

**SHRI SANT GAJANAN MAHARAJ COLLEGE OF
ENGINEERING, SHEGAON**

“DEPARTMENT OF BUSINESS ADMINISTRATION & RESEARCH”



A

REPORT ON

(Project Based Learning)

“Peter England Showroom”

Submitted By

Sr. No	Student Name	Roll No.
1	Dipak Patil	44
2	Ravi Ingle	54
3	Nikita Borde	14
4	Vaishnavi Tathe	28
5	Gunjan Ingle	8

Supervised By

Prof. Dr. M.A.Dande

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Abstract

Why Project Based Learning is Important?

PBL blends content mastery, meaningful work, and personal connection to create powerful learning experiences, in terms of both academic achievement and students' personal growth.

PBL can be transformative for students, especially those furthest from educational opportunity. Now more than ever, we need young people who are ready, willing, and able to tackle the challenges of their lives and the world they will inherit - and nothing prepares them better than Project Based Learning.

Here are just some of the ways that PBL transforms students' educational experiences.

Engaged hearts and minds

Students actively engage with PBL projects that provide real-world relevance for learning. Students can solve problems that are important to them and their communities.

Deeper learning

PBL leads to deeper understanding and greater retention of content knowledge. Students are better able to apply what they know to new situations.

Exposure to adults and careers

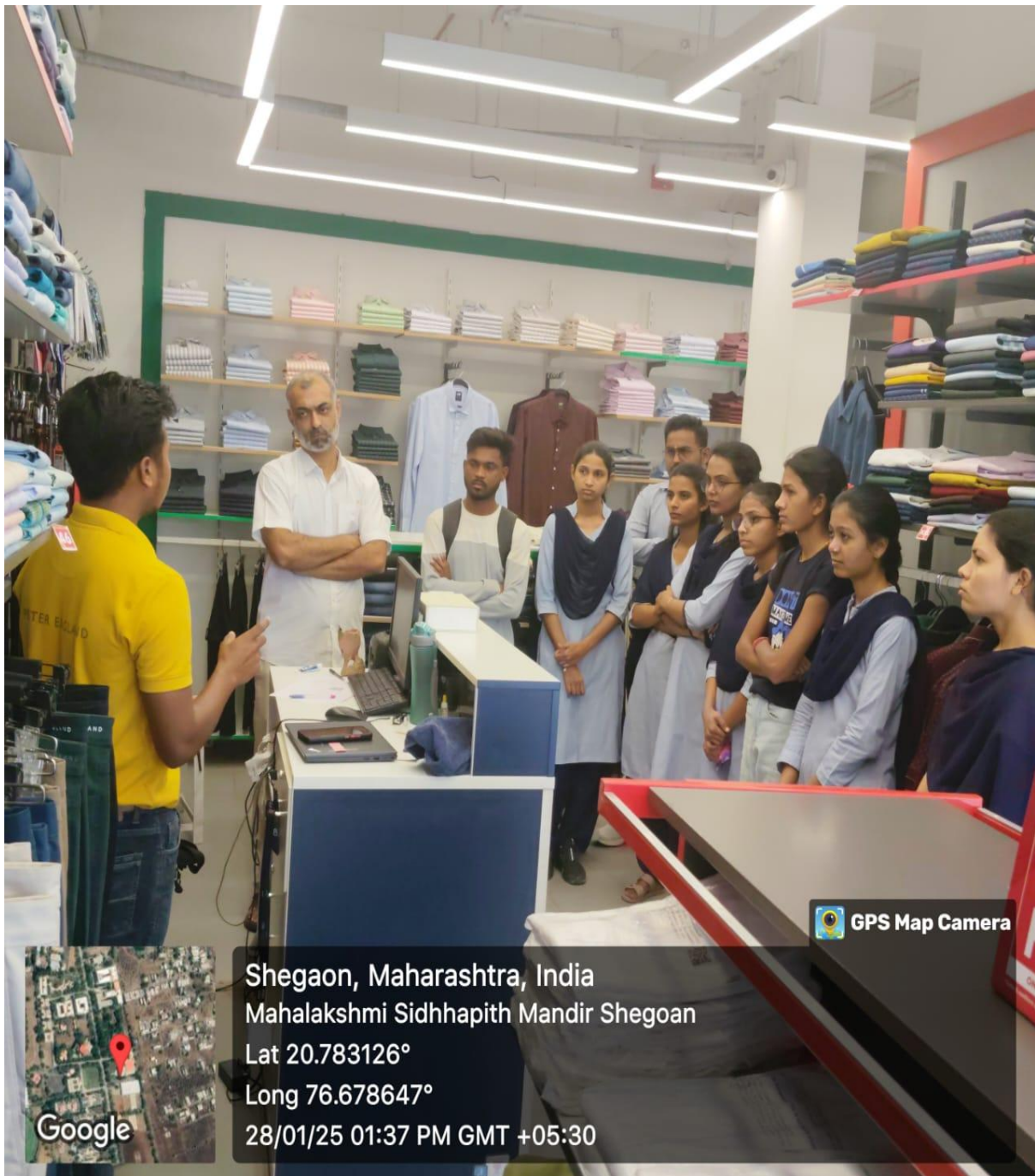
Students interact with adults, businesses and organizations, and their community, and can develop career interests.

A sense of purpose - A great project can be transformative for students. Seeing a real-world impact gives them a sense of agency and purpose.



Introduction

As part of our MBA marketing studies, we visited the Peter England store in Shegaon to gain practical insights into sales promotions and marketing strategies in the retail sector. The visit aimed to analyze how the brand attracts, engages, and retains customers through various promotional techniques, merchandising strategies, and customer engagement practices. By observing the store's operations, we were able to understand the real-world application of marketing concepts learned in the classroom.



Shegaon, Maharashtra, India
Mahalakshmi Sidhhapith Mandir Shegaon
Lat 20.783126°
Long 76.678647°
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1. To examine the sales promotion techniques used by Peter England to increase footfall and sales.
2. To analyze in-store marketing strategies that influence customer purchasing decisions.
3. To understand the role of branding, merchandising, and store ambiance in customer experience.
4. To study consumer buying behavior and preferences in a retail setting.
5. To assess the effectiveness of digital marketing and loyalty programs in customer retention.

Sales Promotion Strategies Observed

Sales promotions play a crucial role in attracting and converting customers. At the Peter England store, we observed the following promotional strategies:

1. **Discounts and Seasonal Offers** – The store had attractive discounts on selected merchandise, such as "Buy 2 Get 1 Free" and percentage-based discounts on old stock. Seasonal and festival-based sales were prominently advertised to attract customers.
2. **Loyalty Programs** – Customers were encouraged to sign up for the Peter England membership program, which offered exclusive discounts, birthday offers, and reward points redeemable on future purchases.
3. **Bundling Offers** – The store promoted combo deals, such as a formal shirt and trouser set at a discounted price, encouraging customers to buy more items.
4. **Limited-Time Promotions** – Flash sales on select products created a sense of urgency among customers, prompting them to make quicker purchase decisions.
5. **Gift Vouchers and Coupons** – Customers making purchases above a certain amount were offered gift vouchers, enhancing brand loyalty and encouraging repeat purchases.

Marketing Strategies Implemented

Apart from direct sales promotions, Peter England effectively used various marketing strategies to maintain its brand image and attract customers:

1. Brand Positioning and Store Ambiance

Peter England is positioned as a premium yet affordable brand catering to young professionals. The store's design, lighting, and display arrangements reflected this positioning.

The store layout was well-structured, making navigation easy for customers. Different sections (formals, casuals, accessories) were clearly demarcated.

2. Visual Merchandising and In-Store Branding

Mannequins dressed in the latest trends were placed strategically at the entrance and throughout the store to attract customers.

Promotional banners and posters highlighted ongoing offers and discounts.

Shelves were neatly arranged with proper categorization of clothing, making it easy for customers to explore the collection.

3. Personalized Customer Engagement

Sales executives were actively engaging with customers, assisting them in selecting outfits based on their preferences.

Staff provided styling tips, which helped customers in decision-making and enhanced their shopping experience.

Personalized recommendations helped build trust and increase customer satisfaction.

4. Digital Marketing and Social Media Integration

The store encouraged customers to follow Peter England's social media pages for updates on new arrivals and exclusive offers.

Customers were prompted to register their phone numbers to receive SMS notifications about future discounts and promotions.

5. Word-of-Mouth and Customer Retention Strategies

The brand focused on delivering a good in-store experience to encourage customers to spread positive word-of-mouth recommendations.

Customer Buying Behavior Observed

During our visit, we observed several customer behaviors that aligned with marketing principles:

1. Preference for Discounts and Offers – Most customers were drawn to discounted products, showing the impact of sales promotions on purchase decisions.
2. Brand Loyalty – Many customers specifically visited the store for Peter England products, indicating strong brand loyalty.
3. Guidance from Sales Staff – Customers relied on the recommendations of sales executives before finalizing their purchases.
4. Impulse Buying – Attractive offers and well-displayed merchandise led to impulse purchases, particularly in the casual wear section.
5. Target Audience Analysis – Young professionals and college students formed a significant portion of the customer base, aligning with the brand's target market.

Challenges and Areas for Improvement

While Peter England's sales promotions and marketing strategies were effective, some areas could be improved:

1. Enhancing Digital Engagement – Although the store promoted its digital presence, customer engagement through social media and online promotions could be strengthened.
2. More In-Store Engagement Activities – Interactive campaigns such as "Spin the Wheel" discounts or lucky draws could further enhance customer engagement.
3. Integration of Omnichannel Marketing – Providing an option for customers to check in-store inventory online before visiting could enhance convenience and drive more footfall.

Conclusion

Our visit to the Peter England store in Shegaon provided us with valuable insights into real-world sales promotions and marketing strategies. The store effectively used discounts, bundling offers, loyalty programs, and visual merchandising to influence customer behavior. Additionally, a strong brand image, well-trained sales staff, and an engaging store ambiance contributed to a positive shopping experience.

The visit reinforced the importance of sales promotions, customer engagement, and digital marketing in the retail sector. The practical observations from this visit will help us understand how marketing theories are applied in real business scenarios, preparing us for future roles in the industry.