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Selecting Store Location- Pantaloon

Pantaloon's follows the following criteria in selecting the location for its department stores:

- First, a city study is done to understand the city's propensity to spend, and to know whether it is mature enough for the department store concept and the pantaloon shopping experience.
- Area choice is the second step. In area choice, Pantaloon gives prime importance to the socio economic background, especially the social structure of the area, and shortlists a few areas in the given city. It then carries out detailed markings on short listed areas. It specifically checks out if the area matches the image that Pantaloon desires of its stores.
- Pantaloon then contacts a number of households in the various strata of the society in the given area to know their preferences on shopping and to assess whether they are open to the idea of a contemporary department store outlet in their city/ area, and how far are they prepared to travel to shop in this outlet.
- Selection of the actual premises is the next step. This is done on the basis of catchment area analysis, footfalls analysis, competitive analysis, adjoining business analysis, infrastructure analysis and traffic analysis.
- Pantaloon is particular about adjoining business analysis. It studies the tenants and retailers adjoining the proposed premises. The idea is that they should complement (and not clash with) the Pantaloon's store. The analysis also helps to ensure that the price points of the surrounding retailers' match the price point of pantaloon's and that they also target the same segments of customers.

Internet users in India in 2008

Juxt consultants, an online research and advisory firm conducted an offline survey titled '*India Online 2008*' to gauge the online behavior of Indians. It covered over 12,500 households across 40 cities and 160 villages in the country.

Some of the findings of the survey are shown below:

One in every 10 urban Indians is now net connected.

The internet is no longer a metro, high income and English speaking consumers' medium. Almost 41 percent of the Indian Internet Users prefer an Indian language website over an English one, with Hindi right at the top, with 17 percent share of the total online consumers. English users now form just 28 percent, down from 41 in 2007. 70 percent of all internet users reside outside metros. Internet using population is spread across urban and rural India. It is also spread across all socio economic classes (SEC).

There are over 49 million internet users in the country. Urban users account for 40 million and rural 9 million. Regular net users number around 35 million (30 million urban and 5 million rural). Regular net user is defined for this exercise as any one accessing the net at least once in a month. Internet penetration (as a percentage of the population) has crossed the double digit mark in urban India. It stands at 12 percent, up by 3 percent from the 9 percent in 2007. Rural penetration now stands at 4.5 per cent.

A majority of the users (77 percent) are now between 19-35 years of age.

The number of urban 'netizens' has increased by 33 per cent in the last one year, from 30 million to 40 million. Of the total number of urban users, 75 per cent (30 million) are regular users while the rest 25 per cent (10 million), are occasional users.

The democratization of the net continues, with SEC A and B now accounting for just 50 per cent of all users, down from the 2007 figure of 56 per cent. In contrast, lower SEC (C,D and E1) in urban areas now account for around half of all users. It is the same in rural areas too. With top two rural SEC R1 and R2 accounting for just 41 per cent, with the rest coming from the bottom consumers in SEC R3, R4 and R5.

Faith in shopping on the internet is strengthening gradually. A good 80 percent of the regular online Indians are now buying through the net.

Indian Railways runs the country's largest online marketing venture

It is Indian Railways catering and Tourism Corporation (IRCTC) which runs the country's largest online marketing venture. The portal – www.Irctc.co.in – is an online rail ticket

reservation platform for booking two types of tickets, i-Ticket and e-Ticket. When a customer books an i-ticket, it is printed from IRCTC's operation center and subsequently delivers to the user's home or office within 24 hours. The service is available in over 200 cities across the country. In the case of an e-ticket, customer can book tickets online by making payments by credit cards and print tickets at home. IRCTC also offers net banking facility to users who have their accounts in one of 27 partner banks for direct debit payment. Currently, the website is doing on an average transaction to the tune of Rs. 47 lakh a day. Around 78 thousand tickets are booked every day. Additionally, IRCTC has tied up with the portal Sify to make online railway ticketing services available at cyber cafes on cash payment.