

## INDUSTRIAL VISIT TO BANSAL SUPERMARKET

An Industrial visit to BANSAL Supermarket, a leader in the Organized retail industry was organized by **C.K. SHAH VIJAPURWALA INSTITUTE OF MANAGEMENT** for MBA second year students on **30th September 2019(Monday)**. Students of MBA Batch 10, who have opted for sectoral elective, **Retailing and Franchising (R & F)** and **Logistics and Supply Chain Management (LSCM)** were selected for the visit. **Dr. Preeti Singhal, Asst. Prof. CKSVIM** arranged for the visit, with the help and recommendation of **Ms. Kalindi Hire**, a proud alumna of CKSVIM Batch 7, who is working with BANSAL Supermarket as Department Manager.



Bansal supermarket is a one-stop supermarket chain that aims to offer customers a wide range of basic home and personal products under one roof. Its stocks home utility products – including food, toiletries, beauty products and many more. Their objective is to offer customer good products at great value.

The company has its headquarters in Vadodara. The supermarket chain of Bansal Supermarket is owned and operated by BANSAL Mall. It was started by Mr. Babubhai Agarwal, Mr. MaheshBahi Agarwal, Mr. Dineshbhai Agarwal and his family to address the growing needs of the Indian family. From the launch of its first store in Vadodara in 2004, Bansal Supermarket today has a well-established presence in 5 locations across Vadodara.

Students got the chance to visit the inventory storage area where they were exposed to see various inventory, their storage pattern, labelling, etc. Students also visited the billing section, cash section. Ms. Kalindi Hire, explained the method of dealing with near to expiry date products along with the deciding on the sales promotion schemes of the supermarket. The main purpose of the visit was on the connecting retail operations concepts with the practical aspects.



The visit was concluded with a question-answer session. Students asked various questions related to the operational aspects of the company which was answered by Ms. Kalindi Hire.



**Mentor: Dr. Rajesh Khajuria, Director CKSVIM**

**Company Guide: Ms. Kalindi Hire, Department Manager, BANSAL Supermarket**

**Visit Arranged & Accompanied by: Dr. Preeti Singhal, Asst. Prof. CKSVIM**

**Report Written By: Dr. Preeti Singhal, Asst. Professor CKSVIM**