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Retailing In India-An Approach

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Abstract:

Indian Retailing is the biggest economy generated sector in India, and the most emerging market in Asia, and other parts of the world. Indian retail market widely accepted around the world because of its quality, production and marketing strategies. The geographical and government sources were the back bones of strong retailing. International companies investing huge capital to have a strong competent business. In Indian Reliance is the biggest business organization, the concept of reliance used as benchmark for the multinational companies to show how reliance implemented strong policies with good fundamentals. The main aim of this project is to analyze and identify and explore new areas in Reliance Retailing in India. As Reliance is the biggest enterprise in India, its must to know new areas and functioning systems that would benefit the new world class retailing out let going to be constructed in India. Reliance industries are rated among top 10 in NYSE. Reliance has more than 30 yrs in public sector market, and the main asset of this industry is only its strong fundamentals, and very effective management and world class infrastructure. Some tasks in the project to investigate the functions of the organization and various solutions during crisis situations. What methods are used to over come competitions factors, and tools that benefit organizations? It is must to know how the previous management approached to the tasks , and how the system has been analyzed , what makes Reliance a very competitive organization, and what could be done in future, and needs to study of how to improve the technology factors , and strengthening tie ups with strategic alliances. Needs to study the defects, and provide solutions which over come the defects. There is no specific model is implemented but however we tried to show some core concepts to multinational companies of what Indian retailing market is all about. As many investors believe that this project not only help them to stand in Indian market but also provides them a chance to compete themselves with other Asian Markets. With strong fundamentals concepts about Indian market, and complete market analysis, multinational companies certainly have good future in Indian market arena.

1. Introduction:

Indian Retailing Sector is the biggest Economic Sector in India, and according to 2006 reports India Retailing Stands top five globally. Many Experts believe that Indian Retailing Market is the finest, and very efficient and Economic sector. Retailing in India is going through a transitional period. The growth of the market is around 300 billion dollars, and it generates 37% of India Economic Growth. According to the Asian Markets, India Retailing is rated as Brand Products. In the next 10 years India will have 6000 retailing Outlets in every part of India. Many International organizations like Wall-Mart, Woolworths, Coles, K-Mart looking to India as their market hub.

With multinational emergence of Indian retailing market , the government created many benefits for the multinational organizations, and also removed many restrictions, and changed some laws that would benefit Indian market , and also it creates huge market, and heavy demand for retailing. The rules and regulations were designed according to every state , and its potentialities. The six A1 cities in India will have more relaxation of rules, and soon wall mart is launching its store in India.

Reliance Industries is India's biggest and Multi national Organization. Reliance Industries according to NYSE (New York Stock Exchange) rated among top 200 fortune Companies. Reliance Industries foundation stone laid by India's greatest ever business genius Sir Dhirubhai Ambani. It's started in the year 1932. In 2007 Reliance Industries will be completing golden 75 years. Reliance Industries considered to biggest supply chain organization in south East Asia. The main expertise of Reliance organization was Retailing, Gas field's exploration, petroleum, communication, information technology, fabric. Reliance has around 50,000 employees working all round the world. Reliance Operates across South East Asia, Australia, Europe, USA, and Canada.

The growth of Reliance Industries largely depend on many units, Reliance was the first organization to explore oil and gas fields in Andhra Pradesh, and largest producer of petroleum products in Pakistan, Sri Lanka, Nepal, Bhutan, Thailand and Burma. Reliance exports 25% of cotton to Sri Lanka, and 15% to Nepal. Reliance Retailing Started in 1970 by Ambani but it was Mukesh who target the world market through investment. Reliance Retailing in Ahmadabad is said to be the biggest corporate organization where Hyderabad Retailing outlet said to be the biggest store in India. Reliance has tie ups in Air India as it's also the strategic alliance partner. Reliance Industries provides fuel, and technical Support to Air India aviation sector.

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What makes Reliance best among others where, they have clear goal and ability to reach out? The strong points of Reliance industries where they have great Quality with Quantity, ultra modern Research labs, ISO standards production units, excellent marketing concepts, long term strategic alliances. Reliance Industries has many branches across the country, and they have launched the biggest retailing store in Hyderabad. The revenue of Reliance Industries in million dollars, and they have been awarded as the best and biggest enterprise in India for 5 times in a row. Mukesh Ambani was awarded the biggest honor of India's Business man of the year for 7 times. According to Consumers Reliance was said to be the most reliable industries. That's why its nick named Reliable Reliance in global Market.

Reliance Industries Plans to invest 50 million dollars for their infrastructure across India, and plans to open region outlets and planning to enter share market by 2010. Reliance brand products like pantaloons, Raymond fabric, largely sold in sub continent. Reliance head office located at Ahmadabad, and they have 300 acre of land. It is the biggest production unit in south East Asia.

Here, in the thesis Reliance is used as benchmark to multinational companies, who are looking forward to have retailing in India. As this in study, it delivers lots of concepts about Indian retailing markets, and how they approach to the problems, and also its has some concepts where they can identify potential areas of marketing holds, and concepts about logistical solutions. This thesis also provides the very core concepts of how logistical problem in India, and environmental problems, future retailing India concepts, and marketing concepts.

2. Reliance Back Ground:

Reliance is India's biggest organizations. Reliance industry widely established all over the globe, and its operations are very efficient, and highly productive. Reliance background is highly educated, and most of the people graduated from world class universities with an excellent career track record. Mukesh Ambani the director of Reliance graduated from Stanford in Business Administration.

Company Profile:

Founder: DhiruBhai Ambani
Director: Mukesh Ambani
Additional Directors: Nikhil and Hital Meswani
Operational Directors: Modi, Deepakjain, Mansingh, yogendra
Group Director: Ramnikhal Ambani
(Reference: Reliance Industries www.ril.com)

2.1. Education Background

Reliance industries hold good market because of its quality, quantity and its effective management principles and strategies. The company success is due to its management and its effective standards. The members in management committee were all well qualified engineers from India top five institutes. Most of the people have graduated in business administration in Stanford University, Oxford University, and Harvard University. The standards set by the committee, and their implementations are world class. Reliance industries are also listed in New York Stock Exchange. This is what Reliance Director educational qualification states

DhiruBhaiAmbani: Bachelor of Commerce
Mukesh Ambani : Chemical Engineer, MBA from Stanford University
Anil Ambani : Electronic Engineer & MBA
Executive Director: Meswani (IIM Ahmadabad & System Engineer)
(Reference: www.ril.com)

Reliance head office is in Gujarat state, and the technical operations office located in Delhi, and manufacturing plants located in 10 main regions across India. Hyderabad Retailing outlet is the biggest and heavy infrastructure unit located about 10 kilometers from the city. The daily turn over of outlet is 3 times greater than what ICA turnover. Noida in Delhi maintains the financial operations.

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After Dhirubhai Ambani, it's now his son Mukesh Ambani rules the Reliance Industries. Mukesh Ambani and Business graduate from Stanford University USA besides being a chemical Engineer. He was the revelation in Reliance Industries since he brought a total new look of Reliance in the world market. Reliance Industries Split in to two tier due to difference in power sharing, so Reliance industries splitted in to 70-30 ratio. Mukesh Brother and also another India's third richest person Anil Ambani took charge of some sectors. He was head of Reliance communications, Reliance Petroleum, Reliance Gas, Reliance electricity.

2.2. Project Target

Reliance has many stores across India, but they want to have a world class store in the economy hub of India where most of the multinational companies looking towards India as their base in Retailing sector.

Construction of Biggest Reliance Retailing terminal in Mumbai

A detailed analysis of Retailing and marketing concepts that benefits to multinational organizations

Factors that benefits internally and externally

2.3. Project Specifications

Central Mumbai is the centre point India main business. Most of the business organizations have setup their base here, and most of consulates are located here. The project consist of high profile engineers who have very good experience in big organizations and the architecture design will be of world class .

Location: Central Mumbai

Partners: Citicorp, HDFC, Coles, K-mart, Bank of Sharjah, Bank of Oman

Project Space Estimation: 15 times of ICA

Project Engineers: L&T, Infosys, Wipro etc

Project Duration: 15-20 months

Project Estimation: Not Revealed Due to market Competition.

(**Reference:** Reliance Industries www.ril.com)

2.4. Important Factors

The main factor here is how Indian government is supporting multinational companies, what types of traffic modes must be used in Mumbai environment and how they have to design guidelines that protects environment.

How government looks up to multinational Companies

Tax free for multinational companies

Legislation rule, Mumbai space renting benefit

Type of transports

Environmental policies

Problem Description:

Indian Retailing Market in the last five years going through different transition. Many international companies choosing Mumbai India as their destination, since Mumbai generates the best of economy for Indian markets. With continuous positive growth, there is big concern to describe the internal and external problem which multinational organizations face in the next coming years. Here Reliance was used as a perfect example for multinational organizations to show how reliance overcomes the problems and how they deal with the strategies, internal, external and administration problems. Reliance over the past 30 years has seen many transitions in the market, and knows exactly to overcome the problems in a perfect marketing way. The description of reliance gives multinational companies a perfect vision of how they have to approach Indian market, and principles of good administration.

Reliance Industries Planning to build biggest outlet in Mumbai. The vision of the outlet is to be biggest in South East Asia. The project is been accepted and approved by the Indian government, and they had huge investment from foreign investors. Now for this Multinational Project Reliance Industries are looking for options, and looking for dynamic individuals who can help to solve the technical issues. The operations in which they want deep investigation were financial, technical, geographical, Retailing functions.

Since the Mumbai Outlet was totally related to logistics functions, and Retailing sector, they are interested in through analysis from investigators. The concerned questions raised were, whether cross docking can benefit regional dealers, how well strategic alliance effects Reliance business operations.

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Is it Compulsory to go with intermodal transportation? Steps to formulate the environmental effects, and benefits and drawbacks of terminals points in Mumbai region, types of inventory to be docked in and detailed analysis of transport pricing , product pricing, they also wants to know how product storage should be maintained , and detailed flow chart of inventory.

How reliance dealt with its strategic partners in implementing its core operations, and how reliance implemented its environmental policies. How government policies implemented for foreign investors, the regulations, they are keen in knowing the facts of customers taste, and their concerns.

They also want to have information from geographical existence of Mumbai. The numbers of inhabitants exists within few regions. They also very much interesting in knowing the functioning tools the benefits the organization, and type of methods for resource utilizations. And also need to find out the present existing policies implemented by Indian government for retailing sectors.

3. Problem Analysis

This Analysis provides multinational companies a complete approach of how Reliance solved the problems in a very efficient way, and how they stabilized the functions of business according to marketing demands. The most important concepts in any retailing business were how the problem been described and steps used to analyze the problem. Analysis plays a key role in success of the organization. How resources are well used, study on key areas where organizations facing logistical problems. How new strategies gets better of old strategies. It is also very important to define the problem according to the present market conditions; testing problem with various methods and strategies gives the exact market value. The other factor is where exactly the problem occurring, and how often it is occurring. How the organization is effected with the problem, is it through internally or externally.

The primary tasks in to first to get know about company functioning style, and also study core areas where Reliance Retailing outlets existed. What makes Reliance a relief factor for foreign investors? There is a need to study the concepts implemented between generations. How tasks have been achieved, and what policies implemented, and steps taken to overcome crisis situations.

The tasks have been divided according to regions since Mumbai state has many regions and main regions have assigned a project leader, and 3 project assistants. The initial tasks are to identify the possibilities of cross docking functions in all the regions and terminals. Where exactly inter modal transport works out, and how inventory functions related to intermodal transports. The other factor is getting information from construction builders about the cost of the area, and renting outlets.

It's best to analyze which transport systems best suits the retailing outlet, and the area factors, and the size of the population with in near reach. The location factor also plays an important role. Need to work the latest technological functions, and lay down new concepts that would attract customer market. An analysis is must for foreign investors of how well they could adjust to the environment, and region factors.

Also need to find about the strategic alliances, and construction of terminals, the environmental factors, the transport price factor. How the storing system should be crafted, and packing facilities, and how the warehousing hub should be taken care of. How well route system should be designed and stream line other core factors, and also detailed procedures of inventory flow.

3.1. Retailing Framework

The most important segment of retailing is to identify areas customers demand, products performance, marketing, R&D. In Retailing demand factors plays an important role as demand creates market, and market creates opportunities. Its very important to where exactly the demand lies. Since the market varies with many customers, and different taste, different option, it's most important to know for a retailer to know marketing tactics of creating demand for the products.

Retailing is always a competitive factor, since every now and then new marketing advertisements, new products creates interesting demand on customers thoughts. So it's very important to identify the efficiencies of the organization. The best way to implement this is through internally and externally, so with this implementation we can know that defects and advantages with in the sector, and can work over defects and improve over advantages.

The most Important factors can be to know the level of inventory, need of cross docking to be checked, and weekly study of how products delivery going on, and study on where exactly we are getting huge deficiency and to which products, the market is responding, and with in how much range, and how customers are responding to new products, and the areas of location where is huge demand for market. And also its needs to take care of how many customers turning up , and how they are feeling about products , these all things needs a proper survey , in turn helps them to be competitive.

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Some Important Factors in the Analysis

Reliance success is building on strong strategies and design principles. Reliance works out new innovation techniques and new pricing methods which will enhance their customers and marketing relations. By working out new strategies it provides them opportunities to know their weakness. Setting up new customer relation management helps them to know what exactly customers wants , and what they are looking for in the future, their taste , and how customers deviated towards new concepts. How new products substitute customer requirements, and in what ways new techniques attract Indian markets. How reliance delivers goods according to demands and strengthens its base when inflation arises. Indian markets inflation varies when there is a global crisis. So in this crunch situation how reliance stands tall and helps customers not to have the effect of inflation.

1. how reliance implemented its strategies according to the marketing price
2. what are Reliance Strengths, weakness ,opportunities and threats
3. their approaches for substituting products
4. how marketing principles designed and implemented
5. how Reliance created demand for its products and how Reliance planned its strategies according to market variations
6. how Reliance maintains its strategic alliances
7. who are Potential Market competitors to Reliance
8. how Reliance used its third party logistics providers

(Reference: News Papers & Articles)

The Times of India march 2006,

The Hindu February 2007,

Mumbai Times august 2007

Deccan Chronicle, Hyderabad edition.

4. Mumbai vision and prospects

Mumbai is central economy hub of India. It's called Dalal street means where the entire money of the country flows in and out, where all types of activities takes place. Some people often call it as second to Wall Street. Mumbai is one city in India where there is huge aspects for every business, since it is located in central part of India and covers the region with good amount of transport facilities and also it has better transportation system to the effective use.

Mumbai vision is prepared for next 20 years , since Mumbai looks for the future , and not just look for short or medium terms, where ever you go you find the companies have strategic alliance either international or national for a limited amount of no less than 5 -10 years. And that what creates a mutual understanding and better business between the regions. A proper plan drafted by both parties where they will decide what is best for future. Mumbai vision in terms of business for the next 20 years is outstanding.

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Mumbai vision moves on with multinational and national companies with international strategic partner have generated a money flow in to the region. That's why people often term Mumbai is Economic power house of India, and with the growing business every day , and with the increasing of market shares and value its always exciting for foreign investors to always look for India since India provides the best of business through various relaxation of rules for foreign investors to set up business in India.

All this have a very good impact logistics and transportation companies too, since most of the transportation and economy earned to transportation and other resources, and that's the most interesting factor for companies in Europe with logistics background to look for India investments. Mumbai contributes mainly a type of business which not only benefits national companies but also simultaneously creates many job prospects for people in different forms of areas with different backgrounds. Mumbai is right now multinational organizations obvious choice, since it big time money generator.

4.1. Mumbai Geographical

Some important facts about Mumbai for international investors as follows

Mumbai Capital city: Maharashtra

Mumbai Main business: Stock Exchange, BSE

Top5 world Costliest City

Mumbai Inhabitants: Gold Jewelers, Stock brokers, IT professionals, Fisherman

Mumbai Space: 460 Kilometers

10 islands part of Mumbai region

4.2. Temperature

This describes of how Mumbai weather look alike and how multinational companies need to adapt themselves in Mumbai environment.

Cool, Warm During spring

Hot and Humid during summer

4.3. Max and Min Temperature

24 during winter

40-45 during summer

Mumbai Economy Prospects

Mumbai is largely build on economic funds, and many large and small scale industries. They have the world class port, and many pharmaceutical companies which export lots of medicines to other countries.

1. Largest Textile Organizations
2. Pharmaceuticals
3. Natural gas Companies
4. Biggest Port in India
5. World Second Largest Media Companies

Reference: Indian Express November 2006

Marathi news

4.4. Religions and Customs

India in one country in the world, where you find all the religions stays together. The atmosphere during festival days looks electric, and it's very modern. In Mumbai itself we find much religion who celebrates each and every festival. The biggest advantage with India is Hindu and Muslim treats themselves as brother and sisters. The best of western can be in Mumbai localities because of its multinational environment. In fact Mumbai almost turned west.

4.5. Mumbai Environment

Since Mumbai is one of the world top five costliest cities, it's very obvious that the suburbs of Mumbai are full of industries, organizations, most of the regional areas are polluted, and when it comes to Mumbai city it main ISO9001 standards. Being it self considered as world top city it also leaves up to the expectation of world's industrial community to show of what Mumbai is all about. With these world class infrastructures most of the multinational wants to set up their business in Mumbai city. There are many reasons why they want to set up their business, since they have the best benefits of what they couldn't get from other countries, and that what makes Mumbai a world class city. Mumbai city has its own identity And it shows the world community of what Mumbai can do for their future.

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Mumbai is one city where it always looks up to the future , and it has world class architects who predicts the future and upcoming changes, and steps needs to implement to attract world class organizations. Country Chamber of Commerce designs its own specifications, and set up a committee which will looks after the business and global opportunities, and also works on asset management.

Apart from the world class business, Mumbai rated top for logistical companies. There are many factors that derive Mumbai as the potential hub for many logistical companies since Mumbai city is been divided in to many regions, and they have many terminals, Mumbai city is very close to sea , and we can find many transport companies located in near by places. Most of the companies have world class warehouse infrastructure, and every region has one hub where they have interaction with central terminal.

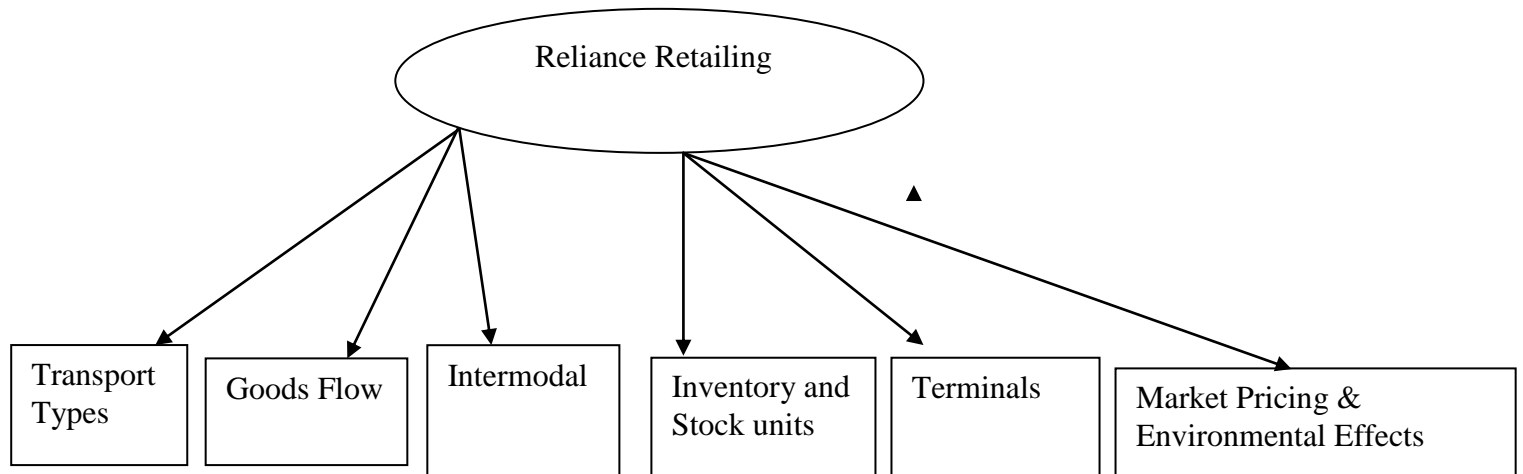
5. Theoretical Framework

As we have now described about the basic functionalities of the project, now we will be looking at the core concepts that plays an important role in the project. These were some main concepts where will be describe in brief.

In the theoretical framework gives a complete framework of how reliance operationalised, and how the concepts implemented in a strategic way. Concepts on how reliance used its various forms of transports including third party logistics. How their alliance on transport benefited both parties. How reliance used the best of transport in an effective way to have good results, information about inter modal transport requirement, how reliance processed its inventory, how steps are taken to overcome inventory shortages, and how inventory levels cleared with use of concepts like cross docking, just in time, vendor managed inventory. It also explains how reliance latest technology to best effect of inventory, and how E-Commerce applied to good inventory levels. Concepts about the storing facilities, how multinational companies should built their warehouse, and types of storage method needs to be used according to Indian environment, and how the packing facilities should be implemented in a effective way. Where terminals needs to be built exactly , location factor , how terminals effect business, and types of advantages of having extra terminals for the concepts like vendor managed inventory. How the pricing of market done , and how reliance converted pricing factors in to its own advantage, and concepts of environmental policies.

References: New paper
Hindustan times November 2006
Economic times of India 2007

Figure1. Reliance Project Operations



The Concepts above where going to use for the prestigious project, and from the market analysis point of view, these concepts are said to be the finest quality ones, the information derived from the concepts will give the multinational organizations a clear scope of what India can offer, how well they are establish, and also set themselves according to regional cultures and also help them to raise their bar for regional competitors.

Present Market

Here we discuss how Reliance is effective in using its management techniques and restricts themselves to situations which have negative impact. A proper analysis of labor market conditions, which tools makes reliance more competitive, and how infrastructure could well attract global companies, a proper lay out of environmental policies and rules under Indian environmental acts, and provides solutions to partners when it comes to transportation problems and how reliance it self over come crunch transportation problem, benefits of building new terminals and warehouses and advantages maintaining good contacts with other partners, small scale industries, and their alliances in regional and urban areas.

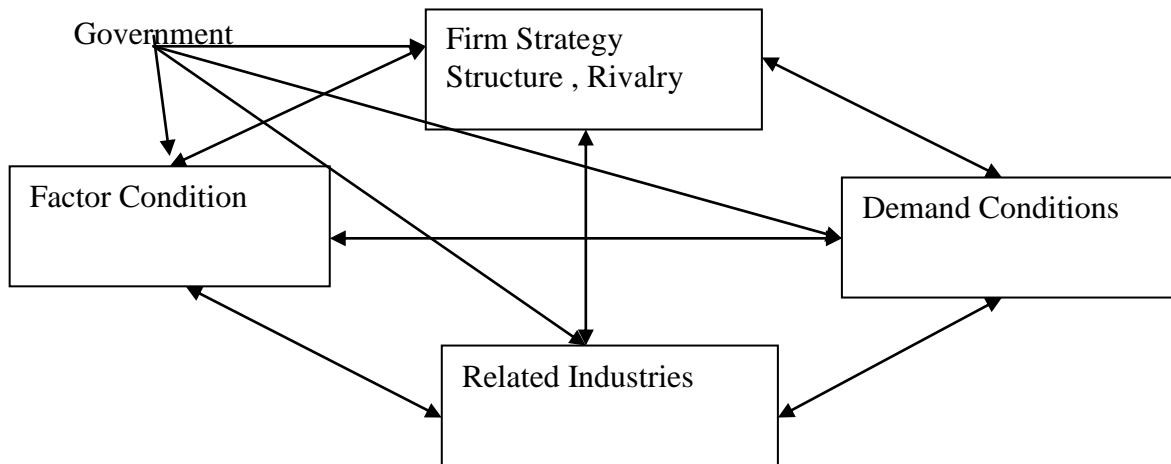
1. Management Approaches & Restrictions
2. Capacity of Labor Market
3. Market Cost Analysis & infrastructure & New Technologies
4. Environmental Regulations & Production cost
5. Transportation Solutions
6. Terminal & Warehousing Layout
7. Strategic Alliances & Third Party Logistics (3 PL)

Porter Diamond Model

The use of porter diamond exactly explains of present Indian retailing market situation, and its given an exposure to international companies an approach of how they have to look up to India to have their retailing base.

Reference: Porters Diamond Model -1998

Figure2. Porter Diamond Model

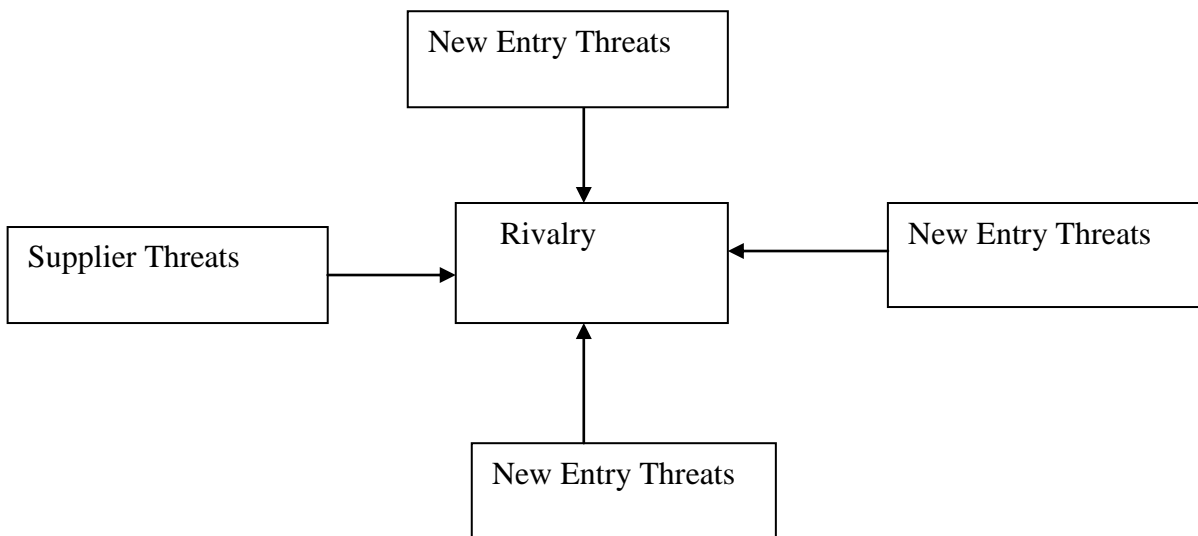


Porter's Theory

Porter's theory implementation in Indian market explains the real market power, and present situation of Indian retail market, and also provides scope of how market approach to new strategies.

Reference: Porter's Five Force Theory -1998

Figure3. Porter Five Force Theory



Rivalry: Rivalry keeps market alive. Since rivalry brings the best of business, and new techniques, strategies, and Indian retail market is of same kind. Since there were many regional, national and international companies existed, its creates a very rival environment for the organizations to provide the best of market, and market dominance. With this, its brings market efficiency, high quality products, effective customer services. Rivalry of several types since Indian market is economical Cost factor plays an important role, introduction of new products also play a vital role. A new marketing channel, production distribution, advertisement concepts adds competition in the market.

Threat of Substitutes: Indian market is prone to product variability's. Quality factor plays an important role. It's good to analyze which products needs to be substituted under what conditions. A proper investigation on whether customer is willing to accept the new product or not. Also important is to survey on the product price, and how long the product will survive in the market before introducing new concept.

Supplier Power: Indian market is mainly of good quality, and its creates demand on suppliers to provide efficient products to its customers. So it's very much important to know who potential suppliers in the retail market are. And survey on customers reaction to the products, and also a need to analyze who are the competitors to the suppliers. How price variations effects supplier market, and how strategic alliances play an important role in retail market.

New Entry Threats: It's always an interesting point that how market responds to new entries. Indian Retail Market in the recent times has seen many variations with new entrants. Indian economy boosted by new entrants brings best of market, and wants to prove them of what they can provide to the market. Also new entrants are given good positive approach by new companies by investing much capital and world class infrastructure. New potential entries bring the best of technology.

Buyer Power: Buyer power plays a major role in retailing market. Since Indian retailing market has good buying power, it demands good quality, and high customer service. How buyer is attracted and how new concepts helps the market. Since the demand is very high, it's good to analyze potential market supplier who provides the best of market according to the demands, and how the strategies unfolded. How the price factor play an important role.

Important Concepts and Facts of the project

This provides a good understanding of how Indian retailing markets looks to future, and how visions are laid out, how third party logistics proved to be strong competitor in Indian retailing market, an idea of how Indian retailing market works with current trends, and how Indian market variate with new potential entrants, how market liquidity could well used for retailing purposes, how multinational companies generate capital inflow to attract Indian retailing market. How they abide environmental acts, where exactly and in what retailing areas where multinational companies struggle, and steps to overcome potential product substitutes. How they makes use of new technology according to Indian retailing market conditions.

1. Vision and Future of Indian Retailing Market
2. Strong Emergence of Third Party Logistics
3. Current Logistics Trends& Marketing Strategies
4. Environmental Concepts
5. How multinational Companies Challenged, and Various steps to overcome potential Threats
6. Strategic Alliances, IT concepts.

Project Highlights

It explains about India's present market, and how steps are being taken to attract multinational companies, how Indian retail market is over the years and what steps taken to improve the quality and production.

1. Explains about the problems of currents Indian Retailing Market
2. Government Policies, Laws, Regulations
3. Technical Approaches for Regional & Urban Markets
4. Previous Problems & New Challenges
5. How Reliance Dominated Indian Economy
6. Future of Indian Retailing Market in next 10 years

6. Retailing Strategy

The success of the organization largely depends on the how effective the strategies implemented, and how the structure integrated with other functions of the organizations.

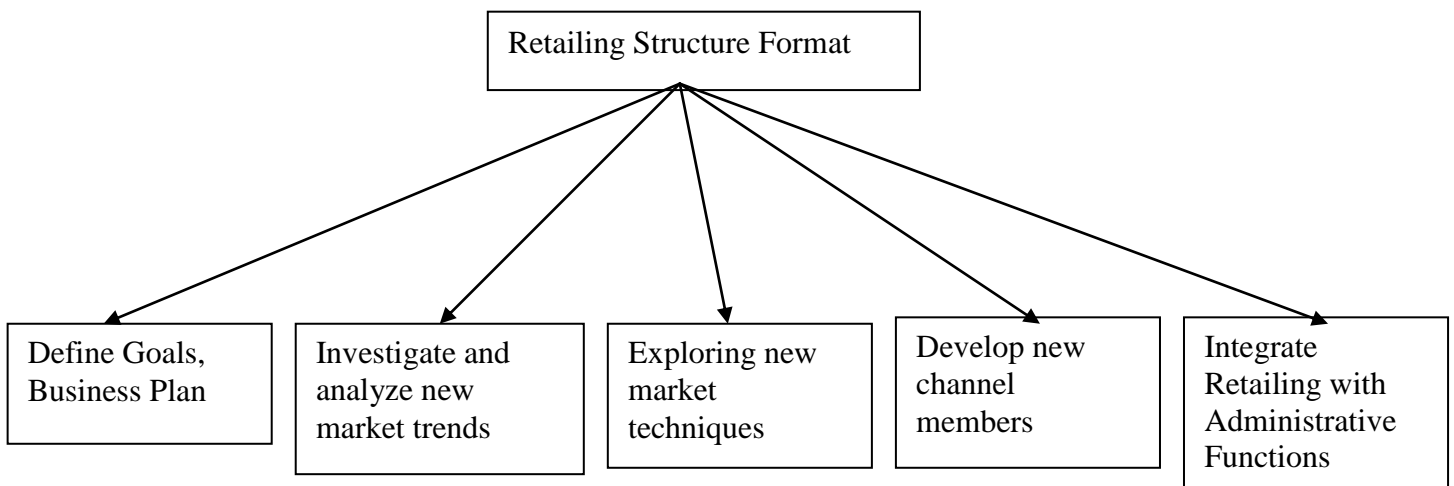
Retailing structure format varies from place to place and also varies due to environmental conditions, so its must to develop the structure accordingly. First the most important thing to do is to know how markets in Indian conditions are progressing. Investigate all retailing markets, and analyze the buying power of customers, and then develop concepts which attract customers. Develop strategies in such a way that a customer who visits the store spends some time in the store. Attract the customers with new products at the entrance, so its makes customers feel good. A proper store design layout with good market techniques always benefits potential customers.

Retailing in India- An Approach

A structure format of retailing under Indian environment conditions always benefits multinational companies. Using Reliance as benchmark not only benefits international companies but also they learn tiny marketing concepts which attract every customer. The other important thing to note is how to withstand from other markets. Setting new marketing groups would help them in greater deal, since these are the people who would analyze and investigate complete ups and downs of other markets, and their marketing behavior, and their strategies to attract customers.

A week end report of how present market is behaving would always benefit the organizations in profitable way. The other important thing to note is how to cement their place in global market, at initial stages with new marketing concepts and strategies always attract customers , but as time goes on the situation changes and might see a new entrant in the market, then they might use some strategies which they attract customers. Hence it's very important to maintain the withstanding capacity in global market. A flow chart of how things operationalize can be seen

Figure4: Retailing Structure



6.1. Defining Business Operations:

The ingredients of good business consist of goals and strategic plan. What they want to achieve and what makes them outstanding. What makes customers to look in to your market rather than the other? What concepts you use to attract customers, and how you implement strategies according to Indian environment. Business operations also include expansions and plan alterations. Obviously a good business always runs on daily behavior of the market, and taste of customers. Competition is the main factor plays an important role. The question being withstanding for a longer amount of time shows how good you are with your marketing concepts.

6.2. Investigate and Analysis:

The success of organizations largely depends on how well you operationalize, and how you have investigated the present and future market trends along with taste of customers. As Indian market is mostly economical it's very much important to know how people could react to new market concepts and how long they can sustain with concepts. And also it's very much important to know that how well they adjust themselves to Indian markets with in shorter time, since longer time adjustment could have negative impacts. Every business will have initial struggles, and when setting up new business in other countries where there is larger extent of diversification in terms of religion and customers taste its obvious not to panic , but just to over come that a proper market analysis will help them in larger extent.

6.3. Exploring New Techniques:

Country like India where its economy is hitting all time high, its must to know how new marketing techniques would take them to newer levels. Big cities like Mumbai, Hyderabad, Chennai, Bangalore, New Delhi, and Ahmadabad adapts to new concepts in no time. Since most of the young people are attracted towards fashion market, and mostly these cities are westernized. So it's very much important for multinational companies to know these facts and create a new strategy which attracts young Indians. Obviously most of the economy generated in big cities because of larger buying power. According to new reports, Hyderabad which is southern Indian city stands tall among the buying power. Source (: www.ndtv.com, www.ibnlive.com) Since most of the multinational companies after Mumbai are setting up here, since its not only favors environment but also they have larger taste of customers.

Source: www.ndtv.com
www.ibnlive.com

6.4. Developing New Strategic Alliances:

The concepts of alliances always play a vital role in the success of the organizations. But also the other factor to remember is alliances rapid changes according to environment. The concept of alliances largely depends on trust and confidence in operation business. These two factors could help business to reach newer levels or bring business down. In India alliances play a major part since the issue of alliances revolves around. Since most of the Indian parts are polluted it's very high possible to operate business in that areas with high quality production. Showing confidence in both partners always generates profits in both ways. Sometimes what we could not be able to get, the alliances could provide that information. They can generate information pertaining to customers buying power in regional areas, which areas they can target at most, and what problem they have when they compete with strong competitors. Information about how business profits their concepts and their strategies to attract market. Information about customer's knowledge about products, how much they can spend on products which are mouth watering.

6.5. Retail Integration

Retail integration can be of many types. Integrating could be administrative functions, costs, alliances. It's very important to integrate retail functions since every task is linked to one another. Most of companies in India struggle due to financial problems, since generating capital linked to various commitments. And most of the strategies concepts go in vain because of support. An analysis here would be of great idea since many companies would neglect to recognize the talent of other partners. A support at these times would not only give them confidence but also generates huge market partners, since Indian market is widely elaborated, it's easy the word of support spread all over. Not only that tie ups with small time owners would do a world of good in regional and semi urban areas. The other factor is it gains customers vote, they start to believe in the organizations good deeds, and this in turn would benefit financially as well as in market growth.

Advertise marketing concepts in such a way, that it ties up with less revenue stores in local, regional and urban areas would lift the confidence of retailers but also they win the vote of trust among many people, and the good word always is in peoples mind. A meeting with them of how to operate the business and how to attract with in areas would lift them financially and sustain their position in Indian market for a longer period. Encourage alliances by giving them some power in decisions and in quality wise. Allow them to suggest what is better, and where the steps to be avoided.

6.6. Location Factor

The most important factor in retailing is location. It must for Retailers to choose the best of location for their business, since location plays major role in generating economy to the business, so it must to analyze areas where there is large amount of population and easy access. The other important factor is to have a store on main road, the advantages being having store on main road is, advertisements, easy access to customers through different ways of transportation. The other advantage is many people can park at the same time, and you can have electronic screen boards which displays latest products and discounts being offered at the store.

By having a store in towns or outside could have negative effects in terms of publicity, accessibility, economy. Naturally customers prefer the best of accessibility in every possible way. Reliance had a very close look of all these factors and it studied each and every possible factor which could affect the business. The other important factor studied by reliance was if there was any retailing center built by other organizations how reliance could able to withstand the pressure from their competitors and how they develop new strategies which could stabilize the current market competition, and how steps created so that old customers stay with Reliance. A thorough detailed analysis must be studied so that new ideas can be developed on other party weakness.

The other important to note is how attractive an retailing store build and in what way they market. The most factors to be considered in a retailing store are to have variety of options for customers. Having amusement park, eatery sections, movies plaza adds color to retailing store. The other important thing to know is identify customer's ideas of what exactly a normal middle class customer is looking, what makes them to attract and what else you can give them to satisfy and bring market demand for the store. The general thinking of customers is they always match of different products between stores, so there is a need for the retailing stores to start thinking like normal customers, and then only then can understand the real customer, and real market. These all factors play an important role in reliance success.

6.7. Pricing Factor:

Price factor plays crucial role in Indian Retailing Business. Since Indian market is mostly a middle class, so there is very much strategies need to be created according to Indian market conditions. The benefit of business largely plays on how smart attract customers with new strategies, and how close they can get to customers. New alliance needs to be made with vendors who supply the best of quality with in affordable price. Since Indian market variate a lot with new products it must for retailing stores to come up with strategies where they don't loose potential customers.

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The growth of Indian market is largely due to fast economic growth, and the other factor is most of Indian market goes with big personalities, most of the people with different back grounds get sponsored with products , and most people in India buy the product with their liking personalities, so in turn there will be demand for the product. And the other factor is that Indian market conditions largely favors traditional festive, most of the time in India there will be many festivals where most of the people shop a lot. This is the best time to go out with best discounts of products where most of the customers look out for , and offering the products with lower prices of what other retailing stores and couldn't.

Its must to identify the areas where potential customers looking for, since gains can be obtained from Indian market is between ages 17 and 35. Above 40 will have their own choice and its variate so its must to target young ages, because these age people buy a lot. So the pricing factor has to implement according to ages. If a specific brand is been launched by a personality then most of gains can be achieved from these ages, a discount at initial stages of product launch makes potential customers stay for ever. Implementing every day discount concept on different types of products, by doing so it not only attracts different customers. Always a new strategy which helps business does a lot to cash flow and advertisement concepts. Good sales create good business and happy customers.

6.8. Different Market Conditions:

At present Indian economy main strength is its retailing, since Indian market has reached a stage where they can build on the positives. But it's also important to know about other markets since sometimes other markets conditions could have an effect on retailing. There might a cause of inflation. So it's good to analyze other market present conditions and their weakness. In India apart from Retailing the other market which has unexceptional growth is Information Technology, Agriculture. As of now Indian market is widely recognized because of talents skill labor, and very experienced staff. A proper analysis can be made of how to integrate Information technology with Retailing. With good manual and trained staff it will do wonders for retailing organizations who wants to set up their base in India. All is required to understand how other markets overcome struggles.

With inflation rises it could have dampened effect on retailing sector, so its very much necessary to work with other market. Increasing price in agricultural sectors could well have impacts on retailing markets, because most of customers love to shop lots of vegetables. An overall increase in food products could well be shown in retailing sector. So it's must that retailing sectors helps agricultural sector, and integrate with information technology sector.

6.9. Consumers

It's very much important to know the taste of consumers, and how they react to new products in the market. Since consumers are the business, the retailing institutions have to make sure that every thing done accordingly to the benefits of customers. So retailing store design has to be made accordingly. Most of the consumers don't think too much of products, they love to buy products which are fresh and price offering, since in a retailing store there are many products, and many manufacturing labels, so a customer doesn't think about that brand, they go out and shop the items which they feel good. So it's must to note that promoting the product in right shape is most important.

It's sometimes to note that customers vary, so you might have customers of all ages, mostly young customers don't bother about products price, they love to have the brand. So this is the time to target those customers who look out for by reducing the prices, that means they would give price discounts of what other products couldn't and this makes more sales and more market for the product. By doing so, this product remains in the mind of consumers for a longer period, and by the time some other product introduced which is more or less comparatively the same, then a new technique must be used to empty the stock. This way increases a good supply chain management.

The other part of the consumers are middle aged and old age where those consumers who like to shop for longer period of time, by spending in the store and looking at the products and their brands quite carefully. All they look is price difference between other products and the quality they offer. It's very unlikely that they only buy brand products, so the thought of going brand products. The other important thing to know is how good you build the store. What makes the store so special and what best you can offer to consumers?

The big advantage to have the store is located in an area which is very close to city. Since most of the business can be done with in no time. Since India consumers are exposed to modern culture it would be very advantageous to have store in a complex where most of the customers love to shop and eat, and have lots of fun during weekends and festive days. The big advantage when they have alliance they not only supply products with in no time but also deliver fresh goods in no time.

So a proper planning in building good retailing store in prime areas would cost more amounts but the big positive side they can earn the amount with in no time. So the ultimate goal is fortune favors brave. Risks are always there in every business, but one has to know how smart you are by working on the weakness. It's too early to say that big store generates big business, but the fact is in Indian retailing sector is the organization who gets in to the customers reach are the ones who are going to leaders in Indian retailing market.

6.10. Mumbai City Overview

Figure5: Mumbai Region



Reference: <http://www.mumbainet.com/template1.php?CID=15&SCID=1>

Figure6. Project Layout

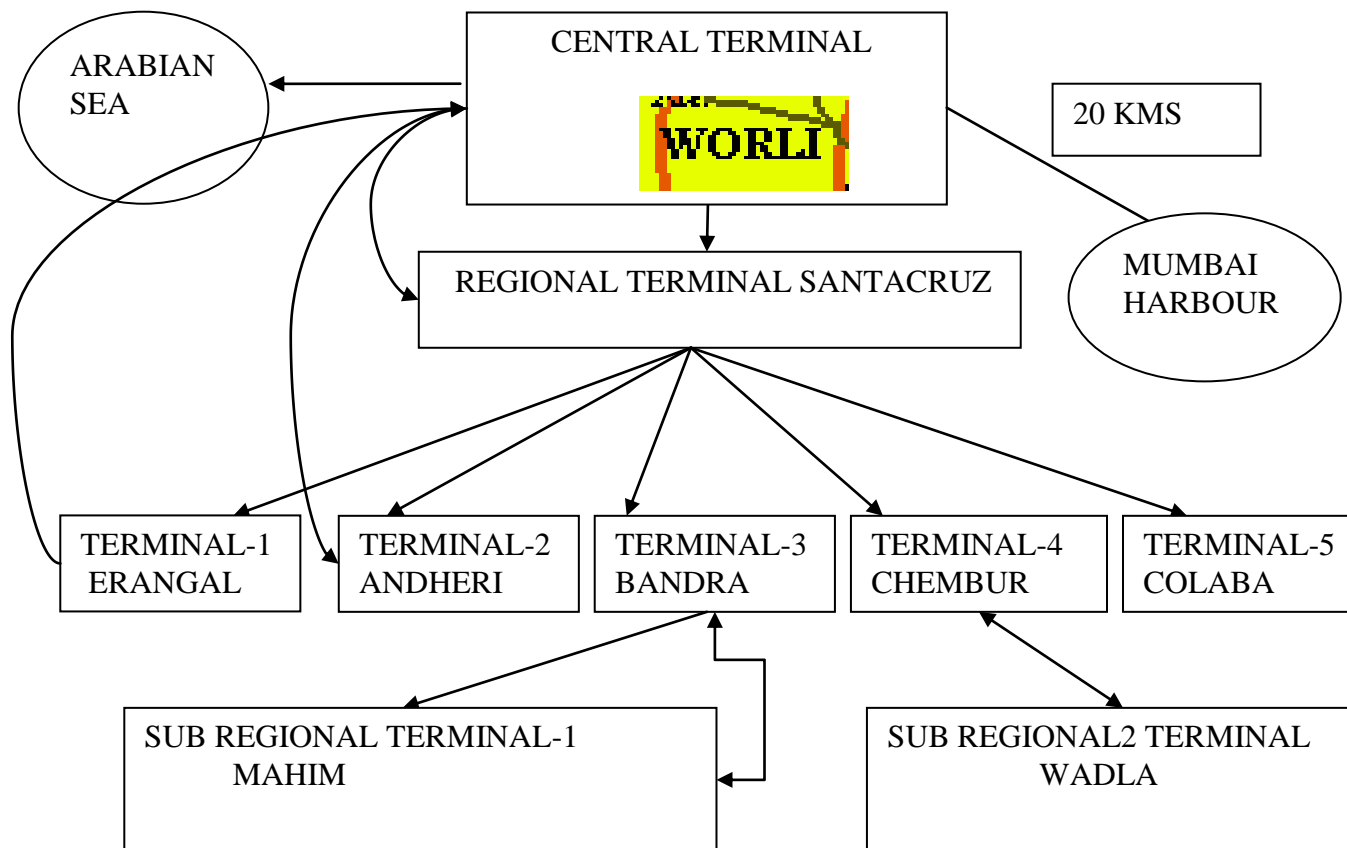


Figure7. TRANSPORT NETWORK LOCATION



Reference: <http://www.mumbainet.com/template1.php?CID=15&SCID=1>

From the above pictures, and the project lay out we can clearly a fact that the project is going to be well made according to location, regional, environmental, and also other forms of transport. The above information clearly shows that there is proper is going to built according ISO 14001 standards which only few companies can only manage to maintain the standards.

7. Different Types of Transportation

7.1. Road Transportation

In India more than 50% use road transport. In Mumbai, most of the transportation operates through road transportation, since Mumbai is on the sea side and all the terminals were one side of each other, so the best policy they are using at present is through road transportation. The other big advantage of road transportation is because of construction of warehouses and sub terminals in near places and that's a big advantage for the companies to operate transportation very quickly. What transportation deviates from other transport is because of efficiency and quick delivery because of 5+5 road tracks, where they have special tracks for big container on national highway. (**Reference:** Third Party Logistics Providers Raj Transport)

Every form of transport has certain points where they have to look after. Since in Mumbai region most of the work implemented through transport network there arises big problem for environmental aspects. Since Mumbai is crowded with many people and lots of pollution due to many industries in and out of Mumbai region certainly adds pressure for the all companies to implement strict environmental acts, other wise they could face some legal problems. Since in Mumbai most of the companies are still implementing ISO 9001 standards, the official version of Environmental standards has not reached its levels. Reliance is one company where it's implementing ISO14001 world class standards. Implementing this type of standards require special attention and care , and Reliance has mastered in it . They have taken every precaution so as to maintain themselves as world Class Company. As we know that Road Transport emits very dangerous emission which harms not only social life of people but also emits very dangerous gases in to atmosphere. And this is very serious issue. Reliance has passed this by implementing Euro class engines for its transport. Euro class-4 implemented in European countries, USA. For Reliance customer value and effective business is most important.

7.2. Why Not Air transport or Rail Transport

When we talk about the beneficial factors of road transportation certainly there will be a point raised for other forms of transport. Organizations would be interested to know why the option of using other forms of transport in Mumbai region shown little importance. The reason could be varies from transport to transport. Air transport in Mumbai is very costly and most of the companies ignore air transportation since possibility of lead time in Mumbai region is very low. And air transport requires charges very high amounts for any form of transport, and they have very fixed rates where it is very highly impossible for the organization to pay huge for the transport.

Yes one big advantage with the air transportation is that it emits low emission when compared to road transport. But when it comes to Rail transport, certainly 25-30% prefer rail transport, the reason for low percent because rail transport takes more time , and delivery and lead times increases. And thus result in loss of business, and customer service.

Most of transportation tracks have been electrified but also the sub urban regions are still the same. Up to certain limit it goes in electrification but from then it has changed its engine to locomotive. So business organizations do not want to take a change with the business parties. That's why they are implementing new standards in road transportation no matter if it costs more, what matters is right time, right delivery and at right place.

Sea transportation is mostly avoided, even though its one sea side, the Mumbai region is been built on very terminal point of view. With construction of terminals and ware houses at very regular levels made transportation quick and reliable.

Percentage levels of Different forms of Transport from 1970-2007

Road Transport 2002-2007	Air Transport 2000-2007	Rail Transport 1990-2007	Sea Transport 1995-2007
36,000	Approx 9000	Approx 26,000	Approx 14,00
42,000	6000	35,000	21,000
57,000	13,000	27,000	12,000
61,00	20,000	39,000	22,000
69,000	17,000	31,000	19,000

Reference: (Third Party Providers jp logistics & freight cargo ltd, Mumbai Road Transport and state transport corporation, Air Transport agencies.)

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From the above information it was quite clearly evident that road transport preferred than any other form of transport. Every year the transportation is been improving tremendously where as the figures quietly suggest that it's a struggling time for other transports. Rail transport has been quite steady and the weakest of all is air transport keeps on fluctuating every year, and this shows most of business organizations not showing interest in air transport. The only transport they choose is road or rail.

Multinational companies with the above concepts information could well use as their strategy, because using this information will certainly help them to over come the problems and create new strategies by using the information. Some important point can be derived from form of transport where

- Cost pricing factors
- Environmental factors
- Implementation of new machinery
- Lead times
- Strategic alliances
- Third party logistics

These were some of the factors needs be taken with special interest by multinational organizations, so as to ensure better competitive market, and high production quality standards. Since Indian retailing is growing at faster spree, its very must for international companies to know the basic fundamentals of Indian system, and work on those concepts where consumers attracted a lot.

It is very important for multination companies to derive some facts so as to have smoother production. In order to gain advantage in Indian market they should ready to spend extra amount of each and every item until they settle themselves in Indian markets, since Indian market is very big, the loss they incur wouldn't stay for long, once they used to the tricks they can invade Indian market in an easy way.

- Product delivery times should be very quick when compare to other deliveries
- Additional package should be upload and download at free of cost
- High class product delivery system
- Excellent infrastructure
- Low prices for most of the products
- Updates of every product twice a week
- Effective management and reliable staff
- World class warehouses

Implementation JIT is very important issue the concepts of it was Right delivery o right time, right place, and right destination. The JIT implementation will help the organization business in many ways, as it finds out the defects in its administration cost pricing policies, product wastage. The most important point to know is what customer is looking up to. Work on the advantages, and design special cases to over come defects.

8. Third party Logistics

It is very important to decide whether to use third party logistics or not. If it is in initial stage it would be recommended to go for third party logistics , since they can concentrate on the core areas of the business, and other functions will be look after by third party organization. Its very important to decided your third party provider, the best option would be to go for a longer duration contract so that, it not only works in their favor but also helps their strategic ties, and also a big advantage is that, no one indulge in the production matters since both believe that they going to do best in the interest of business, and that's what creates a good business ties between both parties.

This will also help in reducing lead times and also helps in extra financial cost, since the third party providers are from India, and they know the exact Indian market from a long time, and so they can provide solutions of where exactly and at what positions they can dominate. So it's very important for multinational organizations to have good third party provider who has good experience in the retailing market.

Unlike European markets, Indian market system is way different when it comes to vehicle types. In Europe mostly vehicles have 10*24 for small containers and for large containers 20*13 but where as the vehicle system in totally different. In Europe every volume and width will be calculated where as the pricing factor is different. Its goes with amount of loads, and no of kilograms of weight put in to trucks. And also its very hard to find multi carriage carriers, so its very important for multinational companies to have some vehicles on their own, because of the standards they want might not be suitable for Indian markets. So it's better to have fewer transports with them so as to maintain smoother transportation. And also Indian trucks transport didn't have trailers, and the trucks in regional areas won't follow rules according to environmental standards. So these were some of important factors which will benefit them in key areas of business.

As Indian market as of now is very technical and very informative, so it will be very helpful for the multinational organizations to have the latest technology like RFID, BARCODE, GPS systems with more advanced features. Since Indian roads needs very hard wheels, so it's very much to replace Euro class vehicle types to Indian road types for the better of vehicle? And it is also important to have good contacts with local groups so as they are ones who knows exactly how the business can be implemented in best way, and they can provide the techniques to attract customers.

It is very important for any organization with logistical background needs to have a good third party provider. Third party provides efficiency and high productivity to the organization business. Third party services are very unique and very customer oriented. The function of third party provider is service distribution, customer service. It's most important for any company to choose their partners.

As Indian market inflation is very high, third party providers are also very expensive. It is very important to know who your provider is. Since in India the market is on both sides, it varies from business to business, partner to partners, partner to services. It is very hard to estimate who provides best solutions. Reliance in this case has very long commitments with many providers since the business they deal is global.

The main services provided by third party providers to Reliance were transportation, warehousing, international freight, information technology, and administration. It makes Reliance to run its business in a very effective way , since both parties have a very long strategic relationship, and both parties do not involve in working procedures, since they have confidence in both, that both work for the best interest of the business.

8.1. How International Companies can get better of Third party logistics

For multinational organizations it will be hard in the beginning periods, since Indian market wouldn't suddenly open for them. It needs a proper study, and needs to centrifugal point of business secrets, and it has to be very smart in choosing partners by various researches. Very important to the present challenges in the market, and also needs to know about the trends and cultures.

A proper cost estimate needs to be done, and also create special revenue for backups in terms of freight loss, etc. The other important thing to know is to identify potential outsourcers to India. It's very important to identify the bottlenecks, as its helps them to over come many problem in Indian market. A proper analysis needs to done value add taxes. And it is also important to identify who are potentials users in India and from which part of the country, most of income invested in central Mumbai. These were some of many factors international organizations needs to study properly. The other information is to find about who are rival third party providers, and their strategies.

Transportation Turnover Figures - 2006

	Raja Transport	RIL	TNT	Packers -Movers
Central Mumbai	130 million	420 million	175	70
Staff	1000	23,645	14,030	6,0467
Third Party Logistics	No	Yes	Yes	No

Reference: (Third Party Providers, jaikishan transports, adil corporation ltd)

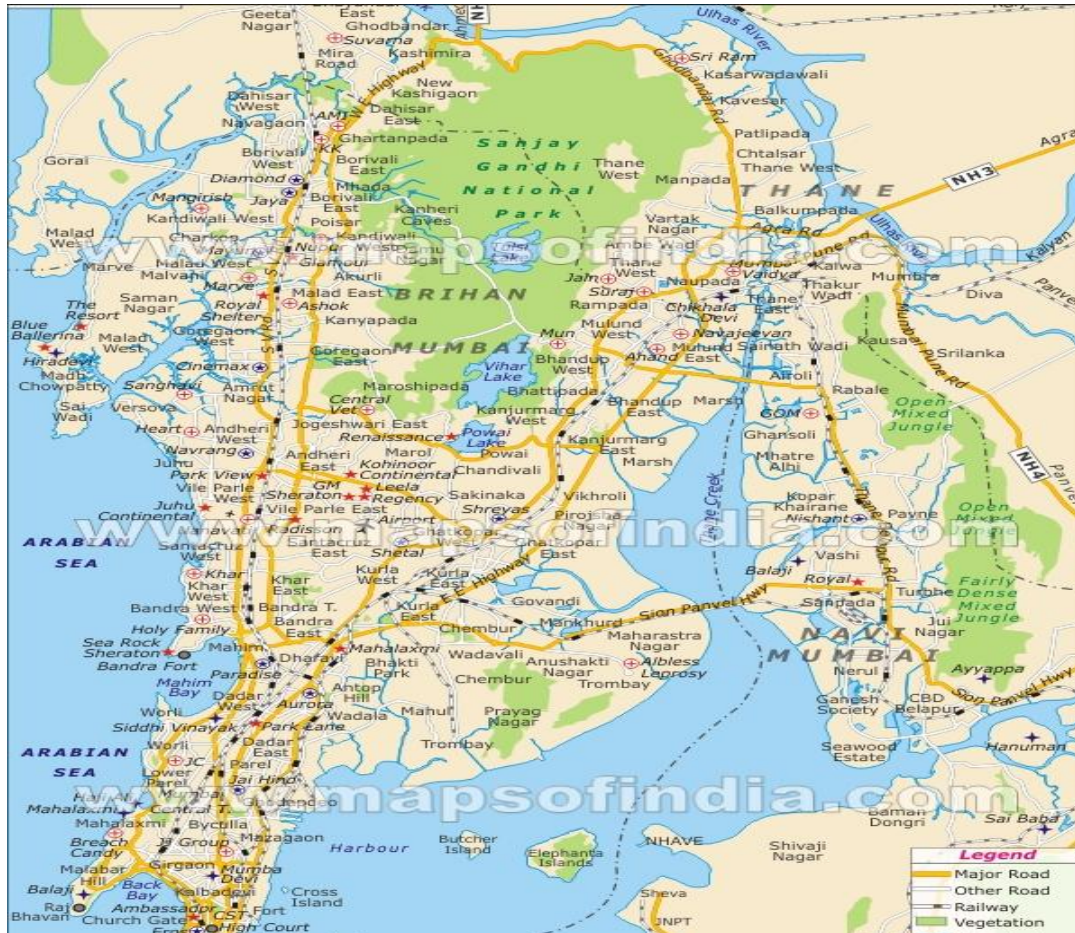
Most of the medium organizations in Mumbai preferred not to go for Third party logistics because of various factors. As discussed it requires economy and good strategic partnership. RIL and TNT has good amount of exposure in Indian market , and TNT proved to be a good competitor to RIL since TNT existed in Indian market for quite sometime and knows the market basics. Where as other organizations with good record struggled to keep up the pace since most of the work needs big economy, and other important thing with medium organizations is that they don't believe on partnerships and thus always resulted in customer service loss, improper administration. So it's always very hard to maintain a good tempo unless a good strategic alliance is maintained. Reliance used this opportunity to its own use, and converted the principles to its own use. Working with third party groups like Raj Transport and packers and movers who has good record in regional and urban areas makes the task easy for Reliance to work on those areas where they can gain more economy.

8.2. Multinational Companies vs. Third party logistics providers

It's often called as toughest challenge in any international market. Working with third party providers always been an issue, as international markets companies continue to struggle. The reasons could be many like, environment, regional, cultures, working style, methods. To the best of multinational organizations they find Mumbai is one place where the adjustment takes very little time, since most of the companies here are much accounted to trends, and it's very easy to hold the centre point of third party providers. The reason why multinational companies looks forward to third party providers is because its needs the proper execution of ideas and only third party can deliver because they are known the terms and customers interest.

8.3. Rail Transport in Mumbai Region

Figure8. Mumbai Rail Traffic Line



Reference: www.mapsofindia.com

Rail transport in Mumbai is considered to be the second best transport. Since Mumbai region is been classified according working act policy 1972. According to the act no transportation of goods should take place at times of public transportation. The traffic of rail transport has to be done from evening to early morning, since most of the rail traffic lines would be left for transportation. Most of the times it leads to increase in lead times and also regular stops add to the increase of environmental problems. There is also a restriction put place for goods wagons that it should not cross 60 kilometers per hour. Since Indian tracks are not up to the mark, a proper wheel axle needs to replace for each and every wagon.

The other important point is that goods are charged according to different types. If it is an express delivery it will be charged according to the unit volume, and the amount of pallets used, and the amount of space used for every pallet. There should be a proper specification needs to done for every consignment other wise the delivery will not be allowed. Depending on the type of transport the amount of speed is calculated by railways super indent.

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If it is a freight of utmost importance then a special engine with high speed attached to it, and a special amount has to be paid for the route since there would not be any stoppage in between. Rail transport said to be very costly these days since because of its loading and unloading. It takes a lot of time to unload because of environmental acts , and unloading needs to takes place during night times , and a special double charge has to be paid for every worker, and also the unloading has to take place in remote place where it would have any effect on environment.

Worli, mahim, bandra are the places where maximum amount of transportation takes place. That's why these places are chosen as the best terminals for transport work handling, loading and unloading of goods. Since Worli is the central hub, it is relatively very close to the traffic line , and it also very easy for cross docking with other terminals. As it is very important to know that storage of goods done in outside Mumbai region because of passenger traffic, and the other reason is due to late arrivals of goods , or may be production waiting times.

International companies in this sense, can make use of the concepts with third party providers since half of the journey can be done in road transport and other part of the journey in rail traffic, this not only decreases lead times but also helps delivery faster. The best advantage is that to setup loading and unloading points where the dispatch of goods done in no time.

It very important to decide whether to use multiple wagon or single container because sometimes working with third party providers it helps the business in an easy way , since the third party works with rail traffic controllers who gives them a option of both, but third party providers eases the work according to pallets and unit volumes.

They use special coupling for the wagons to hold extra weights. And also provides best equipments for goods prevention. the traffic controller provides a node , where the central unit keeps track of when the wagon has departed and on what line it is and where it schedule to depart and on what track and on what track they have unload.

9. Logistics Information Technology

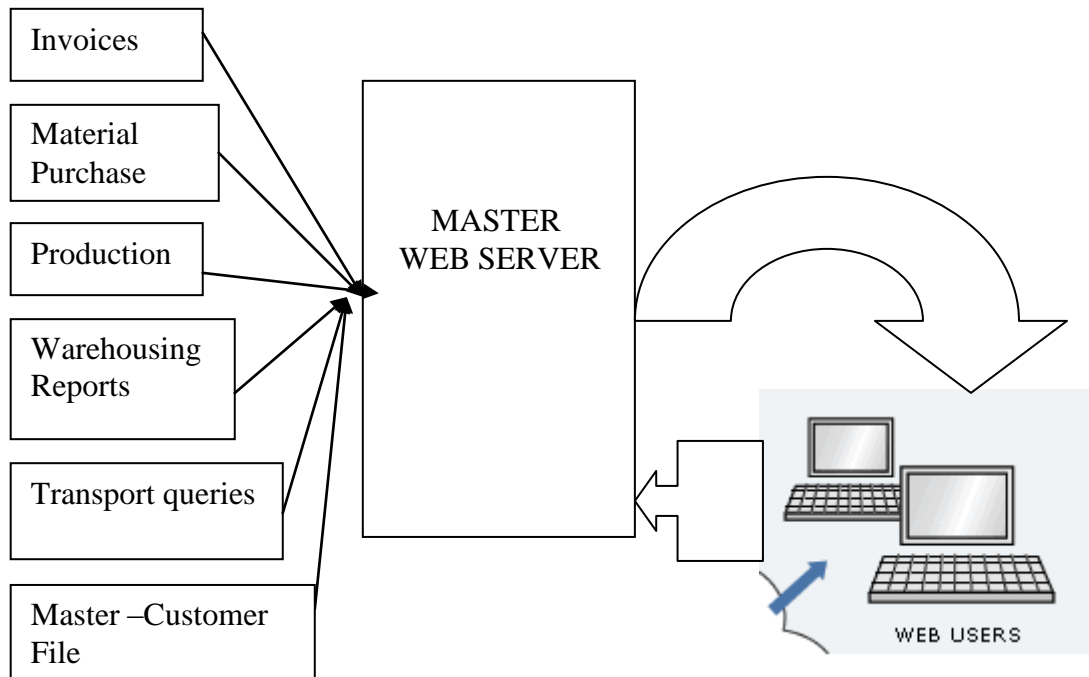
India, as of today's it's a world leading IT specialist. Information technology is at its peak, and Indian IT infrastructure is of world class, more that 40% of Indian Economy generated through Information technology. Special Software's have been developed for special systems. India, now famous for Enterprise Resource Planning (ERP), this is one the major tool where most of the companies use. It brings all functions of the organizations in to a single system, where the single server database controls the entire functions of the organizations. India is famous for its bar code systems, and RFID technology which is very widely used in Logistical Companies to keep track functions, audits files, inventory, stock, pallets. It's a mostly used in every organization in India.

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Reliance IT is known globally for its infrastructure, and good IT solutions. Reliance functions were completely ERP, and its logistical Solution are web based, and complete E-commerce.

This is how the inventory information flow happens

Figure9. Logistical Information Technology



This is how reliance maintains Logistical Solutions, all the functions were integrated, and the main master server controls, and administers all the functions of the organization, and it sends the streamline functions to web user who acts are back end to users to provide information.

RFID technology is the main weapon of the organization. Implementation of RFID taken many days since it's has to centralized, with the use of the new technology the operations became very handfull since most of the work implemented through RFID. Its navigates, tracks and traces out the shipments orders, and the most important thing with the implementation of RFID technology was, the information of it will be directly stored in the main web server, and it has access to all clients of the organizations, and it will be very helpful for them to track and trace our the shipments in the warehouses. Reliance also using the latest Global Positing System (GPS) enables the clients and the customers to know where exactly the shipment based, and the way the truck traveling, its arrival time. Along with New Technology, these were some standard codes which they use for their solutions

Figure10. Different Bar Codes

Code 39

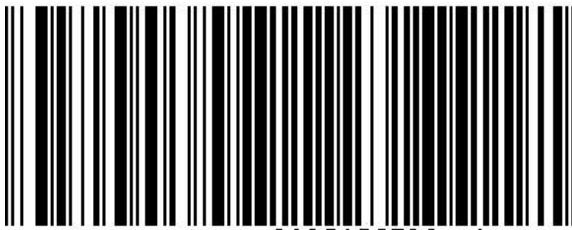


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<http://www.terryburton.co.uk/barcodewriter/generator/tmp/a648f2b734d9989facbc04817c18c94b563ea2db/barcode.jpg>

This code is used for regional packings.

Code 128



<http://www.terryburton.co.uk/barcodewriter/generator/tmp/ee2f9c7db99d1eb69004e5f606571df389ec2b0a/barcode.jpg>

For International Consignments, and high Value Goods

PDF-417

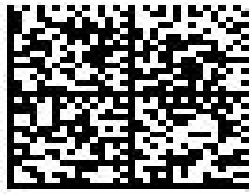


<http://www.terryburton.co.uk/barcodewriter/generator/tmp/f7a51fd673a7d8e1bc6a1f6cdfc15580f8ce2756/barcode.jpg>

Special Chip Inserted in to the Parcels to track the security

Data Matrix

Maxi Code



<http://www.terryburton.co.uk/barcodewriter/generator/tmp/db2093d6efe9c64f35e3704a7a17becaa0fcb550/barcode.jpg>

<http://www.terryburton.co.uk/barcodewriter/generator/tmp/ee4794e91ebb1f813d9255b93ffcdad76719d9be/barcode.jpg>

Reference: Management of Transportation, Bardi/coyle/novack

Data Matrix and Maxi Code are highly efficient and very expensive to use. Data matrix holds information databases, and its very delicate to handle since it has special chip design setup in the system, maxi code is used for packing and warehousing systems. These were some of the latest technologies which the organization going to use with full effect.

The system is been designed according requirements and project specification, and all its operations are maintained by network administrator who controls the entire project globally by sending reports and invoices through encrypted way, so that there is will be no loss of information. All the information goes to the other party will be of high security, and there will no hacking takes place.

The information send through packets will only be decrypted when the other party has encrypted code. So it's done in a very high efficient way. The database administrator mainly takes cares of the daily and monthly yearly logistical activities and provides solutions to the front end user called customers and sends reports to the networking hub every day to update reports. He records each and every transaction done in the day, and generates daily reports, and sends to the technical committee.

The entire server operations of the organization will be maintained by database administrator, and he programs it back to the network administrator who sends the information to other clients. With the information provided by the database administrator it will be very easy for the organization to identify and explore the areas where there is a improvements, and on which areas where they are having problems.

They also developed a software which helps the customers to check their consignments, they will be given a code and user id where they have to login and they can track and trace where exactly their consignments. They were also given an option to see their options to have GPS installed, so that they can view their consignments online. These are some of the latest technology they are using.

10. Customer Market and Supply Chain Integration

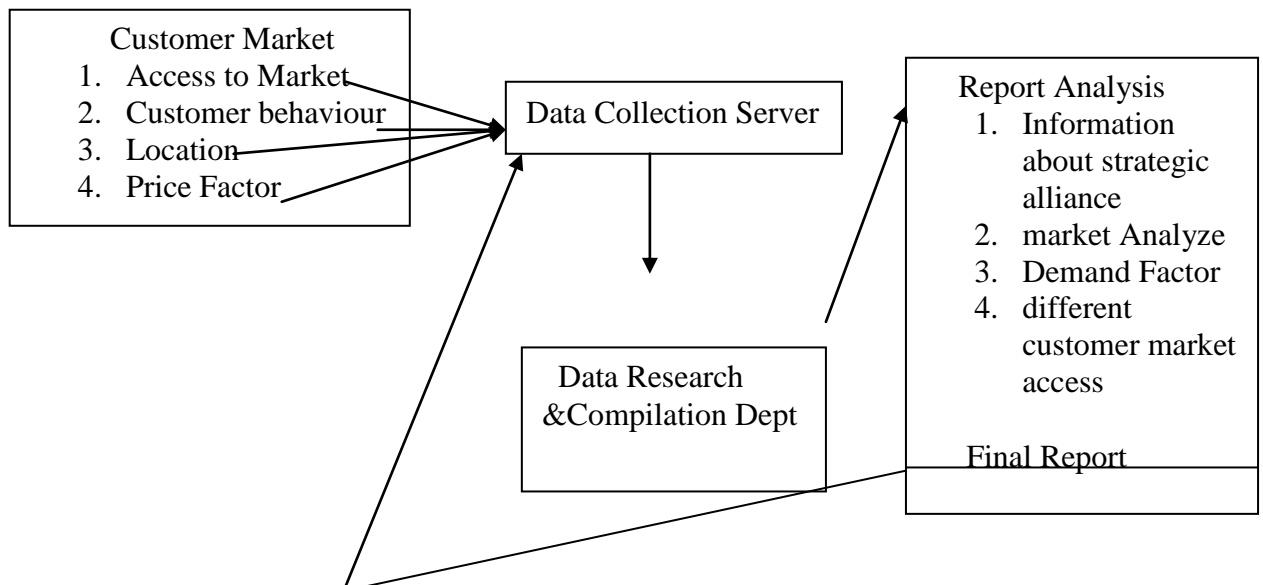
Indian customer market and its supply chain operations vary from place to place. Most of the urban cities have good customer market, and it's very easy to integrate supply chain with customer market. Before integrating it's most important to know the pricing factor of the market, and customer market, and identify how technology helps in integrating both supply chain and customer markets.

How the strategic alliance works out, and which region has high customer market. This is very important to identify because, until and unless you can't know the potential customer market it's very hard to integrate supply chain concepts. They have to study about customer choice on different types of products, and at what price is the customer market is based.

Since in India the market varies according to economic situation, so keeping in mind of the situation they have read the customer mind, on what products most of the customers will look for. Are they are looking for Brand Products or medium types. And also a special care has to be taken for customer Service, how well the customers are responding to the services.

Supply and Customer Integration

Figure 11. Supply and Customer Integration



The other important factor is to do a research report on how to they do the pricing strategies. Since pricing factor plays very important role in customer market, they have to decide on different options. They can use information technology services and survey the campaign online and see the results, and the other way is to advertisement, and proper marketing channels. For this they need to have proper channel information from all corners of the regions. They should provide options to customer, and depends on the entire survey they have to decide whether customization is necessary or not.

11.SUPPLY CHAIN COLLABORATION

Supply Resource management (SRM) and Customer Relationship management (CRM) plays an important role over here, since these both concepts have same concepts but different approaches. Supply resource management can help in defining the internal core functions of the company where as Customer Relation management looks after the customer, administration and marketing principles. The most important factor for any organization is to have a proper forecasting. As forecasting factor decides the company fate, so its must that forecasting been tested on two phases. The most core functions SRM do is, it enables other clients to have access to information system, and discuss with all kinds of activities like inventory, productions, transportation, lead times, and the other factor is it makes sure that it maintains good

Interactions with its clients, and see a proper functioning style with out errors, where as Customer Relation management deals directly with customer queries, creates and analyzes the opportunities. Customer Relation Management creates customer market forecast, business guidelines, and strategic alliance. Supply chain integration with customer market creates greater opportunities in the market. These were some important factors from supply chain and customer market integration

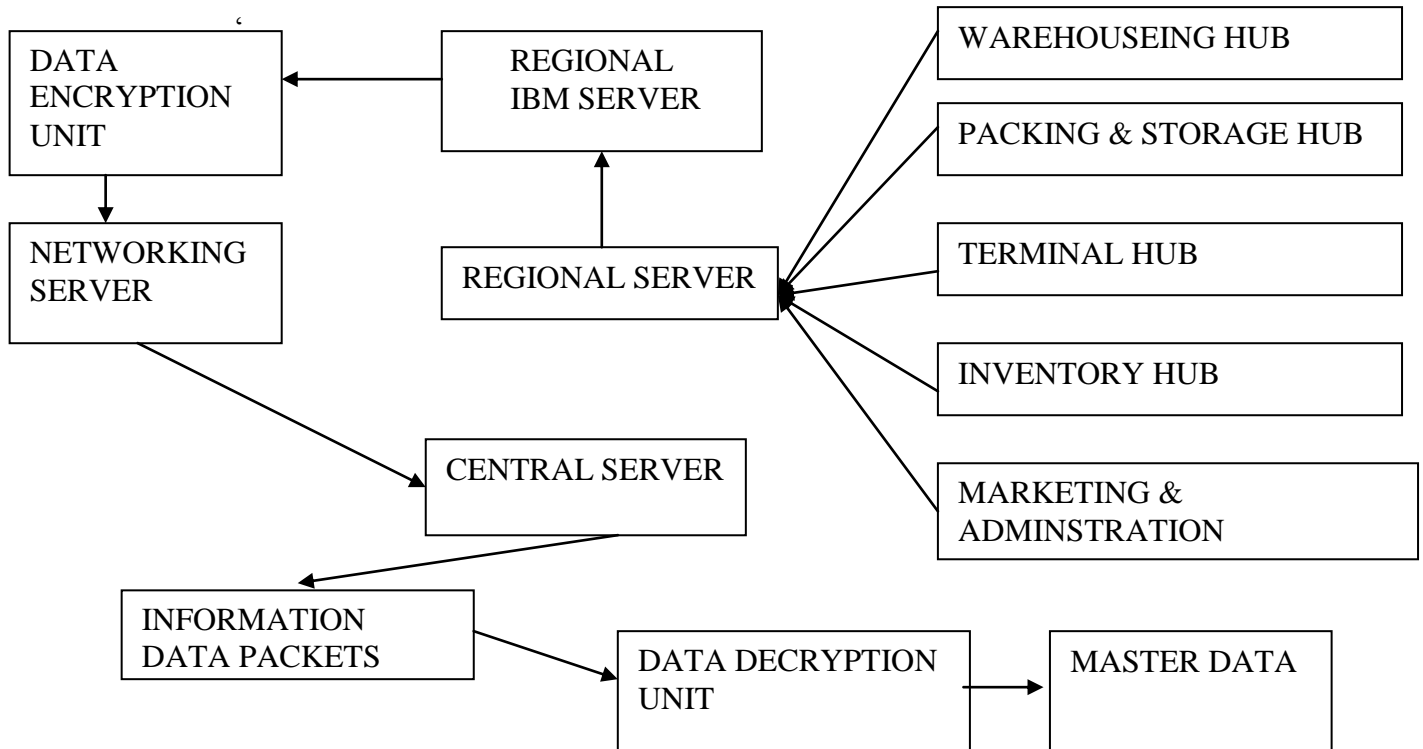
1. clear details of problem analysis
2. complete market forecasting
3. creates performance measures
4. good access to market through information systems
5. market goals, transportation network , administration functions clearly defined
6. data mining and data warehousing concepts well stated
7. market demand for products and different types of transport

The other most important factor is here the implementation of Risk Pooling concepts which enables the exact variations in demand, accurate forecast in production cost, predicts uncertainty in supply chain, and predicts safety stock levels. Also it increases efficiency, market flexibility, and proper study on capital. It also helps to identify whether functions can be outsourced to partners in what way, and how cost control can be identified.

12.LOGISTICAL OPERATION SYTEM

Figure12. Logistical Operation System

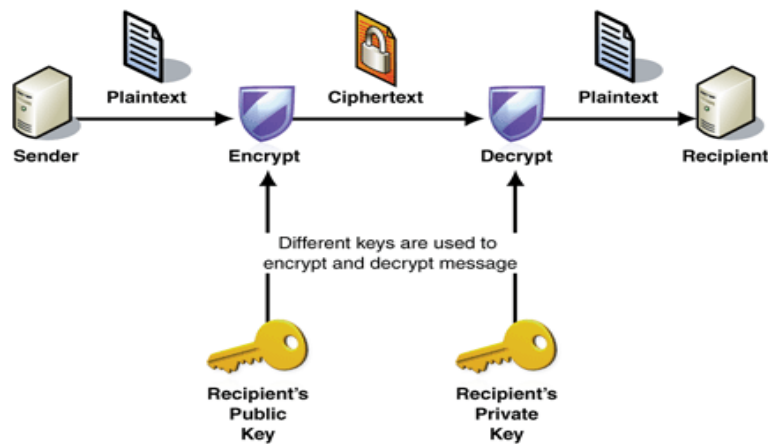
This is how the main frame system looks



12.1. Logistical Network Information Security

This above operations explains how the activities going to be performed in logistical warehouses in Mumbai. All the warehousing units were centralized , and they were connected to terminal points , and the information about inventory and packing and warehousing information going to send information on packets to the regional server, and the daily and weekly and monthly reports of the administration and financial service reports are also send on packets. The regional server which receives the information in packets is going to decrypt with the networking concepts and then sends it back to the main regional server who controls all the functions and reports of all the hubs in the region.

Figure13. Data Flow

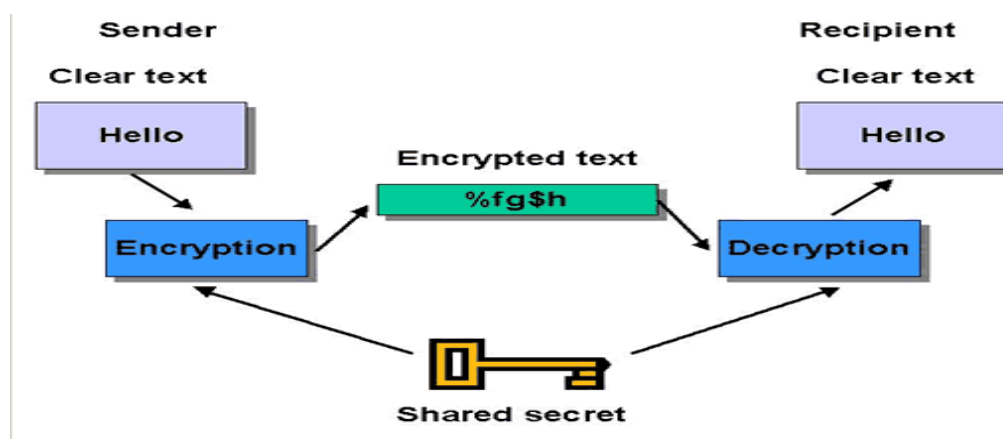


Reference:

[http://msdn2.microsoft.com/en-us/library/Aa480610.ch7_x509techsupp_f01\(en-us,MSDN.10\).gif](http://msdn2.microsoft.com/en-us/library/Aa480610.ch7_x509techsupp_f01(en-us,MSDN.10).gif)

The information that have been received to regional server will be clustered , and all the information will be encrypted again for the security purpose , and being transmitted to networking server, who is going to look after processing. The encrypted information from networking server will be send to central main server, where the network administrator will decrypt the entire information in to proper format, and generates the complete report, and send it back committee which will decide on the performance and efficiency.

Figure14. Data Encryption



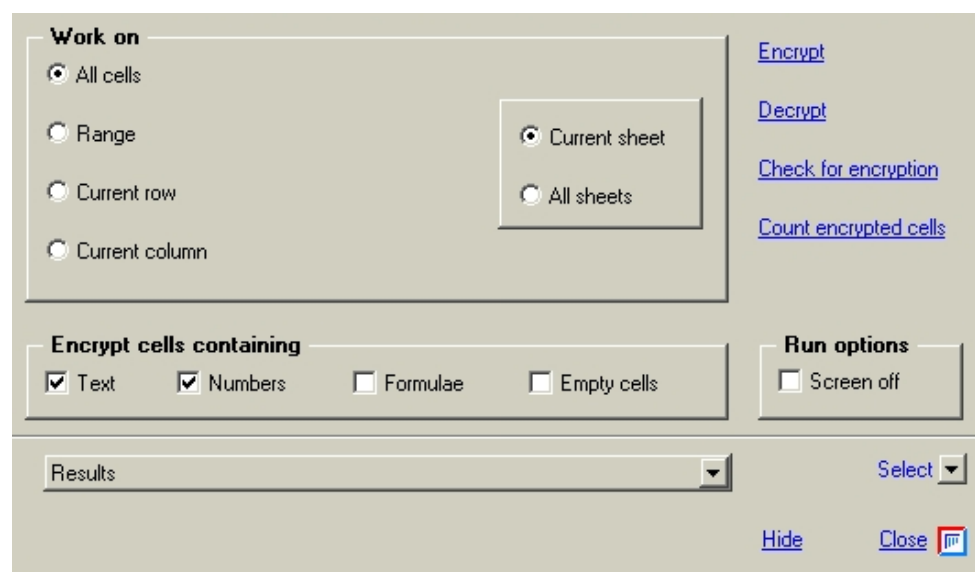
Reference:

http://gnrt.terena.org/gfx/book/ProtectingUsers/single-key-encryption_smaller.gif

After finalizing the reports it will be send back to administrator who will encrypt the information with high security, and sends through packets and bits to the clients. The information send in high profile way, it send in such a way that , the information can not be hacked, even though if the information is hacked , its is out of the reach of hacker to know what was the content , since the information of it will be in bytes and bits. It will be only known to other clients who have the password to decrypt the database, and special security software has been developed to UN code it.

12.2. High Security Information Retrieval

Figure15. Data Retrieval



Reference: <http://ukww.net/patools/excel/de.jpg>

By integrating solution the organization achieve closer ties between various transports sectors, planned information can be achieved , provide good IT solution, effective logistics schedules , technical improvements in supply chain can be achieved, and also we can have good optimization of transport, creates market demand . There will be tremendous improvement to international market, and international operations will be very efficient and products market share can be all time high. Above all we can achieve very good strategic alliance, and economic growth, and also enables to achieve administration skills.

13.STORAGE ACTIVITIES

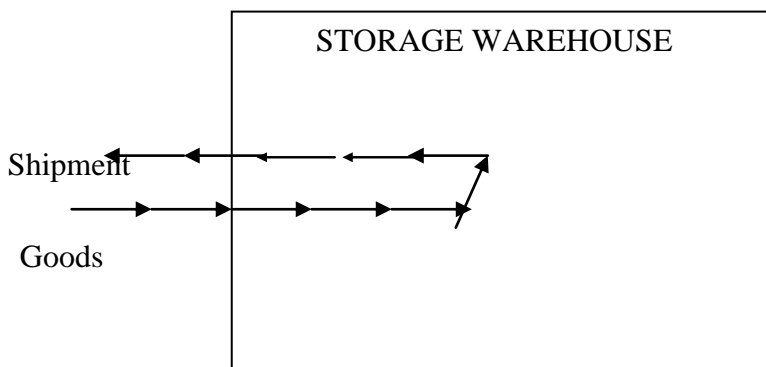
Mumbai region is considered as the costliest Economic region of India, it's very important for the international companies to have a proper research plan of how they are going to have storage warehouses. Since the storage has wide range of products and heavy inventory its very important for the organizations to have the best storing system of international standards.

It is very important for retailing units to have the best of storing system, because of market demand and other environmental factors. Before having a storage system, it's very much important to estimate range of storing system. Proper estimation helps in cost, and other financial factors. Reliance used special storing system for products which are of high efficiency, and very accessible to carries, and loading and unloading. There is special section have been constructed for better customer oriented service.

The most important factors for a stores manager are to identify which goods are important and which needs cross docking. He has to analyze which products reach at what time, and also dispatching procedures. The other most important factor is to know who are most important clients, and their delivery times. Since lots of inventory flow in to the storage system, it's important for the stores manager to classify products according LIFO and FIFO order. Last in First out (LIFO) and First in First out (FIFO) these two concepts play an important in inventory system.

13.1. FIRST IN FIRST OUT (FIFO):

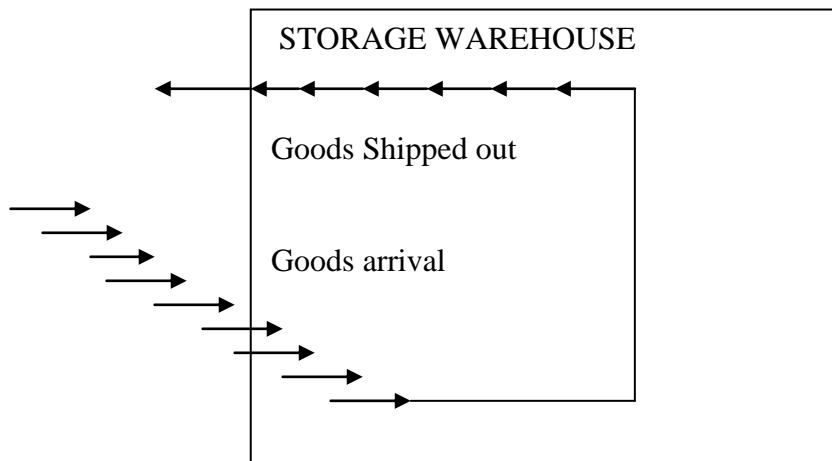
Figure16. First in First out



This is the best application for the storing systems, since the goods arrived at the warehousing are shipped out on first cum first served , so that there will be no lead times, efficient production, better supply chain, effective customer oriented service. And by implementing this, there is no overflow of inventory stored in warehouses; most of the goods are distributed to the clients immediately.

13.2. LAST IN FIRST OUT

Figure17. Last in First out



Goods that arrived at last are going to be shipped on first out basis so as to prevent inventory overflow, and product wastage, by doing so; the first items can be cross docked.

It is important to observe that storage system has to be designed according to consignments specification. Since most of the consignments will be arriving at the warehousing in huge way, and it's important for stores manager to assign goods that can be delivered immediately, so he has to arrange goods at a pick up position where it will be easy for the trailers to load goods, and easy for the transport shipment. The goods arrive at warehouses are of different sizes, and heavy volumes, and some are of pallets. So a proper design specification has to be made according to the type of goods.

Some important methods are

1. Rack method
2. shelf method
3. depth storage
4. heavy density storage

13.3. Rack method:

Figure18. Rack Method



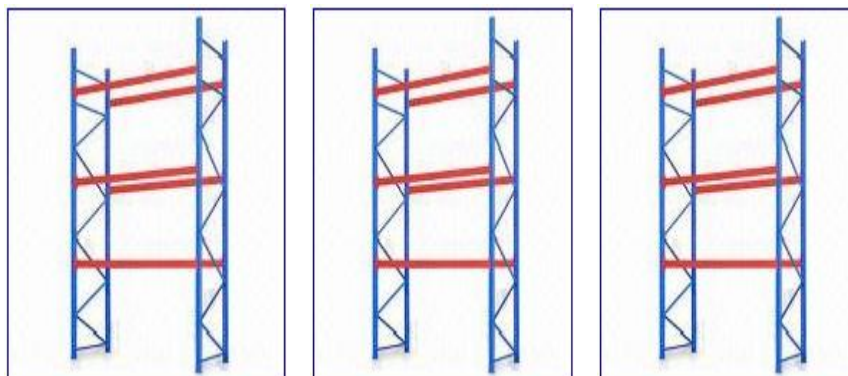
Reference:

<http://www.palletflo.com/pictures/warehouse-racks.htm>

In Rack System goods are placed in pallets, and are very easy to load goods and unload. Rack system is much accessible, since it's very accessible for the trailers to pick the goods and send it to assembling unit for delivery, and there will no lead times in production. The advantage with rack system has RFID technology which is very helpful to identify the products. Rack system is good method because the amount of space it consumes is very small for storage of goods. And also the cost production for rack system will be very low. The big advantage with the rack system, goods can take out quickly with out moving other pallets, and shipped out according to delivery timings.

13.4. Shelf Method

Figure19. Shelf Method



http://www.tradekey.com/product_view/id/433181.htm

These were some of the designs of shelf storing system. This type of system is located in front part of the warehouse, since the shelf method doesn't consume heavy space, and the types of goods contained in shelf are very smaller ones. In shelf methods most of the goods can be taken manually and it's very accessible manually. Goods can be picked and packed in short times, and delivery system is very quick. No wastage included, since goods are ordered according to demand. Most of the goods stored in shelf box are tools, medium size machinery.

13.5. Depth Storage Method

Figure20. Depth Storage Method



<http://www.crestock.com/image/345499-Warehouse-shelf.aspx>

In dense storage system, most of the consignments are in heavy pallets, and these pallets are stored on the top of another. As it requires heavy trailers to pick up, this type of method mostly used at times of shortage, or when at times of cross docking. FIFO is the best method used in depth storage method. This method is very expensive, and delivery frequency is very slow.

13.6. Heavy Density Storage

Figure21. Heavy Density storage



<http://www.warehouseack.com/furniturecantilever.htm>

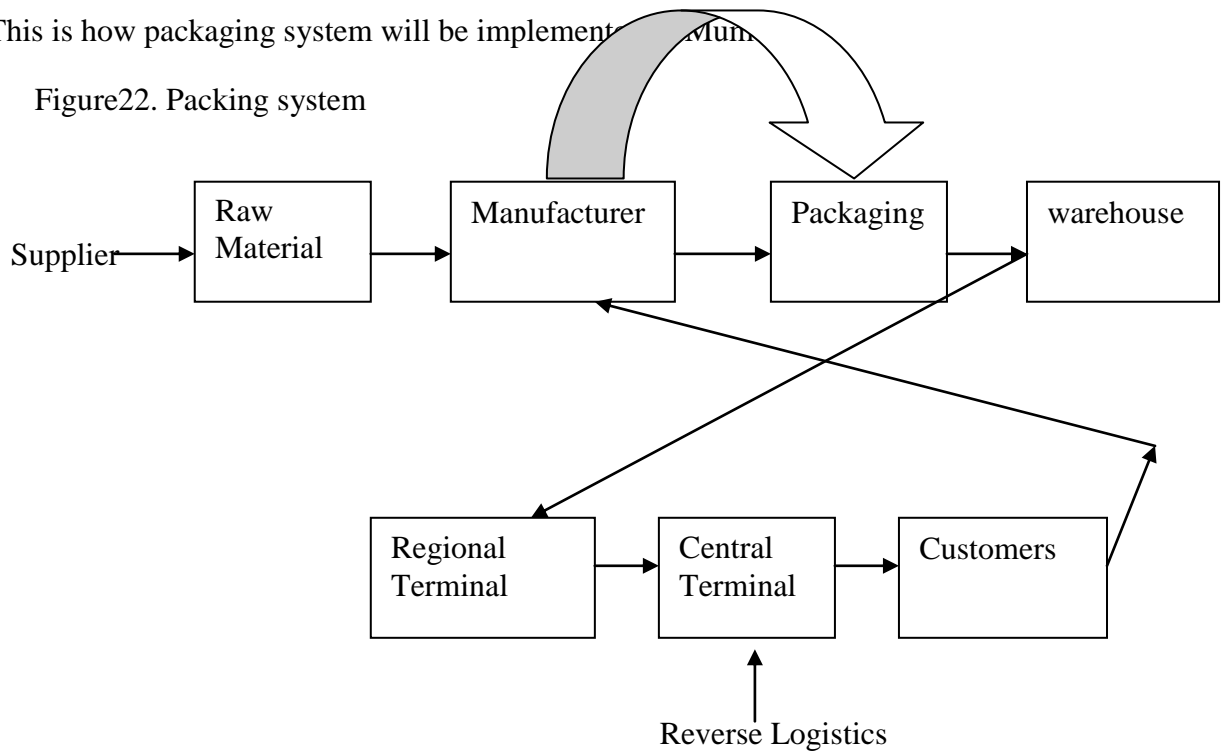
This type of heavy density storage system is mostly used for international consignments, and heavy short periods. This type of high density storage system is very expensive, and it requires special equipments to unload the goods, as most of the goods are heavy pallets. These are stored side by side, and on top of each other. It requires heavy trailers to place the goods, and most of the goods stored will be for long periods. Here also FIFO method is used. There are big problem in using this type of storage system because most of the goods stored are shipped on FIFO method, and the remaining goods are stored for longer times, and there is big chance of good wastage. And there is also a big chance of environmental effect if it's stored for longer times. So most of the organizations would not prefer this type of storage,

Since Mumbai is one region which is mostly affected with lots of pollution it would not be a good idea for multinational organizations to go for heavy density storage system, and the best to implement are first three methods, where even though it requires some cost, but the results of it would be very encouraging. Since government relaxed few rules for multinational organizations, it would be very easy for organizations to go for big ware houses where they can manage all the three storage methods which in turn help them in production, overcome against lead times.

14.PACKAGING SYSTEMS WITH LOGISTICAL SOLUTIONS

Packaging is said to be the most important core function in supply chain logistics. Packing functions and packing costs play a key role in packaging systems. Packing is all about manufacturing of goods and packing them according to product specifications and designs. Packaging also implemented in some specific modules. The most important concept about packaging system is to know properly about product quantity and its quality. In packaging, mostly the concept of reverse logistics is widely used, since most of the fresh delivered goods returns back, and reverse logistics process do implements things in such a way that the goods returned being directed towards production usage.

This is how packaging system will be implemented



The important concepts in packaging were

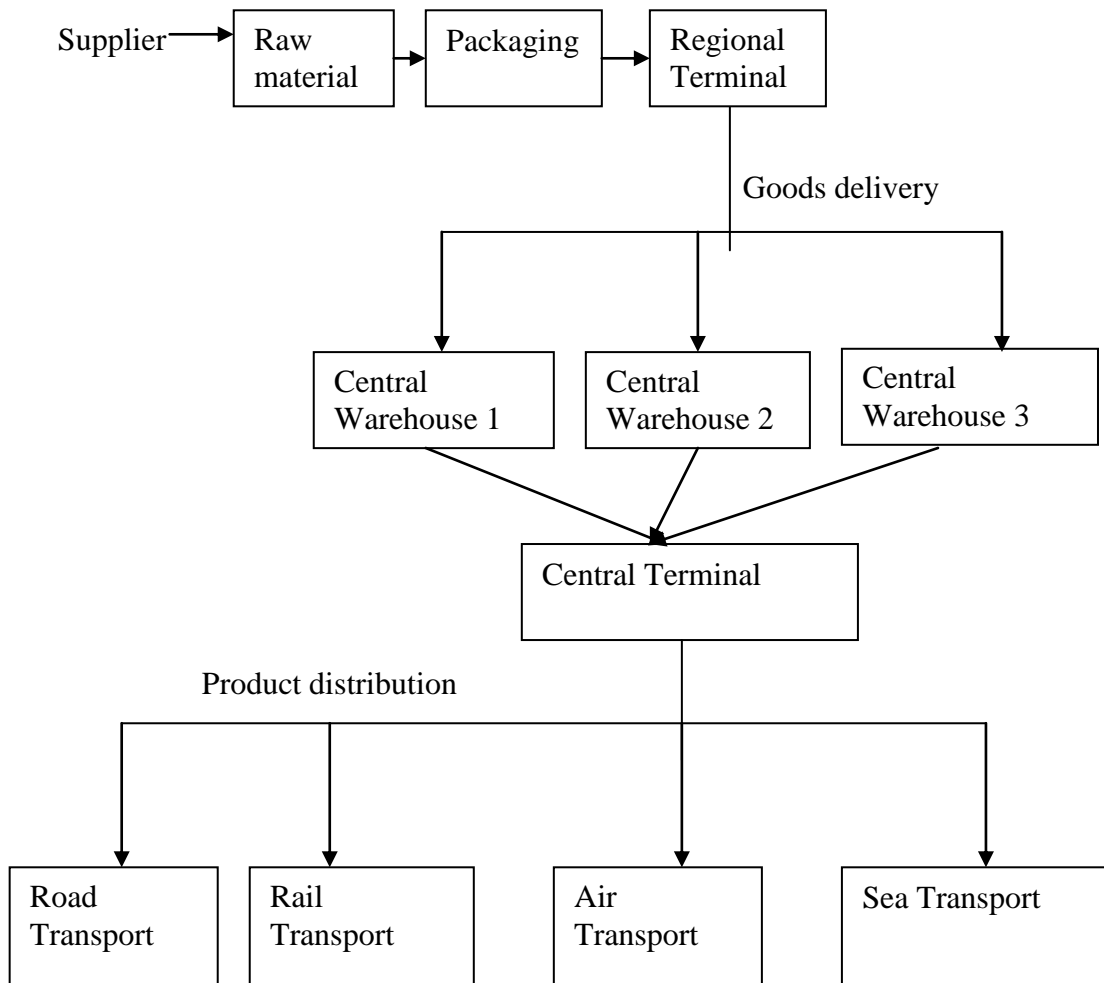
1. Goods protection
2. efficient machinery
3. product details and design specifications
4. type of product and type of usage

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Supplier should provide product specifications to manufacture who will turn on these details to packaging units who pack the goods according to the requirements. For special products separate instruction to be given. And also mention the quality should be used for packing for those products. Specific equipments and good infrastructure, and complete centralized warehouse functions enable good packing concepts.

It's also must important that it abides environmental laws, and be under ISO certification. The packaging is completely different, as it differs from product to product, since product of higher value require separate infrastructure, and production cost.

Figure23. Package Flow

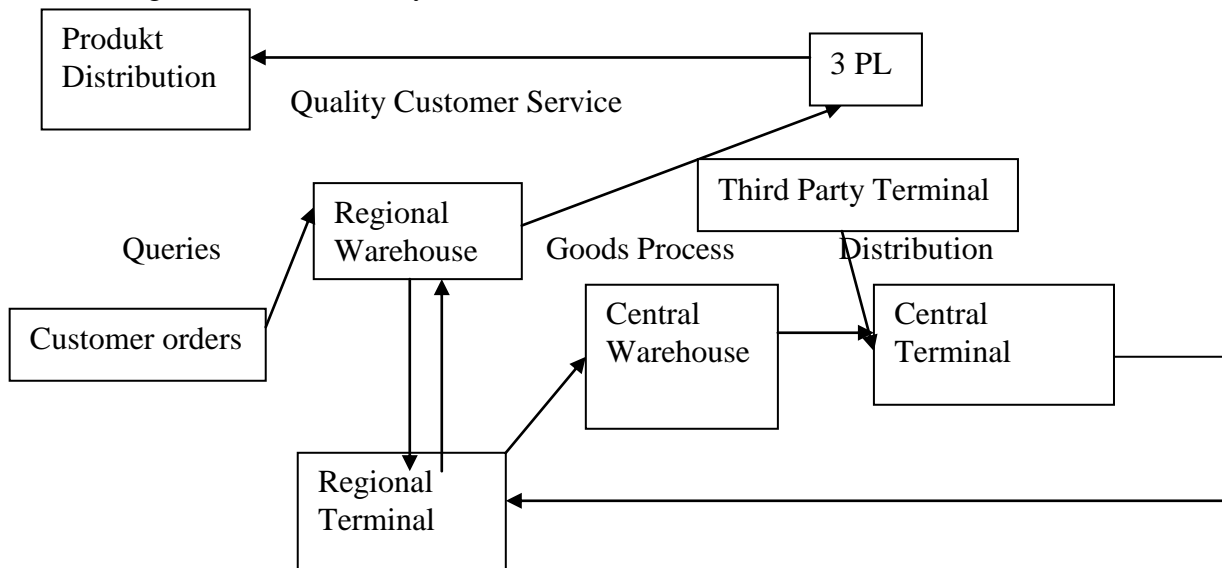


15.Terminals

It is very important that terminal factor play an important role in logistics and supply chain management, Terminal acts as central hub for all logistics operations of the organization. Since Mumbai is mostly classified as region sector its very important for multinational companies to understand how they setup the terminal, and how they operate the functions. The most important factor to decide is where they have to locate their central hub, is it free zone unrestricted area or free zone restricted area. UN restricted area generally lies outside the city limits, but it is very important to know how they collaborate it.

This is how multinational companies can make a very effective one

Figure24. Terminal Lay out



Terminal acts a main player in operating most of the consignments; it collects goods from different parts, and different regional warehouses and other third party terminals so it will be very difficult to handle huge consignments flow. So it's very much important to simply the process so that there won't be huge inventory left in the terminal, and implementing of concepts like cross docking, and just in time plays an important role. It's very much important that goods delivery maintain high standards since from terminals there will multi modal transport. The goods can be shipped initially through truck and then shipped out to rail. So it's very much important to deliver the goods with proper care.

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And the other most important thing to note is to maintain a proper scheduling. Since There will be lots of transport at the terminal points, it's very much important to maintain a schedule to load and unload goods, otherwise it will be leading to higher lead times, and there will be huge delay in dispatching of goods. The other problem is that the goods which needs to shipped out in morning time has to wait for next day , and in between it has to complete the previous day operations. So it's very much important for the terminal manager to maintain a proper scheduling.

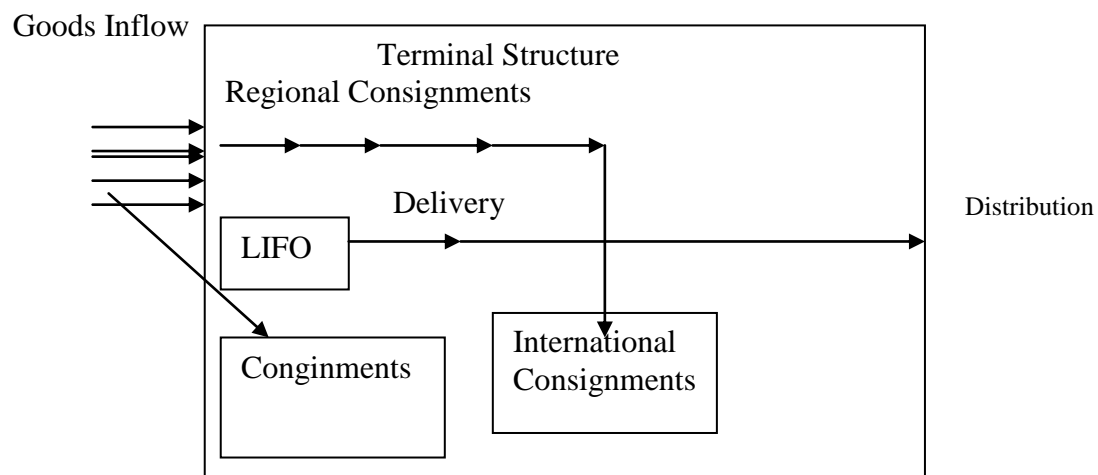
Since the amounts of goods arrive at the terminal was very huge, its very much important for the manager to note that, the delivery is done according to orders, other wise there will be most of the consignments will be mixed, and an improper delivery takes place, and this proves to be one main reason for loosing customer service, and product efficiency.

It's very much important for the manager to note that right goods with product number, batch number, consignment number, shipped out to the destinations. And some goods are of same size but few numbers like A9aS9e, and other product A9As9E of same quantity but the order type varies, a small mistake in detecting may lead to delivery failure.

It is also very much important for the terminal manager not to allow huge amount of inventory to store in the terminal for longer times, since it may lead times. Environmental problems, financial matters like excessive products in the terminal, and also its very much important for the manager to note that, that the goods which are LIFO must be done first, then he can choose the types of storage methods. The type of storage depends on the size, and type of consignment. International consignments needs very special care and he has to redesign the storage methods for storing inventory.

15.1. Terminal Desgin

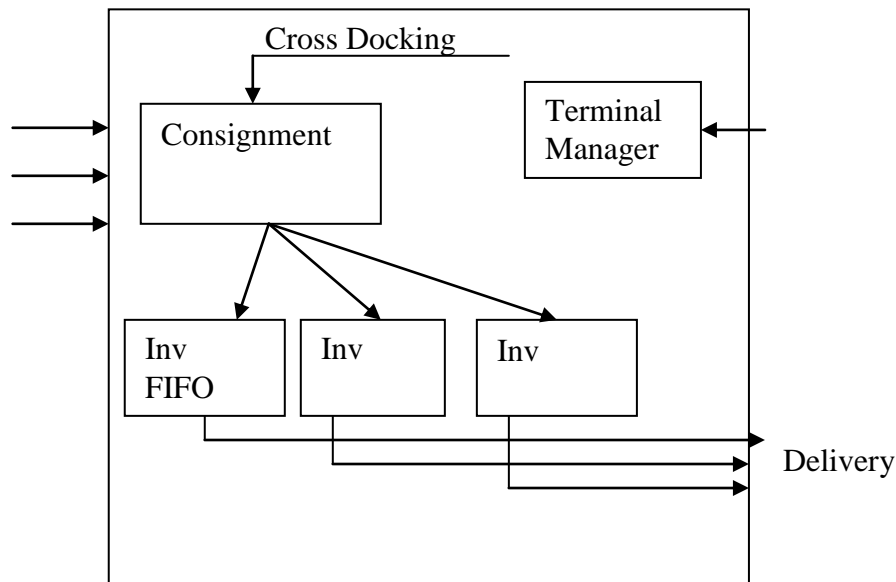
Figure25. Terminal Design



15.2. Cross Docking

Figure 26. Cross Docking

This is how a Cross docking can be lay out



This is the best concept to be used by any organization to have the best possible business. Cross docking leads to less lead times, effective production, market demand, high quality customer service. The above concept illustrates that the goods will arrive at the terminal, and the consignments will be split in to many parts, and the goods are stored in separate section. The main aim of this was that no goods will no longer stay in the terminal for more than 36 hours, and hence proves to be a big advantage since the goods diminishes from the terminals and there will be no wastage of goods in the terminals.

Cross docking improves logistics efficiency, and best business solutions. Once the goods are split in to different consignments, and when the terminal manager receives the order, he will send the goods in FIFO methods, so that goods will be shipped out to the destinations on first cum fist served mode, and this helps in decreasing lead times. With this concept it will be best for multinational organizations to have the best of solutions in Indian market. It is very much important for the terminal manager to have proper database of where and how the shipment has to be shipped out. Other wise it will be very difficult to implement cross docking concept.

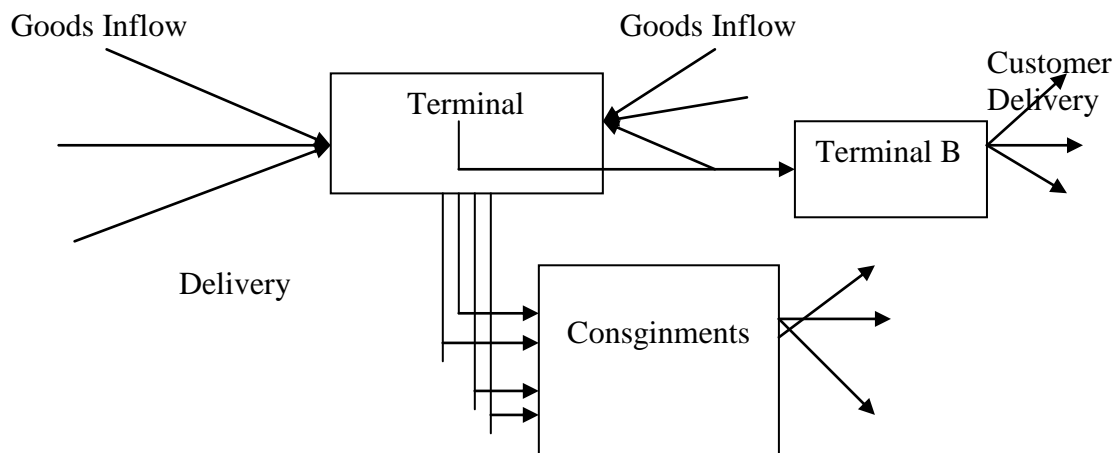
Here terminal manager has to use the best effective logistical information solutions, the most important things to be noted when implementing the cross docking solutions were, the place where goods arriving at the terminal and the destination address, and the time of arrival, volume of the consignments, destination address, departure time, from which warehouse it is coming, is it coming from regional warehouse or third party providers, and specification of goods. Through this it improves coordination between both parties, either could be strategic alliance, and it also improves the production flow, uncertainties will be removed.

16. Hub and Spoke

Hub and Spoke is the very technical core function. Implementation of hub and spoke method needs to be designed carefully. Multinational companies in this case would be preferred since hub and spoke concept builds and strengthens the relation between organizer, and service provider. According to Indian conditions it would be ideal to implement the concept. How the concept works is, goods from all parts will arrive at the location, and none of the goods were allowed to leave the terminal for distribution until and unless all goods from all destinations arrive at the terminal.

It is very much important for the terminal manager to keep of all the destination points from where the consignments arriving. Finally, all goods will be dispatched at a time, and now here it creates huge demand for the strategic alliance partners. Some times it may lead to huge lead times, for this it must have an additional terminal where the immediate delivery goods can be stored. By doing this, in both ways the organization will be benefited. It will gains much customer service and also gains support of strategic partners.

Figure27. Hub and Spoke



This is the best implementation of hub and spoke concept, as the diagram explains the goods flow, and out flow, and also extra terminal to meet the customer requirements, as this improves huge customer service, and also there will be continuous inventory flow. Since Mumbai is prone to heavy traffic creating an extra terminal to meet the market demands would certainly a beneficial factor. And it also improves effective transport network relations with the strategic partners.

17. Market Pricing

How to pricing? This is what multinational companies would be in big dilemma if they setup operations in Indian markets. Since Indian market pricing varies a lot. And it needs a proper guidance of how they approach a proper pricing factor. First and most important factor is to know what exactly the tariffs rates in the entire region, how the rates are classified in regions and how the rates are in urban regions. The next important thing is to have a proper study on other companies of how they are operating their pricing and cost functions in Mumbai region. Whether they are going for flat rate with strategic partners or whether they transporting in free zones areas. The other factor is that a proper estimation of the market needs to be done. They have to study on how the other logistics companies are facing competition, and on what factors.

The other important to know is how the market prices are put in to effect for third party logistics , how the rates are been charged for heavy volumes, or whether

charging for the whole truck , charges in day time, charges at night time, type of vehicle, vehicle standards, truck limits. The other thing is whether Mumbai road transportation authorities fixed rates for what types of consignments. The transportation documents needs to perfect with an agreement copy to be signed by both parties, and types of transport they use for shipment, types of goods, the cost of transport from origin to destination, the value of the goods.

The rates differ from transport to transport. Since Mumbai is mostly used to transport network, it would be a good idea for multinational companies to have an idea of how much the tariff rates for other forms of transport. How much does it cost for rail, sea and air transport. As if it shipment through ships , it would cost additional because there is no free zone area, and unloading and loading has to take place few kilometers from the ship because of environmental factors, and also to avoid heavy traffic.

There is special route for the vehicles for ship transport, and going through special route, the company has to pay additional taxes, and when it comes to rail transport, the rates are same, but the tariff rates for loading and unloading will be very higher, since the rail authorities have to use special equipments for different types of products.

And also they have to allocate special track and separate engine for faster shipments of goods. And finally air transport is located inside city, but the trucks are not allowed, and it has to be loaded to other container, and thus create extra finance. They also need to pay extra amount for the special route. So keeping all factors, and type of consignments, and delivery multinational companies must look forward in designing a good pricing concept.

18. Inbound and Out bound Logistics

Inbound logistics works on the internal functions of the company. Since Reliance is well established international company across world wide, it gives a bench mark of their principles to multinational organizations. The most important functions of inbound logistics were, it helps in cost related factors, transportation cost works, products efficiency, proper communication with strategic alliances, effective supply chain collaborations. It totally explains the entire logistics operation process of the entire organization. How technology used for supply chain process. How integration takes place.

Inbound logistics deals with the factors of purchasing, and supply process. It is very much important for the organization to know who are their supplier, on what basis, how products are purchased, how inventory taken care off, how purchasing manager implies strategies, how cost functions integrate with other functions. The other part is, purchase manager needs to keep track of type of products required, since the production requires lots of materials, so he has to make decision according to the demand materials according to the production requirements, and forecast further purchasing process. Purchasing also deals with negotiations, its must for the purchase manager to know who is the right supplier, the market value he enjoys in the market, and how the strategic alliance be made and for how long.

The other important thing to note is about product quality, its must for the manager to have proper production facility available for the best production output, and proper educated staff who works on the basic principles. The ordering process needs a proper framework since its most important process which deals with production. He needs a proper specification from the production unit, so that he orders accordingly. After that, a proper negotiation contract needs to be done for the better servicing. It's very much important to have good understanding between suppliers and the organizations so that there will be very efficient service, and mutual understanding helps for the betterment of the company process.

It's also important for the organization to make a decision whether they can out source some parts of production. This needs a proper valuation since by doing so, they can work on core products, and the other functions done by the other parties, but it needs a lot of research, and its very much important to have a good outsourcer because some products needs technical functions, and the outsourcer must be in a position to deliver the products in right time, right place, and right time. The other functions are that company definitions will be very clear, and future collaboration with other partners can be implemented in the similar way.

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The other function is out bound logistics. In outbound Vendor management inventory plays an important role. Vendor management plays a very important in interior functions of the organization. How the VMI goes is that , an order will be placed by customer, and all the information of it will be reaching through supplier through various forms, in recent times its up to customer has various options of ordering his items, and its up to the vendor how he maintains the information database.

The Concept of vendor managed inventory is to see, there are no in efficiencies, and never shortage problems. The production runs out and there is no shortage of materials, and maintain high customer service. Since the vendor access the entire data of what customer has ordering, it depends on the vendor how he delivers the products, since the ordering Type could be expensive, and the vendor has to take proper actions to see that quality service is achieved.

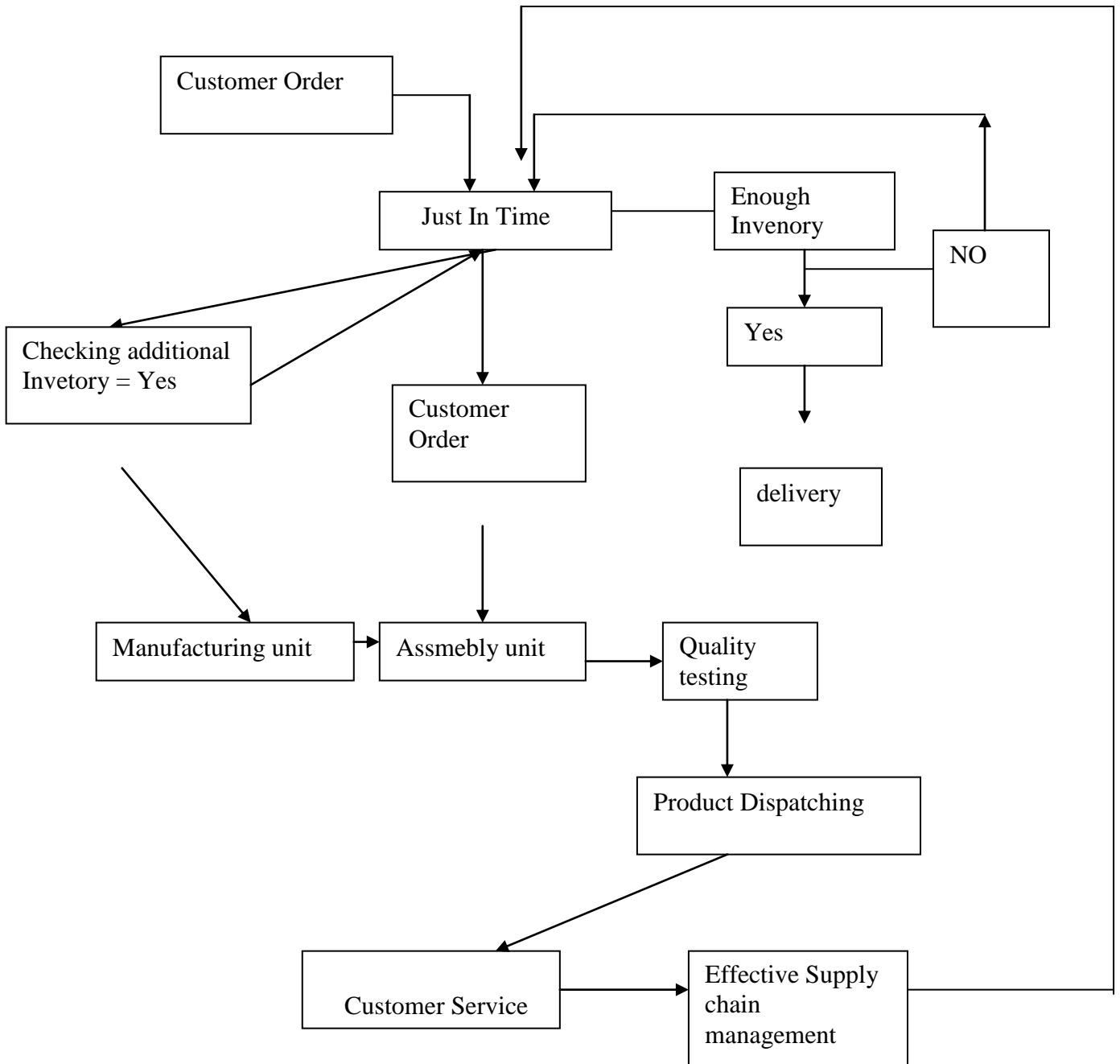
The best of vendor managed inventory is that, vendors delivers the products for a lower transportation, and maintain high profile 3 party logistic services. The other function is that proper administration service is maintained, and there will no excessive material will be stored in the warehouse for longer periods, since the order will be generated according to the requirements. Sometimes vendor management inventory could run in to problems because of various problems, the problems could be lack of quality, improper delivery, improper customer requirement specifications. The most important thing to note by both parties that until and unless a proper collaboration there will trouble in supply chain integration.

So its very much important for the organizations to take care of proper planning, and future forecasting. By doing so, it will ensure smooth sailing of business operations, and the other function to be noted by vendor, that they should not change their policies but their own benefits, it has to be ratified by both parties, if any claws are there it has to negotiate properly. By doing so customer believes in vendor management, and vendor enjoys a good market, in turn it will generate a good healthy relationship in supply chain market.

18.1. Just in time

The other concept is just in time , the implementation of just in time helps the organization to achieve high inventory levels , and very effective market. Just in time concept shows the best of how demand can be achieved in minimum time, and how marginal delays overcome, how important to have additional inventory in the warehouse to meet demand of the market. And with in how much time , the production gets completed , and delivered back to customer. By implementing just in time concepts it helps the organization to achieve a clear vision.

Figure28. Just in Time



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Proper collaboration, forecasting, increases service levels of the company, and vision of the organization can be obtained. Since Mumbai region is not a free zone, it needs a proper documentation for multinational companies over vendor management, and inbound logistics, however it could use the policies used by Reliance as an example, and implement the best of it by working on the drawbacks.

By implementing so there will be a proper communication channel attained, it can improve areas where it's difficult to get partnerships, get closer to customer market and by doing so it can identify the ethnic values and cultures. Implementing new concepts by which the customer market gets benefited. And also study on those theories where other suppliers come with other new products, and study the competitive market dimensions.

19.Environmental Logistics

Environmental Problems considered being the biggest issue in logistics operations. It's a big concern everywhere, and the organizations were asked to take lots of measures, standard procedures for protecting environment. Indian Environment especially Mumbai is a big polluted one, since it's basically an industrial zone and it's becoming very hard for the multinational companies, and national companies to fight against environmental pollution. Environmental manager has been given the big task to take very important steps to protect environment against logistics solutions. Indian government has issued warning to all organizations affecting environment through various sources, and if the standards are not met, their license will be cancelled immediately. Since the Mumbai temperature will be normally 30 degrees, and very humid, it's very important to implement steps at the very first.

The most important substances released from the logistics solutions were

SO₂

NO_x

CO₂

Since most of the emissions in Mumbai will be emitted through road transport, and most of the Indian trucks are not sophisticated to meet requirements, and hence most of the transport is being banned by the transport authorities. Most of the trucks' engines emit very dangerous emissions which harm not only the environment but also normal people, and this is being because the trucks were not changed, not following ISO 9001 standards. Mumbai regional transport authorities require proper documentation from every transport in and out from the city should submit documents at the environmental agency. A test will be conducted every 2 months to check the pollution control.

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The other important factor is emission calculations through sea transport and rail. Since most of the Mumbai region used to either road or rail, the concentration given on these transport. With noise emitting from these transport are also considered to be very harmful to normal daily life. And also the chemicals emitting from the industries is a big concern, since most of the Mumbai region is polluted with lots of industries, and there is a need for proper drainage facilities where the chemical water needs to be pumped in to the sea. For a multinational company it's very important to set up a proper drainage system to pump the affected chemical water.

The other most important thing to be implemented by multinational companies is to maintain standards vehicle technology, and if they hire 3 pl logistics they have to see whether they have the right technology at the latest, improvements in inside coolers, heaters need to change every now and then to maintain standard environmental standards, there has been a growing concern in India that most of the cities neglecting many factors, so these actions should be implemented with immediate effect.

Special revenue needs to be created by multinational companies to meet the transportation external cost. Implementing such things improves rural and urban regions. A special infrastructure is best recommended one, because factors like Vat, road tax, vehicle cost, wastage cost will be taken care of properly, since Reliance has its own transportation, it maintains world class standards in environmental solutions. Reliance invests around 500 million for the better resources, and it also takes care of other things like plantation, no deforestation, and also increases its fleet to improve efficiency. The concept of reverse logistics comes most in to environmental solutions, since most of the Mumbai wastage through logistics solutions were uncountable, and the waste has to be recycled properly so that it won't affect the environment. In Mumbai if the wastage isn't removed soon, lots and lots of dangerous emission emits which are very harmful to the nature.

And the other important factor in Mumbai is emissions are calculated according to kilometer. So it's very important for multinational companies to have very good transport according to Indian conditions. The design of vehicle network needs to be done properly since the company can have the best of environment if they travel through regional areas, and some times night travels will reduce the noise, and also emits less pollution. Loading and unloading also creates lots of emission, and this has to be taken care of properly within the warehouse, or at terminal outside the city.

The other important factor concerning environmental is about the choice of product, if it's a dangerous product, then the manufacturing of it needs to take place at a very distant location very outside city. And also a strategy needs to be done on freight transportation which has environmental problems. Some concepts like unused tyre, material wastage has to be recycled immediately so as to prevent green house effect.

It's also very important for multinational companies to conduct a research on where exactly more emission is emitted in which parts of the regions. At what speed, and at what time, how much fuel consumed, total distance, co2, NOx, needs to calculate. And also its very important to calculate emission with heavy truck and medium freight, and try to test the vehicles under various Euro class vehicles, so that it will be very helpful to know where exactly emission are emitting at a larger scale, and depending on the calculations its will be very easy to create a standard format for the vehicle technology which has the best of environment. Its is also very helpful to get information from other companies about their environmental policies , and their impacts on the environment, by doing so it will not only create an good marketing impact , but also remain as strong force in Indian market.

20.Methodology

Indian retail market is known for its efficiency and high productivity. The new phase of Indian retailing started a decade back when government started to think about expanding market to global arena. Market expansion needs various factors like study defects in previous years and better solutions new methods, latest technologies, problem redefinitions, new strategic alliances. Here is the main reason to consider Reliance as a benchmark to international companies because this is one company who has withstand to all kinds of situations and the results as of today is outstanding, its all because the organizations kept on working on every possible task , and it has implemented and tested many methods on step by step basis. Reliance tested its methods on many markets with good marketing approach. Reliance backbones are its methods, high marketing, production, quality, customer service, future vision standards.

The reason behind the success of Reliance is its strong fundamentals, and accomplished plan. The other success part was Reliance ability to cover all other business operations like gas, petroleum, telecommunications, automobile, electricity. The whole business community in India looking at Reliance as the example for new entrants, and even some of the multinational companies like Wall mart, K-mart ties up with Reliance to generate good capital in Global and Domestic market. Since when Indian economy peaking at higher levels, most of the multinational companies the approach of investors changed dramatically, and they see the future economy is with India. It has taken some time for Reliance to establish them in Indian market, but when Reliance has reached a stage it started to dominate every business operations in India, and south East Asia, and as well other European parts. Reliance has also launched a business program where it sends highly qualified engineers and business graduates to work with their alliances and solve technical solutions pertaining to business administration.

Reliance is good at Market Investigation and analysis. Most of the Clients hire Reliance trainees in their work force since they believe that the standards and principles used by Reliance are world class. The reason behind the success was hard work, and highly educated people. Reliance has many work groups which looks after each and every possible competitive factor, new solutions which attract market, defining problem in much simpler way, generate work force. Most of groups work on providing solutions according to requirements that alone attracts other alliance to join hands with Reliance.

The growth of Indian Retail Market in the past 6-7 years has been outstanding, and the retailing market has grown internationally. More and More international companies are setting up India as their base for retailing operations, and by 2015 Indian retailing sector is set to be largest sector in Asia, and it will create 40 percent (**Reference:** News paper source Hindustan times April 2006) of economy contribution itself from retailing industry. With government policies and relaxation of laws, and regulations for multinational organizations see more international organizations to look forward to India. Since Indian IT sector believed to be world class, and high infrastructure facilities, and affordable work force saw an new outlook. Here in this it explains of how the information and data facts obtained, and how the important facts and issues will help multinational companies, and how to imply marketing concepts and strategic alliances exactly in to Indian markets, and also concepts about Indian environmental policies.

20.1. How information obtained

The most important thing of getting information is through various sources, and multiple channels. There was a preliminary interview done by company marketing group. The project idea was drafted, and was handed in to the group, since the project needs lots of evaluation and very highly technical skilled people, so the interview was round wise screening, and there were many questions asked by logistics group enquiring about of how the project can be laid out, and how the best of concepts analyzed.

After 6 rounds of talks between, the company has listed people of for final interview, which was about the core logistical concepts, and marketing concepts. After one month the company has listed out the possible applicants to work on the project. The project work has lots of analytical concepts, and the work is divided in to 6 groups where each group will hand in various solutions and strategies, research reports. Some information about the core concepts of project been delivered by multi channel And other parts of information given by highly reputed third party logistics providers.

20.2. Analysis

The Entire projects includes various methods like forecasting, IT Programming methods for better logistical network solutions, market analysis solutions like SWOT, and use of Porter Diamond Model, and five force concepts, Ratio Analysis, weight model to compare different solutions of the market.

20.3. Problems of obtaining information

There were many problems in getting proper information. The information getting directly from the organization was highly impossible since there were many regulations, company rules which are against. The management was very strict of any possible information of high profile leaked out. Since the only possible way of getting a kind of information is to work with the organization internally, or to work for their future projects, and involve in the daily activities and administrative roles through phone calls. Since the only way works out in India is to show sincerity in working for progress of the organizations. As Reliance is the biggest company in India, there were many fears of letting the information out since they believe that sharing information could lead to market problems.

Since the Indian markets are widely established, the only way to find the information is through contacting third party providers who worked, or working with them full time or part time, or through other sources like people who worked with reliance long time back or market brokers, market analyst. There were many countless call made to obtain information, sometimes the answers are very hard. Sometimes people keep on asking for repetitive calls. It was really hard time to get information from many sources. Since most of the people are curious to know why information should be allowed to share, and questions information usage, it is really a big time to manage answers in an effective way so that information revealed.

After the initial process with many contacts, the information got was found to be very efficient, and highly market oriented. The information obtained was mostly implemented in many Indian companies, how they use the principles to attract Indian market, and competitive strategies compatible to Indian regional and urban market. The information was tested in some small companies where most of the marketing principles, and logistics solutions working fine. The logistics manager of the company works with other market in a strategic way where the market quotes are revealed by unknown sources, and win the contract in favor of the company.

The information was highly reliable since most of Indian markets are using since many years. Since India market seeing many positive transitions all the concepts where built on the fundamentals existed since long time. The redefining concepts are the main strong points of new Indian market. Most of the information used can be implemented to the best effect of the market. Since Indian market is growing in faster pace reliability depends good strategic alliance, effective customer service, flexibility of organization principles and strategies.

21.Results

21.1. Government Role

Indian Government over the past few years has changed its policies and regulations for multinational companies. The major incentives were deduction in the land rates in major areas, free lease of warehouses and terminals under marketing plan. The idea to globalize is because of attracting Indian market, and its dominance in IT market. Above all why multinational to look forward to India is because of labor advantage, infrastructure, climate, new government policies, high technical qualified graduates. With new policies in implementation many major companies like Wall Mart, Woolworths, Coles, K Mart ready to attract Indian market in every possible way to attract customers with efficient high quality services.

With market competition, Indian government also introduced special programme in retailing side, and companies like Nestle already have introduced Supply chain Management Programme in western and northern part of India. This programme not only brings awareness among many young youths, but also creates good market demand and opportunities to explore their talents. Another main advantage is multinational companies to hire best talent in the country for their main operations.

21.2. Factor Conditions

Since is becoming big economic power house in Asian market , there were many factors which attracting international market. Some of the main factors are

1. Advanced Information Technology
2. Interest Rates are very less for multinational companies
3. Infrastructure
4. Resources
5. Flexible Government

21.3. Supported Industries

Indian retail market is been backed up by big investment companies like CITI Corp, CITI bank, HDFC, HSBC, Bank of Bahrain, State Bank of India, Central Bank of India invests thousand of dollars for the better infrastructure. With the increasing market, it's attracting many companies like IBM, Microsoft, Accenture, Infosys helping the retailing market through various source like recruiting highly qualified engineers, MBA graduates all over the world, Providing Internships.

21.4. Firm Strategy, Rivalry

Indian Retail market is going through different phases. The strategies of the companies were high competitive, policies of the organizations varies according to region wise. The strategic alliance plays an important role in firm success, and new marketing solutions, introduction of new products, adds market value, each firm strategy varies according to other firm moves, and most of the principles design on the backlogs of other companies, not only strategies Indian retail market is very competitive.

There were many rival industries, which are local and international. Its is highly competitive since the market tactics used the other organizations were very market oriented since they know how the market behave , and the taste of customers , and how customer market responds to new strategies, and new products. A very good research oriented analysis is required for multinational companies. The best of market analysis can be obtained through proper third party logistics since they know the market pulse, and also helps them to approach the market in right time.

A third party provider helps them in collecting good data among many regional areas in India including Mumbai. They will provide good information of possible list of competition rival, and give a list of main suppliers who are the back bones of the major companies, they way they introduce new policies, and market strategies. They also collect information through secret agency of how the companies are getting information, their market reports, and their panel members.

Steps for Multinational Companies to Approach Indian Retail Market

1. Who are the main Suppliers
2. Analyze market with new Methodologies
3. Test Indian Market by Introducing New Concepts
4. Low Price Factor
5. Location Factors
6. Forecasting
7. Analyzing market every fortnight
8. Implement New Customer Service Options
9. Product Quality Testing

22.SWOT Analysis on Indian Retailing

SWOT analysis gives impression of the real Indian retail market, where they stand, and what they have to do to improve, their future challenges, and future ventures.

22.1. Strength:

Indian Retail Market main strength is their government. With out government support Indian retail industry couldn't be in a position where the entire world looks up to India as their future destination in retailing sector. Indian retail sector boosted by new IT technologies which made the entire business electronically, and very customer oriented.

Since Mumbai is the economical hub of India, locating of new retailing units not only generates economy, also exists huge healthy market demand. Since Mumbai has world class infrastructure the product quality and testing is of world class. The main reason why international companies must look forward to India because strong government support for multinational organizations, low taxes, less interest rates, good customer market.

22.2. Weakness:

With continuous growth there is always need to work on the weakness. The main weakness of Indian market is environment problem. Most of the developments happen in urban and high areas where regional market is ignored quite a bit. If India needs to be potential world class leader it has to spread its operations on every part of India.

The other improvement could be that government should extend its support not only to multinational organizations but also Indian organizations. Since the market is flowing in a positive node, too much of product variations, and instability should be avoided. Since the Indian customer market is economical, too many variations in products cause disturbances, since customer thinks twice before he moves. The other problem could be lack of exposure to regional areas.

22.3. Opportunities:

New solutions like online shopping, Vendor managed inventory, just in time have opened doors for healthy market. E-Commerce and high defined IT solutions created new opportunities for companies to expand their operations in a new dimension. Expanding market in regional areas not only attracts markets but also opens door for new talent. Working on defects of competitor policies, and improve on the developments of existing policies creates flexibility in business, and competitive. A new Strategic alliance opens new doors in business circles.

22.4. Threats:

Indian market is always competitive; there will be always threat of new rivals in the market with new policies, attractive customer solutions, and effective market ideas makes the potential market organizations instable with their existing policies. The price factor plays a major threat. New products, new market solutions always created threat among organizations to work for the best of the market. Providing good customer services are also a thought of concern. Ignoring regional market is also a threat which may have an impact on future business. Too much concentration in one area of business could lead to market slowness. New technical and web technologies solutions also poses threat.

Conclusions:

This project aims at multinational investors to show the Emergence of Indian Retail market in Global arena. It provides concepts of how Indian market is all about, how the future of Indian retailing dominates global market. The reason behind choosing this concept because Indian Retail market is going through different transition, the economy is changing, and the policies are in favor of multinational companies, and world class organizations. Indian Information technology is world class, and most of the companies like IBM, Microsoft, Sun, Oracle, Sony, Volvo and many more companies are already started seeing positive revolutions in Indian market. On the whole it provides multinational companies and guidance of how they have to apply in Indian market.

This Concept Retailing in India with Reliance as Benchmark provides a complete documentation of how Indian market is all about, how multinational companies approach Indian market, and in what way they have to compete with the domestic market, and what strategies they have to apply to establish themselves in Indian market. What support do they get from Indian government and in what ways? Information about different types alliance in Indian market, how they have to apply strategies with alliances in urban, regional areas. What threats they are going to face, and how they face competition from domestic markets.

It also helps multinational companies of how they have price in Indian market, what strategies they need to adapt accordingly. Information about how other industries support multinational organizations. On the whole Retailing in India is a concept that shows global investors of what they could from Indian market, and how friendly Indian environment was, different types of strategies and policies to attract Indian market, and above all a good friendly market.

23. Project Summary

The main aim of this project is to provide a complete approach for multinational companies who are looking towards India as their Retailing Choice. This project provides very depth information of logistical problems in India, and how core concepts analyzed, how Indian market changed according to time, why multinational companies must look forward to India as their choice. This project delivers concepts like cross docking, supply chain collaborations which are very unique in Indian markets, and most of the elements in the projects have not been tested in Indian retailing sector.

The highlights of the project was the depth analysis of Indian retail markets with new logistical solutions, and it's also provides a depth documentation to international companies of how they have to apply themselves in Indian retail market, and how their strategies to implemented according to market demands. Its also provides documentation of how government supporting Indian retail market, and how laws regulated by Indian government for multinational companies.

Information about Indian geographical factors, and transportation locations clearly explained since most of the Indian retail market is exposed to regional areas and semi urban areas. The concepts of third party logistics clearly explained, and also the approached needs to be taken by international companies to build a long term relation with third party providers. Here Reliance was used as benchmark to show international companies of how they operate the Indian retail market. By using reliance, it provides international companies the very rate core competencies used by reliance to attract Indian market.

A description of how information technology plays an important role in retailing market, how new tools attract customers, and new services that attract customer market. A complete description of how Indian storage system implemented under various methods, and how packing facilities to be used properly. Application of hub and spoke methods brings efficiency in the retailing market.

Different types of methods like porter diamond, ratio analysis explains Indian market, and five force theories explain the internal and external strength of Indian market. Concepts about the market pricing, and environmental policies clearly explained, since Indian market mostly economical, and how multinational companies needs to tactical about pricing factors, and also rules and regulations of Indian environmental policies, since Indian environment mostly exposed to polluted emission because of many industries, an idea of how multinational companies needs to apply themselves, and their strategies for better environment.

Appendix

RIL	--- Reliance Industries Limited
3PL	--- Third Party Logistics
NYSE	--- New York Stock Exchange
FIFO	--- First in First out
LIFO	--- Last in First out
JIT	--- Just in Time
VMI	--- Vendor Managed Inventory
LIS	--- Logistics Information Systems
RFID	--- Radio Frequency Identification Division
SWOT	--- Strength, Weakness, Opportunity, Threats
DALAL STREET	--- India's Retailing Trade Street
GPS	---- Global Positioning System
P&M	--- Packers and Movers
ERP	--- Enterprise Resource Planning
ASP	--- Active Server Pages
CRM	--- Customer Relation Management
SRM	--- Supplier Relation Management
RL	--- Reverse Logistics

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