

PROJECT REPORT

OF

“RETAILED OUTLET”

TABLE OF CONTENTS

- 1. Particulars of the Enterprise**
- 2. Project Loan Amount**
- 3. Project Proponent**

- 4. Project Description**
 - **Brief Description of the Project**
 - **Brief Description of HT London**
 - **Product Portfolio**
- 5. Location of the Project**
 - **Site Location**
 - **Project Site Map**
 - **Google Earth Image**
 - **Project Site Co-ordinates**
- 6. Market Survey**
 - **Introduction to Indian Retail Industry**
 - **Demand & Supply**
 - **Market opportunity**
 - **Marketing Strategy**
 - **Present Competitors of HT London**
- 7. Technical Feasibility**
 - **Manpower Required**
- 8. SWOT Analysis**
 - **Strength**
 - **Weakness**
 - **Opportunities**
 - **Threats**

[Disclaimer](#)

The views expressed in this model project are advisory in nature. It assumes no financial liability to anyone using the report for any purpose. The actual cost and returns of projects will have to be taken on a case-by-case basis considering the specific requirement of projects.

1. PARTICULARS OF THE ENTERPRISE

Name of the Enterprise	RETAILED OUTLET	Constitution	PROPRIETORSHIP
MSME Status	REGISTERED	MSME Registration No.	
Registration Date	12/08/2020	Date of Incorporation	20/01/2018
Activity	SERVICES		
Registered Office Address			
Old Site Location			
New Site Location			

2. PROJECT LOAN AMOUNT

TERM LOAN	1350 LAKH
WORKING CAPITAL	650 LAKH

3. PROJECT PROPONENT

Name Of the Promoter	PRASHANT SINGH
Father's Name/Husband's Name	UDAY PRATAP SINGH
Age	36 years
Residential Address	
PAN No.	
Designation	DIRECTOR
Education	MBA (SALES AND MARKETING)

Profile of Prashant Singh:

- Education and Qualifications:** Prashant Singh holds a Master of Business Administration (MBA) degree with a specialization in sales and marketing. He is equipped with advanced knowledge and skills in strategic marketing, consumer behavior, market analysis, and sales management.
- Professional Experience:** With 15 years of cumulative experience in sales and marketing, Prashant Singh has built a solid foundation in the field. His career trajectory likely includes roles in various industries and sectors, where he has gained invaluable insights and expertise.
- Founder of HT London:** As the founder of HT London, Prashant Singh demonstrates entrepreneurial vision and leadership. He took the initiative to establish the retail outlet under the brand name HT London, showcasing his ability to identify market opportunities and execute business ventures.

- **Management and Leadership:** For the past 6 years, Prashant has been actively involved in managing HT London. This hands-on experience in operations, marketing, and overall management highlights his proficiency in leadership roles. He is responsible for overseeing day-to-day activities, making strategic decisions, and ensuring the success and growth of the business.
- **Marketing Expertise:** Prashant's MBA specialization in sales and marketing, coupled with his extensive professional experience, underscores his expertise in marketing management. He possesses a deep understanding of market dynamics, consumer preferences, and effective marketing strategies. Prashant is adept at crafting compelling marketing campaigns, leveraging various channels to reach target audiences, and driving brand awareness and customer engagement.
- **Strategic Vision:** Prashant Singh's strategic vision guides the direction of HT London. He formulates long-term goals and objectives, aligning them with market opportunities and business capabilities. Prashant's strategic planning ensures that HT London remains agile and responsive to changing market conditions while staying true to its brand identity and values.

4. PROJECT DESCRIPTION

Brief Description Of The Project

- Its operating under the brand HT London, is a renowned retail outlet that has been a staple in the Greater Noida West community for years. Previously nestled in Roshan Lal Plaza, the business has recently undergone a significant transformation by relocating to a prime commercial space in Phoenix Square, Sector 1, Greater Noida West. This move marks a pivotal moment in the brand's journey, signaling its commitment to growth and expansion.
- The new location boasts an expansive area of 17,630 square feet, positioned strategically on the lower ground floor of Phoenix Square. This substantial increase in space presents

an exciting opportunity for HT London to elevate its retail offerings and enhance the overall shopping experience for its clientele.

- Owner Mr. Prashant Singh's visionary decision to acquire a commercial space measuring 7,630 square feet within the larger footprint demonstrates strategic foresight and investment in the brand's future. This portion of the space will serve as the nucleus of HT London's operations, housing a meticulously curated selection of premium products and personalized customer service.
- However, with a remaining area of 10,000 square feet available for further development and utilization, Mr. Singh is actively seeking financial support to fully harness the potential of this expanded space. To facilitate this expansion, a loan amount of 5.36 crores is being sought, enabling HT London to realize its ambitious growth plans and solidify its position as a leader in the retail landscape of Greater Noida West.
- The relocation to Phoenix Square represents more than just a physical move; it symbolizes HT London's unwavering commitment to excellence, innovation, and customer satisfaction. With enhanced visibility, accessibility, and an inviting atmosphere, the new location sets the stage for HT London to captivate new audiences, forge lasting connections, and continue its legacy of providing unparalleled shopping experiences.

Brief Description of HT London

Introduction: It is a renowned retail outlet offering a wide range of garments for men, women, and kids, along with shoes and home furnishing items that will be expanded in an area of 17630sq. ft .

To meet growing consumer demand and capitalize on market opportunities, HT London aims to expand its area and enhance its product offerings.

Product Portfolio:

Garments for Men, Women, and Kids:

HT London offers an extensive collection of garments catering to men, women, and kids. The outlet provides a diverse range of clothing options, including casual

wear, formal attire, sportswear, and ethnic wear, to suit varied preferences and occasions.

Top Brands in Women's Clothing:





The women's clothing section features top brands such as Jockey, Bodycare, NumeroUno, Levi's, Madame, and more. Customers can explore a wide selection of trendy and fashionable apparel designed to enhance their style quotient. Women Section also include other things like purse, bags, clothes etc.

Top Brands in Men's Clothing:





The men's clothing section showcases leading brands like Jockey, Pepe Jeans, Levi's, NumeroUno, Blackberry, LP, Van Heusen, and others. From classic staples to contemporary fashion trends, HT London offers a comprehensive range of clothing options for men.

Kids Clothing Section:



For kids, HT London presents a diverse range of clothing and toys options from brands like UCB, Pepe Jeans, Lazybaby, US Polo, and more. Parents can find stylish and comfortable outfits for their little ones, ensuring both fashion and functionality.

Shoe Collection:





HT London boasts a curated collection of shoes for men, women, and kids, featuring renowned brands such as Adidas, Reebok, Campus, Celcetto, Neoz, Bugati, Blackberry, Louis Philippe, and others. Customers can choose from a variety of styles, including sports shoes, casual sneakers, formal footwear, and more.

Home Furnishing Section:



In addition to apparel and footwear, HT London offers a selection of home furnishing items like curtains, mattresses, decorative items . The home furnishing section includes brands like D.Decor, Home Decor, Trident, Welspun, Spinn, and

others, providing customers with high-quality bedding, linens, towels, and decorative accessories to enhance their living spaces.

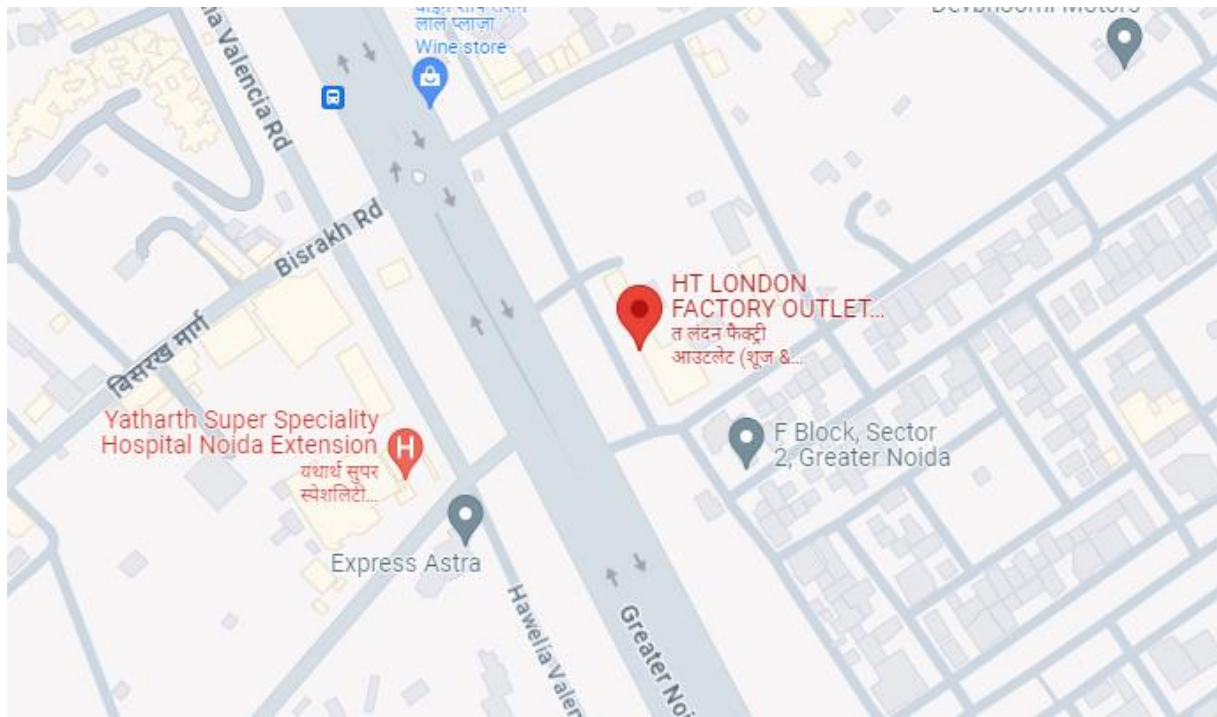
- **Expansion Plan:** To accommodate the growing demand and further enhance the shopping experience for customers, HT London plans to expand its area within Phoenix Square. The expansion will involve increasing the retail space to accommodate a wider assortment of products, introducing new brands and categories, and enhancing the overall ambience and layout of the outlet.
- **Conclusion:** With its diverse product portfolio, including garments, shoes, and home furnishing items from top brands, HT London is positioned as a one-stop destination for fashion-conscious consumers in Greater Noida West. The expansion plan reflects HT London's commitment to meeting customer needs, staying ahead of market trends, and consolidating its position as a leading retail outlet in the region.

5. Location of the Project

Site Location

HT LONDON FACTORY OUTLET, LOWER GROUND FLOOR, PHOENIX SQUARE,
SECTOR 1, GREATER NOIDA WEST 201306

Project Site Map



Google Earth Image



Project Site Co-ordinates

Latitude	28.474388
Longitude	77.503990

6. Market Survey

Introduction to Indian Retail Industry

Retail is India's largest industry, accounting for over 10 per cent of the country's GDP and around eight per cent of the employment. Retail industry in India is at the crossroads. It has emerged as one of the most dynamic and fast paced industries with several players entering the market. But because of the heavy initial investments required, break even is difficult to achieve and many of these players have not tasted success so far. However, the future is promising; the market is growing, government policies are becoming more favorable and emerging technologies are facilitating operations. Retailing in

India is gradually inching its way toward becoming the next boom industry. The whole concept of shopping has altered in terms of format and consumer buying behavior, ushering in a revolution in shopping in India. Modern retail has entered India as seen in sprawling shopping centers, multi-storied malls and huge complexes offer shopping, entertainment and food all under one roof. The Indian retailing sector is at an inflexion point where the growth of organized retailing and growth in the consumption by the Indian population is going to take a higher growth trajectory.

The Indian population is witnessing a significant change in its demographics. A large young working population with median age of 24 years, nuclear families in

urban areas, along with increasing working-women population and emerging opportunities in the services sector are going to be the key growth drivers of the organized retail sector in India.

Retailing is the final step in the distribution of merchandise - the last link in the Supply Chain - connecting the bulk producers of commodities to the final consumers. Retailing covers diverse products such as food apparels, consumer goods, financial services and leisure.

A retailer, typically, is someone who does not effect any significant change in the product except breaking the bulk. He/ She are also the final stock point who makes products or services available to the consumer whenever require.

Benefits of Retailing:

Retailing is good for national economies where it has positive influence on inflation and product availability. It also creates fortunes for its owners and is a tremendous source of employment.

Demand & Supply of Retail Outlets In India For “HT London”

In India, the demand and supply of retail outlets are influenced by various factors, which interact to determine the overall market dynamics.

Demand for Retail Outlets in India:

- **Population Growth:** India has a large and growing population, particularly in urban areas. The increasing population translates to a higher demand for retail outlets to cater to the needs of consumers.
- **Urbanization:** Rapid urbanization in India has led to the growth of cities and towns, resulting in a higher concentration of population centers. Urban consumers demand convenient access to retail outlets for their daily needs and lifestyle requirements.
- **Income Levels:** Rising incomes, especially in urban areas and among the middle class, have boosted consumer spending on goods and services. As disposable incomes increase, so does the demand for retail outlets offering a wide range of products, including discretionary items.
- **Changing Lifestyles and Preferences:** With globalization and exposure to international trends, consumer preferences in India are evolving. There is a growing demand for modern retail formats, such as supermarkets, hypermarkets, and malls, offering a diverse range of products and a better shopping experience.
- **Technological Advancements:** The increasing adoption of technology, including smartphones and the internet, has transformed consumer behavior and expectations. Consumers now seek convenience, personalized experiences, and seamless shopping across online and offline channels, driving demand for innovative retail outlets.

Supply of Retail Outlets in India:

- **Investment and Development:** The supply of retail outlets depends on investments from both domestic and international players. Retail chains, developers, and investors play a key role in developing and expanding retail infrastructure, including malls, shopping centers, and standalone stores.
- **Regulatory Environment:** Government regulations and policies, such as FDI norms in retail, commercial space acquisition laws, and zoning regulations, influence the ease of setting up retail outlets. Regulatory clarity and favorable policies can encourage investments in the retail sector, while uncertainty or restrictive regulations may hinder growth.

- **Infrastructure Development:** Accessible locations with high footfall are preferred by retailers. Infrastructure development, including transportation networks, road connectivity, and urban planning, affects the availability of suitable retail spaces and influences the distribution of retail outlets across different regions.
- **Market Competition:** The competitive commercial spacescape in the retail sector impacts the supply of retail outlets. Established players and new entrants compete for market share, leading to the expansion of existing outlets and the emergence of new retail formats to meet consumer demand.
- **Technology Adoption:** Retailers are increasingly leveraging technology to enhance efficiency, optimize supply chain management, and improve the overall shopping experience. Investments in technology infrastructure and digital solutions influence the supply of technologically advanced retail outlets in the market.
- In summary, the demand for retail outlets in India is driven by factors such as population growth, urbanization, rising incomes, changing consumer preferences, and technological advancements.

On the other hand, the supply of retail outlets, is influenced by investment trends, regulatory environment, infrastructure development, market competition, and technology adoption. Balancing these factors is crucial for Heartthrob to ensure sustainable growth and development of the retail sector in India.

Market opportunity

Greater Noida, a fast-growing city located in the National Capital Region (NCR) of India, presents several market opportunities for retail outlets. Here are some factors contributing to the market potential:

- **Rapid Urbanization:** Greater Noida has witnessed significant urbanization over the years, with a rising population and increasing disposable incomes. This urban growth creates a demand for retail outlets to cater to the needs of residents, including shopping for daily essentials, fashion, electronics, and other consumer goods.
- **Residential Developments:** The city has seen substantial residential development projects, including housing societies, apartments, and gated communities. These residential areas create captive consumer bases, providing opportunities for retail outlets such as supermarkets, grocery stores, pharmacies, and convenience stores to serve the local population.
- **Commercial Hubs and Office Spaces:** Greater Noida is home to several commercial hubs, IT parks, and corporate offices. These business centers generate footfall from office workers and professionals, creating demand for retail outlets offering food and beverage options, apparel, electronics, and other goods and services.
- **Educational Institutions:** The city hosts various educational institutions, including universities, colleges, and schools. The student population and faculty members form a significant consumer segment with diverse shopping needs, presenting opportunities for retail outlets catering to student requirements, such as bookstores, cafes, fast-food outlets, and stationery shops.
- **Entertainment and Recreation:** Greater Noida has developed as a hub for entertainment and recreational activities, with shopping malls, multiplex cinemas, restaurants, and entertainment zones. Retail outlets in these venues can capitalize on the influx of visitors seeking leisure and entertainment options, offering a diverse range of products and experiences.
- **Infrastructure Development:** The city's infrastructure development, including improved transportation networks, road connectivity, and planned commercial zones, fosters a conducive environment for retail businesses. Accessible locations with high visibility and footfall potential provide attractive opportunities for retail outlets to establish their presence.

- **Consumer Preferences and Trends:** Understanding the evolving consumer preferences and lifestyle trends in Greater Noida is essential for retail outlets to tailor their offerings accordingly. Factors such as increasing demand for organic products, health and wellness goods, premium brands, and experiential shopping can guide retailers in tapping into niche markets and attracting discerning consumers.
- **Technology Integration:** Embracing technology-driven solutions such as online platforms, mobile apps, digital payments, and omnichannel retailing can enhance the competitiveness of retail outlets in Greater Noida. Adopting innovative strategies to engage with tech-savvy consumers and offer seamless shopping experiences can differentiate retail businesses in the market.

Overall, Greater Noida presents a promising market opportunity for retail outlets across various sectors, driven by urbanization, residential and commercial developments, educational institutions, entertainment amenities, infrastructure growth, evolving consumer preferences, and technological advancements. Retailers willing to invest in understanding the local market dynamics and aligning their strategies with emerging trends can capitalize on the city's potential for business growth and expansion.

Marketing Strategy

Here is a comprehensive marketing strategy for HT London involves leveraging its strengths, addressing weaknesses, and capitalizing on opportunities in the retail market.

Market Analysis:

- HT London will conduct market research to understand consumer preferences, shopping behaviors, and trends in the fashion and retail industry.

- HT London will analyze competitor strategies, identifying strengths, weaknesses, and opportunities for differentiation.

Target Audience Identification:

- HT London will target customer segments based on demographic factors (age, gender, income), psychographic characteristics (lifestyle, preferences), and geographic location (Greater Noida and surrounding areas).

Brand Positioning:

- HT London has its unique value proposition and brand positioning in the market.
- HT London's strengths such as its diverse product range, top brand partnerships, and commitment to quality and customer satisfaction will help to stand out in the market.

Product Promotion:

- HT London will utilize a mix of online and offline channels to promote its products and offerings.
- Implement targeted advertising campaigns on social media platforms, search engines, and relevant fashion websites to reach the target audience effectively.
- Leverage email marketing, SMS campaigns, and loyalty programs to engage existing customers and encourage repeat purchases.

Store Experience Enhancement:

- HT London will focus on enhancing the in-store shopping experience to attract and retain customers.
- Create visually appealing store displays, utilize signage and branding elements effectively, and ensure a clean and organized store environment.

- Train store staff to provide excellent customer service, offer personalized recommendations, and address customer queries and concerns.

Content Marketing:

- Develop engaging and informative content to educate and inspire customers.
- Create blog posts, articles, and videos on fashion tips, style guides, and product reviews to showcase HT London's expertise and offerings.
- Leverage social media platforms to share user-generated content, behind-the-scenes glimpses, and promotions to drive engagement and brand visibility.

Partnership Collaborations:

- Collaborate with fashion influencers, bloggers, and local celebrities to amplify HT London's brand presence and reach a wider audience.
- Form partnerships with complementary businesses or organizations to co-host events, sponsorships, or cross-promotions to expand brand awareness and attract new customers.

Measurement and Optimization:

- HT London will establish key performance indicators (KPIs) to measure the effectiveness of marketing efforts, such as sales revenue, website traffic, conversion rates, and customer engagement metrics.
- Regularly monitor and analyze marketing performance data to identify areas for improvement and optimize marketing strategies and tactics accordingly.

Present Competitors of HT London

In Greater Noida, HT London faces competition from several major players in the retail sector. Here are some of the key competitors:

- **Westside:** Westside is a popular chain of retail stores offering a wide range of fashion apparel and accessories for men, women, and kids.
- **Shoppers Stop:** Shoppers Stop is a prominent department store known for its diverse range of products, including apparel, footwear, cosmetics, and home furnishings.
- **Brand Factory:** Brand Factory is a discount retail chain offering branded apparel, footwear, and accessories at discounted prices.
- **Max Fashion:** Max Fashion is known for its trendy and affordable fashion collections catering to men, women, and kids.
- **Reliance Trends:** Reliance Trends is a popular fashion retail chain offering a diverse range of affordable apparel and accessories for the entire family.
- **Central:** Central is a large-format department store offering a wide range of fashion apparel, accessories, and lifestyle products.
- **Pantaloons:** Pantaloons is a leading fashion retail chain offering a diverse range of apparel, footwear, and accessories for men, women, and kids.
- **Lifestyle:** Lifestyle is a popular fashion retail chain offering a curated selection of apparel, accessories, beauty products, and home furnishings.

These major competitors operate in Greater Noida's retail commercial spacescape and pose challenges to HT London in terms of brand recognition, product assortment, pricing strategy, and customer engagement. HT London will leverage its strengths and differentiate itself effectively to maintain its competitive edge in the market.

7. TECHNICAL FEASIBILITY

Manpower Required

Workers	No. Of Workers Required
Department Manager	1
Store Manager	1

Cahier	5
Floor Supervisor	4
Accountant	1
Sales Man	5
Total	17
Additional	No. Of Employees
Sales Man	10
Cahier	4
Total	14

8. SWOT ANALYSIS



SWOT Analysis of HT London:

Strengths:

- **Wide Product Range:** HT London offers a diverse range of garments for men, women, and kids, along with shoes and home furnishing items. This extensive product portfolio caters to various customer preferences and ensures a comprehensive shopping experience.
- **Top Brand Partnerships:** The outlet collaborates with top brands in the fashion and home furnishing industries, including Jockey, Levis, Pepe Jeans, Adidas, and D.Decor. These partnerships enhance the brand's credibility, offering customers access to high-quality and trusted products.
- **Prime Location:** Situated in Phoenix Square, Sector 1, Greater Noida West, HT London enjoys a strategic location with high visibility and accessibility. This prime location attracts foot traffic and facilitates easy reach for customers, contributing to higher sales potential.
- **Experienced Management:** Founded and managed by Mr. Prashant Singh, who holds an MBA degree in sales and marketing and has 15 years of

experience in the industry, HT London benefits from strong leadership and strategic decision-making.

Weaknesses:

- **Limited Brand Recognition:** Despite offering top brands, HT London may face challenges in establishing its own brand identity and achieving recognition among customers. This could affect customer loyalty and repeat business.
- **Competition from E-commerce:** The rise of e-commerce platforms poses a threat to brick-and-mortar retail outlets like HT London. Online competitors may offer competitive pricing, convenience, and a wider product selection, potentially impacting foot traffic and sales.

Opportunities:

- **Expansion and Diversification:** HT London will expand its product offerings further and diversify into new categories such as accessories, beauty products, or electronics. This expansion can attract new customers and increase revenue streams.
- **Digital Marketing and Omnichannel Integration:** Embracing digital marketing strategies and integrating omnichannel retailing can enhance HT London's online presence and customer engagement. Leveraging social media, e-commerce platforms, and mobile apps can attract tech-savvy consumers and drive sales.

Threats:

- **Market Saturation:** The retail industry in Greater Noida West may become saturated with numerous competitors, including both established retailers and new entrants. Increased competition can lead to price wars and margin pressures for HT London.
- **Economic Uncertainty:** Economic downturns or fluctuations in consumer spending habits can adversely affect retail businesses like HT London.

Changes in disposable income, inflation rates, or employment levels may impact consumer purchasing power and overall sales performance.

- **Supply Chain Disruptions:** Any disruptions in the supply chain, such as delays in product deliveries or shortages of inventory, can disrupt HT London's operations and affect customer satisfaction. Factors like natural disasters, transportation issues, or global pandemics can pose significant challenges to supply chain management.

PROJECT REPORT

RETAILED OUTLET

Table of Content

1 Enterprise

Disclaimer

The views expressed in this model project are advisory in nature. It assume no financial liability to anyone using the report for any purpose. The actual cost and returns of projects will have to be taken on a case by case basis considering the specific requirement of projects.

Particulars of the enterprise

Name of the Enterprise	RETAILED OUTLET	Constitution	Proprietorship
MSME Status	Registered	MSME Registration No.	
Date of Registration		Date of incorporation / commencement of business	
ROC Number, if applicable			
Registered Office			
Administrative Office			
Factory Address			

