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“DEPARTMENT OF BUSINESS ADMINISTRATION AND RESEARCH**

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**A  
Report On  
Trends Retail Garment,Shegaon**

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## Introduction

Trends is India's largest fashion retail chain across India. Trends offers stylish, high-quality products across Womenswear, Menswear, Kidswear and fashion accessories through a diversified portfolio of own brands, national and international brands.

The uniqueness of the store is the core, which delivers "fashion at great value". Spread over 8,000 – 24,000 square feet of shopping area, each Trends store is designed to offer a unique shopping experience for the entire family through wide aisles, coordinated displays and highly trained fashion professionals offering best in class customer assistance.

Trends customer through [www.trends.ajio.com](http://www.trends.ajio.com) can access a large collection of fashionable, high quality products at great value delivered at their door steps.

Over the years, Trends has developed a strong portfolio of own brands that cater to diverse tastes and preferences of the customers. The own brand portfolio includes:

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- **Rio** - a vibrant range of snazzy trends for young women
- **Fig** - fashion wear for discerning, independent & working women
- **Avaasa** - a range of Indian wear for women offering the finest collection of Salwar Kurtas, Churidars and a fast-evolving Mix n Match range of garments
- **Fusion** – a range of fusion wear for women where east meets west & style meets comfort
- **Hushh** - the lingerie line for women offers an extensive range of innerwear and sleepwear
- **Frendz** - range of garments that complements the wardrobes of the growing generation of boys and girls
- **Pureza** – a collection of pure Cotton & Linen shirts for men
- **Network** – offering a range of garments which comprises of formal office wear collection for men and women
- **Netplay** - range showcases a smart casual collection for the evolving workplace
- **The DNMX** - range has been developed with a clear focus on the youth of India, offering them exclusively crafted fashion garments like Denims, T shirts etc.
- **Performax** - the specialized sportswear or active wear brand, which supports performance in sporting activity
- **Graviti** - the innerwear range for men offering the best of inner and lounge wear
- **Point Cove** – Kidswear brand that features bold colors bringing the California spirit to India.

## 2. Objectives of the Visit:

The prime objectives that this visit intended to bring forward are:

Understand the sales promotion strategies used by Trends Department Store.

Analyze how these strategies are integrated into the overall marketing plan.

Gain insights into how Trends measures the effectiveness of their promotions.

Learn about the role of customer engagement and loyalty programs in driving sales.

Explore the challenges faced by Trends in the retail market and their approach to overcoming them.

### **3. Sales Promotion Strategies at Trends Department Store:**

During the visit, the Departmental Manager shared detailed information about the various sales promotion tactics employed by Trends Department Store. The following key strategies were discussed:

#### **3.1. Discount and Price-Based Promotions:**

Trends Department Store frequently uses discounts and seasonal sales to boost foot traffic and sales during specific periods. These promotions include:

**End-of-Season Sales:** At the end of every season, Trends offers deep discounts on seasonal products, which attracts customers looking for deals.

**Flash Sales:** Flash sales are held at times when least expected, offering deep discounts on select products for a limited period. These sales are heavily promoted through social media channels to create urgency and drive immediate purchases.

The offers are made in bundles to encourage a customer to buy other associated products. For instance, clothes, accessories, and shoes are put together at a reduced bundled price.

#### **3.2. Loyalty Programs:**

Trends have a loyalty program that rewards customers for repeat business. The loyalty program allows them to sign up and earn loyalty points every time they make a purchase. These points can later be redeemed for discounts, exclusive deals, or free products. Such a strategy would not only encourage them to come back but also retain them with time.

**Membership Tiers:** The strategy comprises various levels of membership like Silver, Gold, and Platinum. The greater the tier of membership, the more rewards, which may involve earlier access to sales or some special offers.

**Birthday Rewards:** Offers are available on birthdays that cater to personalization in customers' shopping.

#### **3.3. Social Media and Digital Promotions:**

The Trends Department Store is able to effectively run a promotion through its digital platforms in communicating with its customers. Among the key strategies involved are the following:

**Influencer Collaborations:** Trends collaborate with local influencers to promote their products and sales events. This helps the store reach a wider audience and attract a younger crowd.

**Email and SMS Marketing:** The store regularly sends out promotional updates via email and SMS, informing customers about sales, new arrivals, and special offers.

**Social Media Competitions and Contests:** Trends often holds contests on social media sites such as Instagram and Facebook, where the customer can win gift vouchers or exclusive products. This engages customers while promoting the brand's products.

#### **3.4. In-Store Promotions:**

In-store promotions are crucial for creating immediate sales. Trends uses various strategies in the physical store to influence sales, including:

**Point-of-Purchase (POP) Displays:** Attractive displays in high-traffic areas and checkout counters focus attention on promotional products and encourage impulse buying.

**Live Demonstrations and Sampling:** Products are demonstrated to customers in-store, allowing them to experience the product before purchasing. This is particularly useful for categories like cosmetics, kitchenware, and electronics.

**Gift-With-Purchase Offers:** When a customer purchases worth a minimum amount, the company gives them a free gift. In this way, such promotions not only encourage more significant purchases but also add value to the shopping experience of the customer.

### **3.5. Event-Based Promotions:**

Trends also run special events throughout the year to generate activity. These include:

**Festive Promotions:** At the time of local festivals and national holidays, Trends has special deals and activities that link with the festive period. For instance, Diwali sales with attractive discounts and decorations attract more customers.

**Anniversaries of Stores:** On the anniversary of the store, special offers, give-away items, and inside-store programs are offered to create excitement and an added sense of exclusivity.

## **4. Measurement of Sales Promotion Effectiveness:**

According to the Departmental Manager, understanding the effectiveness of sales promotions in terms of how they impact sales and customer involvement is very essential. Trends tracks several KPIs to gauge the success of their campaigns as follows:

**Sales Volume and Revenue Growth:** It tracks the sales volume during promotional periods and compares it with normal sales data for assessing the promotion's success.

**Customer Footfall:** The number of customers visiting the store during promotional events is monitored to gauge the reach and attractiveness of promotions.

**Customer Feedback and Satisfaction:** Post-purchase surveys and feedback collection methods, such as online reviews and direct customer interactions, help Trends understand customer satisfaction levels and the perceived value of promotions.

**Social Media Engagement:** The engagement rate on social media posts, which includes likes, shares, and comments on promotional content, is measured to determine the digital reach of their campaigns.

## **5. Challenges and Solutions:**

The Departmental Manager also shared some of the challenges faced by Trends Department Store in the implementation of effective sales promotion strategies:

**Competition from the e-commerce platform:** E-commerce has been on the rise, and Trends has to work hard to retain customers who are ensnared by the online shopping ease and competitive pricing offered by e-commerce. They have strengthened their online presence and integrated omnichannel strategies where customers can shop from both online and offline seamlessly.

**Maintaining Profit Margins:** While discounts and promotions are key drivers of sales, they simultaneously reduce profit margins. Trends solves this problem by offering targeted discounts based on customer segments and product margins, so the promotions do not cut too much into profitability.

Customer Retention: With continuous offers, the perception of the customers may change making it challenging for the firm to maintain steady sales. Trends seeks to improve and maintain long-lasting loyalty with exceptional customer service through their loyalty rewards.

### SnapShots:



## **7. Conclusion:**

A visit to Trends Department Store in Shegaon helped me understand how sales promotion strategies are practically implemented in a retail environment. By using a combination of price-based promotions, loyalty programs, digital marketing tactics, and in-store events, Trends engages customers and drives sales. The store's focus on measuring the effectiveness of its promotions ensures that they continue to adapt their strategies to meet customer needs and market trends.

As MBA Marketing students, it gave us a deeper understanding of how a business operates in such an environment—a retail business operating under competitive conditions—and how it would have to apply various promotional tactics for selling and fostering loyalty. The visit was really an eye-opener, and we look forward to using the experience on both academic and professional levels.