



Research Article

## Growth and Sustainability of Local Retail Enterprises: A Case Study of Ganesh Provision Store, Manjalpur, Vadodara.

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### Abstract

Let's start with very basic, first, we will try to understand the terms Retail, Retailing, and Retail Management. The word 'Retail' is derived from the French word 'Retailer', which means to break bulk. Retailing is the sale of goods and Services to the Ultimate consumers for personal Use. A retailer is a person, agent, agency, company, or organization that is instrumental in reaching the goods, merchandise, or services to the ultimate consumers. Retail management includes all the steps required to bring the customers into the store and fulfil their buying needs.

This paper is prepared based on the classroom assignment on 'Studying Success Story of Retail Outlets in Vadodara City'. We studied Ganesh Provision Store, which is situated in the Manjalpur area of Vadodara city. Primary objective behind this research is to know the daily activities of Ramesh bhai as an owner of Ganesh Provision Store, how he started his journey, what and how he is motivated for starting this store, what he done during difficulty times like covid, how he contacts with his customers, how he uses social media for reaching to target customers, plans, etc.

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**KEYWORDS:** Retail Management, Retailers as entrepreneurs, Growth and Success, Ganesh Provision Store.

## INTRODUCTION

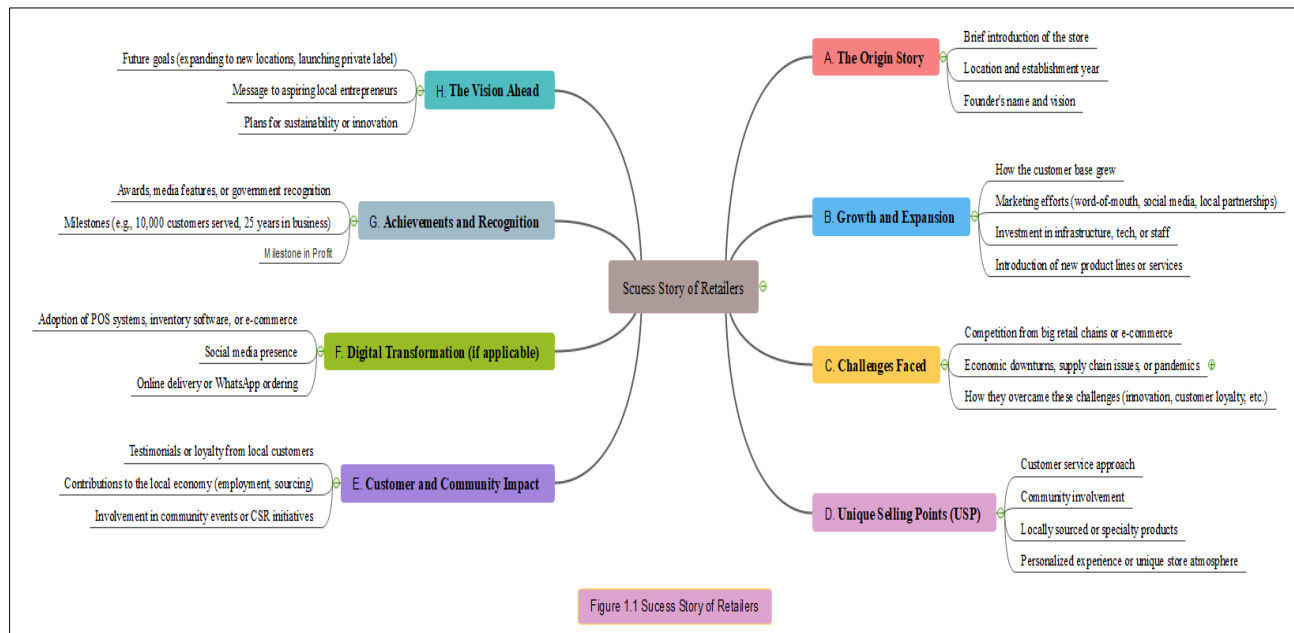
### Background

According to <sup>[1]</sup> ((IBEF), 2025) (Indian Brand Equity Foundation) “Indian retail industry has emerged as one of the most dynamic and fast-paced industries due to the entry of several new players. It accounts for over 10% of the country’s gross domestic product (GDP) and around 8% of the employment. India is the world’s fifth-largest destination in the retail space. India is the world’s fifth-largest global destination in the retail space and ranked 63rd in the World Bank’s Doing Business 2023.

The urban Indian consumer's purchasing power is increasing, and branded goods in categories like apparel, cosmetics,

footwear, watches, beverages, food, and even jewellery are gradually evolving into business and leisure that are well-liked by the urban Indian consumer. The retail sector in India is expected to reach a whopping US\$2 trillion in value by 2032, according to a recent analysis by the Boston Consulting Group (BCG).

As of December 2022, there were 7.8 billion daily e-commerce transactions. Online shoppers in India are expected to reach ~500 million in 2030 from 150 million in 2020. Online shoppers in India are expected to reach ~500 million in 2030 from +150 million in 2020. The E-Commerce market is expected to touch US\$350 billion in GMV by 2030.”



To understand the success story of any retailer, you need to go through the Points like The Origin Story, Growth and Expansion, Challenges Faced, Unique Selling Points (USP), Customer and Community Impact, Digital Transformation (UPI, WhatsApp, Instagram), Achievements and Recognition, The Vision Ahead, etc.

## LITERATURE REVIEW

<sup>[2]</sup> Miller (2001) has conducted a study examining the determinants of rural consumers’ shopping behavior for the product categories of apparel and home furnishings. The study was carried out among the consumers living in two rural Iowa (u.s communities). It examines whether reciprocal actions exist between community members as consumers and retailers, and if these actions are persuasive in predicting the economic activity regarded as consumer shopping. The results support the social capital theory evidence that consumers’ level of satisfaction with 11 reciprocity was a significant determinant of rural consumers' level of shopping with local retailers. Overall, the study revealed that community attachment has a significant indirect effect on their shopping behavior.

<sup>[3]</sup> Burke (2001) has created a brand equity index comprised of three components, best described as brand equity molecule, which is an overarching device of brand equity molecule, which is overarching device of retaining and attracting customers. The three atoms that were embedded in the molecule were (i) image, (ii) value, and (iii) loyalty. Image and value perceptions pull in new customers, while loyalty and value retain the customer.

<sup>[3]</sup> Broadbridge and Calderwood (2002) have uncovered the factors and attitudes that influence the customers’ store choice decision and their attitudes towards their local shops. The study has explored the grocery shopping behavior of rural inhabitants in Scotland. The survey reveals that the trading future for small rural shops is difficult, with the majority of the consumers using them only for supplementary shopping. Local shops provide a differentiating and unique offer from supermarkets then which may increase the customers' visits to local shops. Local shops need to have commitment and willingness to cater to the local community's wants and needs. The relative proximity of alternative shopping facilities and the quality of

local shopping provision combine to influence the degree of out shopping from a community.

## RESEARCH METHODOLOGY

This paper is prepared based on the classroom assignment on 'Studying Success Story of Retail Outlets in Vadodara City'. An Exploratory Research Design was used to prepare this paper. Both Primary and Secondary Data Sources were used to collect the Data. Primary data was collected through a personal Interview of the owner of Ganesh Provision Store. We studied Ganesh Provision Store, which is situated in the Manjalpur area of Vadodara city. Primary objective behind this research is to know the daily activities of Ramesh bhai as an owner of Ganesh Provision Store, how he started his journey, what and how he is motivated for starting this store, what he done during difficulty times like covid, how he contacts with his customers, how he uses social media for reaching to target customers, plans, etc.

### Key Findings from Interview:

#### About Ganesh Provision Store

Ganesh Provision is a Kirana store, started with one person figuring out all the things by himself. This store is located in Manjalpur, Vadodara. It was established in 2006. This means that this store has been running for the last 19 years. The name of the store owner is Mr. Rameshbhai.

The journey transferred from a small rented store to becoming the owner of that same store, along with the godown attached to it. The retailer, i.e., Ramesh, was very clear that he wanted to start a provision store and grow his business in this area only.



#### The Origin Story of Ganesh Provision Store

Initially, the store was rented. As asked during the interview, the retailer said that in the beginning, even sales were not enough, which created doubt in his mind that the store wouldn't work out, and soon it had to be shut down. Ramesh started the store with a small investment. In the context of inspiration, it was his idea and vision to start a provision store, as with small to medium investments, a Kirana store can be started. He completely focused on growing his business organically. Since the beginning, Ramesh has focused on in-store sales only. Photo Courtesy- Ms. Shyama & Bhakti.

### Growth and Expansion opportunities and challenges

As mentioned earlier, store sales were not significant, but slowly and gradually customer base started to grow. Ramesh considered that his kind and polite nature was the reason behind the growth of his customer base. Gradually, there was positive word-of-mouth about his store. Ramesh, who started with a small store that was rented, now has three other branches in the Manjalpur area. He even has two staff members who work alongside him in his main branch.

### Challenges Faced by Raeshbhai

Just as every business has to face several challenges from time to time, Ganesh Provision also had certain challenges. With the growth of organized retail stores like Dmart and Reliance, somewhat changes in sales pattern and volume were seen. But again, for everyday essentials and for small repetitive requirements, customers won't prefer to go to such big stores, especially if these are far away from their residence. Again, during the COVID-19 pandemic, there was a reduction in sales, but as the store provides everyday grocery requirements like milk and other items, the reduction was not that profound. The retailer said that the solution to different problems and challenges that come while running the business needs calmness in taking further decisions, rather than always being in a hurry to capture market share and adapt to market trends.

### Customer service approach

As mentioned from the beginning, the approach in dealing with customers has always been the humble nature of the retailer. The community involvement activities involve special festival discounts and donations to temples. All the products that are sold in this store are directly ordered from the company or the distributor appointed by the company. This ensures that no duplicate products are kept in store, as this can lead to a fall in the reputation of the store. The efforts of Ramesh have led to customer loyalty towards the store. Currently, almost 30-40 customers have become regular grocery buyers from this store.

### Digitalization

Applying digital aspects in business is a need of the day. So this provision system also has the option of making digital(online) payments. As said by the retailer, almost 50% customers make online payments. However, other digital aspects such as the Point of Sale (POS) system or inventory tracking software have not been adopted by the store yet. Ganesh Provision Store is also not present on any social media platforms. Even retailers do not take any orders over WhatsApp; they make home delivery to customers.

### Achievements and Recognition

The store is still operating at a small level, and as such, there are no such awards or recognitions received by the store. On the other side, running the store successfully for the last 19 years is a milestone in itself.

## CONCLUSION

To conclude, the key factors behind the success of “Ganesh Provision Store” were Focus on Customer service, hard work, and honesty in doing business. When asked about what the key points are that aspiring young retailers should keep in mind then Ramesh said that “Proper assortment of products as per the location and needs of the customers over there is very important. Also, retailers should be soft-spoken to ensure repeat purchases and build customer loyalty. Customer complaints should be addressed with great care rather than neglecting/ignoring/delaying them.”

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