any approach towards the project.

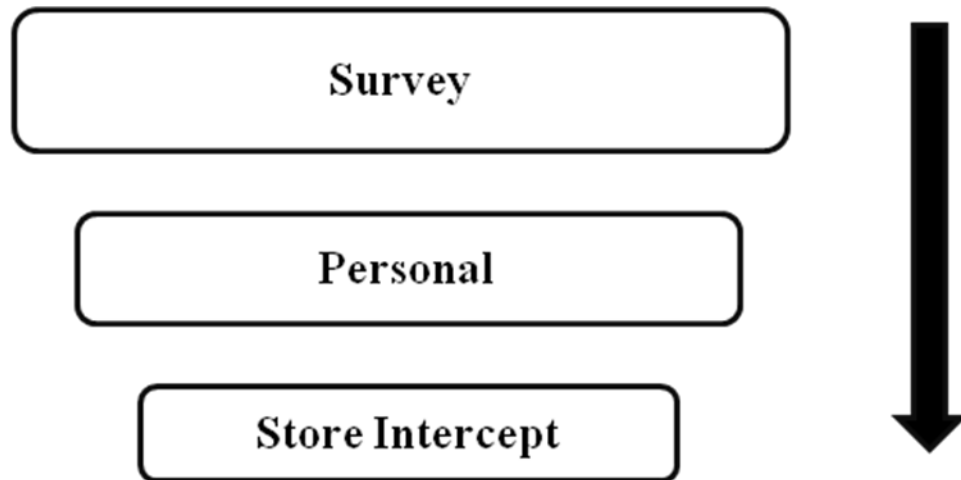


Exploratory research

Exploratory research is a type of research conducted because a problem has not been clearly defined. Exploratory research provides insights into and comprehension of an issue or situation. It helps determine the research design, data collection method and selection of subjects. As the name suggests, exploratory research allows the marketer to gain a greater understanding of something that she/he doesn't know enough about.

SURVEY TECHNIQUE

As the research data is primary and the design is descriptive we have taken quantitative data through survey.



Survey method

Personal

Personal method of survey involves personal interviews of the respondents by asking them questions face to face and noting down their responses simultaneously.

Used for project

I came up with personal method of survey, by interviewing in-store customers at retail stores the respondents were interviewed face to face through the questionnaire.

SAMPLING

The objective of most marketing research project is to obtain information about the characteristics or parameters of a population.

Population

A population is an aggregate of all the elements that share some common set of characteristic and that comprise the marketing research problem

Sample

A sample is the subgroup of population selected for participation in the study. Sample characteristics called statistics are then used to make inferences about population parameter.

Sample design

The target population of the study included the customers visiting the retail Stores. Non Probability sampling technique was used and convenience sampling was done to carry out survey.

Time

Three places were visited on three different Sundays.

Pitampura - 15th Apr., 2012

Lajpat Nagar - 22nd Apr. 2012

Shahdara - 29th Apr. 2012

Sample size

Sample size refers to the number of elements to be included in the study. Determining the sample size is complex and depends upon the nature of research

In this research project **sample size of 150 customers** was taken which were equally divided into three areas i.e. 50 each. These customers were selected randomly inside the retail stores.

SCOPE OF THE PROJECT

Scope of the project was limited to three areas of Delhi region.

Pitampura – A class catchment

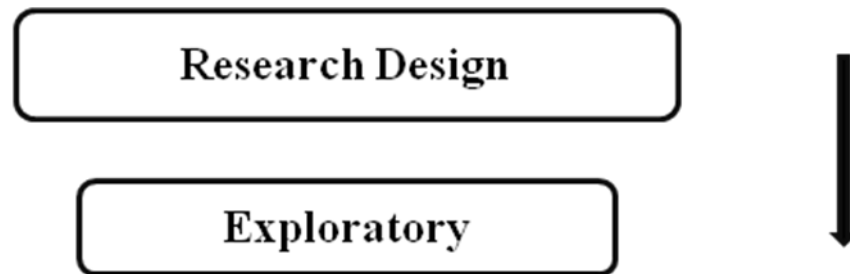
Lajpat Nagar- B class catchment

Shahdara- C class catchment

For Part 2

RESEARCH DESIGN

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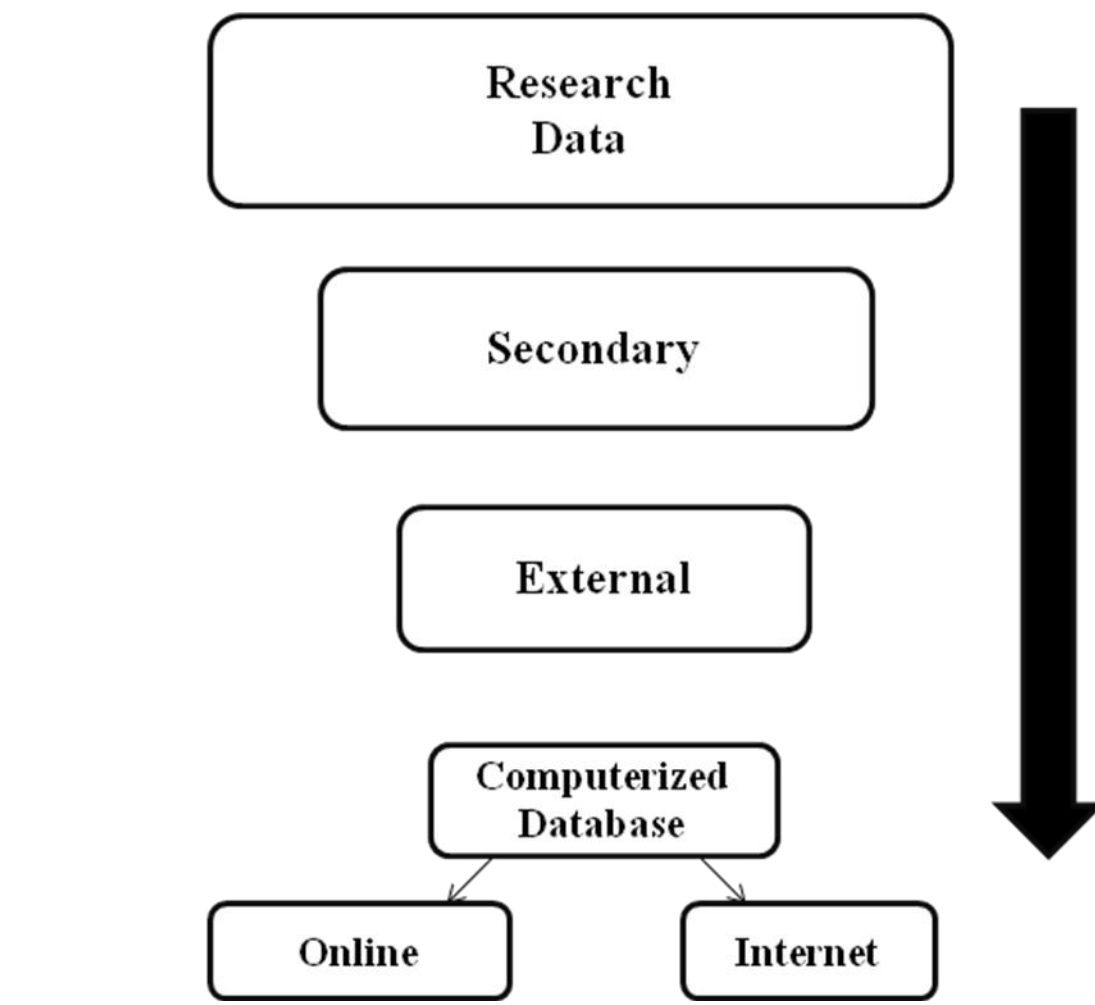
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RESEARCH DATA AND TOOLS FOR DATA COLLECTION

Research Data

In simple words data is collection of facts from which conclusion can be drawn. In other words data means group of information that represents qualitative or quantitative attributes of a variable



Secondary data

Secondary data are those data which have already been collected for purpose other than the problem at hand. These data can be located quickly and inexpensively.

External data

External data are those data which are generated by sources outside the organization. These data may exist in the form of published material, computerized database or information made available by syndicated service data.

Computerized databases

Computerized databases consist of information that has been made available in computer readable form for electronic distribution.

Online databases

They consist of central data bank which is accessed with a computer via telecommunication network.

Internet databases

They can be accessed, searched and analyzed on the internet. It is also possible to download data from the internet and store them in the computer.

CHAPTER-4

CASE STUDY

INTRODUCTION TO THE CASE

Statement of problem

The competition in the retail industry is growing day by day because of entry of new players in it. Retail companies are trying different methods to attract more and more customers towards them thus leads to increase in acquisition cost of them and thus expect more spending of money from the customer visiting their store. They want to utilize each and every space available in the store and times spend by customer.

Relevance of problem

As we know Point of Purchase is one of the most important areas regarding store space where new experiments are always being done. Many researches have been done not only in India but also in abroad to make this spot more productive and profitable.

Point of Sale System is the tool that we can use to increase our average Rupee sale. If our customers buy the bare minimum from us, we'll actually be losing money each time we acquire a new customer. By using a well thought out Point of Sale System, we can increase the amount of money that each customer spends with us, thus turning them into, a profitable customer.

Any upcoming retailer has a good opportunity to improve its Point of Purchase so that it can increase its stores profitability and add to the total productivity of the company.

Approach to the Problem

To increase the profitability of the Point of Sale System company place different merchandise at the Cash counter (back wall). A research was carried out to find what could be the consumer response towards placement of merchandise at the Cash counter.

And also an exploratory research with the help of secondary data was carried out on the rest of the components of Point of Sale system of the store to increase the productivity and profitability.

Objective

1. To analyze the current design of Point of Purchase at various retail stores.
2. To find out customer behavior at cash counters and placement of merchandise at cash counters with the help of primary research.
3. To improve the productivity and profitability of rest of the components of Point of Sale system with help of secondary research.

The project how to make Point of Sale system more productive was divided into two parts.

Process flow

Part 1- Carrying out an exploratory research through questionnaire to find out what could be the customers behavior at cash counter and on placement of merchandise at the Cash counter (back wall).

Part 2- Carrying out an exploratory research with the help of secondary data to improve rest of the components of Point of Sale system.

Part 1

Step 1- Preparation of questionnaire at the customers end to find out customer behavior at the cash counter related to placement of merchandise.

Step 2- Selection of the sample size and research area. The scope of questionnaire filling was limited to Delhi as the place has 3 distinct catchments in three different localities.

- a) Pitampura- 'A' class catchment area (demographically affluent).
- b) Lajpat Nagar- 'B' class catchment area (demographically neutral).
- c) Shahdara- 'C' class catchment area (demographically poor).

Step 3- A sample size of 150 customers was taken which was divided equally amongst all these localities.

Step-4- Interpretation of results and suggestion of whether to go for placement of merchandise at the cash counter or not.

Part 2

Step 1- Searching various books, internet and magazines for articles related to Point of Sale system.

Step 2- Collection of relevant information from the selected source of information.

Step 3- Suggesting suitable changes from the findings to improve other components of Point of Sale system.

Testing Hypothesis

A hypothesis was developed to find out that two attributes included in hypothesis are independent of each other or not. To test such kind of hypothesis Chi Square test is the best test to check whether the two attributes included in the hypothesis are independent of each other or not. One more reason to use Chi square test is that it is appropriate for any kind of data.

CHI SQUARE TEST

Chi-square test (also called χ^2 -test) is one of the most widely used probability tests in inferential statistics, e.g. in hypothesis testing

The best-known situations in which the chi-square distribution is used are the common chi-square tests for goodness of fit of an observed distribution to a theoretical one, and of the independence of two criteria of classification of data.

Chi square test allow us to determine whether the two attributes are independent of each other. It is used to test the statistical significance of two variables in cross tabulation. The null hypothesis H_0 remains that there is no association between variables.

Degrees of freedom

A critical factor in using the chi-square test is the “degrees of freedom”, which is essentially the number of independent random variables involved. Degree of freedom is simply the number of observations less the number of constraints needed to calculate a statistical term.

Degree of freedom is equal to product of number of rows less one and number of columns less one.

$$\mathbf{df=(r-1)(c-1).}$$

Pearson chi square significance

The P-value or critical value (here chi square significance) is the probability of observing a test statistic as extreme in a Chi-square distribution. A P-value of 0.05 or less is usually regarded as statistically significant

Critical values for chi-square are found on tables, sorted by degrees of freedom and probability levels. For significance relation between variables $p = 0.05$.

If calculated chi-square significance value is greater than the critical value, we “reject the null hypothesis”.

If chi-square value is less than the critical value, we “fail to reject” the null hypothesis (that is, we accept that the theory is correct).

Hypothesis statement:-

Null Hypothesis: Ho: There is no relation between customer selection of store because of billing time and Increase in billing time due to merchandise placement at cash counter.

Alternate Hypothesis: H1: There is relation between customer selection of store because of billing time and Increase in billing time due to merchandise placement at cash counter.

Testing

**Placement of merchandise at cash counter increase billing time * do you select store
because of bill timing Cross tabulation**

Count		do you select store because of bill timing		Total
		yes	No	
Placement of merch. at cash counter increase bill time	yes	15	8	23
	no	0	7	7
Total		15	15	30

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	9.130 ^a	1	.003		
Continuity Correction ^b	6.708	1	.010		
Likelihood Ratio	11.869	1	.001		
Fisher's Exact Test				.006	.003
Linear-by-Linear Association	8.826	1	.003		
N of Valid Cases ^b	30				

Result

As we can see that chi square significance is .003 (very low) which shows that the two variables are dependent and there is a significant relation between Placement of merchandise at cash counter increase billing time and selection of store by customer due to billing time.

So our null hypothesis is rejected and we accept the alternate hypothesis. This means that there is significant relation between placement of merchandise at cash counter leading to increase in billing time and selection of store by customer due to billing time.

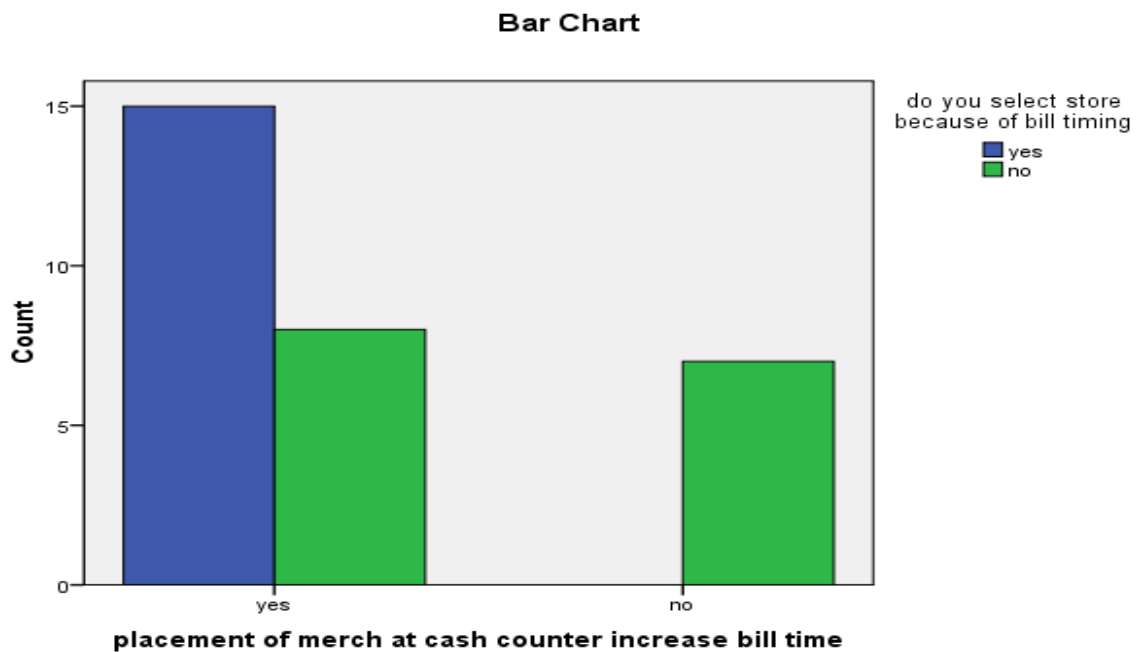


Fig4.1- Bar graph showing relation between placement of merchandise at cash counter and bill time

As the Bar chart shows relation between customer saying placements of merchandise at cash counter leads to increase in bill timing and due to increase in bill timing they can choose other store for shopping. Therefore it is not suitable to place merchandise at the cash counter.

DATA ANALYSIS

Interpretation of Questionnaire

DEMOGRAPHIC ANALYSIS

It was necessary to know about the age, income, occupation and gender in all the different catchments so that few conclusions can be made.

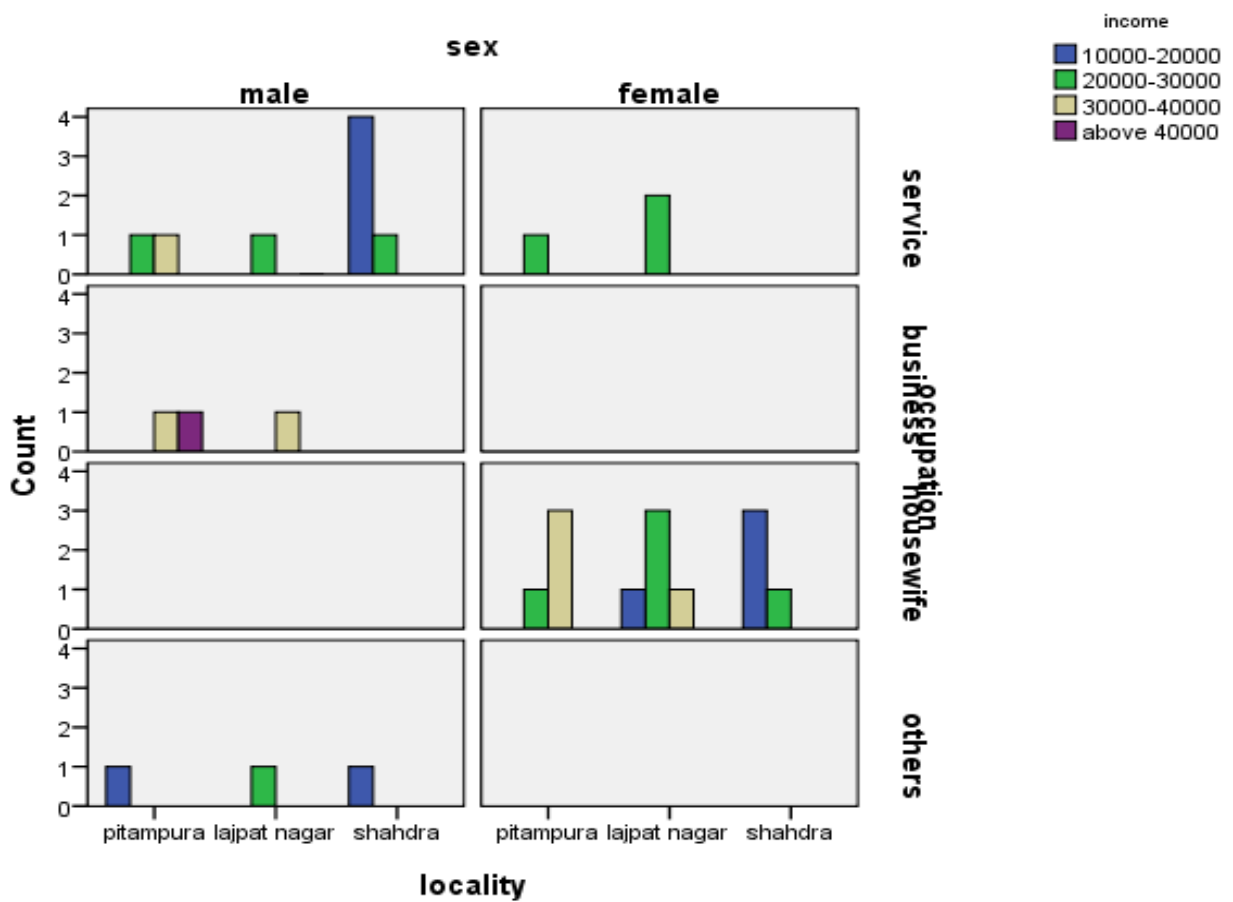


Fig.4.2- Histogram showing the breakup of total customer into gender, income, occupation and locality wise

The above shown histogram is prepared to see the breakup of total customer surveyed into gender, income, occupation and locality wise.

It is clearly evident from the graph that Pitampura is an affluent locality followed by Lajpat Nagar and then Shahdara

Customers basically male, living in Shahdara region are having service as their occupation and monthly income between Rs.10, 000- 20,000 that is lowest among the all three stores. While in case of Pitampura males are mostly businessmen and are having the heaviest monthly income among all men.

Housewives belonging to Pitampura region are quite affluent then other two regions as they don't have any housewife in lowest income slab of this survey. While Lajpat Nagar consist of housewives of mixed income group.

How do you rate present day retail store's Cash Counters?

Under the studied sample, it was observed that 43% of the respondents rated retail store's cash counter as poor and 40% rated it as an average counter. This data clearly reflects the condition of cash counter in surveyed retail store which lacks in basic aesthetic features. Customers were not satisfied with existing cash counter designs. This negative point of Cash counter leads to creation of bad image in the mind of the customer.

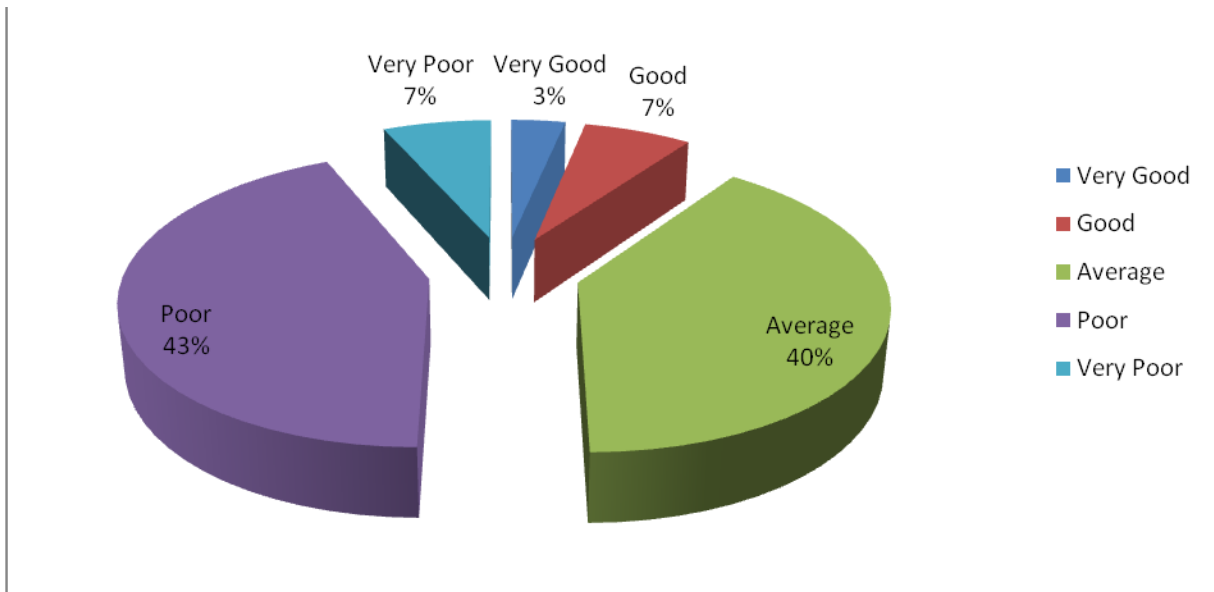


Fig 4.3- Pie chart on Cash counters Rating of present day retail store

How do you rate billing time at present day retail store's Cash Counters?

Under the studied sample, it can be seen that 50% customers have rated billing at retail store as poor and 40% of respondents have rated it as a an average. These responses show that there are few problems at the billing counter that are leading to billing problems which in turn are leading to dissatisfaction of the customers. Responses of the customers give an indication of problem at the cash counters.

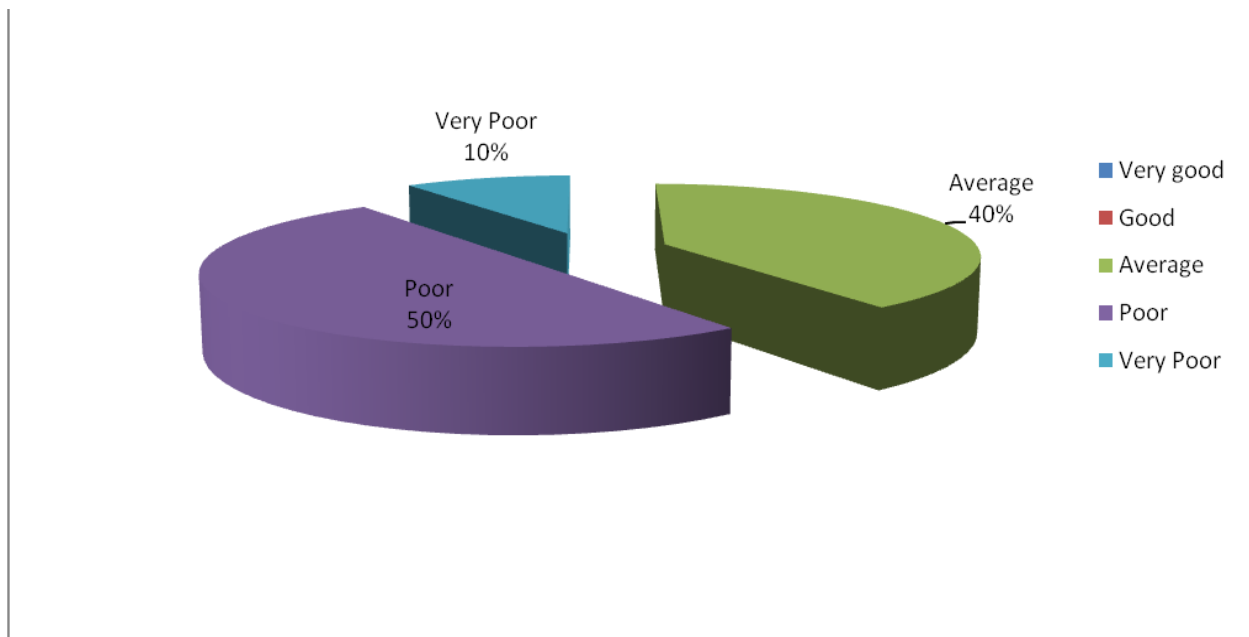


Fig.4.4- Pie chart on billing time rating at present day retail store

How important is billing time in your shopping?

Under the studied sample, 43% of consumer said that billing time is very important and 40% said it is important, which simply shows that billing time plays a pivotal role in their decision making process while selecting any store for shopping. Thus to make these customers loyal customer of a retail store, less billing time will play an important role. And antagonistically it can also lead to loss of these customers if billing time in the store will not be in accordance of their expectation.

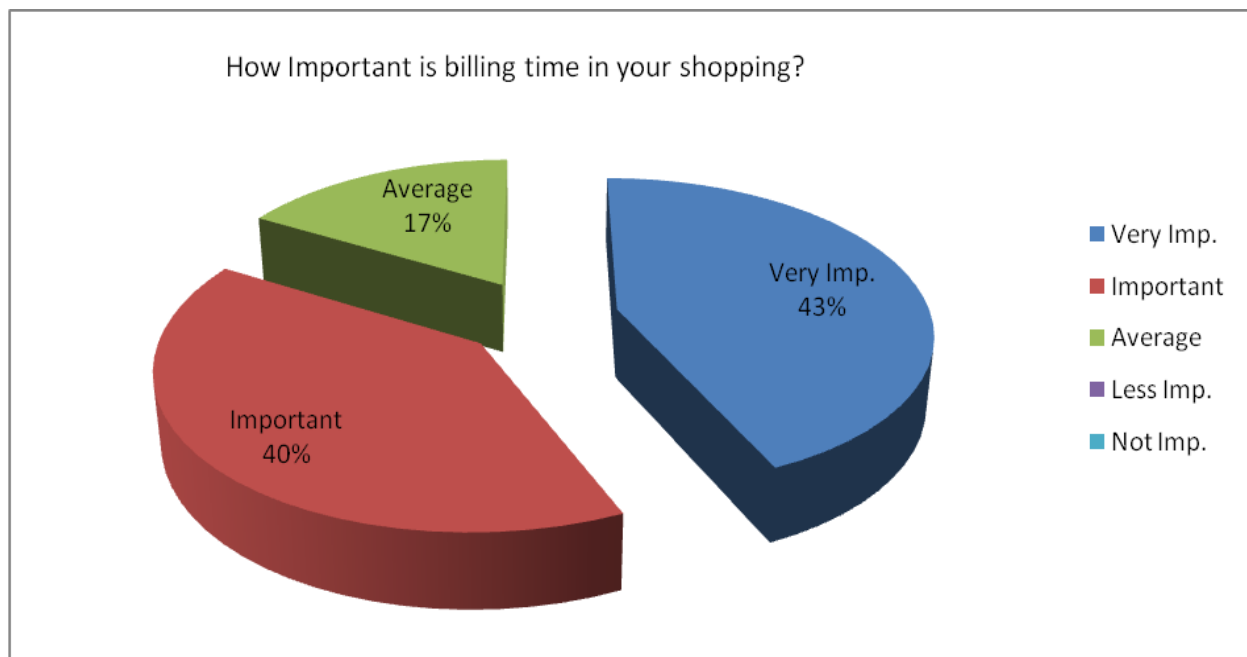


Fig4.5- Pie chart showing importance of billing time in shopping

If billing time increases, do you leave store without buying?

Under the studied sample, 57% of the respondents replied in an affirmative response that they will leave the store without buying anything if they have to wait for long time at the billing counter. These respondents are impatient kind of customers and they never like to wait for anything and if they are supposed to wait they can't. Thus to keep these kind of customers it is utmost to make them never wait. While on the other hand there are respondents who are fine with waiting at cash counter. These types of customers are those who try and pick up items placed near by the cash counter and help in increasing the average bill value.

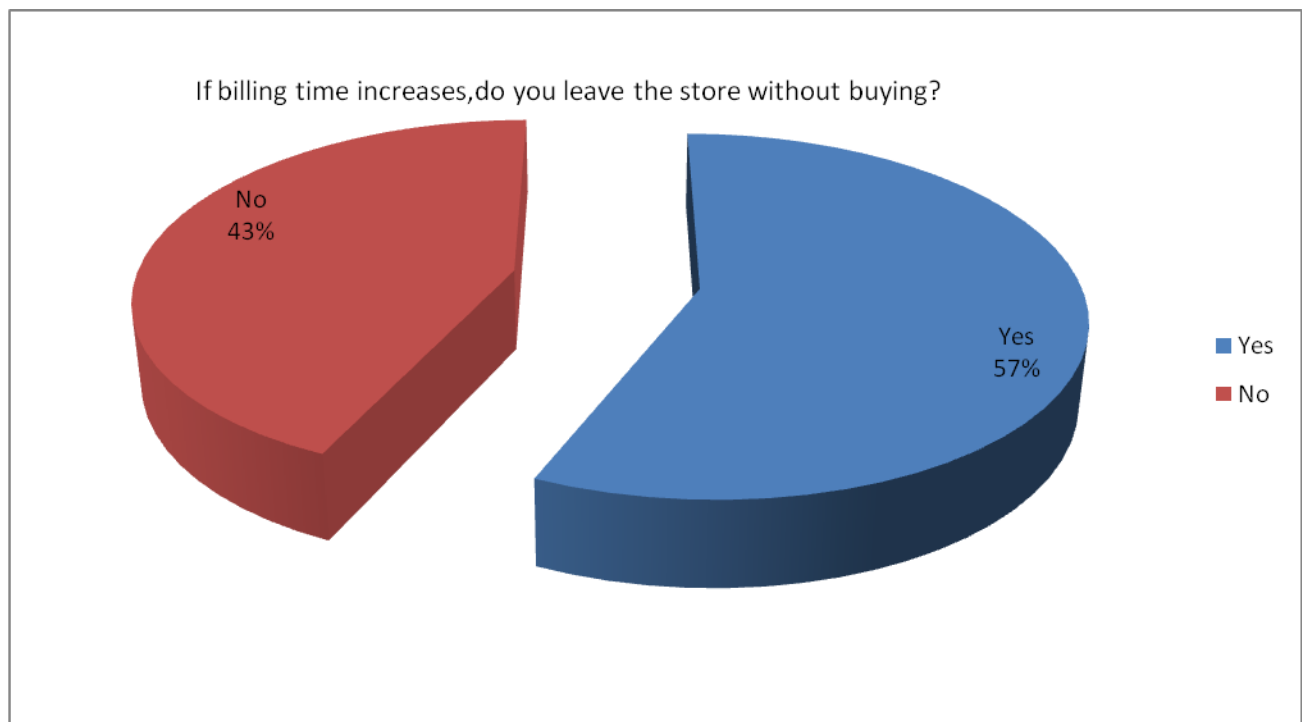


Fig.4.6- pie chart showing relation between billing time and leaving store without buying

Have you ever bought product from the cash counter?

From this questionnaire it was tried out to find out does merchandise placed at the cash counter leads to increase in average bill value of the customer. From the responses it is now clear that it may lead to some profitability as 37% of respondents have said that they had bought products from the cash counter. But it is not clear that how much productive is this. While rest of the respondents doesn't buy products from the cash counter, they are very straight about what they want to buy and in what quantity. They are among those customers who don't like to wait at cash counter.

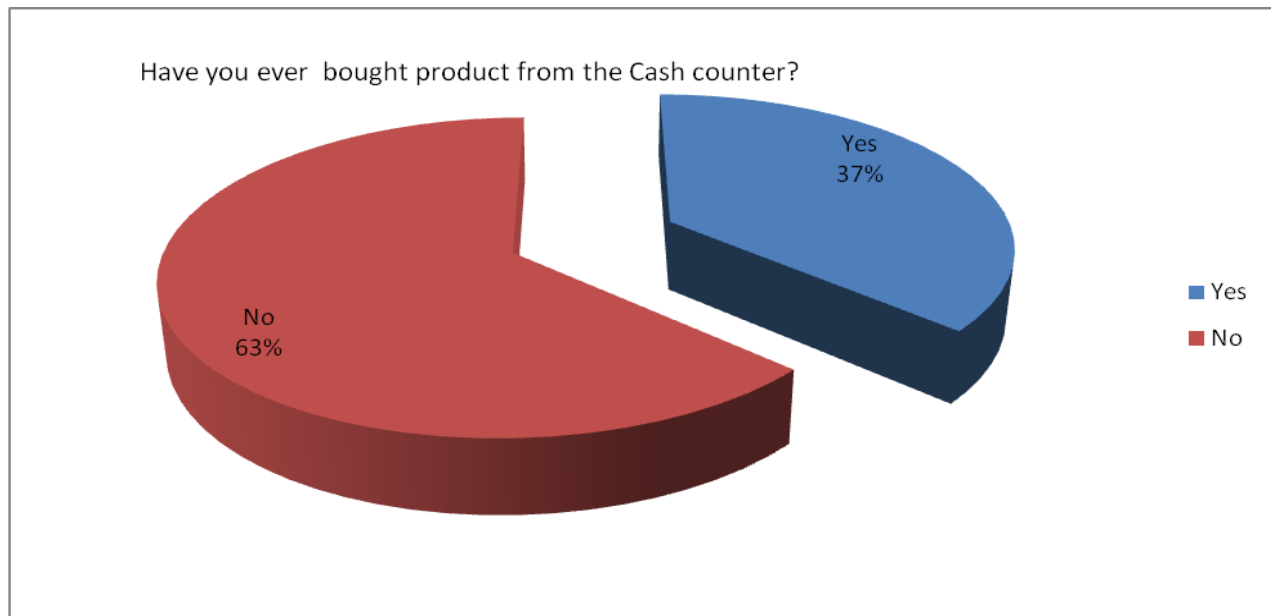


Fig.4.7- Pie chart showing product sale at cash counter

Do you choose a shop where billing takes less time, but has less variety?

Responses from customers are divided into two equal segments, 50% customers say yes that means they will prefer to visit stores which will do fast billing though it has less variety, which shows that these customers are short of time and don't mind to accommodate with less variety of clothes. While the rest half has responded in a negative way meaning they won't compromise with variety they are looking for if it comes at the cost of waiting.

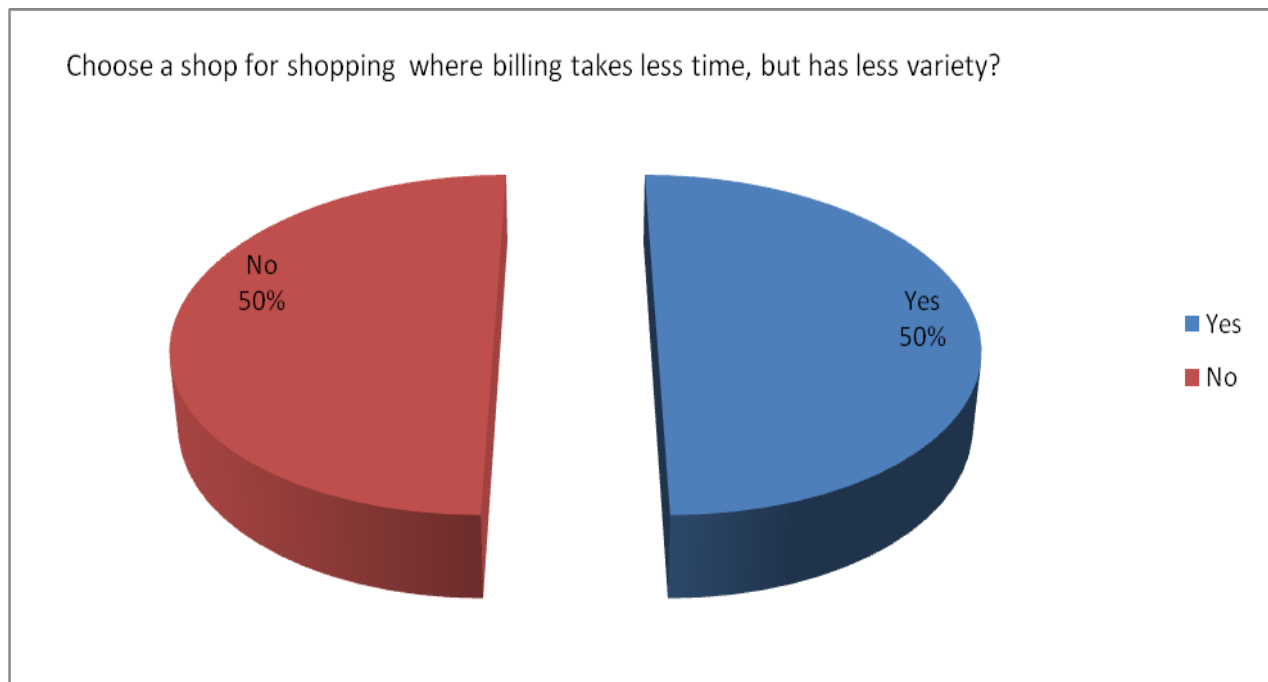


Fig.4.8-Pie chart showing buying behavior at shops with low billing time and low variety

What do you do while waiting for billing?

Under the studied sample, this question was basically asked to know about the customer behavior while waiting for their products' billing done at the cash counter.

From the responses, it can be easily seen that 40% most of the people look at the information at the cash counter thus this place can well used for communication to tempt them for future purchases.

Second largest response went to the option that they browse products placed nearby Cash counter thus providing a chance to increase average bill size of customers.

20 % of the respondents look at various promotional posters inside the store even after standing at the Cash counter which shows that they are those type of customers who are looking for discounts in the stores and can be brought back again in store by communicating all discount schemes to them.

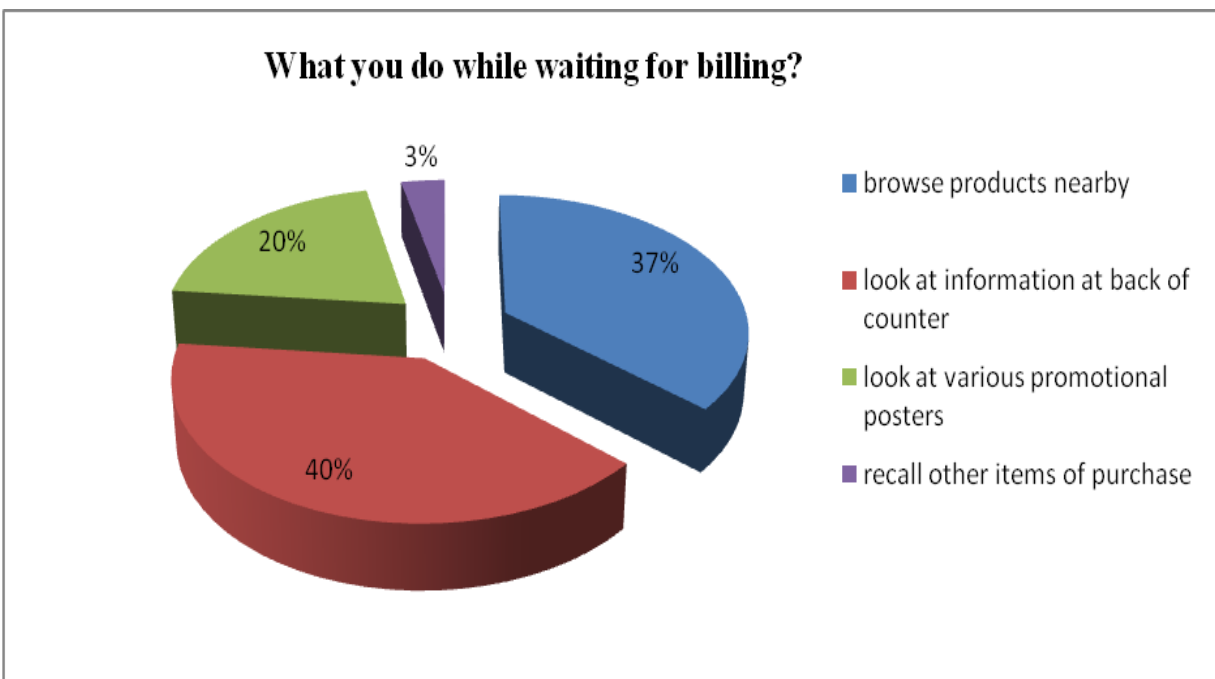


Fig.4.9- Pie chart showing customer behavior while waiting for billing

Products placed at the back wall of cash counter, increase the billing time?

This question was asked to customers to find out that, does products placed behind Cash counter has ever lead to increase in billing time at the counter and the responses from 73% customers said that yes it has lead to increase in billing time at the cash counter.

As to have access to these products customer has to ask cashier to coordinate which in turn divert cashier from its main work of billing. Customers standing in the que can get frustrated because of more time taken in billing of customers.

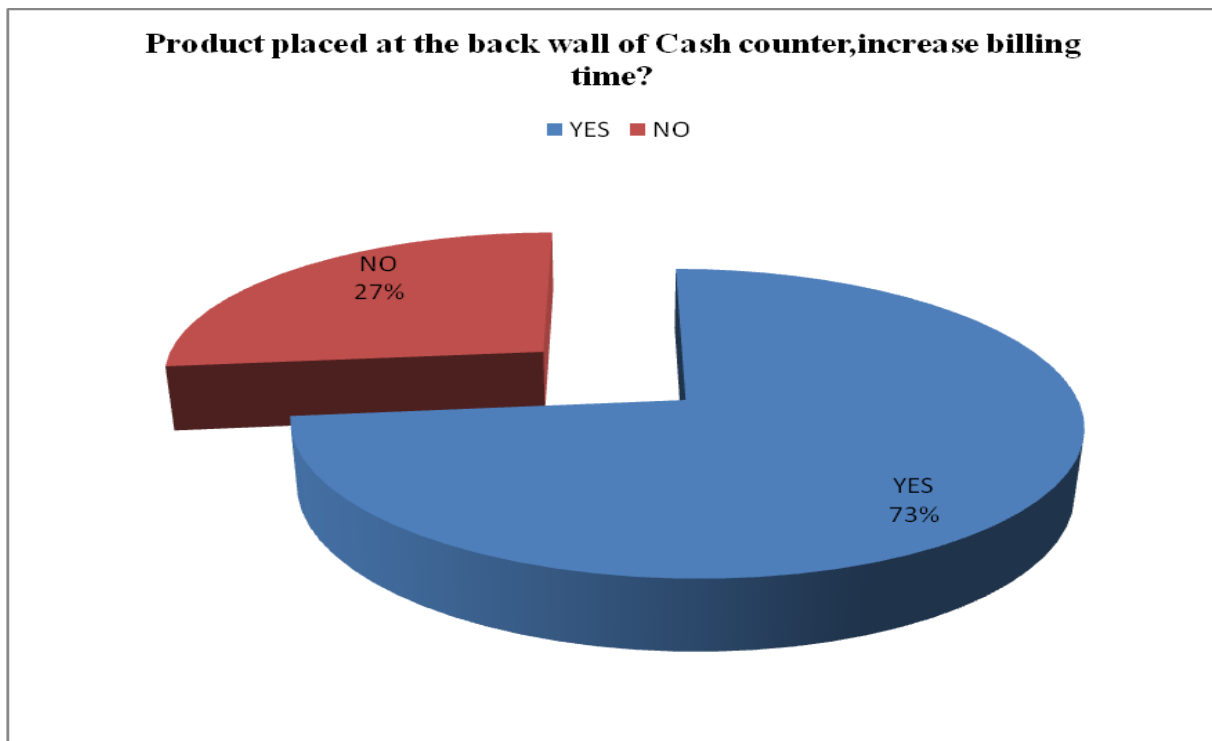


Fig.4.10- Pie chart showing relationship between product placed at cash counter and billing time

Relationship between Income, decision to move out of store in case of increase in billing time and rating a retail store cash counter billing time.

From the data analysis we can observe that Customers have rated cash counter of present day retail store as very poor and also a large number of customer also say that they left the store without buying in case billing time is increased.

Lajpat Nagar store stands out among all other stores in terms being its cash counter rated as very poor and also most of the customers at their stores can leave the stores in case of increase in billing time. One basic problem that Lajpat Nagar stores faces is of frequent break down of its cash counter system.

One more peculiar observation is that most of the customers in higher slab have decided to move out of the stores in case of increase in billing time while a good chunk of customers from lowest income slab have decided not to leave the store in case of billing of other customer takes longer time. It does not meant that these people love to wait but might because of increased spending which will be incurred if they decide to move out of the store and has to visit other place to buy the required products.

Behavior of different Genders and different Income level at Cash Counter while waiting for billing.

First let us observe males, mostly males from Shahdara in lowest income slab while waiting at the cash counter look around the store for promotional schemes. While males from Pitampura and Lajpat Nagar look at the back wall of cash counter to find some relevant information. In Pitampura stores there is information regarding store customer policy while in case of Lajpat Nagar there is nothing written on the back wall to communicate with customer.

But behavior of females is quite different from the males. Surprisingly females from higher income slab in Pitampura were also looking for promotional schemes and others from this income slab looked at the back wall of cash counter to read information written overthere.

As Lajpat Nagar market is mostly famous for female apparels. Most of the customers i.e female here were mostly busy in browsing more and more apparels even when waiting at the cash counter they were browsing apparels placed nearby Cash counter. At Shahdara female customers were also looking for promotional schemes but mostly were browsing the products placed nearby

Analysis from Secondary Data

To improve the productivity and profitability of retail store it is important to improve old components and to include new various components in Point of Purchase system. From my secondary data research it was found that following points should be kept in mind while designing POS system. Incorporating following suggestions will help us in achieving our objective of increasing productivity of a store.

Shelf Talkers

Shelf talkers need to be used sparingly or people will start to ignore them. We should only place them under any products that are new in our store that are on sale or those that we're desperately trying to shift.

Now shelf talkers can be as simple as a sign saying '**was Rs.2995, now only Rs.1295!!!**'

But more commonly they'll list the key benefits of the product in bullet point form. For example:

"I Easy To Clean I Won't Rust I Simple To Use"

Because people will most likely just be glancing over these shelf talkers, it's important not to cram too much information onto them. A good powerful headline, and the key benefits clearly stated will do the job. If they need any further information they can read it on the pack, or ask one of our sales team.

Posters

From research in Part 1 of this project it was found that people while waiting at the cash counter for billing give a look at the back of the cash counter of wall to see what's written over there.

They can be placed throughout the store, or at our counter, so people see them as they shop and are encouraged to take action. Our posters are a bit like a billboard. People will be walking past them quickly, so we can't place too many words on them. People generally don't have the time, or the inclination to stand in front of a poster for any great length of time. If our poster is to grab attention, it needs to be BIG, BOLD and COLOURFUL. And if it's to be successful in making sales, it needs to have a strong selling message.

It's possible that our suppliers will already have posters made up. In fact, we'll probably find that most suppliers will have a complete Point of Sale system for each of their products. But understand that these companies are only promoting their own goods, and their material should only complement our system, not be viewed as our system.

If our suppliers don't have a system that we can use, why not offer to make up posters promoting their product. We can then ask our suppliers to help cover the cost of printing. This is known as **co-operative advertising or supplier subsidy**. The way it works is simple. The majority of suppliers calculate an advertising fee into the prices they charge us for their goods. This is designed to cover the cost of any advertising that we run, which promotes their products.

Now our suppliers are unlikely to tell us that this is the case. Obviously if we don't ask for the money, then they get to keep it. But they are usually happy to help with the cost of the advertising provided it's within reason. Some suppliers won't give us money towards it, preferring to give us stock at cost instead. But let's face it; selling stock at a higher markup makes more money anyway.

But remember they'll only help out when we're promoting their product. It's also worth remembering that they won't help us week in and week out. If we want them to help with a number of projects, put together a proposal with just one figure, rather than going back to them month after month.

Promotional Cards

If we've got people standing at our counter waiting to be served, it's a great opportunity to give them a promotional card.

Now let me explain what I mean by promotional cards, let's say that we've got a loyalty or bonus club that we're just starting. Now these clubs will usually have a card attached to them. By that I mean that the customers who are involved in the campaign will have a Ration card (loyalty card) or a bonus card where each time they make a purchase, they get credited with bonus points. Alternately they might be collecting stamps on their card to get some prize or reward when they get to a certain number.

Now if we have posters, or pamphlets that explain how they can become a part of the promotion, the chances are we'll get a lot more people joining in.

This is particularly true, if we tell people to ask a member of our team how to Join and when they get served.

Another good idea is to have **scratch cards, where customers get a card if they spend a certain amount of money**. The card works similar to Instant Scratch It cards, where they scratch off panels for the chance to win a prize. Now if we have posters or flyers that explain what they can win, and how much they have to spend to get a card, the chances are that people will buy something extra to get a card. Obviously people are not going to buy something they don't need, but they might purchase something they do need, earlier than what they otherwise might have.

Product bin

Product bin is a basket like structure in which mostly retailers place slow moving stock, to make optimum use of space available to us in store and place other rewarding merchandise in prominent places.

For example an apparel store want to get rid of old round neck t-shirt, which didn't perform well and sending them back will incur more cost thus they are put in product bins making space for other products.

There may be many reasons for the store to be trying to get rid of these items, needing to make space for new stock, discovering that the products are of poor quality or simply the fact that they've been sitting on the shelf for months. Whatever the reason, product bins are a good way to get the stock sold.

But obviously there are a few things that we need to keep in mind when considering the use of product bins.

- Firstly, we need to be offering huge savings, in some cases we're best to sell the stock at cost just to get rid of it.
- Another thing we need to put some thought into is how to draw attention to our tables or bins. The obvious and possibly most effective way is through placement. Having our product bins placed in high traffic areas, like the middle of our main aisle will get things moving.
- We should also consider having large signs on, or above the bins that indicate what great savings are on offer. Things like '**Nothing over Rs.100 or '50% OFF'**' will get people looking

Video Catalogues

Video catalogue is among one of most attractive to communicate offers and working some new introduced products.

Video catalogues have a number of significant advantages.

- It has the ability to demonstrate a product being used. Imagine if we had a new mop that could soak up any types of spillage. Now we could have posters and signage that would tell the customer what it does, but imagine the benefit of actually being able to SHOW them what it can do. This is one part of our system that's sure to make more sales.
- It's not uncommon to see people gathered around these promotional televisions watching goods being 'put through their places'. It can generate huge amounts of interest, and increased store traffic.

One of the ways in which it does this, is by using both sight and sound. Because the pictures are moving and not stationary, they tend to catch the consumers eye. But what if they're looking the other way? Well we then get a second chance with the commentary or sounds that are coming from the TV set.

We basically have 2 worthwhile options to get these videos from, and shooting the tape by our self with a home handy cam is not one of them. We can't afford to have anything that looks professional.

Our first option is to contact our suppliers and see what they have in the way of promotional videos. Some companies invest quite a deal of money having good quality videos made up, and will be more than happy to supply us with a copy, free of charge. The other way, is to get someone to shoot a video for us. This is particularly effective if we want to demonstrate a service that we offer. Even if we don't take the products out of the box, but merely have someone walking around our store explaining the benefits to different items, we'll find it to be an effective tool.

Now there are many numbers of companies that specialize in this type of work. We can normally find them by looking in our local phone book. Their prices do vary, and we need to work out how many sales we have to make, to make it a profitable venture. If we don't believe that we can make the money back, then there is no point in making video catalogues.

Audio Tapes

Audio recordings are one of the options when video catalogue is not appropriate to make. These audio recordings can be used to play through our stores Music system so people can listen to them while they shop.

But it's not a good idea to have these recordings playing all day. Listening to the same thing over and over again will send our team and customer both crazy. It is best to just run them for an hour or so during the stores busy times.

Tips Flyers

A flyer with some fashion tips for the current season, suggesting different colors and dresses to the people, to wear on different occasion to make them look better. Or if rainy season is approaching we can give them tips on getting their clothes safe from mud etc.

Flyers like this have the added benefit of allow stores to showcase their expertise. By answering some of the many questions that clients have, we can show that for first class information and advice along with products, ours is the only store to turn to. We have another more subtle benefit by including these marketing pieces. It comes in the form of getting people to buy more products, and embark on projects they might otherwise not have considered.

To get an idea of how this might work, let's consider the store again. Now if we have to display article talking about rainy season, and explain that this was the best time to buy raincoats and Umbrellas at such prices, there's a good chance that people might 'take the bait' and decide to do it. They can then go on to buy them as thinking that rainy season is about to come and it is good to buy now at an offer price .Place them in their own racks around the store, and see how quickly they start paying for themselves.For the cost of a few rupees to photocopy them, we can't find a more cost effective marketing tool.

Catalogues & Brochures

Although it's an obvious choice for any POS system, but very few people ever consider including their company catalogues and brochures. But it really does make sense to promote them in this fashion. During my project I came across no. of loyal customers, who don't have any idea of the range of products and services the company offers. Sure they understand that they can get what they came in for, but they don't realize that the company offers so many other

services. By leaving our brochures in a place where people can pick them up and browse through them, we have a chance to educate our clients on the spectrum of products and services we offer. Simply place them on a stand with a sign that says '**Please Take One**'. When we have a sale, it's a good idea to have our catalogues spread around the store to encourage people to grab a bargain while they're there.

A better idea is to have them on a counter or table near our front door so they can grab one on the way in. Or if we have a spare team member, we could have them handing them out to people as they come in. This would be a great way to break the ice and get the customer to tell us what they're looking for. But no matter how we use them, we'll find that including brochures and catalogues in our POS system, will add rupees to our bottom line.

Newsletter

Our newsletter is our chance to showcase our expertise, and has the advantage of letting people know of any upcoming events. To fully understand how our newsletter can assist us in making additional sales, we need to understand the sections that should be included in any newsletter...

1. Product Reviews

People who are interested in our products or services, will always be interested in finding out about new products, therefore previewing new products will ensure a high readership. Of course it will also generate increased sales. Customers are always looking for the latest and greatest, which makes this section of our newsletter a must.

2. Tips & Hints Section

The best way to ensure that they not only read our newsletter, but also start to collect each new issue, is to include some handy hints. I've already mentioned the importance of having fashion tips and some useful old Indian household way of getting things done in flyers as part of our POS system. Having an additional section in our newsletter will double the benefits.

3. Upcoming Events

People like to know what's going on, and hate to miss out on something special. Therefore we should include an upcoming events section in our newsletter. There are a number of things that we can include here, from upcoming sales and promotions to products that are due for release. Whatever we include, we're sure to see an increase in our business.

4. Introduce our Team

One of the real benefits of newsletters, are that they make our customers feel a part of what's happening in our business. They're being kept up to date with upcoming events and any changes to our stock or services, so they have the feeling of knowing what's going on.

A good way to add to this feeling of being 'part of the team' is by introducing our team members in a profile section. We see, people buy from people, not from companies. By letting people know a bit more about whom they're dealing with, it makes them feel more comfortable buying from them.

5. Sales Sections

Ads and selling messages are the most important parts of our newsletter. We need to include a strong call to action in our ads, and even at the end of each article that relates to a product or a service. If our articles have got our customers interested in buying, we need a call to action to actually get them in. Coupons are a great way to make extra sales from our newsletters, and should be included where possible.

So as we can see there are many ways in which our newsletter helps us to make additional sales. As with catalogues and brochures, we need to have them somewhere where the customers can see them and pick them up. But unlike brochures and catalogues, it's to have our customer pick them up as they leave, so they can take the time to read them at home.

USP & Guarantee

Two things that we should consider including in our newsletter are our USP and any guarantees. Our USP (Unique Selling Proposition) is the one thing that is truly different about us, or at least, the one thing that we can promote as being different.

A successful USP should be

1. Truly unique.
2. Exciting to our target market.
3. Something that will have our customers telling their friends about it.
4. Something that can't be easily copied.

A lot of business owners wonder why they need a uniqueness at all shouldn't there be room for dozens of 'me-too' businesses. The fact is, there isn't, and the 'me-too' businesses will ultimately go to the wall.

For example Price"less" Fashion, Fashionable clothes at an affordable prices.

Basically, any business uniqueness comes from one of 7 areas - Quality, Price, Service, Delivery, Speed, Convenience, and Experience. Regardless of what it is, we need to promote it at every available opportunity, and there's no better place to start than with our newsletter.

General Advertising

So there I have a summary of the things that we need to include in our Point of Sale System. But that's only the first part of what we need to know. We also need to know how to write the copy, place any photographs and construct top headlines. What we'll find in this next section are general advertising tips that apply to all parts of our system. Whether we're writing a newsletter, a poster, shelf talkers these principles will apply to all. So let's have a look at the things that make our advertising sell.

Headline

The most important part of our advertisement is the headline. David Ogilvy, one of the all time great direct response copywriters, once said that 10 times as many people will read the headline as will read the rest of the ad. So if we get the headline wrong we can kiss 90% of our advertising rupees goodbye.

We will find out more about writing headlines in a later section but there are a few fundamentals that we should consider. One of the things we need to keep in mind is that the headline needs to take up at least 25% of our advertisement, or our article for that matter. Before we finalize our ads and article headlines, write down 10 – 20 options and ask our friends and team members which ones they like best, and then go with the most popular.

Type fonts

The type face or font that we use in our newsletters and advertisements can make a big difference to the results we achieve. The 2 basic types are Sans Serif and Serif fonts. Sans Serif fonts don't have the little "feet" at the bottom of each letter. Studies have shown that people find

these fonts far more difficult to read than serif fonts. Serif type has the little “feet” or “hooks” at the bottom of each letter. These “feet” appear to form a line under the words that our eye can follow. If we want people to read our articles, we should use a serif type face/font.

Point Size

The size of the font we use is referred to as point size. Studies have shown that readership does not drop off between 14 to 7 1/2 point sizes. As a general rule 10 - 9 points are ideal. Obviously the larger the font, the easier it is to read so tries to keep it as large as possible.

Highlighting text

We should use bold type to highlight key points in our body copy, headlines and sub-headlines. Italics can also be used to highlight key areas of text, although it can be hard to read and should only be used sparingly. Never use all capitals.

The only time we can use all capitals is in a short headline, or for extra emphasis on single words. To make our advertisement easier to read break it up into paragraphs. Indenting our paragraphs, rather than leaving a line between them, can cut down on wasted space. Also consider using a drop cap first letter, this is a great way to attract the eye of our customer.

Sub-headlines

Sub-headlines have 3 major benefits

1. They break up large blocks of text making them easier to read. If our article looks like one big ‘chunk’ of text it can put people off reading it. By using sub-headlines we can break our copy up and give it some ‘space’.
2. They allow someone skimming over our newsletter to only read the points that interest them.
3. They spark the reader’s interest. If our headline doesn’t get them in completely we can get a second chance with our sub-headlines. It is important that our sub-headlines tell a story. Our sub-headlines need to be able to convey our message to those people who are just browsing through our newsletter.

Quotes & Pull Quotes

Just as sub-headlines can get the reader to delve further into our copy, so too can a pull quote. This is a common technique used by magazines, where they'll take an interesting passage, or a controversial statement, and place it in large type somewhere on the page. Quite often the quote will have a line above and below it to help it stand out. It's also common for it to be placed in the middle of 2 columns of text, with a white space running around it to draw the eye in.

Here's an example of how it works

'They'll take an interesting passage, or a controversial statement, and place it in large type somewhere on the page'

As we can see, this certainly stands out and can tempt us to read on. Another idea we might like to use in our newsletters are quotes from famous people. Once again if we use a larger point (font) size, we can increase the chances of it being read.

We should place these at the top or bottom of a page rather than in the middle, and always quote the author.

"Being good in business is the most fascinating kind of art."Andy Warhol

Body Copy

We only get one chance with a potential customer, so our first 50 words are crucial. We must arouse our reader's curiosity immediately, with the very first paragraph. If they're not excited after the first 50 words they won't read the rest of our article or ad.

Use the bare minimum of copy to get our message across, don't make it crowded. But make sure that we include enough information to get our reader interested enough to call we. If we're writing an ad we should never tell the whole story. Tell them as much as we need, to get them to call. By holding back some information we make it necessary for them to call us to find out more. As far as our ads go, they should tell a story and be easy to read. When we finish writing our ad, get someone to look over it and critique it for us. We should only make one offer in our ad but make it exciting.

Pictures

Studies have shown that ads containing a picture that takes up between 25 - 75% of the total advertisement have greater readership than those without one. We will probably need to put a fair amount of text in our ad so 25% is probably the ideal size. Pictures are also an important part of any newsletter. People are generally very visual, and therefore are attracted to photographs. Note I said photographs and not line drawing or clipart. We see, line art and clipart looks tacky. People are used to seeing photographs and are far more attracted to them. So wherever possible, we should always use photographs in our newsletter. Our article, our potential customers will also be drawn into it.

Writing 'Killer' Headlines

Writing a headline for an article is very similar to writing one for an advertisement. Both headlines need to grab the reader's attention and then sell. Only one sells a product or service, the other sells an idea. The headline of any article must sell the reader on the idea that it's worth them taking the time to stop and read through. One of the easiest ways for we to get a feel for writing effective headlines for a press release, is to buy a number of newspapers and copy their style. Writing headlines for different types of stories and businesses requires slightly different styles. Mind where our story is to run, and whether or not we want our story to be factual, or antagonistic

Quotes

Firstly, we can write two headlines that make use of what someone else has said about our products.

Here are some examples: -

“Leading authority claims Big Bazaar sells best fashion clothes at among its competitors”

“V Mart is market leaders in tier 2 & 3 cities, says expert.”

Findings

- Placement of merchandise at the cash counters leads to increase in billing time.
- Cash counter of present day retail stores are unattractive and also do not look same in all stores. Interiors of store are one of the components which help in creating image of the store in the mind of the customer. And retail stores lacks in uniformity of appearance of the cash counter.
- Most of the customers were of the opinion that if billing at cash counter takes longer time then they can leave the store without buying.
- Placement of products at the cash counter can lead to increase in sales, as lot of customers have bought products from this region but there were a lot of them who neither liked to buy products from the cash counter nor wait in the queue. Thus it can lead to loss of such customers in case they have to wait for more time at the cash counter.
- Most of the customers waiting at the cash counter for billing, looks at the back of cash counter and the next highest set of customers prefer to browse products placed nearby the cash counter. Thus, back wall of cash counter can be used to educate customers about store return policy or to promote loyalty cards. The area near to the cash counter can be used to place product bins to cash in the set of customers who prefer to browse.
- Point of Purchase system not only includes cash counter of stores but also other components like Shelf talkers, Tips Flyers, Catalogue, Brochures, Posters, Promotional Cards and Newsletter which all help in increasing the profitability of the store.
- Posters inside the store are not only used to highlight the visual merchandising aspect but also in communicating different messages to the customers. They help in informing the customers about their return policy and also about different reward programmes.
- Catalogue and brochures are not prevalent in Indian stores, but they can be vital for any retail store as catalogue help customers in knowing about all the available products inside the store and brochures help them with latest schemes and offer, which are presently running in the store.

- Innovative tools like video recordings are one of the most effective in attracting customers to purchase products and also in explaining them how to use a product when it is launched.
- Newsletter is another important tool to showcase their expertise in handling of customers thereby retaining them in long term.

Suggestions

From Primary Research

- Merchandise should not be placed at and at the back wall of the cash counter.
- Cash Counter of retail store should be redesigned and all cash counter equipment and their color should look same to create a similar kind of image in each store.
- Back wall of cash counter can be used to promote store's Kirana department loyalty card known as Ration card. Information should explain properly the benefits of it and how customers can get them.
- To increase the productivity of the store near the cash counter region, baskets filled with items like Namkeen, Chips etc in basket can be placed in stores with Kirana section in them, while for stores without kirana section can place less costly merchandise like t-shirts and tops near by the cash counter.

From Secondary Research

- To improve shelf talkers by experimenting different ways of writing attractive headlines keeping in mind regional language and preference of customers.
- Posters should be used inside the store to help in promotion of certain products. These can be procured from the supplier or can be made by asking suppliers of the products to cooperate in it.
- Loyalty card should be introduced for apparel section like the Kirana section loyalty card, which helps in increasing sale and customer database both.
- A scratch card can be introduced where customer get a card if they spend certain amount of money in lieu of a prize.
- Product bins should be placed in the high traffic area of store and also nearby the cash counter.
- Video catalogues can be used for showing different schemes that are currently running inside the store and also display new products and their working to attract customers towards them to increase sales.
- If video catalogue is not possible audio recording of different schemes and offers can be done. And it can be played through music system of the store but care should be taken to play them only at the high traffic time of stores or else it will lead to irritation to employees.
- Catalogue and brochure can also be included in Point of Sale system. They can be placed on the stand with a sign that say 'Please take one' or on a table near our front door.
- Newsletter should include all the important section relevant to the customers as discussed in the report to make it attractive to make a bond between them and customers.

CHAPTER-5

CONCLUSION

From Primary Research

- Placement of merchandise at the cash counters leads to increase in billing time.
- Most of the customers have rated the cash counter of as poor and average which shows that it leads to creating poor image of store in mind of the customers.
- Billing time at a retail store was rated poor thus showing inefficient cash counter system and from the responses of the customer it was clear that most of them give lot of attention to billing time in their shopping and even can switch store if they have to wait for long at the cash counter.
- Products placed at the cash counter sometimes leads to increase in the average bill of the customers as lot of respondents have purchase products from the cash counter but there are also other customers who have not purchase items from the cash counter and even does not like to wait in queue, thus buying of products from the cash counter from other customer may lead to delay in billing and can even lead to loss of such customers which is not profitable at all.
- It was observed that customers with affluent background prefer to look at the back wall, while male customers from lower income slab look for more promotional scheme while females from the lower and upper income slab mostly prefers to browse products placed nearby cash counter. This shows that stores where female customers comes more and if merchandise is placed near by cash counter then it can lead to increase in average bill value of the store.

From Secondary Research

- Point of Purchase system not only include Cash counter of stores but also include other components like Shelf talkers, Tips Flyers, Catalogue, Brochures, Posters, Promotional Cards and Newsletter which all can help in increasing the profitability of the Point of Purchase system.
- All these components should be used according to the requirement of each store and all these have their own characteristic feature by which they can increase sales of products inside the store.
- Shelf talker acts as a silent sales person and attract customer towards the product for which it has been placed but it should be catchy to make it happen.
- Posters inside the store are not only for visual merchandising of the store, but they help in communicating different messages to the customers about company's customer and return policy and also about different reward programmes or cards run by them.
- Catalogue and brochures are not prevalent in Indian stores, but they can be vital for any retail store as catalogue help customers in knowing about the all available products inside the store and brochures help them with latest schemes and offer which are presently running in the store.
- New tools like Video recordings are also one of the most effective tools in attracting customers to purchase products and also in explaining them how to use a product if a new product is launched.
- Newsletter is one of the most important chances to showcase our expertise to our customers and thus making them nowhere to go away from us. If the newsletter is interesting and contains information worthy to our customers then customer will look for it, which will help us in creating a bond with our customers.

CHAPTER-6

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CHAPTER-7
ANNEXURE

Questionnaire

Dear respondent,

We would be grateful if you could spare some time to respond to the following questionnaire. Needless to say, your response would be treated as confidential & would be used only for the purpose of the study. Thanks you for your time.

1. Name (Optional):
2. Contact No (optional):
3. Locality:

4. Age Group (years):-

< 18	18-25	25-35	35-45	Above 45
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5. Gender:-

Male

Female

6. Occupation:-

Service	Business	Housewife	Other
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7. What is your income group? (Monthly)

< 10,000	10,000- 20,000	20,000- 30,000	30,000-40,000	> 40,000
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8. How do you rate present day retail store's Cash Counters?

Very good	Good	Average	Poor	Very Poor
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9. How do you rate billing time at present day retail store's Cash Counters?

Very good	Good	Average	Poor	Very Poor
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10. How important is billing time in your shopping?

Very Important	Important	Average	Less Important	Not Important
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11. If billing time increases, do you leave the store without buying?

Yes	No
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12. Do you chose a shop for shopping where billing takes less time, but has less variety?

Yes	No
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13. What do you do when waiting for billing at cash counter?

- Browse products placed nearby in baskets.
- Give a look on information on back wall of cash counter.
- Look on various promotional schemes' signage inside the store.
- Think about the other purchase items left in to purchase.

14. Products placed at the back wall of cash counter leads to increase in billing time.

Yes	No
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Any suggestions/comments:

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