



NAGINDAS KHANDWALA COLLEGE OF SCIENCE, COMMERCE,  
ARTS  
AND MANAGEMENT STUDIES, MALAD(WEST), MUMBAI-400064

PROJECT REPORT ON:

"STUDY ON GROWING DEMAND FOR MYNTRA AND ITS IMPACT ON  
LOCAL RETAILERS"

SUBMITTED BY:

ROOPALI BHANUSHALI

ROLL NO: 5005

T.Y.B.M.S (MARKETING)

SEMESTER VI

PROJECT GUIDE:

PROF. SHEETAL DESAI

SUBMITTED TO,

NAGINDAS KHANDWALA COLLEGE, AUTONOMOUS

ACADEMIC YEAR

2020-2021



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## **Executive Summary**

As the world is becoming digitalized day by day, everything is moving and shifting towards online mode. Study from last 5 years shows that consumer preference for shopping is changing from offline to online mode because of perks and benefits given by online websites. Quantum of commercialism on online shopping is ever expanding because of changes in lifestyle of consumers. In most of the families each men and women are working. Hence, they feel it's convenient to shop for product through online portals. Further, online shopping portals provides a facility to compare wide alternatives of product on one click also discounts and coupons provided by brands attract consumer to shop on their portal.

But this online shopping platform such as Myntra has badly affected local retailers since past few years especially from last one year from when the covid-19 arose. lockdown has impacted a lot of things many shopkeepers had to shut their shop because of high rent and no revenue. People had fear of covid-19 spread, so they were not going out for shopping and were ordering things online with no contact delivery without any hesitation or with the fear of getting infected, payment was also done by UPI or with cards. Grocery shopkeepers were not affected at all so who had losses in their business thought to change their business to grocery shop. As there was no rotation of money the wholesaler or the supplier would not supply the new stock of new orders without getting payment of old delivery and shop keepers had no income to pay off and rectify the old bills

All this is affecting the local retailer as online platforms like Myntra is giving very tough competition to them. To cope up with such hazard offline retailers need to develop some strategy so that they can survive in this current tough world of competition

*Nagindas khandwala college of commerce,  
Arts and Management studies  
Malad west*

*Certificate*

This is to certify that Ms. Roopali Liladhar Bhanushali has worked and duly completed her project work for the degree of Bachelor of Management Studies under the faculty of commerce and her project is entitled "A Study On Growing Demand For Myntra And Its Impact On Local Retailers" under my supervision

I further certify that the entire work has been done by the learner under my guidance and that no part has been submitted previously for any Degree or Diploma of any University

It is her own work and facts reported by her personal findings and investigations



*Sheetal*

**Prof. Sheetal Desai  
(Project Guide)**

Date of submission:

29 March, 2021

*[Signature]*  
PRINCIPAL.

NAGINDAS KHANDWALA COLLEGE OF COMMERCE  
ARTS & MANAGEMENT STUDIES AND SHANTABEN  
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MALAD (W), MUMBAI-400 064.

### Declaration by learner

I, the undersigned Miss Roopali Bhanushali hereby declare that the work embodied in this project work titled "A Study On Growing Demand For Myntra And Its Impact On Local Retailers" forms my own contribute to the research work carried out under the guidance of Mrs. Sheetal Desai, is a result of my own research work and has not been previously submitted by any other university for any other degree to this or any university

Whatever references has been made to previous work of others, it has been clearly indicated as such and included in the bibliography

I, here by further declare that all information of this document has been obtained and presented in accordance with academic rules and ethical conduct



**Roopali Bhanushali**

Sheetal  
29/3/21

**Certified by**

**Professor Sheetal Desai**

**(Project Guide)**

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I would like to thank my college library, for having provided various reference books and magazines related to my project

Lastly, I would like to thank each and every person who directly or indirectly helped me in completion of project especially my parents and peers who supported me throughout my project

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## Chapter 1

### Introduction



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Myntra is an Indian fashion e-commerce company headquartered in Bengaluru, Karnataka, India. The company was founded in 2007 to sell personalized gift items.

The company was established by Mukesh Bansal along with Ashutosh Lawania and Vinit Saxena. They opened the first e-commerce B2B fashion store in India. Initially, they worked on the B2B platform. Myntra was a one stop solution for personalized gift items with products like T-Shirts, Mouse Pads, Mugs, and other general products till 2010.

In 2011, Myntra decided to divert from personalized products to lifestyle segment. This is the year when they launched brands like Being Human and FastTrack Watches on their platform. It marked their rigid stand in the fashion world on the online platform.

In 2012, it recorded to offer fashion elements from 350 brands, from India and was the first to get International brands on a large scale.

2014 remained the year of transformation for them, as Flipkart took over their company. It recorded a total coverage of 9000 pin codes in India, with 1000 brands as their working partner. In 2015, it recorded to include 150000 products in their online portfolio.

**Change is inevitable and Myntra's steady success remained in the market, for their acceptance of this change.** In the year 2015, they moved on to the app mode for mobile users. With an initial research and survey, they found out 90 percent of users are using the mobile platform. Myntra came up to the decision and applied the same to get immense success. 2015 is also the year when Myntra acquired a Bangalore based Mobile App firm – Native5. This acquisition expanded their online presence to a greater level, in the Indian market.

In 2016 Myntra acquired its rival fashion platform, Jabong.com and established their supremacy in the online fashion world of India. 2017 is another year when Myntra proved its presence in the market by partnering itself with Ministry of Textiles. With this partnership, they started to promote handloom industry over the online platform in India.

It changed its platform from B2B to B2C at the right time, when the expansion was knocking at their door. They opened up the windows to the government for making a partnership, to giant e-commerce platforms like Flipkart. They actually offered for a merger and even to hundreds of brands to increase their gallery size.

In one word, they proved themselves as the leader of the e-commerce fashion world in the Indian market. Myntra is a perfect example for all companies with their clear message. They could make them realize that well-knitted strategy and flexibility in approach can easily transform a company to Monopoly.



## **Chapter 1.1**

### **Vision Mission Goals & Objectives of Myntra**

**Vision:** To make the world a more stylish, colorful and happier place.

**Mission:** Use technology to democratize fashion & lifestyle and help people look good.

**Goals and objectives:** For any company the prime aim is to satisfy their customer with intense servicing. Offer defect free products, error free delivery and give them the best known fashion and lifestyle brands around India at ease

## Chapter 1.2

### Marketing mix of Myntra



Marketing Mix of Myntra analyses the brand/company which covers 4Ps (Product, Price, Place, Promotion) and explains the Myntra marketing strategy. There are several marketing strategies like product/service innovation, marketing investment, customer experience etc. which have helped the brand grow.

Marketing strategy helps companies achieve business goals & objectives, and marketing mix (4Ps) is the widely used framework to define the strategies.

#### Myntra Product Strategy:

##### TOP CATEGORIES

All categories with awesome offers



The product strategy and mix in Myntra marketing strategy can be explained as follows:

Myntra is an online retailer of branded apparel and products which sells online through its website and apps. What started off as a platform for personalization of gift items, today has grown into an e-commerce fashion stop with more than 2000 international and domestic brands on its product catalogue. Myntra as a product offering in its marketing mix offers a platform for

buyers and sellers. Myntra also provides various add-on online shopping services like free home delivery, easy exchange and returns and cash on delivery. Myntra has recently launched a new service wherein the user can try clothes before buying them. Apart from providing e-tailing services and selling products for other brands online, Myntra also has a varied line of in-house branded products. With brands like Roadster in jeans and casual wear, Anouk in women ethnic wear and Dressberry in women western wear segment, the company is making fashion accessible to youth at affordable prices and fulfilling its key service proposition of “Convenient shopping experience at an affordable price”. Myntra also collaborates with celebrities to come up with fashion labels inspired by them, for e.g. Deepika Padukone’s All About You in women ethnic and western wear and Hritik Roshan’s HRX in sportswear.

#### **Myntra Price/Pricing Strategy:**



**20<sup>th</sup> - 24<sup>th</sup> DEC**  
**50 - 80% OFF**

Myntra is present in an extremely competitive environment and hence has focuses on competitive pricing.

Although Myntra sells branded products, it follows a heavily discounted pricing model. The discounting is done to attract more customers and create a loyal user base. Myntra also organizes shopping festivals named End of Reason Sales in which goods are sold at 60-80% discounted price. This discounted model has been augmented by tech-led pricing in recent years using Myntra’s in-house software and algorithms. This pricing model dynamically prices the products based on various data from the usage pattern and search history of customer and hence, is known as dynamic pricing model. The pricing of in-house labels is done competitively, still it costs the consumer around 20-25% cheaper. Moreover, Myntra Original brands give a margin of 60% to the company, as compared to 35-40% offered by third party brands

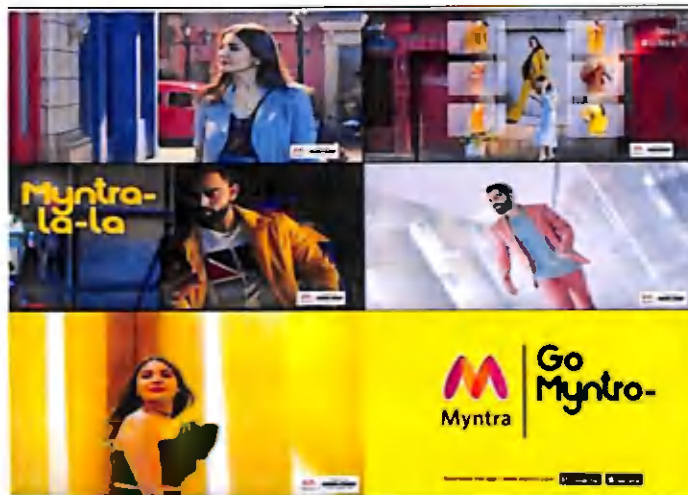
#### **Myntra Place & Distribution Strategy:**



Myntra is an online marketplace, so the customers make buying decisions after interaction with the app or website. Every detail of each product is mentioned in a structured catalogue which is easily accessible to the user. Once the customer decides and pays online, an order is placed. The order processing starts and the nearest warehouse to the customer is located, after which the product is packed and dispatched to the customer via Myntra logistics. Customers can even opt to pay cash on delivery. Myntra has recently started using geo-tagging technology so that it can locate and access the inventories of 10 of its partner brands from their warehouses.

Myntra is planning to reduce both shipping cost and time by using this technology and dispatch products to customers from the nearest possible location.

### **Myntra Promotion & Advertising Strategy:**



The promotional and advertising strategy in the Myntra marketing strategy is as follows:

Myntra uses both traditional and digital media to promote itself in its promotional activities in its marketing mix. From full page End of Reason Sale ads in newspapers to celebrities doing their Diwali shopping on Myntra in the TV commercials, it has leveraged the traditional channels in a creative and effective way. On digital front, the company is leaving no stone unturned and uses latest technologies like AdSense to give customized marketing to the consumer. Social media platforms like Facebook, Instagram, Pinterest and Twitter play a very vital role in **Myntra's promotion strategies**. **The importance of social media in Myntra's marketing strategy is reflected by the fact that it joined Facebook in back in 2007 when it was founded and has more than millions of followers now.** Apart from this, the company also keeps launching various promotional offers regularly on its website. Customers are sent promotional emails and notified through customized in-app notifications about the exclusive offers they can avail on Myntra

## Chapter no. 1.3

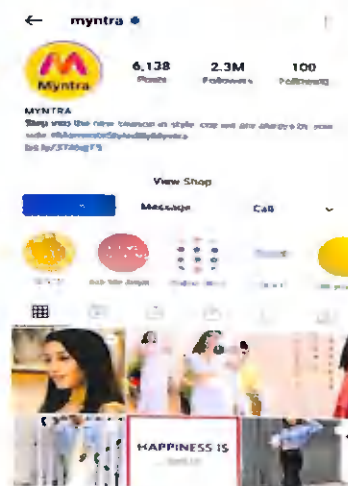
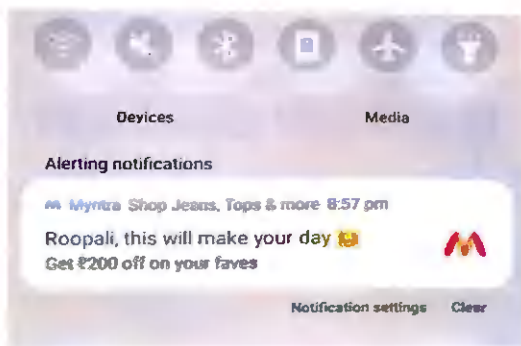
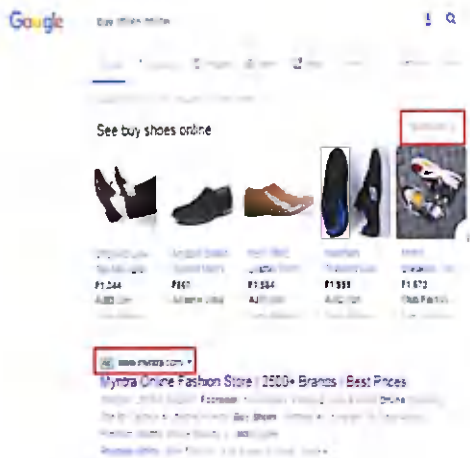
### Some marketing strategies of Myntra

Myntra is very responsive to market trends and always keeps the latest designs and merchandise in its online catalogue. There has also been a change in the marketing strategy pursued by Myntra over the years, from focusing primarily on establishing the brand as an online shopping portal for fashion and accessories to extending to the realm of communicating the advantages of shopping online and ridding consumers of the inherent reservations of making online purchases. The brand's core marketing mediums include the digital platform, especially Facebook and the electronic medium, with a majority of the marketing expenditure towards youth-centric channels. Myntra has used mostly viral marketing and internet for its popularity coupled with occasional discounts and referral discounts.

Myntra.com understands its shoppers' needs and caters to them with choice of apparel, accessories, cosmetics and footwear from over 500 leading Indian and international brands. Prominent brands include Adidas, Nike, Puma, Catwalk, Inc 5, United Colors of Benetton, FCUK, Timberland, Avirate, FabIndia and Biba to name a few.

- **Ad words:** Ad words are Google ads on search engines, when people search for any product related keywords it appears. They have bought ad slots on various websites related to their products to tap the untapped market. For example, Facebook and ink fruit. Initially online websites pull off their promotions online which is low on budget and high on impact.
- **SEM (Search Engine Marketing):** Myntra will go bankrupt if it will invest all their capital on ad words. SEM is the process through which a website gets traffic or visibility on search engines. Myntra is doing SEM through articles and link exchanges; they are very technical in nature and often needs experts. Myntra has developed Style Myntra blog wherein they have provided customers with latest fashion styles of the season through their range of products. Link exchange is an effective internet marketing system that makes it easy to increase traffic to your website. With increased link popularity comes increased search engine ranking and if chaimelized efficiently, it can become cash cow for the company. It gets company direct traffic, helps in building relationship with other websites and search engine optimization.
- The promotion codes have been made to lure customers through discounts and coupons.
- **From online to Tele:** With increasing cash flows and IPO funds, Myntra came up with Tele Vision Commercials and also they are doing viral advertising by outdoor campaigning, e-mails, hoarding placement and cross campaigning.
- **Product Exchange Facility:** The trends of misfitting and not suiting of color are common in apparels and footwear which lead to customer dissatisfaction and urge for a return. Myntra.com provides product 'exchange' feature on the website. Through this feature, shoppers have an option to exchange an existing product for a different size, without having to first return and then re-order the product. Myntra's team delivers the new product and takes back the product to be exchanged during the same visit. The validity period for product exchange is 30 days from the day of purchase.

- **Try and buy facility:** Myntra provides the facility of try and buy to the customers in which buyers can order the item of their choice which fits into this category and they can try the item to see if it suits or not, fitting is proper or not, etc. This facility provided by Myntra attracts consumer to buy goods without any hesitation or fear.
- **Social media marketing:** On the social front, Myntra was the first among e-commerce firms to initiate a tool called 'Get Satisfaction' which integrates all queries and reviews into a single platform and builds a data bank of answered queries for future reference. Myntra has a strong social media presence on Facebook, Instagram, Google+, Twitter and Pinterest with over one million fans on Facebook. Myntra does product plugs, fashion stories and give out fashion tips on their social media platforms that are relevant for the audience and can help them make a purchase decision. These tools help them to engage and interact with audience, collect their feedback and share fashion tips with customers.
- **Star N Style:** Bollywood celebrities fashion lifestyle play very crucial role in consumer decision making in India and to take leverage on the same Myntra launched concept of Star N Style. Star 'N Style was introduced to give consumers a peek into the personal style of the celebrities they follow, to get inspired by their fashion, and help them flaunt the look of their favorite stars. The Star N Style is quarterly brand property with a varied pool of influencers.



## Chapter no 1.4

### Local Retail Marketing



**Retailing:** - According to Philip Kotler “retailing includes all the activities involved in selling goods or services directly to final consumer for personal or non-business use”

**Retailer:** -A retailer is a person or business that we purchase goods from. Retailers typically don't manufacture their own items.

Retail is a very broad term that encompasses a huge industry, employing millions of people and generating trillions of dollars per year in sales revenue. Retail is the sale of goods to consumers—not for them to sell, but for use and consumption by the purchaser. Retail involves the sale of merchandise from a single point of purchase directly to a customer who intends to use that product. The single point of purchase could be a brick-and-mortar retail store, an internet shopping website, or a catalog.

Retailing is all about attracting consumers through product displays and marketing. Inventory must be kept, shelves must be kept full, and payments have to be collected. Retailers are more than places to purchase merchandise, however—they provide manufacturers an outlet so that they can focus on creating their products.

Retailers rely on a system that supplies them with merchandise to market to consumers. To acquire inventory and ensure they have the products they want to sell, relationships must be established with businesses that operate within the retail supply chain.

The retail supply chain consists of manufacturers, wholesalers, retailers, and the consumer-

### Supply Chain Diagram



India is very well known for its local retail market, especially Mumbai, Delhi are well known for their street/local shopping. Unlike almost any other country in the world, India retailing is dominated by small stores and street stands, known as the “unorganized” sector: 92% of all retailing by value falls into this sector. They do not have any active ecommerce site.

Local/street shopping is very famous for its affordable price, range of variety, customer service and most importantly bargaining between retailer and customer and many more \There are many famous spots in Mumbai and Delhi which were always flooded with buyers post-covid-19.

Here are some of those:

**Sarojini Nagar Market (Delhi)** Located in the plush locality of Sarojini Nagar in South Delhi, lies the famous Sarojini Nagar market. Known for its cheap prices and an infinite variety of clothes and accessories, Sarojini Nagar market is one of the best markets for shopping in Delhi. If you are looking to buy clothes for your daily usage, Sarojini Nagar market would offer you an infinite range to choose from.

On a daily basis, the lanes of Sarojini Nagar market are flooded by buyers, flocking the streets from all parts of Delhi. The cheap price of clothes makes it an irresistible deal. The quality and price you get on these clothes have no match in any other market. Your daily wear t-shirts are available at a cheap bargain of INR 100. Not just daily wear clothes, the never-ending lanes of shops offer all kind of clothes. Updated with all the latest fashion trends, these shops at Sarojini Nagar market is the answer to all your shopping lists. Be it party wear or fancy clothes a celebrity donned at an event, you will find them at the famous Sarojini Nagar market



This pictures were taken before covid-19 pandemic. This images clearly shows the interest of buyers for local/street shopping.

### **Bandra linking road and hill road (Mumbai):**

Trendy Bandra, in Mumbai's western suburbs, is a well-known shopping haven. Locals flock to Linking Road to spend their cash on the latest clothes and accessories. It's a fusion of modern and traditional, and East meets West, where street stalls contrast with brand name shops. In this article, discover the types of bargains you can expect to find along Linking Road. It is Busy outdoor market offering a wide selection of apparel, footwear, bags & costume jewelry.

Linking Road and Hill Road were two of the main shopping hubs in the suburbs of Mumbai. Over the years this shopping hub has stretched beyond its original length. The road starts from S.V Road in Bandra and continues to Khar, and extends beyond this towards Santacruz and Juhu in the north of the city. R.D National College is situated on Linking Road.

It is a shopping hub for every pocket size with everything from street stalls selling products for a bargain to niche stores and boutiques for specialized products to high end international brands.

Over past decade linking road has gained popularity because its night life



### **Natraj market Malad (Mumbai)**

Being one of the oldest shopping destination near Malad station exactly opposite the mall, Natraj market has always been first choice when it comes to shopping cosmetics, Punjabi salwar kameez, Dress Materials, Saree, Kids wear, Artificial Jewellery and more. Within locals this market is also referred as Natraj shopping, the building is partially a residential complex with ground floor completely occupied as commercial shops. Other shopping items available for shopping here are Gold, Silver and Artificial Jewellery, Steel and Other clay vessels, Cushions and curtains, Ladies handbags, Under garments and more

Among all other shopping products Sarees and Cosmetics is what one can find the most in varieties and is why in Natraj Shopping is famous for, latest trendy sarees of all types, be it a casual wear, party or wedding collections, best options are available here at comparatively reasonable price. A point to be noted here is that if you are a first timer, don't get confused with Municipal Market which is also referred as old Natraj municipal market, which is again a cheap yet really good shopping option when it comes to ladies' products like artificial jewelry, handbags, clothing etc.



## **Chapter no 2**

### **Research Methodology and sampling**

The study is descriptive and tries to understand the impact of online shopping through Myntra on local retailers especially during covid-19 pandemic. The problems associated with online shopping to retailers and their business. The study tries to figure out the future of shopping and solution for retailers.

The above research consists of both types, primary and secondary research. A systematic review was done in detail for the collected literature

The SWOT analysis was conducted to understand the carries strength, weakness, opportunity, and challenges associated Myntra. The research tool used for analyzing the data which amassed from different sources for this study is a content analysis and the research method is descriptive research. We have taken into consideration the qualitative aspects of the research study. This research is based on both primary as well as secondary data. Primary data is collected by survey and sources of secondary data used are, (a)journals, (b) reports, (c)search engine(d)company website and scholarly articles, (e)research papers and other social media

In the above research I have got to know both, the advantages and disadvantages of online shopping. online is the latest trend but offline will be always the root. Now a days everything is happening digitally and all this is affecting offline mode especially local retailers a lot

There are two types of research:

[A] Primary research: It refers to research that has involved the collection of original data specific to a particular research project (Gratton & Jones, 2010). When doing primary research, the researcher gathers information first-hand rather than relying on available information in databases and other publications.

This type of research is often carried out with the goal of producing new knowledge, which is why primary research is also referred to as original research. By doing primary research, researchers aim to answer questions that haven't been answered or even asked before. This degree of originality sets primary research apart from secondary research.

[B] Secondary Research: While primary research involves active participation from the researcher themselves, secondary research involves the summary or synthesis of data and literature that has been organized and published by others. When doing secondary research, researchers use and analyze data from primary research sources.

Secondary research is widely used in many fields of study and industries, such as legal research and market research. In the sciences, for instance, one of the most common methods of secondary research is a systematic review.

## **Chapter no. 2.1**

### **Definition of sampling and sample size**

A Sample is a subset containing of a larger population. Samples are used in statistics testing when population size are too large for the test to include all possible members of observation. A sample should represent a whole population and not reflect biased towards a specific attribute as sampling is also a process used in statistical analysis in which a predetermined number of observation are taken from large population

Sample size-115

Data has been presented with the help of table and pie chart

Sampling method- probability sampling

Probability sampling is a method of deriving a sample where the objects are selected from a population-based on the theory of probability. This method includes everyone in the population, and everyone has an equal chance of being selected. Hence, there is no bias whatsoever in this type of sample. Each person in the population can subsequently be a part of the research. The selection criteria are decided at the outset of the market research study and form an important component of research

## **Chapter no.2.2**

### **Topic of Research**

A study on growing demand for Myntra and its impact on local retailers

### **Hypothesis**

There is no impact on sales of local retail shops even if the demand for Myntra rises among consumers.

### **Objectives:**

- To study the changing trends among consumers regarding shopping
- To understand the erg of such apps during covid-19
- To study the effectiveness of Myntra.
- To study advantages and disadvantages of online shopping
- To know the reach of Myntra to the consumer.
- To determine the effect of online shopping on retail shops
- : To understand the reason for downfall in sales of local retail market
- To study about the customer satisfaction of online shopping at Myntra.
- To evaluate the consumer's expectation and developments in offline / traditional shopping.
- To find the future of shopping in India

## **Chapter no.3**

### **Literature review**

“In last few decades the internet has been a power tool. The advent of internet has removed major industry barriers and made shopping much more easier. The development of internet from last 5 years has significantly increased the web users and more and more people have started online shopping”

Online Shopping Habits and Consumer Behavior  
A Study on Consumer Behavior and E-tailing  
By Murali Guruswami · 2014

Ecommerce have good impact on markets like reduce the cost of advertisements as many customers can attract through internet, new brand can be developed, can maintain a good relationship with customers and can make customized products according to customer's needs. But e-commerce has bad impact on offline retailers because customers buys on low price from online shops due to which they also have to lower their price and does not get any profit, retailers cannot maintain a large stock like online shops have stores because it will cost a huge loss to them.

By, Menal Dahiya  
Study on E-Commerce and it's Impacts on Market and Retailers in India

## Chapter no. 3.1

### Journal article

**MUMBAI:** When the nation went under a lockdown on 25 March, fashion and lifestyle brand Myntra had no clue what impact the lockdown will bring to their business. And with the focus on essentials, Myntra quickly realized that it did not have much of a role to play in the lockdown. But Amar Nagaram, Myntra's chief executive officer, was constantly asked by his team what Myntra can do in such challenging times.

"To be honest, we thought of launching grocery delivery on Myntra but then realized our friends at BigBasket and Flipkart are doing a much better job of it and decided not to get into it," said Nagaram on Mint's webinar on 'Pivot or Perish' on Thursday.

But then an opportunity opened up. "We realised that if our own employees are finding it hard to get masks and protective gears, what about the consumer?" he says.

So Myntra quickly brought in its partner fashion brands and started making masks and personal protective gears.

"We realised that more than ever before, the consumer centric thought process has to be prevalent," said Nagaram, adding that e-commerce came with a set of apprehensions specially in the fashion segment where most of Myntra's consumer base was not comfortable with finding a different trend or style or brands as it comes with size issues.

"Now those apprehensions got overshadowed by health and safety concerns and this is the time where we needed to step up our game and augment some of the behavior that was being demonstrated in the offline space," said Nagaram.

So when Myntra realised that the way people are working from home and spending time in front of their computers, there is a need for lounge wear and leisure wear. "We reached out to our partners who gave us work from home essentials and fashion essentials and we stayed relevant for the customer."

To keep their customers further engaged, the company also began pushing content online, on how to stay fit at home and DIYs (do-it-yourself) videos on a range of issues. This increased engagement and the traffic on Myntra's website went back to its pre-covid-19 days.

This chaos covid-19 brought, Myntra said it turned into an opportunity to stay relevant and know what consumers expect from the brand.

And now with the lockdown lifted up in many cities, Myntra has resumed operations. And Nagaram says it is a happy feeling to be busy again.

-Article published in Mint E-paper

By, Kalpana Pathak

21 May 2020, 09:33 PM IST

### 3.2 SWOT ANALYSIS



SWOT analysis of Myntra analyses the brand/company with its strengths, weaknesses, opportunities & threats. In Myntra SWOT Analysis, the strengths and weaknesses are the internal factors whereas opportunities and threats are the external factors.

SWOT Analysis is a proven management framework which enables a brand like Myntra to benchmark its business & performance as compared to the competitors and industry. Myntra is one of the leading brands in the IT & Technology sector.

The table below lists the SWOT (Strengths, Weaknesses, Opportunities, Threats), top Myntra competitors and includes Myntra target market, segmentation, positioning & Unique Selling Proposition (USP).

#### **Strengths:**

- Serving markets through internet requires less infrastructure setup.
- Fast delivery at low cost from dedicated warehouses.
- Having a sound infrastructure funded by venture capitalists which is sufficient to reach out any part of the country.
- Dedicated client services through back end services by deploying 24 hrs call centre.
- Offer a lesser price from the close competitor offering similar services.
- Merger with flipcart has increased its strength and capacity
- Offering of more than 1.5 lakh products with over 1000 brand
- End of season sale
- Good advertising and marketing campaigns on TV, internet and print media

#### **weakness**

- Not much penetration of internet in the country.
- Sports not taken much seriously in India.
- Customers always like to get a feel of the product before buying.
- Has to win the faith of the customers first regarding the delivery of the product
- Intense competition means limited market share growth

#### **Opportunities:**

- Untapped marketing platform.
- Growth in interest of Indians towards fashion and lifestyle.
- Dealings directly with suppliers which gives good margins in the country.
- Selling private labels can increase their margin
- Partnership with celebrity designers, Bollywood movies, can increase its fashion appeal
- Bridal collection to tap the big wedding market in India
- Expansion into global market can boost business
- Big opportunity during covid-19 as people were opting for no contact delivery

#### **Threats**

- global competitors like amazon slowly making its foray
- fashion segment is becoming popular leading to increased competition
- economic fluctuation and unfavorable govt. policies
- relationship with 3rd party logistics company

## Chapter 3.3

### PEST ANALYSIS FOR MYNTRA

#### **Political Environment: -**

Government is liberalizing its retail policies which are attracting new entrants in market. Heavy investments in Information technology infrastructure will make internet experience faster and more reliable. To maintain the exclusivity of the store Myntra has made a community to support its customer and a blog STYLE MYNT to keep people linked and informed. Myntra aim is not just selling products but also to deliver quality and satisfaction.

#### **Economical Environment: -**

Myntra is in its growth stage, the aim is to garner Rs.500 Cr sales in current fiscal. It has enhanced its distribution networks and expanded warehouses in different metro cities so that they can deduct the delivery time even further. The prospects of the company are not limited to India. Indeed, this field has not much been tapped around the world and currently we are one of the few who are operating. Despite of ineffectual economic conditions, Myntra has managed to grow with the turnover of Rs 15Cr from over 5000 orders per month.

#### **Socio-Cultural Environment**

Indian culture is religiously diverse country; the marketplace of Indian consumer is a challenging environment: a unique demographic makeup, evolving lifestyles and aspirations, highly fragmented media structure and huge growth potential. We do not take fashion seriously from childhood but with passing time the hunger for fashion increases. Our fashion and lifestyle is not world class but competitive. Fashion has taken a new shape and it keeps molding with the needs and desires of individuals. The spending power of Indian consumer is great with dispensable and disposable income Beyond leveraging mainstream English media and the opportunities in regional media, Myntra has developed programs to exploit the phenomenal opportunities in regional media. In most large states of India, the penetration of English media is a single-digit phenomenon.

#### **Technological Environment**

Technology is one thing which Myntra highly bank upon. Fashion and technology both are at surge and Myntra has capitalized it quite well. Through technological advancements individuals have become tech savvy and obsessed with internet. We can tap on mass media effectively through internet with much less cost. Media rich contents and fast navigation has made things easier. Everything is just a click away.

### 3.4 Impact of online shopping on retail stores .

With recent e-commerce boom, more and more retail stores are moving towards establishing their niche and setting up their online stores. It has become very critical for a small business owner to take their business online.

Retailing are of two types:

A] online retailing. Example- H&M, Nykaa, WOW, etc.

B] offline retailing . Example-big bazar, shops in Sarojini nagar market, Jhankudi (in Malad west)

#### Types of Offline Retail Stores

**Departmental Stores** – A departmental store may be a retail outlet that offers a good variety of merchandise to the end-users beneath one roof. In a departmental store, the customers can get the majority of the merchandise they want to buy at one place only.

**Discount Stores** – Discount stores also provide an enormous range of merchandise to the end-users however at a reduced rate. The discount stores usually provide a limited variety and therefore the quality in certain cases may be a bit inferior as compared to the departmental shops.

**Supermarket** – A outlet that usually sells food and home items, properly placed and organized in specific departments is termed a market. A supermarket is an advanced type of the little grocery stores and caters to the manage wants of the consumer.

**Moni and Pop Store** (also known as Kirana Store in India) – Mom and Pop stores are the little stores go by people within the near neighborhood to cater to daily wants of the customers residing within the locality. they provide elect things and aren't in the least organized.

**Malls** – several retail stores operative in one place form a mall. A mall would include many shops each one selling their own merchandise however at a common platform.

Retail sector has undergone changes with increase in use of internet and smart phones. Large number of online retailers are running their business in India and earning profits too. Expansion of mobile based electronic payment system, discounts, easy returns, convenience etc. are some of the reasons which urge customers to purchase goods online. Now everyone wishes to buy goods online as buying items is now just a click away. Increasing trend of online shopping is affecting offline retail. Offline sale is going down day by day which create tension for offline retailers about their future.

### 3.5 Story of each local retailer especially during covid-19 pandemic

The covid-19 pandemic is just the latest challenge for retailers. The high streets have been under pressure for some time. As more people opt for the convenience of shopping online and retailers have also struggled in face of increased competition. Lockdown, social distancing regulations and falling consumer confidence have made the situation worse with many retailers closing their physical store. Across the world, lockdowns and social distancing measures have forced many retailers deemed non-essential to close their store. The shock fall in revenue has pushed many firms to financial crisis. At the same time consumers, confined indoors were forced to use online shopping for most items. While the overall impact of the pandemic on e-commerce remains to be seen, this crisis has already altered consumer behavior. Among 115 consumers surveyed in 50 different markets, 45% said that they are prepared to keep using products and online stores they found during lockdown.

As per survey conducted by me, I can clearly say that apparel, grooming and personal care sector is affected more by Myntra as people mostly buy these products online from Myntra. Retailers with this business are affected a lot. Many shifted their business, many shut their doors of shops as they were unable to bear the maintenance cost and people with rental shops were unable to pay off their rent, some of them adopted the way of migration, many workers working under this area have lost their job as less manpower was required due to less footfall in the local market

Here are some reasons,

**Fear of safety:** people are scared of getting virus of covid-19 as news channels and each and every person was saying that covid spreads by touching or can stay on a surface for more than three days, each and every individual was afraid of chance of getting infected if they go out so people were opting for contact-less delivery which was possible only through online shopping, here, people would just have to go over application just roam on website, and select according to their choices and demands. They would get what they want without any contact or hesitation or fear of getting infected. For payment they were simply option for UPI or card as cash on delivery was not allowed. Many shifted their business to online but it was not possible for all small scale retailers to shift their business as it could not be pocket-friendly also because lack of knowledge, this has affected small traders.

**Shifting of business:** people tend to shift their business to the sector which did not get affected much such as kirana shop. Also retailer in apparel section started to sell PPE kit, local vendors started selling mask as it was need of the hour. In my locality I saw a change of business from restaurant to supermarket and it boomed a lot.

**No rolling of money in the business:** The pandemic has emptied the pocket of individual due to high demands and higher prices as there was shortage of products also the decreased footfall of

consumers. For example, after the unlock clothing shops started but it has old stock also very less buyers were coming to buy so there was old stock left with no rolling of money to buy stock. because of these customers opted for online shopping as they were providing new stock and old stock with discount. These things affected their selling and rolling of money in the market which led to loans, shutting their shops, migrating to the place with less expenses and many more such things



The above picture shows the decreased footfall of buyers in particular apparel shop in Mumbai

## Chapter no.3.6

### **The case of sarojini nagar market when it reopened after ease in lockdown restrictions**

Delhi's famous sarojini nagar market reopened after ease in lockdown restrictions. Market is facing dearth of customers and shop owners are suffering losses.

An interview of one shopkeeper was taken and he said, 'earlier the market was remained so crowded that there was not even enough space to stand in the market. they used to do daily business of thousands of rupees depending upon the demand of buyers. Now after unlock 1 hardly 4 5 customers come, and many shops are not even able to do single transaction a day. Sunday was kind of jackpot to them. But, now people are not coming to market to shop because of fear of getting infected. They have reduced their manpower as they are unable to pay them because of no income occurring and they are facing huge losses.

<https://www.indiatvnews.com/video/news/sarojini-nagar-market-shop-owners-frustrated-with-low-footfall-626218>

The above link shows the change in sarojini nagar footfall of the customers.

## Chapter no. 3.7

### Some other common reasons in decline of offline retail sales

Following are some of reasons due to which people have started now purchasing goods online in comparison with traditional modes of purchasing:

**A. Huge discounts:** The biggest reason of increasing trend of online shopping is availability of huge discounts offered by online retailers to customers. Even sometimes online retailers sell the products at below their purchased price on some special days like Amazon-treasure hunt, big billion day sale, deal of the day offer, end of season sale, Myntra's – end of reason sale. Online retailers buy in bulk quantity directly from manufacturer by eliminating middleman margin that's why they sell the products at lower prices. Offline retailers are not able to offer such huge discounts as offered by online retailers and they are left with no option except moving towards online business.

**B. 24/7 Availability:** Online shopping stores are open round the clock of 24/7. It is very rare to find any offline retail store that is open for 24 hours in a day. The availability of online stores gives the freedom to shoppers' shop at their own pace and convenience. Shoppers can shop at any time of day or night in online shopping stores just by at one click.

**C. No waiting in queues for billing:** Shoppers are not required to wait in long queues for billing in case of online shopping. They just simply order the goods online by following a simple procedure and get them delivered at their doorstep. This facility is not available in offline retail because sometimes customer has to wait in queues for billing.

**D. Easy Return:** Normally it is not possible for shoppers to get the money back if they don't like the product after purchase in case of offline sale. They can exchange the product only and that too in exceptional cases. But in case of online shopping, if customers don't like the purchased product, they can simply return the product and get their money refunded.

**E. Extensive availability of online coupons compared to offline ones:** In case of offline retail store, customer can get discount only when there is sale or if he has membership card. But online coupons are easy to search and apply in comparison to offline coupons. Online shoppers can save the discount coupon codes and get discounts upon purchase by using the coupon code

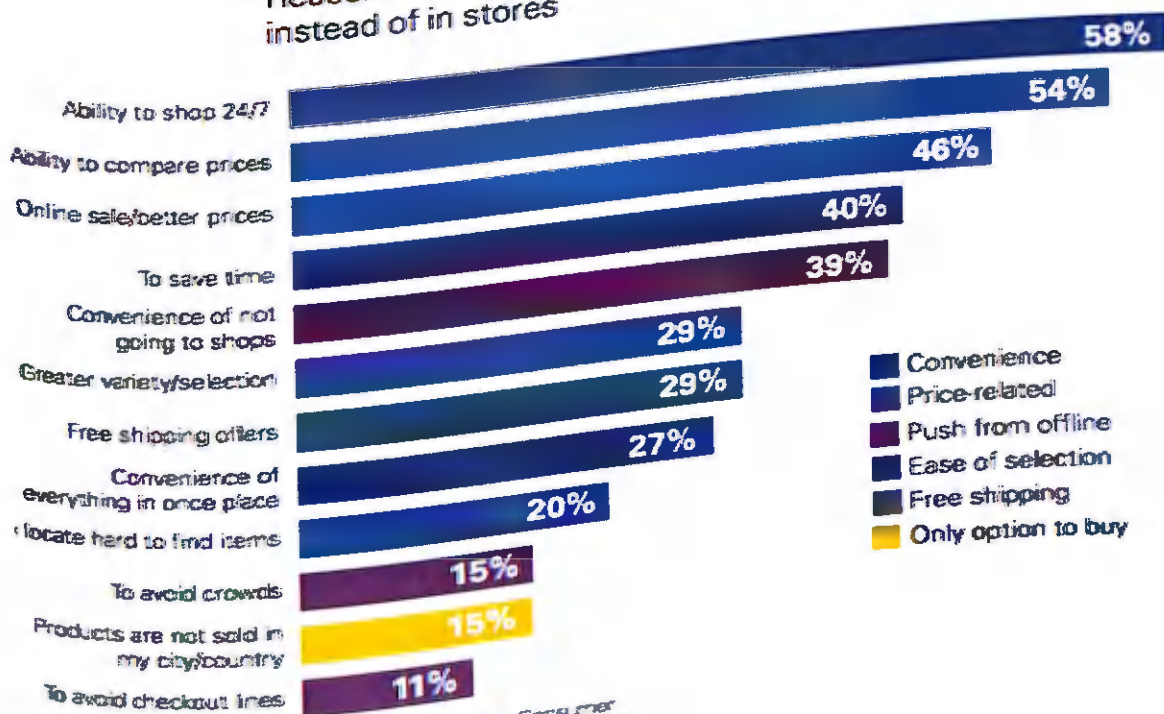
**F. Wide choice:** In online shopping, Customers have lots of option while buying products online such as color, size, brand etc. but in case of offline shopping choice is restricted as some times the customer may not get the desired color, size or offers.

**G. Saving of time and transportation cost:** People don't get the time to go in stores to buy products due to their busy schedules. They can easily purchase the products online by sitting at their home or whenever they are free. Online shopping saves their time as well as transportation cost because now many online shopping websites deliver the products without charging delivery expenses.

**H. Easy access to customer reviews:** Customer can have easy access to consumer reviews and feedbacks before purchasing anything in online shopping. But offline sale doesn't provide such customer response before actual purchase take place. That's why people prefer to buy goods online now.

**I. Access to compare prices:** Due to online shopping, customer first of all compares the price of product on different shopping websites by sitting at their homes and after comparing he buys it from that site where the price is lowest. These facilities are available in offline retail too but customers have to move to faraway places to compare the price which is difficult nowadays due to busy schedules of customers.

Reasons consumers shop online instead of in stores



Source: Global Online Consumer Report (PwC International 2017)

## Chapter no.3.8

### Impact of online shopping on economy

Local companies depend upon the attention and business of their target audiences in order to thrive. The meteoric rise of online shopping presents both challenges and opportunities to accomplishing this vital task.

Consider these online shopping statistics:

- More than 75 percent of consumers' shop online at least once a month.
- Between 4 and 10 percent of retail sales happen online.
- During the 2018 holiday season, \$126 billion was spent on online purchases in this country.

All of these purchases are purchases that are not being made in a brick and mortar store. And that means that all of these purchases are having a measurable impact on the local economy. Is this impact bad news for local business? The reality is a little more complex.

**Online purchases can take taxes away from the local economy.**

Perhaps the biggest negative impact that online sales have on the economy is that they reduce the amount of sales tax the state collects and other local taxes that towns and counties collect. Not every online retailer charges the appropriate sales tax or other local taxes for items customers buy from their online stores. As a result, residents of a state may not pay sales taxes on online purchases that they would have paid if they had made the same purchase in a brick and mortar store.

This loss of revenue is measurable. In 2012, Indiana lost \$195 million in sales tax revenue to online purchases, according to the University of Tennessee. This number is almost certainly larger now that the popularity of online sales has skyrocketed.

In an attempt to reduce these losses, Indiana passed a law that went into effect in October of 2018 that requires retailers that earn at least \$100,000 in sales in Indiana or serve at least 200 Indiana residents in a year to charge sales taxes on online purchases.

This law, however, does not affect smaller businesses. It also does not apply to local taxes and therefore does not completely close the tax gap caused by online purchases.

**Online sales make it harder for brick and mortar retailers to compete.**

Because many online retailers do not charge their customers sales tax, purchases from them cost less. A 7 percent charge on a small purchase might only be a few cents or dollars, but the difference can add up on larger buys.

In addition, when customers are pinching pennies or making many purchases, such as during the holidays, sales tax savings can be important to them.

As a result, brick and mortar stores that have to charge appropriate taxes sometimes have a harder time competing with online retailers who do not add these taxes to the cost of their items.

When customers choose to go online instead of to a brick and mortar store in order to save money, they restrict the local company's ability to grow.

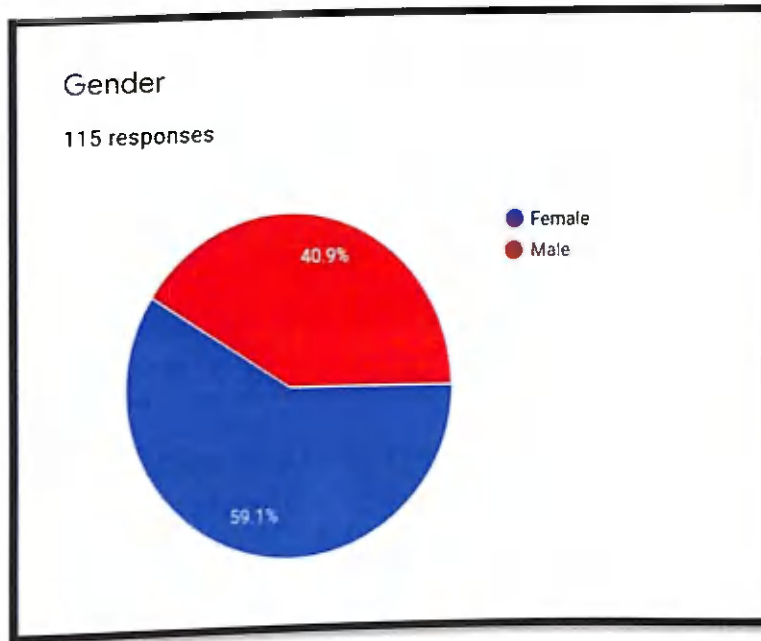
**Online purchases take money out of the local economy.**

Online purchases may also remove money from the local economy. For example, if a customer purchases a gift from Amazon instead of from a local business, that money goes to the national retailer instead of the purchaser's community.

This loss of income can restrict the local economy. Less money comes to local businesses, which means they make fewer hires. Fewer hires mean less money flowing into the local economy. Less money flowing into the local economy means fewer jobs, and less money available to residents to spend. They then spend less money locally, which leads to a vicious cycle that can keep communities from growing.

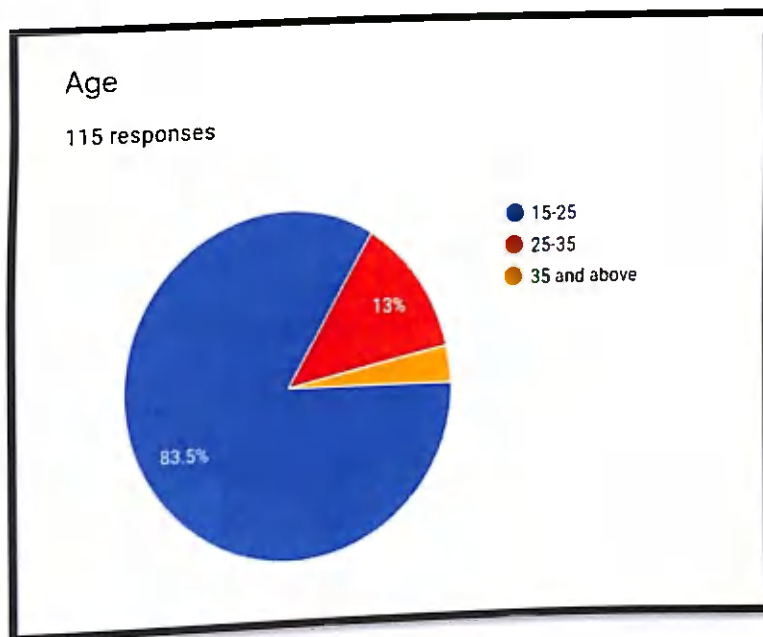
## Chapter no. 4

### 4.1 Questionnaire and data analysis



#### Interpretation:

This survey is conducted with 115 responders, which includes 59.1% of female and 40.9 % of male responders



### Interpretation

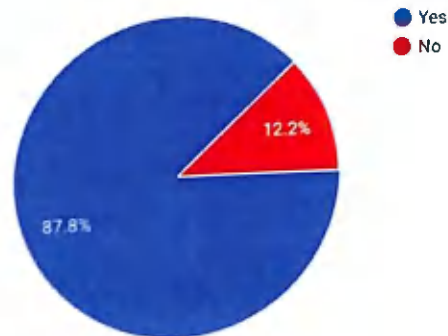
Different age group of people were surveyed in above analysis.

In which maximum responses from age group 15-25 are there which is 83.5% and 13% are in age group of 25-35

This shows that people above 35 years of age are least engaged on Myntra

Have you ever used myntra as shopping platform

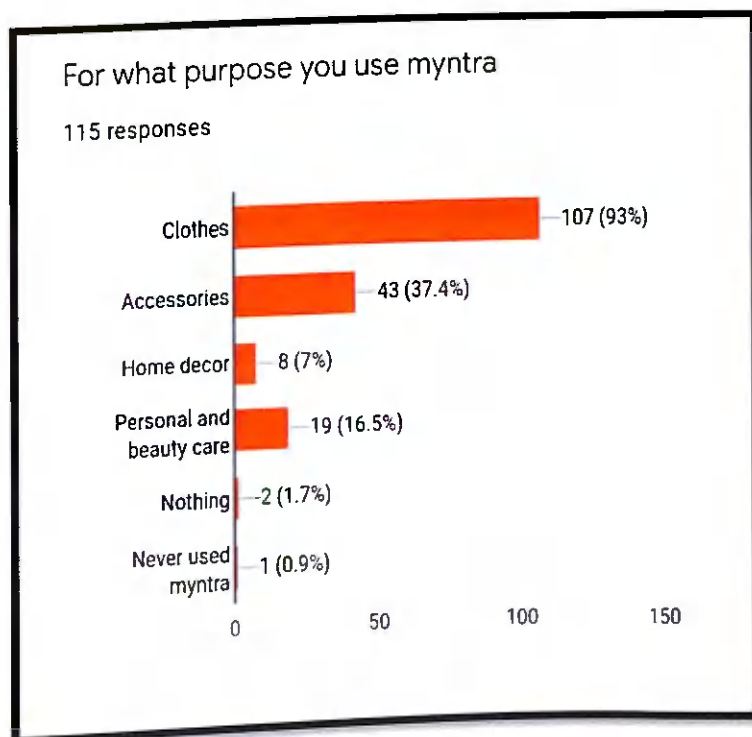
115 responses



### Interpretation

From the above sample size 87.8% which is maximum have already used Myntra before for shopping of clothes, accessories, home décor, personal and beauty care products, etc.

It shows that people are moving towards online shopping in a speedy way

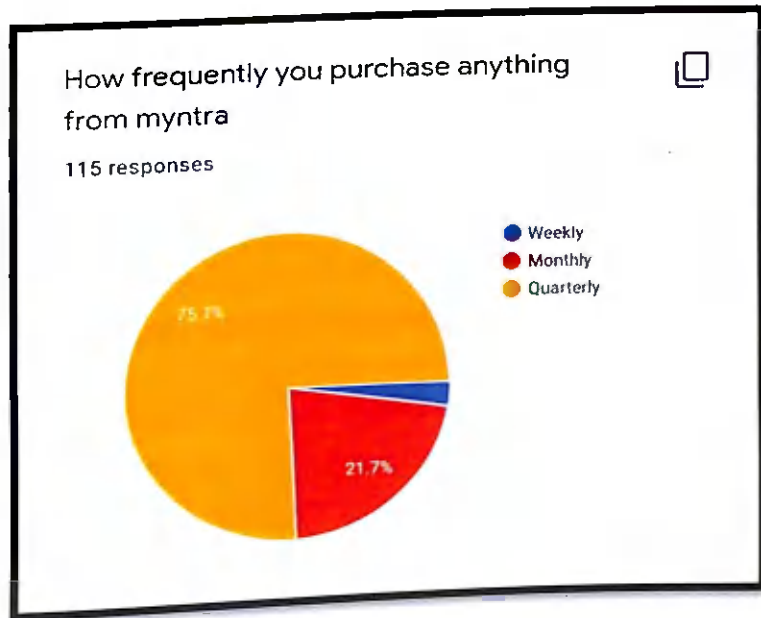


### Interpretation

the above statistics show that, people use Myntra for buying clothes the most, and then comes accessories.

home décor and personal care items are purchased less from Myntra

this means Myntra affects clothing sector the most in India

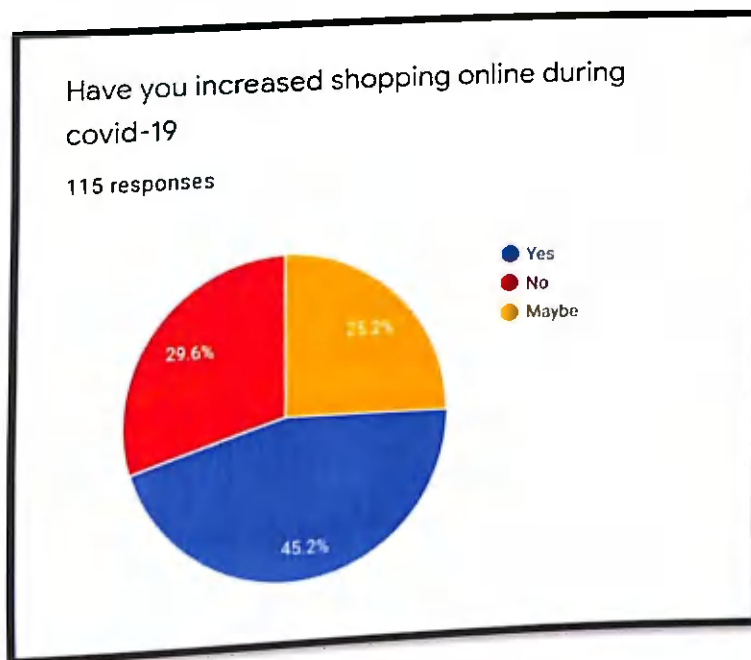


### Interpretation

Frequency of buying anything from Myntra was on quarterly based. Means 75.7% people said that they purchase quarterly and very less % of people said that they purchase on weekly bases

21.7% of people buy products on monthly bases.

Use of Myntra is raising day by day



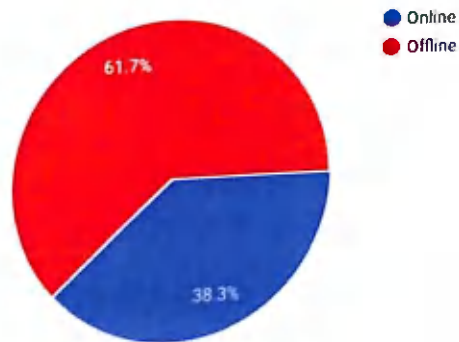
### Interpretation

On asking a question have they increased shopping online during covid-19 I got to know that nearly 46% of people have increased shopping online and 25% of people were not sure about that.

as people were following social distancing they started shopping online and their pattern of shopping changed

According to you which shopping mode is more reliable

115 responses



### Interpretation

Though people believe that offline mode of shopping is more reliable which was said by 61.7% of people

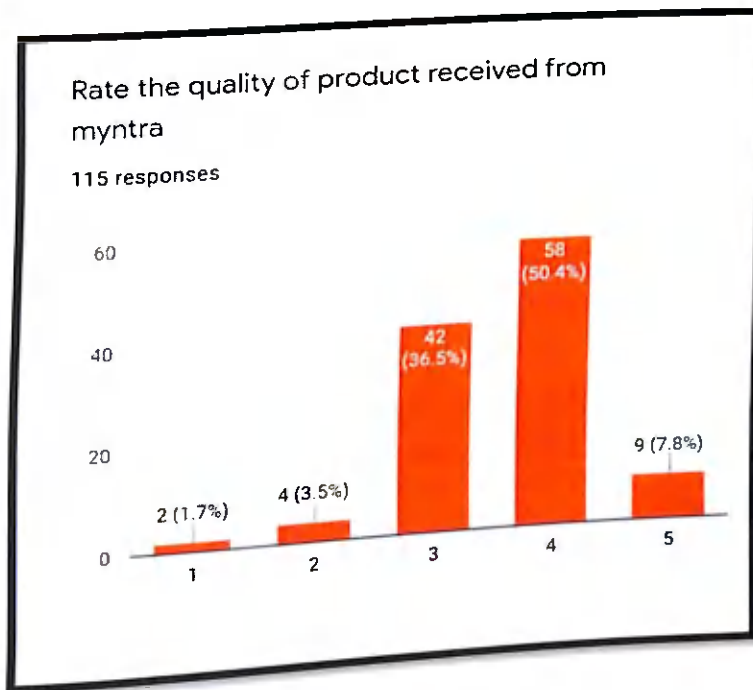
There are many reasons for it for example they can see the quality of product before buying and they can get the product immediately



### Interpretation

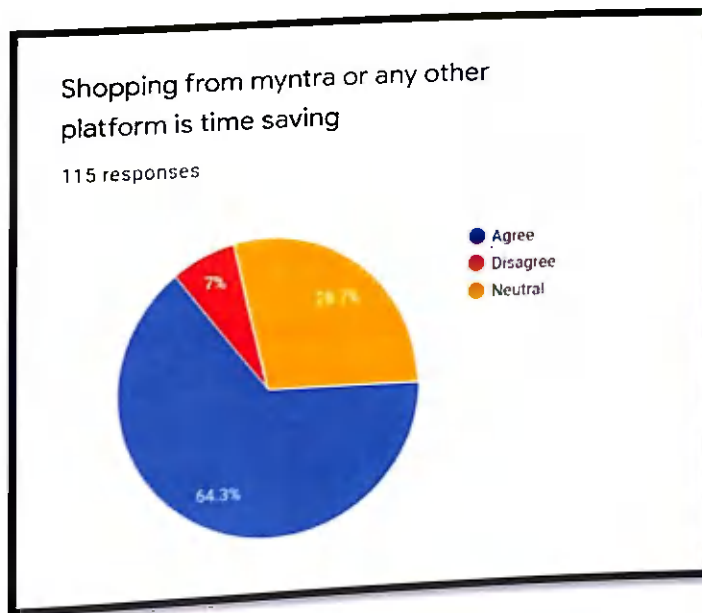
Myntra provides huge discount, try and buy facility, affordable price, wide range of variety of products on purchasing

On asking about what attracts the consumers to shop on Myntra we can see that, most answer are focusing on wide range of variety and then comes coupons and offers provided by the company



### Interpretation

On asking about rate of quality of products received from Myntra out of 5, 58 persons which is 50.4% of population in this sample size rated 4 out of 5 and 43 persons which is 36.5% of people rated 3 out of 5



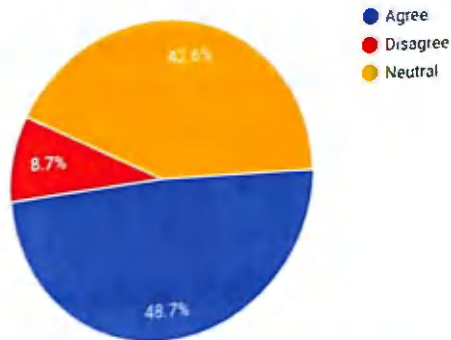
### Interpretation

People believe that shopping online from Myntra is time saving as 64.3% of responder agree on that and 28.7% of responders have neutral opinion for the same.

As you can order the product without travelling to anywhere, it saves the travelling time

Sometimes received products are different  
in quality and colors

115 responses



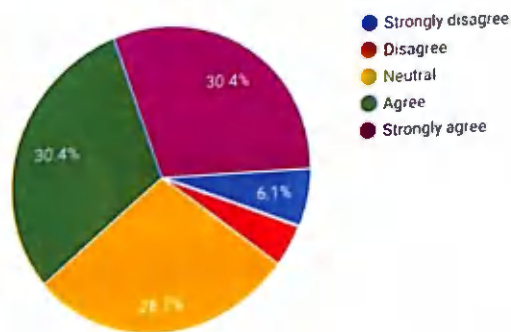
### Interpretation

48% of responders believe that sometime the actual product received differs from the picture shown

Sometimes products differ in quality, colors etc. and 42.6% of people have neutral opinion for the same

"Shopping from local retailers is more convenient as you can bargain, touch and feel the quality of product "

115 responses

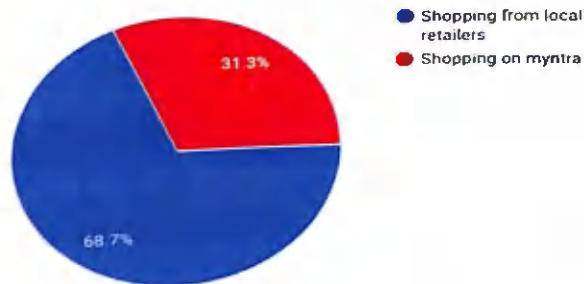


### Interpretation

On asking about convenience in offline shopping from local retailers better or not as it provides a chance of bargaining also to touch and feel the quality of product 30.4% of people were agreed on that 30.4% of people were strongly agreed on that. Very less % of population in and 28.7% of people had neutral answer for the same. Very less % of population in above sample size disagreed or strongly disagreed on the same.

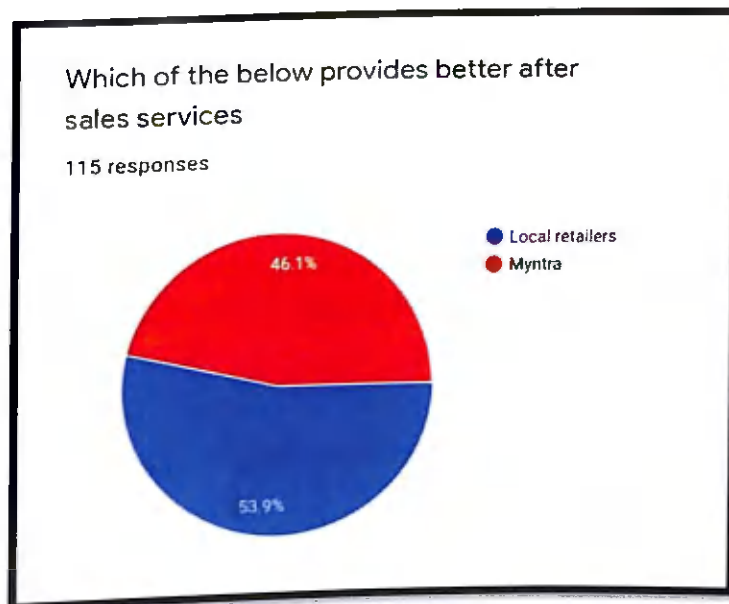
Lets take two cases, a)Shopping offline from local retailers takes time and traveling cost to reach at the shop b)Shopping from myntra does not take any traveling cost but it does charge shipping charges and also takes few days for delivery . Which is more preferable ?

115 responses



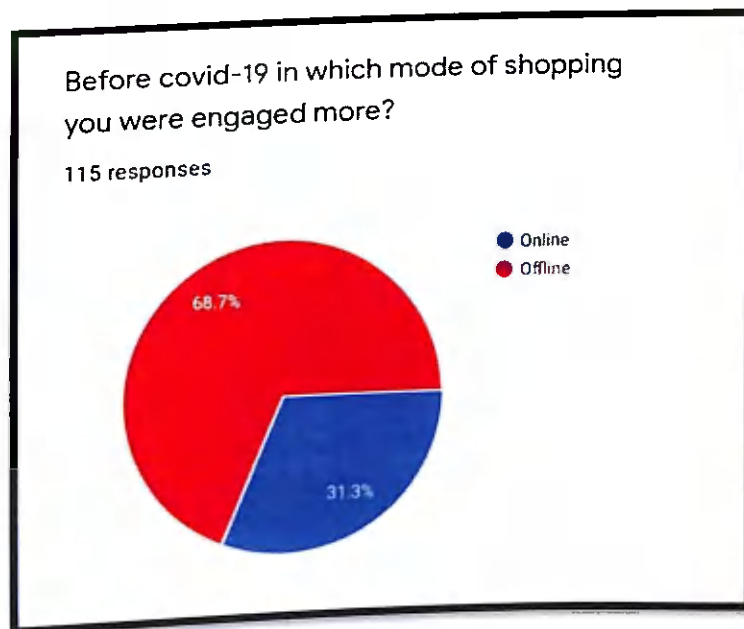
### Interpretation

There were two cases given in the questionnaire regarding which is more preferable for shopping 31.3% of people said that shopping online from Myntra is more convenient as it does not take any travelling cost or travelling time to reach at the store though it take several days to deliver the product and 68.7% of people said that it is more preferable to shop from local retailer as it does not take days to get the product which means in case of urgency it is the best way.



### Interpretation

On asking about after sales service of Myntra and local retail shop I came to know that 46.1% believes that Myntra provides better after sales services like, free easy return policy, exchange policy and many more and 53.9% of people believes that local retailers provide better after sales services

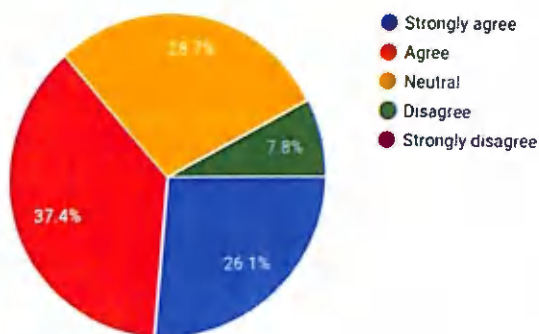


### Interpretation

On asking a question about their earlier shopping habit I came to know that people likes to buy things offline because of several reasons so they were engaged more in offline shopping but due to covid-19 pandemic they have shifted their shopping from offline to online because of fear of getting infected of virus they opted for contact less delivery

"Shopping online from myntra has badly affected local market and retailers"

115 responses



### Interpretation

More the half people believe that yes, shopping online from Myntra has badly affected the local market and retailers as low footfall of buyers in the market and this affects the revenue of retailers and also brings the boom phase for an online platform like Myntra and raised their sales.

## **Chapter no 5**

### **5.1 Findings**

E-commerce is consistently taking up a larger proportion of consumer time and spending. There are several driving factors for consumers to shop online on Myntra with price, convenience in shopping and wide range of available products being the primary. The major findings of the study are as follows:

- a. Turnover and profit margin of the retailers has considerably decreased in the past few years.
  - b. Retail stores are now-a-days more engaged in services related to customer satisfaction.
  - c. Although the retailers are not able to keep a wide variety in their stock, they attempt to keep the best of them so as to affect more sales.
  - d. Customers were seen to make window shopping at an alarming higher rate to have a physical look at the product and buy that product online on Myntra at a reduced rate.
  - e. Some Retail stores are now starting up with home delivery services of their various products at the door step of their customers. But it is not possible for all to do so
  - f. The consumers become more comfortable with the experience of purchasing online on Myntra with the convenience and product range become relatively more important as a deciding factor for shopping online.
- G Covid-19 pandemic has changes the way of shopping
- H People believe that online shopping has badly affected local market and retailers

### **5.2 Suggestions: -**

Retailers have to change their attitude towards the market. Today's is a consumer market and as a result the priority is the consumer satisfaction. The firm has to be in the good books of the consumer. Better quality products, fair price and friendly after-sale services are the basic areas in which the business has to concentrate to a remarkable extent. Additional services should be provided to the consumers to woo them and build upon a loyalty which in turn would ensure a stable sales in the years to come.

### **5.3 Concinsion**

The face of retail has changed. The advent of technology in recent period being the primary reason for it.

As Myntra provides convenience for shopping more and more people are shifting from offline shopping from local retailers to Myntra. This change has been seen especially during the covid-19 pandemic. People were following social distancing and contact less shopping.

Due to the worse effect of covid-19 people started buying online and it led to closure of many non-essential goods store. As there was low footfall at stores which led to decreased income and less rolling of money.

It needs to revive not just survive. The retail stores need to simply uplift its pattern of business and face the competitive world with a more positive outlook. E-stores and retail stores both have to survive, none at the cost of the other. It's not just about the livelihood it gives to the thousands of people but also the convenience and the steadfastness of a fixed retail store.

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## Aunexure

1] Name

2] Gender

- Male
- Female
- other

3] Age

- 15-25
- 25-35
- 35 and above

4] have you ever used Myntra as shopping platform

- Yes
- No

5] for what purpose you use Myntra

- Clothes
- Accessories
- Home decor
- Personal and beauty care
- Other

6] How frequently you purchase anything from Myntra

- Weekly
- Monthly
- Quarterly

7] Have you increased shopping online during covid-19

- Yes
- No
- Maybe

8] According to you which shopping mode is more reliable

- Online
- Offline

9] What attracts you to shop on Myntra

- Offers/coupons
- Wide range of variety

10] Rate the quality of product received from Myntra  
Low-o 1 o 2 o 3 o 4 o 5-high

11] “shopping online from local retailer is more convenient as you can bargain, touch and feel the quality of product”

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

12] let's take two cases, a) shopping online from local retailers takes time and travelling cost to reach at the store b)shopping from Myntra does not take any travelling cost but it does take shipping charges and also few days for delivery . which is more convenient?

- Shopping from local retailer
- Shopping from Myntra

13] Which of the below provides better after sales service

- Local retailer
- Myntra

14] Before covid-19 in which of the mode of shopping you were engaged more?

- Online
- Offline

15] “Shopping from Myntra has badly affected local market and retailers”

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree