

**G.S. COLLEGE OF COMMERCE AND ECONOMICS (AUTONOMOUS)
JABALPUR (M.P.)**



SESSION: 2021-22

**INTERNSHIP REPORT
ON
RETAIL STORE MANAGEMENT
ONDOOR PVT. LTD.**

SUBMITTED BY

AMAN HUSAIN KHAN

B.COM 1ST YEAR "C"

ROLL NO.- 2140030

Dullu
18/6/22

SUBMITTED UNDER THE GUIDANCE OF

ASST. PROF. SUMONA GHOSH

ASST. PROF. AKSHAY KHANDEKAR

**G.S. COLLEGE OF COMMERCE AND ECONOMICS (AUTONOMOUS)
JABALPUR (M.P.)**



ACKNOWLEDGEMENT

First I would like to thank Principal Dr.Sunil Kumar Pahwa, for the facilities provided to accomplish this internship.

I would like to thank Dr.Vinod Kumar Mishra, in charge semester cell Dr. C.K. Chouksey internship coordinator for their support and advices to complete internship in **RETAIL STORE MANAGEMENT (ONDOOR PVT. LTD)**, I would like to thank my Supervisor **ASST. PROF. SUMONA GHOSH & ASST. PROF. AKSHAY KHANDEKAR** for his continual encouragement and constructive criticism throughout my internship.

I am highly indebted to ONDOOR PVT. LTD......Jabalpur for giving me the opportunity to do an internship within the organization. I also would like to thank all the people that worked along with me with their patience and openness they created an enjoyable working environment.

I am extremely great full to my department staff members and friends who helped me in successful completion of this internship.

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JABALPUR (M.P.)**



DECLARATION

I hereby declare that this Internship Report titled “**RETAIL STORE MANAGEMENT ONDOOR PVT. LTD.**” is based on the original work done by me, in which the use of published and unpublished material has been duly acknowledged. I also declare that the submitted project report has not been submitted for any other degree / course in the past / presently.

Name of Student: AMAN HUSSAIN KHAN

Class: B. COM 1ST YEAR “C”

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CERTIFICATE

This is to certify that the Internship Report entitled **RETAIL STORE MANAGEMENT ONDOOR PVT. LTD.**, which is submitted by **AMAN HUSAIN KHAN** for partial fulfilment of the requirement for **B.COM IST YEAR "C"** for the academic session 2021-22 has been completed Internship. A part from a few suggestions given by us, these students have done rest of the entire work themselves. The report is unto the student, both in respect of contents and its literacy presentation for being referred to the examiner:

Date:

Place:

[Handwritten Signature]
[Handwritten Signature]

Internship Guide


CERTIFICATE OF INSTITUTION WORK COMPLETION CERTIFICATE

Certified that ..AMAN..HUSAIN..K.HAN.....
G.S. College of Commerce and Economics (Autonomous) College
Jabalpur work as an Intern in....ONDEOR..PVT..LTD......
..... Jabalpur from 10/2/2022 to
25/2/2022 By being present in this institution.

..AMAN..HUSAIN..K.HAN..... is very hard
working, dedicated and result oriented, he has done good work during
their tenure in the organization. We wish him a bright future.

With best wishes,

Location: Jabalpur
Date: 27/02/2022


Institution seal & Sign

Ondeor Concepts Pvt. Ltd.
Anand Nagar Coe.
Date.....
INWARD

ATTENDANCE SHEET

Name: Amam Hussain Khan

Class: B. Com. 1st Year "C"

Roll No.: 2140030

Name of the Institute: Ondore Pvt. Ltd.

Topic: Retail Store Management

S.No.	Date	Arrival Time	Departure Time	Signature
1	10/02/2022	12:00 AM	04:00 PM	<u>Amam</u>
2	11/02/2022	12:00 AM	04:00 PM	<u>Amam</u>
3	12/02/2022	12:00 AM	04:00 PM	<u>Amam</u>
4	13/02/2022	12:00 AM	04:00 PM	<u>Amam</u>
5	14/02/2022	12:00 AM	04:00 PM	<u>Amam</u>
6	15/02/2022	12:00 AM	04:00 PM	<u>Amam</u>
7	16/02/2022	12:00 AM	04:00 PM	<u>Amam</u>
8	17/02/2022	12:00 AM	04:00 PM	<u>Amam</u>
9	18/02/2022	12:00 AM	04:00 PM	<u>Amam</u>
10	19/02/2022	12:00 AM	04:00 PM	<u>Amam</u>
11	20/02/2022	12:00 AM	04:00 PM	<u>Amam</u>
12	21/02/2022	12:00 AM	04:00 PM	<u>Amam</u>
13	22/02/2022	12:00 AM	04:00 PM	<u>Amam</u>
14	23/02/2022	12:00 AM	04:00 PM	<u>Amam</u>
15	24/02/2022	12:00 AM	04:00 PM	<u>Amam</u>

Amam
Institute Seal

Ondore Pvt. Ltd.
Anand Nagar
Date:
INWARD

Date

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4. > RECOMMENDATION

Based on my observation, I can suggest some below recommendations.

→ Firstly, the security is very important in any organisation so I will suggest physical security like a security guard because I have only saw CCTV cameras in the name of security.

→ Secondly, I recommend salary incrementation of employees for their motivation because their pay is bit lower than their workload.

→ Omdoor can spend finnest more in its marketing/ advertisement because this field i.e. all in one stores are growing rapidly and due to this grow high growth more new players are entering this market so due to increasing competition.

13

13

Date

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2.6.4 > Threats

→ Ondoor expects consumers to visit the store at least once in a week for utilisation of their card point.

→ Each store will have an investment of 50 lakh to 60 lakh.

→ Unlike global retailers who operate on thin margins, Ondoor is looking at a fairly high-margin business model.

2.7 > Types of customers

2.7.1 > New Customers

→ Newcomers are always going to have a few questions about how things work but

2.5 > Yearly report

→ Ondoor makes about 450-500 cr. profit in a financial year.

→ Ondoor completes 12,00,000+ (12 Lakhs+) Home deliveries in a financial year.

→ Ondoor appoints nearly 600+ employees a year which is pretty good for a new born growing company.

2.6 > SWOT Analysis

2.6.1 > Strengths

→ Ondoor is the fastest growing grocery and multi-product in whole M.P.

Date

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1. INTRODUCTION OF COMPANY



1.1 Introduction →

Ondoor Concepts Private Limited is an e-commerce venture that provides food staples and household items at your doorstep. Ondoor is established with a motto - 'Create value for customer to build an ever-lasting relation'.

Its efficient and bulk procurement, state of the storage and handling, and unmatched logistics enable it to pass on the price and quality.

2.4 > 4 P's of Marketing Mix

2.4.1 > Price

- It is established mainly for the middle class people & working class people.
- In the outdoor price of vegetables and fruits are available in a cheap price.
- There is always some discount & free offers on cosmetics.

2.4.2 > Products

- Outdoor is amongst the selected stores which avail vegetables & fruits in the shopping complex along with home delivery.
- There are special sections inside the outdoor mart for each and every type of product.

Date

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2. > PROJECT

2.1 > Description of project

→ According to new education policy, the "Practical Knowledge of Work" is an integral part of ~~any~~ every graduation degree requirement. I have worked in Ondoor Private limited to take real life exposure of the activities of the organization. During my internship period I have come across with different functions of the company. This report has originated as a course requirement of B.Com program. I hope the report give a clear idea about the activities of Ondoor Pvt. Ltd.



1.4 > Different levels of operation

Board of Directors



State managers



District managers



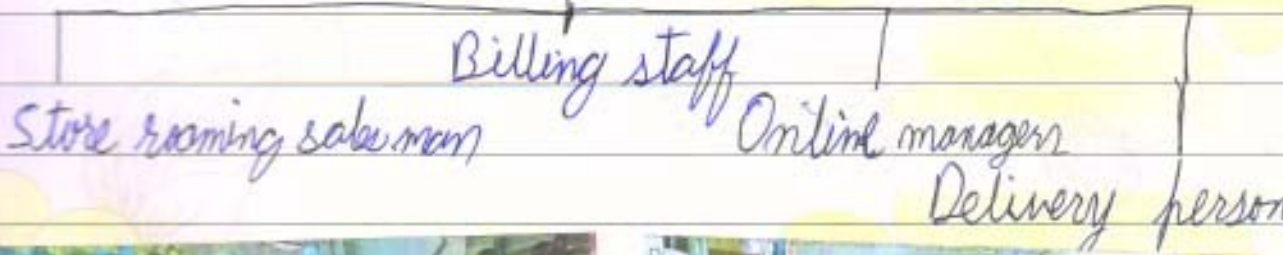
Franchise Owners



store managers



Head of the staff



1.2 > Vision →

We firmly believe that ultimately it is the Customer Trust that creates profitable business. We bring Highest Quality Products at the most honest, reasonable and competing prices with unmatched convenience - savings on time and money!!!

We shall continue to strive hard to innovate and discover efficient means to create value for our customers, employees and community



A Grocery Store for all your Grocery needs

OPENING SOON



SHOP AND SAVE

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Date

- Now, I will recommend Ondoor to put some attractive offers to attract new customers.
- Then Ondoor can improve in-store facilities for customers like toilets and drinking water etc.
- Ondoor can update its billing system and can update to some new softwares because the present system is old, slow and outdated.

