

LIVE PROJECT LAB

INCREASING M&S SALES ON MARKETPLACES BY LISTING

Submitted to:

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Thank you!

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DECLARATION

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EXECUTIVE SUMMARY

This document is a project on Increasing the sales of marks and spencer on market places by listings. Marks and spencer is the largest fashion and lifestyle brand retailer in the United Kingdom, with over 21 million customers visiting its stores each week. Marks & Spencer's offers trendy, high-quality, great-value clothes and home products, as well as exceptional-quality foods responsibly sourced from more than 2,000 suppliers throughout the world. The project objectives include to identify the types of errors in the data dump sheet, analysing consumer satisfaction towards product information an image and then suggesting ways to enhance consumer satisfaction on marketplaces.

The initial few parts of the project talk about the company. It's Unique selling proposition or value proposition, vision and mission, brand philosophy and business model. The product collections are also mentioned in the brief. Introduction to the company has been covered by studying the SWOT analysis.

The project revolves around E-commerce of marks and spencer on marketplaces like Myntra, Ajio, Amazon. Listing and cataloguing being the crux of this matter, I have further explained how effective cataloguing leads to better sales and what are the consumer takes on accurate product information and accurate images. I wore my sleeves at marks and spencer in the field of E-commerce, about which I have explained in detailed.

The first objectives aims at to identify the types of errors in the data dump sheet. As data dump plays an important role in the information that is available online to consumers. So, it is mandatory to identify those errors beforehand so that wrong information is not stored on the website. it was supported with the help of secondary data and by attaching the excel sheets on which I have worked on.

The second objective was to identify consumer satisfaction towards product information and images. In order to do so, I conducted primary and secondary research while I explored the aforementioned project objective. The results and outcomes of this study were then used to understand the consumer preferences better in terms of what content they would like see on the website. To be able to communicate to something, it is essential to know that person. As a result of which we were able to identify what consumers are looking and what we are lacking behind.

The last objective was to suggest ways to enhance consumer satisfaction on marketplaces. In order to do so, I identified what are the problems that a consumer is facing and after analysing the problems some of the strategies were suggested and that were implemented while I was interning with marks and spencer. Also, there is a Master data attached for the size chart to show how we can map everything accordingly for better enhancement and to list more categories on marketplaces so as to reach to wider audience.

CHAPTER 1 INTRODUCTION

Marks And Spencer

1.1. BRAND OVERVIEW

Marks & Spencer is the largest retailer in the United Kingdom, with over 21 million customers visiting its stores each week. Marks & Spencer's offers trendy, high-quality, great-value clothes and home products, as well as exceptional-quality foods responsibly sourced from more than 2,000 suppliers throughout the world. M&S employs almost 75,000 people in the UK and throughout the world, with over 600 outlets in the UK and an increasing worldwide business. M&S is the UK's leading provider of women's apparel and lingerie, and is rapidly expanding its market share in menswear, children's wear, and home, thanks in part to its increasing online operation. Clothing and home furnishings sales account for 49% of total revenue. M&S sells everything from fresh produce and groceries to partially prepared dinners and ready meals, accounting for the remaining 51% of sales. Marks & Spencer is known for high-quality products and a confident style that incorporates the newest trends and fashion. Their 135-year history makes them the epitome of sustainability and fashionable attire. They believe that style is distinctive and eternal, and that it revolves around comfort. They are a classic company that believes in responsibly sourced fabrics. What sets them apart is our long-standing commitment to excellence in every piece of cloth they produce. Marks and Spencer is a luxury brand that mixes comfort and style, and each fabric or outfit has an on-trend pattern and fine craftsmanship.



Marks & Spencer India: Marks & Spencer is a leading British retailer that offers millions of customers around the world current style at a great price. M&S opened its first store in India in 2001, and in 2008, it formed Marks & Spencer Reliance India Pvt Ltd. with Reliance Retail. It is one of the most accessible international fashion brands in the country, with the biggest number of locations outside the United Kingdom, with over 90 stores, 1800 employees, and a continuously

expanding footprint. In 1884, our company began as a Penny Bazaar in Leeds. M&S is now a leading British retailer, offering millions of customers around the world high-quality apparel and accessories, as well as great value food.

'Serve, Sell, and Create Magic' is our motto. They want to boost their customers' confidence when it comes to clothing. Their in-store stylists in select stores provide expert style guidance and serve as excellent fashion partners to help consumers rethink their style, solve style problems, and expand their collections' adaptability.

M&S Culture: There is a welcoming and inclusive environment that values listening and empowerment. We encourage a culture of lifelong learning and development. The strong Health & Well-Being Program and people-friendly policies were created to help colleagues perform at their best at work and in their personal life. Our employees have a deep bond with the company and take delight in being linked with the brand.

1.2. M&S PRODUCTS AND SERVICES

Women's collection

You can always count on dresses for women to make you feel fantastic, whether you're working from home, dressing up for a date night, or heading out with friends. They have everything you need for every occasion, including women's jackets, tops and t-shirts, trousers, and beachwear. Marks and Spencer women's tops offer cotton-rich essentials, graphic tees, and patterned blouses for days when you need a pop of colour. Women's jeans are a versatile outfit for video conferences and meetings. For a colourful and flowing style, pair the formal trousers for women with a button-up linen blouse. The best part about patterned blouses is that they can be dressed up or down and are suitable for both work and weekends. Their multi-packs of long- and short-sleeved blouses and t-shirts for women make a great foundation layer for chilly days. What could be more relaxing than discovering ultimate coziness with our range of ultra-comfy loungewear? On frigid days, warm layers made of fleece fabrics can be added to keep you warm. Their women's attire is stylish, glamorous, and allows you to express yourself. At the end of the day, they know what ladies want, and their designs give you the freedom to express yourself. Their exquisite women's apparel selection includes cardigans, attractive tops for girls, skirts for girls, shirts and blouses, dresses and jumpsuits. Marks & Spencer India's formalwear collection for ladies includes pants, long skirts, and tops in block colours, brilliant hues, and floral patterns. Marks & Spencer India is also the place to go for accessories, with a wide selection of scarves, wraps, and handbags. The belts and hats have a dual purpose: they are functional and add pizzazz.



Whatever your style, colour, or print preferences, there's something in our selection that you'll always fall in love with and to complete your look, combine your clothing with women's sandals, which come in a variety of styles including flat and stiletto heels.



Men's collection



Discover your style with Marks & Spencer India's fashion favourites, whether you're overhauling your wardrobe or stocking up on basics like men's shirts. Men's formal trousers and linen shirts can be combined to make a workwear ensemble. Their slick formal shirts look great with a variety of slim and regular-fit pants. T-shirts and polo t-shirts for men with shorts from their range are ideal for a sporty look. Brightly coloured and slogan t-shirts, as well as multi-packs of neutral-

coloured tees for easy styling, are among the available options.

For the chilly winter seasons, the men's jackets help with effortless layering. When working from home or hanging out with friends, these men's casual trousers are ideal. Men's chinos, cotton shirts, corduroy pairs with added stretch, and normal classic and slim-fit jeans are all excellent choices for any occasion. The activewear and swimwear collections for men represent optimum comfort for the modern man who enjoys travelling. The cotton-rich sweaters and fleece joggers are adaptable for relaxing, working out, and running errands if you're seeking for men's loungewear. Men's jackets, coats, formal shirts for men, and men's trousers are all part of the Marks & Spencer India formalwear line. Whether it's men's t-shirts, polos, jeans, or shorts, they take pride in giving you ensembles made from sustainably sourced cotton. Pair your ensemble with Marks & Spencer India's formal and casual shoes for men to take it to the next level. Furthermore, if you're looking for the perfect gift for a man, you can select from a variety of accessories such as ties, handkerchiefs, hats, and belts. Perfumes for men are also excellent gifts for loved ones. Each item of jewellery is fashionable, exudes elegance, and enhances the silhouette.



Lingerie collection

Every outfit demands a fantastic base, which is where the Marks & Spencer women's lingerie comes in. Bras, knickers, sleepwear, shapewear, and vests are all required for all-day comfort in the finest lingerie collection. They can also be used as exquisite options to add glitz to more formal clothes. There are different styles and patterns of underwired and non-wired bras for ladies to choose from, as well as a variety of fabrics. The Marks & Spencer comfort wear and Rosie Collection cater to all needs, whether it's a delicate piece for a special occasion or something comfy to wear on a regular basis. Women's beachwear and bikinis are the ideal clothing for a holiday that will appeal to everyone. After you've decided on your bra, whether it's basic or patterned, strapless or t-shirt, the following step is to find the proper knickers. We have a variety of flattering and comfy shapes and patterns. The briefs and shorts, on the one hand, provide maximum covering. Minimalist items and sleep bikinis, on the other hand, are undetectable, even when worn under tight-fitting clothing. Choose the Brazilians that sit low on your hips for a more fashionable look. We have three fabrics to choose from, depending on which cut you choose. They're made of modal, cotton, and microfibre. They think that every woman is unique, and their lingerie collection includes styles for all body types and shapes. If you need a little more definition, check out their shapewear collection. Lace trims, soft fabrics, and embroidered details offer a romantic touch to their classic lingerie.

Kids collection

For the primary showstoppers — kids - Marks & Spencer's kids wear collection for girls and boys raised the fashion bar high. The shirts for boys are stylish and made of fabrics that are gentle on the skin. This collection includes attractive tops for girls as well as practical everyday wear and dressed-up designs for special occasions. As a parent, we're sure you want durable and comfortable clothing for your children, which is why both girls' and boys' jeans and trousers have lots of stretch. Swimwear for both girls and boys is also available in a variety of brightly printed designs. Kids of all ages are bursting with energy and enjoy games, sports, and dance. Shorts for boys, long-sleeved t-shirts for girls, and zip-up sweatshirts for boys are all part of the Marks & Spencer India kids wear range. Sleepsuits for babies made of sustainable and breathable organic cotton designed to keep your little one safe are ideal for cozy nights. You may rest easy knowing that each item of clothing has smooth seams that are mild and non-irritating to your child's sensitive skin.



BEAUTY COLLECTION

Beauty products have evolved into grooming necessities throughout time, and M&S provides the best selection for both men and women. Fragrances for him, presents for him, and shower needs for him are all included in this category. Gifts for her, fragrances for her, shower basics for women, and moisturizers for ladies are among the things available. Smoothing, nourishing, and restoring components in our products help you stay fresh and revitalised for longer. When you work long hours, Marks & Spencer's greatest beauty care can help you feel refreshed. They are the ideal gifts for your loved ones.

Offers

M&S India features a wide range of specials and seasonal sales to suit every budget. It's never been easier to elevate your everyday buying experience. Take advantage of our greatest offers if you want to buy your favourite collection at a great price for yourself and your loved ones. At the best prices, fill your closet with beautiful, comfy, and adaptable clothing from your favourite collections. Regardless matter your budget, make a grand statement.

Inspire me

The "Inspire me" area is here to assist those wishing to inspire others with their distinctive fashion statement by standing out as the embodiment of splendour. Marks and Spencer want to support a variety of styles for current fashionistas, ranging from unorthodox to modern to contemporary. The idea is to confidently embrace your uniqueness, and the posts on Inspire Me will help you do just that!

Fashion, styles and outfits for everyone

Consider it this way: we're the artists, and you're the canvas. Marks & Spencer has a century of expertise motivating people to discover fashion customised to their unique personalities.

1.3. VISION AND MISSION

1.3.1 MISSION STATEMENT

"To make aspirational quality accessible to everyone, via the depth and range of its products"

The M&S Mission Statement states that the corporation intends to sell high-quality products all over the world while also diversifying its offers. As a result, Marks & Spencer prioritises quality, globalisation, and diversification. This is why they started many brands in various industries.

Quality is important

The fundamental goal of Marks & Spencer is to educate consumers about the benefits of using high-quality products. The company seeks to give the highest quality products to its clients, and it has implemented several policies to develop and launch items that improve people's lives all over the world.

Diversifying their product lines and brands

Marks and Spencer have always believed in giving their customers the finest. To do so, the company has invested in diversifying its product line and creating product lines to fulfil the wide variety of consumer demands. The mission statement of Marks & Spencer hints at the same thing.

Value for money

Because the company strives to make items for everyone, its goal is to provide good value for money so that people will want to buy them. "We think of ourselves as a value for money business, not a low-price business," Chairman Archie Norman recently told the media. Marks & Spencer is attempting to become a "value-at-heart" retailer by appealing to families. It also aims for digital-first business and change.

Creating a harmonious global community

The founding founders of Marks & Spencer have set out to build a worldwide community in which everyone can live and work in peace. This is why they've made a variety of options to ensure that everyone's wishes are simply met.

1.3.2 VISION STATEMENT

Marks & Spencer's vision statement is **"To provide a standard against which its competitors may be measured, from customer experience to care for the environment and community and to the working environment for employees."**

The vision statement demonstrates that the company's leaders desire to attain the pinnacle of success by providing the best customer experience possible, which will serve as a model for others.

They want to create a peaceful environment where they can flourish in all areas in order to assess the degree of competition and select winners in their particular market niches. The company hopes to "be Britain's fastest-changing retailer" to get out of its rut. The following are the messages that Marks & Spencer's vision statement could convey:

Maintain high standards

According to Marks & Spencer's goal statement, the company strives to achieve and maintain optimum standards in its services so that they can serve as a market benchmark. They want to push Marks & Spencer to the next level, where it will be known for its high-quality products and diverse brand categories.

Beat the competition

Their key goal is to outperform and outsmart their competition while maintaining the trust of their customers, employees, and stakeholders. Despite the losses, the organisation believes that with "wonderful co-workers" and a winning spirit, they can emerge victorious.

Care for employees

Employees should be able to work in a good and engaging environment, according to the organisation. The company aims to develop a work culture that listens to its employees and empowers them to hire the best employees who can help them restore the "customer is king" ethos.

Care for customers

Customers have always been the most important factor in Marks & Spencer's success and global reputation. This is why their aim is to preserve and improve the customer experience with their services and product lines.

Sustainable planet and community

The company has a Plan A in place that focuses on creating a sustainable planet and improving community well-being. The company is very active in numerous domains in order to carry out Plan

A. Protecting forests, animal welfare, reducing plastic use, reducing carbon emissions, following the Better Cotton Initiative, tackling food waste through surplus food redistribution, using recyclable packaging and sustainable clothing, following inclusive culture, and so on are some of its initiatives.

1.4. MARKS & SPENCERS CORE VALUES

Marks & Spencer has spent the last five years laying solid foundations for our long-term strategy. They've added new items and services to their core businesses of General Merchandise (GM) and Food, expanded their multi-channel offering, increased their worldwide footprint, improved their property portfolio, and put Plan A at the centre of their operations.

They have judiciously managed costs throughout the year and continued to invest in systems and supply chains in order to increase overall efficiency. They also adjusted to changing client expectations by raising their values without sacrificing quality, which they see as a short-term sacrifice for a long-term gain. These actions will enable businesses to take advantage of the opportunities that lie ahead and maximise value for their shareholders, as well as assist them get through these difficult times. Marks and Spencer maintain a continuous flow of trust and transparency in the structure that supports the company. The company is seeking to succeed once more through the following key values.

- **Integrity:** The organisation is devoted to conducting business in an ethical manner and upholds the principles of integrity in its interactions. In addition, the organisation believes in treating everyone with respect, from co-workers to consumers.
- **Innovation:** At Marks and Spencer, you can see innovation in every sphere, from designs and materials to technology, sustainability, processes, and operations.
- **Trust:** A significant reason for Marks & Spencer's success has been keeping everyone (customers, suppliers, stakeholders, and workers) together and ensuring transparency.
- **Willingness to change:** The company is honest about its faults and ready to move decisively after learning from them. It aspires to be a fun, fast-paced, and empowered organisation.

- Headquarters: London, England, United Kingdom

Marks & Spencer Brand Analysis	
Parent Company	Marks and Spencer Group plc
Category	Retail
Sector	Lifestyle and Retail
Tagline/ Slogan	Quality worth every penny
USP	One of the UK's leading retailers with around 21+ million customers each week.

1.5. SWOT ANALYSIS



STRENGTHS:

1. It is one of the most well-known retail brands, with a high recall rate.
2. Quality, convenience, and a large choice of products are perceived as "worth for money" in M&S's products.

3. They have their own labels with their own logos.
4. It operates over 1000 stores in 40 countries.
5. The global workforce includes over 80,000 individuals.

WEAKNESSES

1. Limited market share due to fierce rivalry from other retail brands.
2. As a well-known brand, they must safeguard their reputation against counterfeit products.

OPPORTUNITIES

1. M&S can expand their online presence.
2. They can introduce new profit-generating market sectors.
3. There are potential to develop their brand into China and India in the future.

THREATS

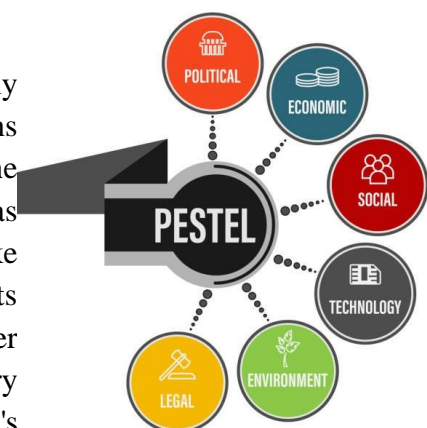
1. Discounted prices from other retail establishments pose a danger.
2. As a worldwide retailer, M&S is exposed to a variety of political issues in the nations where they operate.
3. Government policies for retail establishments

1.6. PESTLE ANALYSIS

The PESTLE Analysis highlights the different extrinsic scenarios which impact the business of the brand. It helps to understand market dynamics & improve its business continuously.

POLITICAL FACTORS

Marks & Spencer is a global brand with a strong presence in many countries. The company has approximately 1300 locations worldwide and is headquartered in the United Kingdom. The company has reaped the benefits of EC's trade accords, which has resulted in lower sourcing costs. Marks & Spencer may take advantage of the enormous EU market, which allows its products to transit freely across many nations without customs or fees. Other countries' pricerules, for example, are there any pricing regulatory mechanisms for consumer services? To preserve an organization's legitimate interests, Marks & Spencer believes it is critical to cooperate closely with and interact with the government. They react to government inquiries, which are made public on their website. The government also backs the corporation because of its rich historical values and ethical business practises. Political stability and taxes are the two most important elements affecting the



corporation. If the government raises taxes, it will raise the price of Marks & Spencer's products, which will have a detrimental impact on the company's sales.

ECONOMIC FACTORS

An increase in an economy's inflation rate has an impact on how businesses in that economy price their goods and services. Inflation rates, interest rates, foreign exchange rates, and economic growth patterns are all examples of economic factors. The United Kingdom has one of the world's greatest economies and is an open economy. The UK's fiscal and monetary policies are well-managed, as the government has strong finances and has effectively kept inflation low. The company's main strategy is focused on supplying high-quality items to its clients. However, due to low disposable money in the hands of consumers, which further decreases their ability to spend on luxury or clothes, the financial crisis may result in a drop in demand for high-quality Marks & Spencer products. Marks & Spencer has been impacted by the crisis, with the corporation having to reduce 2% of its 70,000-strong workforce. The company's ability to offer discounts was harmed by the recession, and the corporation abandoned its initial plan to offer a 20% discount on Christmas.

SOCIAL FACTORS

Marks & Spencer's Chief Executive, Stuart Rose, intended to expand the company's brand identity in 2006 to keep up with shifting market trends. In terms of socioeconomic class and demographics, Asda and Marks & Spencer appeal to different markets, which has a significant impact on how they address current market difficulties. Cultural, social, personal, and psychological changes in the market impact consumer purchasing. Over time, the low-cost clothing sector has evolved to keep up with shifting market trends, and they now provide less priced copies of popular items. As baby boomers give way to generation X and millennials, businesses must adapt their strategy to meet the needs of the new generation. The clothing line sold and the amount of space allocated to it are largely determined by the area and population. Some London stores don't carry the Classic Collection, instead opting for the limited-edition collection and the full Autograph line. After credit cards were introduced to the market, trade increased by more than 10%. Marks & Spencer took advantage of this opportunity and began accepting credit card payments, resulting in higher sales.

TECHNOLOGICAL FACTORS

Marks & Spencer has unveiled a Technology Transformation Program to help the company become a digital-first corporation and provide a more diverse consumer experience. It is intended to build a more agile, quicker, more commercial technology department that will help businesses grow. The company is concentrating on developing a new Technologies Operating Model that would aid Marks & Spencer in leveraging new technology and adopting industry agile methodologies. Marks & Spencer's technology supply base has been simplified and consolidated

by the corporation. The organisation recognises the importance of technology in running a successful business and in creating agile, flexible, and customer-focused solutions.

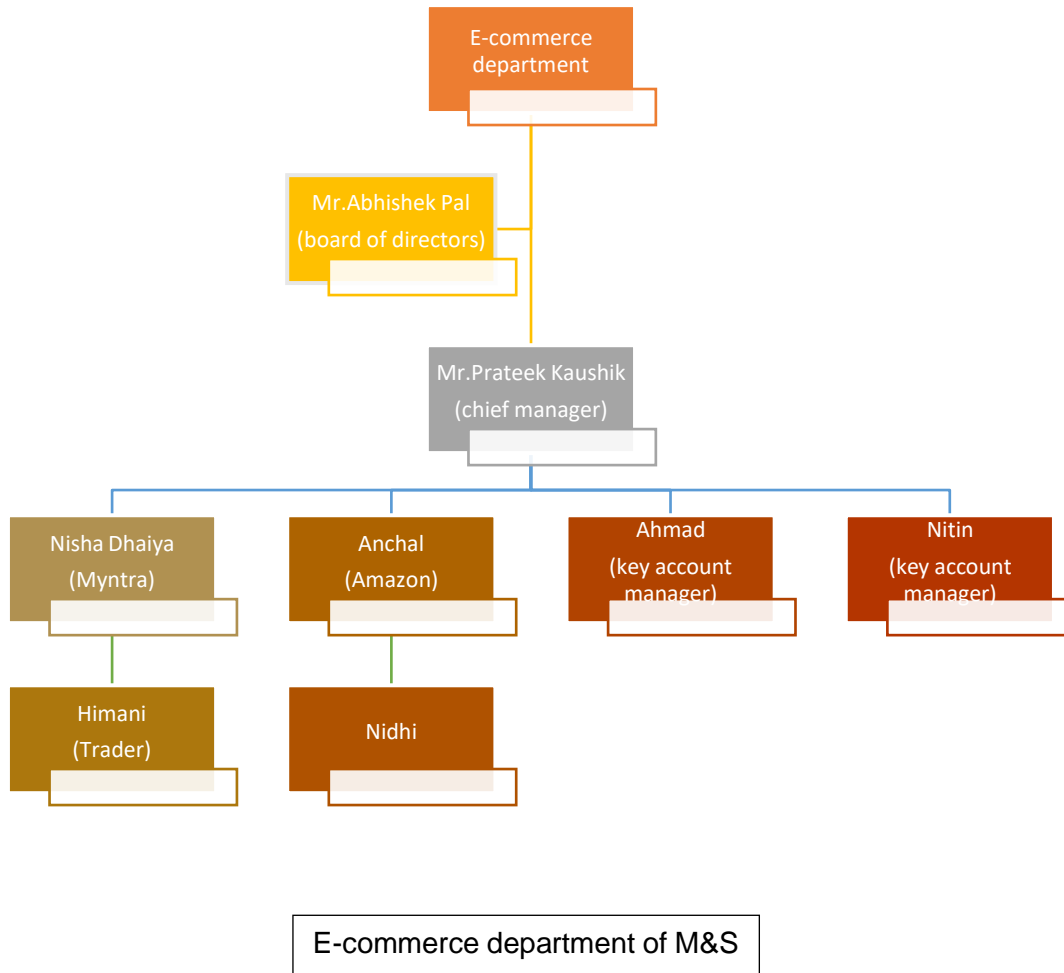
LEGAL FACTORS

All country's laws are always evolving. Marks & Spencer holds regular training classes on topics like ashealth and updates them every year to ensure that they are up to date on the latest rules and regulations. The company came under fire after it was accused of failing to protect its employees and other workers from the risk of asbestos exposure. When ceiling tiles containing the cancer-causing substance fell to the floor of the Marks & Spencer store on Broad Street, it was being rebuilt. The corporation, on the other hand, failed to handle the overall problem and chose to ignore it. They were eventually found guilty of two charges, one of which was based on the Health and Safety at Work Act 1974, which required them to take steps to set standards for worker safety. They were found guilty of both offences and fined 500,000 pounds for each.

ENVIRONMENTAL FACTORS

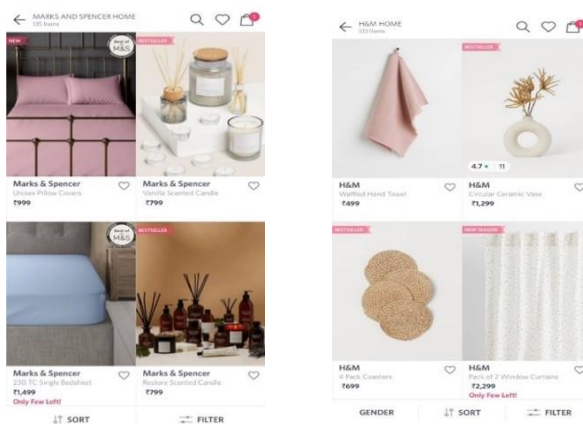
On a regular basis, concerns relating to present climate conditions are promoted on television, in magazines, and in newspapers. Marks & Spencer has formed their own Green Policy, dubbed "Plan A" by the company. It is a company project to have a good impact on people's well-being, communities, and the environment. They collaborate with the Better Cotton Initiative (BCI) and have worked closely with them to establish techniques that encourage sustainable cotton sourcing and processing. They have systematically acted as facilitators for bringing about a strong shift, with Marks & Spencer's 75000employees and 2000 suppliers acting as connectors to reduce societal inequities. They've worked on a number of issues, including removing trans fats from food, lowering energy consumption, and supporting fair trade value.

1.7. ORGANISATION STRUCTURE



1.8. COMPETITORS ANALYSIS

BASIS	MARKS & SPENCER	H&M
Products	Womenswear, Menswear, Kids wear, Lingerie, Beauty, Home	Womenswear, Menswear, Kids wear, Lingerie, Beauty, Home
Price	Starts from Rs 500	Starts from Rs 249 to Rs
USP	One of the UK's leading retailers with around 21+ million customers each week.	Collaboration of chic, stylish clothes along with a classic look at affordable prices.
India Launch	M&S came to India in 2001 and started its joint venture with reliance in 2008.	H&M came to India in 2015.
No of stores	It has 76 stores across 32 cities in India	It has 48 stores in 24 cities across India.
Online presence	It is present on M&S.in, Myntra, Amazon, Ajoio.	It is present on H&M.com and on Myntra.
No of products listed	No of products listed on Myntra- 4064 Amazon- 5000 Ajoio- 5526	No of products listed on Myntra are 8544.
New Product launch	Home launch on Myntra with approx. 200 products.	Home launch on Myntra with approx. 700 products.



Launch of home category on Myntra for M&S and H&M

CHAPTER 2- LITERATURE REVIEW

2.1. E-COMMERCE BUSINESS

Ecommerce provides a wide range of opportunities for businesses, from marketing to expanding product lines to increasing sales, and with a well-designed and optimised website, you can not only achieve these objectives, but also provide your customers with a convenient, round-the-clock service that can help you grow your business.

2.2.1 Types of E-commerce

There are 3 main types of E-Commerce-

Business-to-business (websites like Shopify), business-to-consumer (websites like Amazon, Myntra, Ajo), and consumer-to-consumer (websites like Amazon) are the three primary categories of e-commerce (websites such as eBay).

Here are some examples of e-commerce...

- Business-to-Business: Business-to-business, or b2b, is the activity of selling wholesale internet from one business to another.
- Business-to-Consumer: Because it's so easy for firms to target specific consumers online, alot of e-commerce nowadays is b2c. Businesses can place their items on the internet, allowing customers to purchase them from the comfort of their own homes, saving them time.
- Consumer-to-Consumer: Do you recall the shirt you purchased? Because you didn't have time to return it to the retailer, where did it end up? Never to be worn from the back of your closet. Why not put it up for sale? You, the consumer, can submit photographs of the objectto websites like eBay and sell it to others who might be interested in buying it.

2.2.2 Benefits of E-Commerce

1. Convenience: Online commerce makes purchases simpler, faster, and less time- consuming, allowing for 24-hour sales, quick delivery, and easy returns.
2. Personalization and customer experience E-commerce marketplaces can create rich userprofiles that allow them to personalize the products offered and make suggestions for other products that they might find interesting. This improves the customer experience by making shoppers feel understood on a personal level, increasing the odds of brand loyalty.
3. Global marketplace Customers: from around the world can easily shop e-commerce sites – companies are no longer restricted by geography or physical barriers.
4. Minimized expenses: Since brick and mortar is no longer required, digital sellers can launch online stores with minimal start up and operating costs.

2.2.3 Four pillars of successful E-Commerce business

1. Digital Marketing

- E-commerce generates significant revenue through the use of digital marketing because it aids in the acquisition of customers and brand value. Before purchasing a product, customers no longer rely solely on content or word-of-mouth; they ensure that they read product reviews on all platforms where the product is featured.
- A recent study found that 37 million social media visits resulted in 529,000 orders. Approx. Among the others, Facebook aids in increasing website traffic, which leads to more sales. Sales account for an average of 85% of all orders.
- It has become critical to capture clients' attention because they are quickly distracted; this is where Digital Marketing comes in to assist E-commerce enterprises in overcoming such issues.
- Digital marketing focuses on incorporating proper marketing channels to make it easier for E-commerce enterprises; a few of the most essential Digital marketing channels are listed below.

2. Search Engine Optimization

Search Engine Optimization (SEO) is a blessing in disguise for your e-commerce business. Organic search engine results are used to increase the quantity and quality of traffic to your website.

3. Search engine marketing

SEM (Search Engine Marketing) is concerned with increasing the visibility of a website in order to improve organic search engine rankings. It's the ideal channel for getting immediate results in the short term. Paid ad campaigns based on keywords are used in search engine marketing (SEM) to reach out to users who are actively looking for your website.

4. E-mail Retailing

Email marketing is not dead yet, it is still the most effective channel of Digital Marketing for retailers delivering actual ROI. Emails play an important role in providing a better customer shopping experience. Once you order or pay for your product on the E-commerce website, immediately you get the confirmation email and also a digital invoice. Users might email questions about products, your experience, or remind customers of their abandoned shopping cart. or general information requests about the company. Personalized emails help your customers connect with your company well.

2.2. LISTING

Listing in E-commerce is similar to presenting your product to customer in an offline store and sales person gives all the necessary detail about that product and in Ecommerce listing we do the same thing on an online platform with complete information and good visual presentation.

What is product listing?

A product listing page (PLP) is a web page that displays a list of products organised by category

or search query. This page is an important part of the eCommerce experience because it directs users to product detail pages and helps them convert. PLPs, also known as "category pages," are rich in metadata and can have a significant impact on SEO results and internal link building techniques because each product connects back to a category page.

The majority of eCommerce traffic today is sent to product listing sites via email, social media, or advertisements. As a result, it's critical that the PLP experience is properly planned to:

- Encourage product exploration.
- Encourage user participation.
- Purchase time is reduced.

With hundreds, if not thousands, of potential products listed, consumers must be able to navigate and sort through results quickly and efficiently.

2.3. CATALOGING PROCESS

Catalogues have been digitalized as "brick and mortar" retailers have switched their business online. Cataloguing in eCommerce refers to exhibiting products or services and preparing them for online consumption. Using an online shopping cart or eCommerce platform to enable full-featured online shopping is one of the most prevalent ways firms do this. Shoppers may browse and select products, compare prices, and place orders all online, just like in a print catalogue. To attract target clients to eCommerce, it is vital to streamline high-quality and consistent product information. Every customer requires simple access to reliable product information in order to determine whether the product(s) in question are suitable for their needs. And product catalogues play a big part in making it easier for them. Customers report they buy a product after looking through the product catalogue for a long time. To expand its consumer base, every brand that focuses on strategic expansion needs an organised and decluttered product portfolio.

What is product catalogue?

A product catalogue is more than just a fashionable display of your stock. It provides technical, user-oriented, and emotional product information. Product descriptions, attributes, high-quality photos, graphics, a call to action, and regular updates on product features are all included in a well-designed product catalogue.

A buyer looks through a product catalogue for roughly 15.5 minutes. It allows customers to find complete product categories in one place. Rather than relying on pre-made templates, e-commerce enterprises should invest in customised product catalogues. Customization and flexibility assist you in maintaining your brand's identity and providing a positive customer experience.

You can get the closest to replicating the in-store experience with content-driven eCommerce product catalogue management. In a word, delving into the practical parts of the product catalogue is critical for engaging customers with excellent content and increasing brand awareness.

However, managing a product catalogue is one of the most difficult challenges that businesses confront. Consumers are much more aware of their expectations these days.

2.4. E-COMMERCE BUSINESS OF MARKS AND SPENCER

In M&S, we are the E-commerce team. Until last year we used to be in sync with B&M (Buying and merchandising) team and were a part of it. But the teams got bifurcated into a separate e-commerce team. Which currently has Amazon, Ajio and Myntra as active partners. And there are people taking care of the various functions.

Given that Myntra is such a big brand for M&S, it is being handled by two people. Nidhi and Nisha. There are two models currently followed by Myntra. These are OR and PPMP.

For Amazon, the model currently followed is OR. But are trying to shift into the SBA model. For Ajio (the second highest contributor) Just in time/ Marketplace model/ Inventory model. But a bit of the portion has been shifted to OR. The last mode of selling is called Institutional Business. The contribution is 1 to 2 percent. We will go out to certain players in the business to buy something for their clients or employees for holidays or festivals. They could pick out, for example 200 pieces of the same red coloured shirt. This too is a good way to sell under e-commerce business as it comes under wholesale billing. We (interns) are currently reporting to the Myntra team. The position is called 'traders' and they handle one account each. They report to Pratik Kaushik who is the chief manager. He interns reports to leadership team, Mr. Abhishek Pal, who is the head of E-commerce. Abhishek Pal reports to the board of directors. This is the hierarchy. The contribution of the partner business is roughly 7% of the total business.

In the business, the fundamental unit or selling unit is a particular style. If you have to get business from a particular style from a particular marketplace, then you need to list it. This is the process of making a product live on the Myntra platform after filling in all the attribute sheets and pulling an inventory in the same product as the listing process.

Our internship entails listing for M&S India on Myntra Portal.

2.2.1 MARKS AND SPENCERS E- COMMERCE BUSINESS IS DIVIDED INTO TWO PARTS:

1. **Partner business that takes care of all the partners through the marketplace model:** The partners are Myntra, Ajio, Flipkart, Amazon & Institution (essentially one person who is bringing sales wholesale or bulk orders such as corporate sales/gifting.) Myntra is the biggest partner.
2. **M&S.in: Responsible for function and sales of the home website:** On .in, 80% of the business comes from 20% of the customers. Customers on Myntra are a mix of discount seeking and not. For discounts they primarily go to Ajio. On Myntra they look for something that is fresh, new. Although ideally Myntra would like to get more discounts from the brands.

CHAPTER 3- PROJECT OBJECTIVES AND METHODOLOGIES

3.1. PROJECT PROPOSAL

Ecommerce provides a wide range of opportunities for businesses, from marketing to expanding product lines to increasing sales, and with a well-designed and optimised website, you can not only achieve these objectives, but also provide your customers with a convenient, round-the-clock service that can help you grow your business.

With the importance of online shopping growing for firms, the concept of "product visibility" inside this ecosystem has evolved as the most notable method to create sales and win the Digital Shelf. According to research, the first three products on Amazon generate 64% of all sales. And, in the aftermath of the pandemic, more and more people are purchasing online, so your 'digital product exposure' is just as important as your in-store product visibility. Furthermore, this digital shopper prefers to begin their product search on popular marketplaces such as Myntra, Amazon, eBay, and others. According to Salesforce's Shopper-First Retail research, nearly 87 percent of shoppers start their product searches online. In order to carefully update the product listing content to ensure that your products are seen. And it all comes down to choosing the suitable keywords. You'll need to tighten up your content here to ensure that your listing text and titles are accurate, and that you incorporate natural language search keywords that people use when looking for products. Ignore jargon and business-speak. According to a recent Forrester study, 45 percent of online customers likely abandon a purchase if they can't discover what they want, and insufficient product information leads to the problem. Boost your product's ranking with the appropriate reviews. Products with positive reviews and ratings are prioritized by marketplace search engines and appear higher in search results. This increases product visibility and ensures that your brand is organically discovered. In order to enhance marketplace visibility, it is critical to obtain as many honest evaluations and ratings for your products as possible. Buyers trust internet reviews as much as personal recommendations, according to research, and 72 percent of consumers are inspired to trust a brand based on positive evaluations. Furthermore, millennials trust user-generated content 50% more than other forms of media. Investing in e-commerce marketplace paid advertising will help you get awareness and push your products to the top of the first page of your category listing. The e-commerce sector is growing, with retail e-commerce sales worldwide reaching 4.28 trillion dollars in 2020, and e-retail revenues expected to reach 5.4 trillion dollars in 2022. Hence, marks and spencer need to work on their brand visibility in order to gain sales and after the purchase the customer should be asked to give their honest feedback so that it helps future purchases.

Managing an excellent product catalogue for your e-commerce firm is critical in today's fast-paced digital environment. Nowadays, businesses are working harder than ever to provide superior service to their clients in every way conceivable. Maintaining e-commerce catalogue management is one of the most frequent approaches to make your website ideal and user-friendly.

The idea of eCommerce catalogue management seems simple enough. But it is hard to do for many

reasons.

- **Multiple Channels of Distribution-** Managing product data across several sales channels, such as distinct branded websites or marketplaces like Myntra, Amazon and Ajio, is another difficulty. For listing purposes, each of these channels requires a specific format of your product data.
- **Pricing tailored to each individual customer-** The price of the same item can differ depending on who is purchasing it. In B2B sales, this is standard procedure. Customers can have their own pricing sheets, either individually or in groups. It's critical to keep track of this data since you'll want to make sure the proper pricing appear online for the right clients. Hence, marks and spencer need to work on catalogue management as it has many business units which sometimes become difficult to handle and in order to increase sales it is necessary to increase catalogue width.

A new category is introduced which is Home and is launched on various marketplaces to enhance sales and people are getting more options to buy the home stuff.

Choosing marketplace carefully is an important part of business as not all marketplaces are equally visible. For our type of product, some will have higher SEO than others. To choose the platform that will give you greater visibility, do a simple Google search for your flagship items. Remember to include a specialized marketplace in our top selections, as they have worse SEO than general marketplaces but offer better qualified traffic and fantastic content tailored to specific product kinds. Hence, marks and spencer need to choose the marketplace wisely such as beauty should be launched on Nykaa, lingerie should be introduced on Zivame and etc.

3.2. Project title

Increasing sales of marks and spencer on marketplace by listing.

3.3. Objectives

1. To identify types of errors in data dump sheet.
2. To analyse consumer satisfaction towards product information and images.
3. To suggest ways to enhance customer satisfaction on marketplace.

3.4 Problem statement

Increasing marks and spencer sales on different marketplace so as to increase sales and it is not able to gain traction on the scale and is suffering due to low product catalogue width leading to low sales.

3.5. Methodology

PROJECT OBJECTIVE	TYPE OF RESEARCH	DATA COLLECTION METHOD	RESEARCH ANALYSIS
PO1. To identify types of errors in data dump sheet	Exploratory	Secondary Data	Qualitative Research
PO2. To analyse consumer satisfaction towards product.	Exploratory	Primary Data (Customer surveys) Secondary Data (Research papers, journals and articles)	Qualitative Research
PO3. To suggest ways to enhance customer satisfaction on marketplace	Exploratory	Primary Data (Customer surveys) Secondary Data (Research papers, journals and articles)	Qualitative Research

3.6. Project significance and Value

Our ultimate goal is increasing sales and brand visibility of M&S. And the process we are following is listing M&S on various ecommerce platforms (marketplaces). To achieve our goal, we keep listing “FRESHNESS” very often which includes different varieties of products. An algorithm of different marketplaces also pushes new arrivals on the top. Due to which M&S attracts a wider audience.

3.7. PURPOSE

The customers of different marketplaces need to know that they can get a good variety of products from M&S on platform like Myntra, Amazon, Ajio etc. This way popularity of M&S will also increase. For this we need to list the products of M&S on multiple marketplaces and make people aware about its presence by using different social media platforms. Since an online shopper does not have the luxury to ask an employee in a store about a specific item, it’s imperative to include all product attributes, shipping options, technical details, and customer reviews in the listing. Hence, our online visitor has all the information which they need to understand the product to make a purchase.

3.8. ROLES AND RESPONSIBILITIES

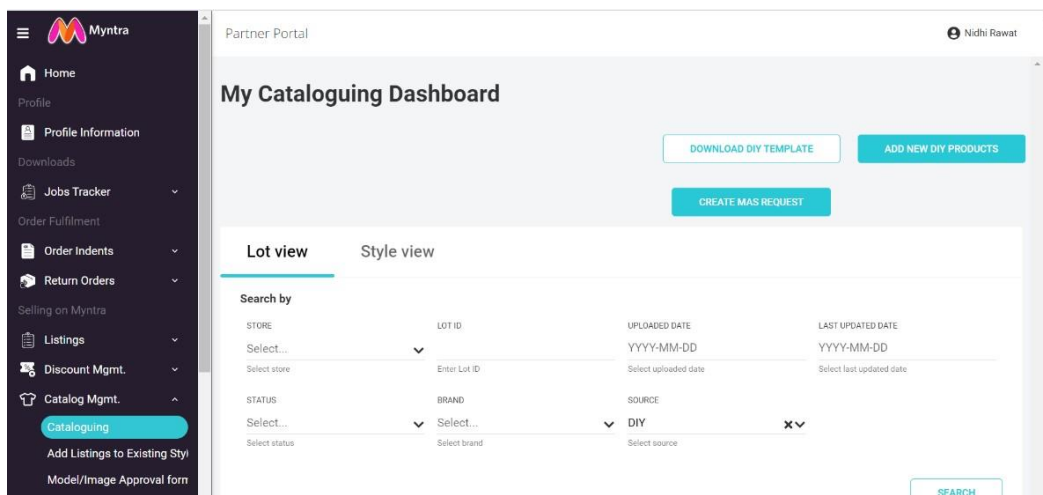
I joined Marks & Spencer as an E-commerce Intern. I wore many sleeves of the domain of E-commerce with my key role being in listing and cataloguing for marketplaces such as Myntra, Amazon, Ajio. I helped them in listing for the spring summer 2022 and also helped them in listing of old inventory which now can be seen on discounts. Maintaining the master data in order to save time. From maintaining size chart, brand colour and prominent colour, care composition to all the necessary information related to the product so that it becomes easy to list on different platforms.

My contribution is the process is very manual since nothing is done automated by the virtue of this brand being a full priced brand they have 10,000 products and every product should be listed in order to acquire customer by offering wider range of products. Master data needs to be created keeping in mind the product and all the necessary information that needs to be fed on the website so as to avoid missing information.

For that purpose Master sets are created category wise such as size charts both in UK sizes and Euro sizes so that it is easy for us to upload on the portal and easy for our consumers to choose. (size charts, colour mapping according to brand colour and prominent colour) and it won't take that much of time after having master data handy and then to upload it on other marketplaces.

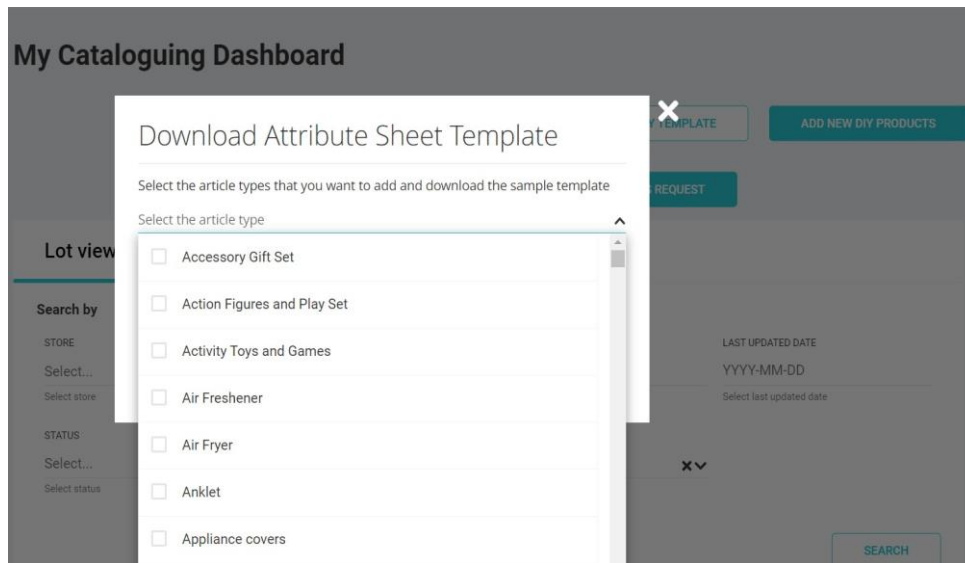
3.8.1 STEPS IN LISTING ON MYNTRA BY DIY METHOD

STEP 1- Logging in to Myntra partner portal



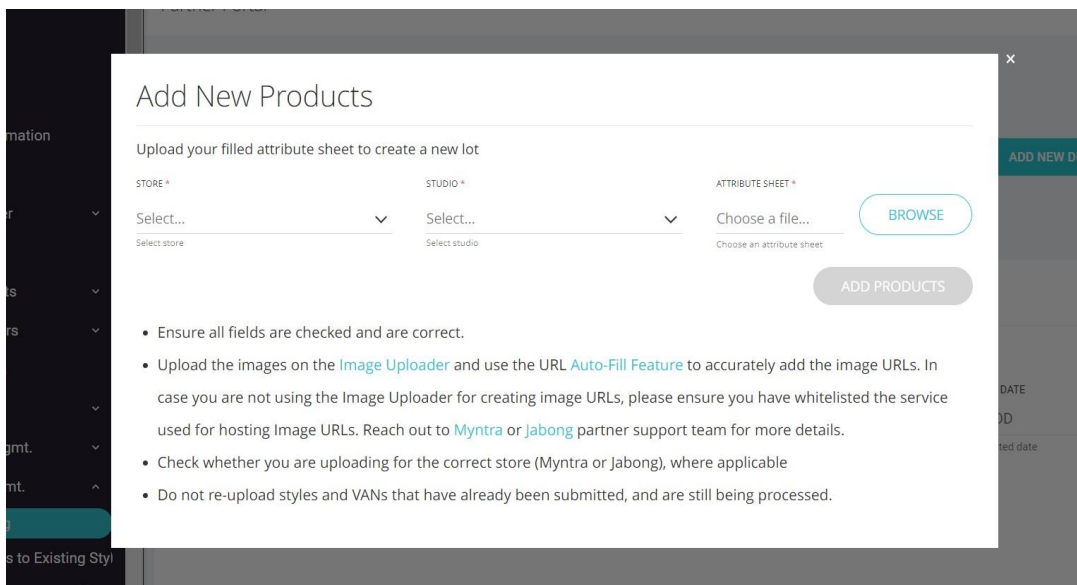
Myntra Partner Portal

STEP 2- Downloading the attribute sheet for the particular category.



Downloading the attribute sheet for DIY method

STEP 3- Uploading the filled sheets on the portal with the pictures of that particular styles



Uploading sheets on Myntra partner Portal

STEP 4- MAINTAINING TRACKER OF THE UPLOADED SHEET

This is the lots in progress sheet that is used to see the status of the uploaded products. Like in the

above image as we can see against each lot ids there is a status given as in the 1st lot id it is shows SKU CREATION REJECT that means there are some errors in the sheet that has been uploaded.

3.9. PO1. To identify types of errors in data dump sheet

What is data dump sheet?

Data dump sheet is a sheet that contains all the necessary information related to a product. The process starts with a base sheet called the data dump. In this we have all the information about a product on an article level/ SQ level. Product master data is a consolidated document or catalogue that contains information and specifications for each of the company's products.

	VAN	Ini M	HSN	Style Name	Article Type	Care Composition	Stroke	chest
1162	T281682MAIR FORCE BLUE	1999	61034200	Whether you're exe	Shorts	100% Cotton	T281682M	
1163	T281682MAIR FORCE BLUE	1999	61034200	Whether you're exe	Shorts	100% Cotton	T281682M	
1164	T281682MAIR FORCE BLUE	1999	61034200	Whether you're exe	Shorts	100% Cotton	T281682M	
1165	T281682MAIR FORCE BLUE	1999	61034200	Whether you're exe	Shorts	100% Cotton	T281682M	
1166	T281682MAIR FORCE BLUE	1999	61034200	Whether you're exe	Shorts	100% Cotton	T281682M	
1291	T177445MDARK NAVY	2499	62034290	These cotton-rich c	Shorts	100% polyester	T177445M	
1292	T177445MDARK NAVY	2499	62034290	These cotton-rich c	Shorts	100% polyester	T177445M	
1293	T177445MDARK NAVY	2499	62034290	These cotton-rich c	Shorts	100% polyester	T177445M	
1294	T177445MDARK NAVY	2499	62034290	These cotton-rich c	Shorts	100% polyester	T177445M	
1295	T177445MDARK NAVY	2499	62034290	These cotton-rich c	Shorts	100% polyester	T177445M	
1296	T177445MDARK NAVY	2499	62034290	These cotton-rich c	Shorts	100% polyester	T177445M	
1297	T177445MDARK NAVY	2499	62034290	These cotton-rich c	Shorts	100% polyester	T177445M	
1298	T177445MDARK NAVY	2499	62034290	These cotton-rich c	Shorts	100% polyester	T177445M	
1384	T071251ABLACK MIX	2499	62072190	Take it easy in the	Shorts	62% cotton, 38% tei	T071251A	
1385	T071251ABLACK MIX	2499	62072190	Take it easy in the	Shorts	62% cotton, 38% tei	T071251A	
1386	T071251ABLACK MIX	2499	62072190	Take it easy in the	Shorts	62% cotton, 38% tei	T071251A	
1387	T071251ABLACK MIX	2499	62072190	Take it easy in the	Shorts	62% cotton, 38% tei	T071251A	

This is the This is the base sheet that contains all the information related to products such as style number, Brand colour, HSN code, Initial MRP, Product description, Brand sizes, Material care composition and all that is requirements.

Importance Of Managing Data Dump

Organization that uses e-commerce can have a lot of product information, such as descriptions, measurements, and inventory. This product data is organised and regulated by a product data management, which makes it uniform and accessible.

When a customer searches for a product online, they generally find it on multiple different websites, all of which have the same product description. This is aggravating because it isn't helpful and ignores their queries and complaints. Furthermore, it demonstrates that brands are unconcerned about their customers. This results in abandoned carts and customers who never return to their site.

Product content gives them an opportunity to demonstrate your authenticity by demonstrating why consumers should choose their brand and why their product is a good fit for them.

Errors In The Sheet

	A	B	C	D	E	F	G	H	I	J	K
1	CON	Generics	BU	Description	Color	Myntra Color	Final Size	Myntra Size	SIZE 1	SIZE 2	IniMRP
2	T023931PINK MAGENTA	6.1E+07	WOMENSWEAR	3931 KIORA Flat Sandal L8, 3	PINK MAGENTA		3		3	(blank)	2999
3	T023931PINK MAGENTA	6.1E+07	WOMENSWEAR	3931 KIORA Flat Sandal L8, 4	PINK MAGENTA		4		4	(blank)	2999
4	T023931PINK MAGENTA	6.1E+07	WOMENSWEAR	3931 KIORA Flat Sandal L8, 5	PINK MAGENTA		5		5	(blank)	2999
5	T023931PINK MAGENTA	6.1E+07	WOMENSWEAR	3931 KIORA Flat Sandal L8, 6	PINK MAGENTA		6		6	(blank)	2999
6	T023931PINK MAGENTA	6.1E+07	WOMENSWEAR	3931 KIORA Flat Sandal L8, 7	PINK MAGENTA		7		7	(blank)	2999
7	T023931PINK MAGENTA	6.1E+07	WOMENSWEAR	3931 KIORA Flat Sandal L8, 8	PINK MAGENTA		8		8	(blank)	2999
8	T024606BLACK	6.1E+07	WOMENSWEAR	4606B Crossover Clog Y0, 3	BLACK		3		3	(blank)	4999
9	T024606BLACK	6.1E+07	WOMENSWEAR	4606B Crossover Clog Y0, 3.5	BLACK		3.5		3.5	(blank)	4999
10	T024606BLACK	6.1E+07	WOMENSWEAR	4606B Crossover Clog Y0, 4	BLACK		4		4	(blank)	4999
11	T024606BLACK	6.1E+07	WOMENSWEAR	4606B Crossover Clog Y0, 4.5	BLACK		4.5		4.5	(blank)	4999
12	T024606BLACK	6.1E+07	WOMENSWEAR	4606B Crossover Clog Y0, 5	BLACK		5		5	(blank)	4999
13	T024606BLACK	6.1E+07	WOMENSWEAR	4606B Crossover Clog Y0, 5.5	BLACK		5.5		5.5	(blank)	4999
14	T024606BLACK	6.1E+07	WOMENSWEAR	4606B Crossover Clog Y0, 6	BLACK		6		6	(blank)	4999
15	T024606BLACK	6.1E+07	WOMENSWEAR	4606B Crossover Clog Y0, 6.5	BLACK		6.5		6.5	(blank)	4999
16	T024606BLACK	6.1E+07	WOMENSWEAR	4606B Crossover Clog Y0, 7	BLACK		7		7	(blank)	4999
17	T024606BLACK	6.1E+07	WOMENSWEAR	4606B Crossover Clog Y0, 7.5	BLACK		7.5		7.5	(blank)	4999
18	T024606BLACK	6.1E+07	WOMENSWEAR	4606B Crossover Clog Y0, 8	BLACK		8		8	(blank)	4999

As Myntra and other marketplaces gives pre-defined colour options and it can become a challenge for a brand to choose the exact or next best option available hence, leading to lack of knowledge to the consumer thus, impacting sales of a product.

	A	B	C	D	O	P	Y	Z
1	Version : 6							
3	styleId	styleGroupId	vendorSkuCode	vendorArticleNum	articleType	Brand Size	Prominent Color	Second Promi
4		1		T281985MDARK				
5		1		T281985MDARK				
6		1		T281985MDARK				
7		1		T281985MDARK				
8		1		T281985MDARK				
9		1		T281985MDARK				
10		1		T281985MDARK				
11		2		T281985MFRESH				
12		2		T281985MFRESH				
13		2		T281985MFRESH				
14		2		T281985MFRESH				
15		2		T281985MFRESH				
16		2		T281985MFRESH				
17		2		T281985MFRESH				

Colours that are available in the Myntra attribute sheet.

J	K	L	M	O	Q	R	S
SIZE 2	IniMRP	HSN Code	Article type	BU	PRODUCT NAME	Importer Name	Care Composition
(blank)	2999	64041990	SHOES OR SANDALS SYNTH UI WOMENWEAR				
(blank)	2999	64041990	SHOES OR SANDALS SYNTH UI WOMENWEAR				
(blank)	2999	64041990	SHOES OR SANDALS SYNTH UI WOMENWEAR				
(blank)	2999	64041990	SHOES OR SANDALS SYNTH UI WOMENWEAR				
(blank)	2999	64041990	SHOES OR SANDALS SYNTH UI WOMENWEAR				
(blank)	2999	64041990	SHOES OR SANDALS SYNTH UI WOMENWEAR				
(blank)	4999	64039990	SHOES OR SANDALS L THER UF WOMENWEAR				
(blank)	4999	64039990	SHOES OR SANDALS L THER UF WOMENWEAR				
(blank)	4999	64039990	SHOES OR SANDALS L THER UF WOMENWEAR				
(blank)	4999	64039990	SHOES OR SANDALS L THER UF WOMENWEAR				
(blank)	4999	64039990	SHOES OR SANDALS L THER UF WOMENWEAR				
(blank)	4999	64039990	SHOES OR SANDALS L THER UF WOMENWEAR				
(blank)	4999	64039990	SHOES OR SANDALS L THER UF WOMENWEAR				
(blank)	4999	64039990	SHOES OR SANDALS L THER UF WOMENWEAR				
(blank)	4999	64039990	SHOES OR SANDALS L THER UF WOMENWEAR				
(blank)	4999	64039990	SHOES OR SANDALS L THER UF WOMENWEAR				
(blank)	4999	64039990	SHOES OR SANDALS L THER UF WOMENWEAR				
(blank)	4999	64039990	SHOES OR SANDALS L THER UF WOMENWEAR				
(blank)	4999	64039990	SHOES OR SANDALS L THER UF WOMENWEAR				
(blank)	4999	64039990	SHOES OR SANDALS L THER UF WOMENWEAR				
(blank)	4999	64039990	SHOES OR SANDALS L THER UF WOMENWEAR				
(blank)	4999	64039990	SHOES OR SANDALS L THER UF WOMENWEAR				

In the above figure, we can see that the Product name, Material care composition and importer’s name is missing in the data dump sheet, that leads to delay in uploading of new products hence, loss of consumers.

HOW TO CREATE SENSATIONAL PRODUCT CONTENT THAT SELLS

- PROVIDE STUNNING VISUALS**
The images of the product should be spectacular and should speak on an emotional level with the customer's desires.
- FOCUS ON THE NEEDS OF YOUR BUYER PERSONA**
Before creating your product description, you need to know your target audience. What are they looking for, for what problems do they need a solution, what kind of tone should you use to attract their attention, what would make them loyal to your product?
- CREATE UNIQUE, TRUSTED PRODUCT CONTENT**
The Internet is filled with products that have the same description, images, expressions, technical features on different websites. Make your online shop or marketplace different.
- SPARK THEIR CURIOSITY WITH A STORY**
"Facts tell, but stories sell". That is a mantra I've learned some time ago and this is what you should use when trying to sell. A good short story covered by facts will bring your consumer close to your products. Make them feel the urgency to buy now.
- USE A TONE THAT SPEAKS TO YOUR CUSTOMER**
Use a language and a tone of voice that really speaks to your customers, that would make them feel important, but also close to you. Be the friend that recommends a mind-blowing product or be the expert that will provide the accurate and complete info about a product. It all depends on who your buyer persona is, because the product description should only focus on the customer.
- FOCUS ON HOW THE PRODUCT WILL CHANGE CONSUMER'S LIFE**
When creating the product description and visual appearance, make sure to focus on the features and most importantly, on the product's benefits. How will this product make them feel or look if they would have
- When customers land on your website, product content is what makes the difference in terms of conversions. Want to learn more about how we create product content that can boost your turnover?**

3.10. PO2. To analyse consumer satisfaction towards product information and images.

3.11 Consumer behaviour while shopping online

In today's environment, online shopping is a convenient solution to a hectic lifestyle. Customers' shopping habits have changed dramatically during the last decade. Despite the fact that people continue to buy from physical stores, users or buyers find online shopping to be incredibly handy. Modern individuals are so busy that they cannot or will not spend much time shopping, therefore

online buying saves them time. Due to double-digit worldwide growth in sales (15%) and orders (13%) (eMarketer, 2018) in all types of e-commerce, such as business-to-business (B2B), business-to-consumer (B2C), and business-to-government (B2G), e-commerce accounted for about 2.29 trillion dollars globally (John, 2018) and is expected to reach 4 trillion dollars by 2020 (eMarketer, 2016). (Zuroni & Goh, 2012).

Consumer views regarding internet buying are often influenced by two factors: trust and perceived benefits. (Hoque, Ali, & Mahfuz, 2015) As a result, consumer behaviour toward online shopping appears to be driven by trust and perceived rewards (Al-Debei, Akroush, & Ashouri, 2015; Hajli, 2014). Furthermore, the quality of information, merchandise attributes, website design, transaction capability, payment, security/privacy, delivery, self-consciousness, state of mind, the consumer's time sense, and customer service are all strong predictors of online shopping satisfaction (Katawetawaraks & Wang, 2011; Liu, He, Gao, & Xie, 2008; Mudambi & Schuff, 2010; Novak, Hoffman, & Yung, 2000; Shergill & Chen, 2005; Source, Perotti, & Widrick, 2005).

Why is it important to have accurate product information?

Keeping the product content up to date can seem nearly impossible, with anything from ingredient modifications to pricing adjustments and packing changes. That was before organizations were expected to give bespoke versions of their content to each of the platforms through which they sell. Titles and descriptions of products appear on every product page. There are, however, ways to make these sections more potent by optimising them. The brand, product name, keywords, category, and use cases, for example, should all be included in product titles on marketplaces.

In the same way, good sales copywriting and SEO tactics should be used to boost product descriptions. A smart product page combines attention-getting romance language with clear and concise product information, such as bullet points that explain features and benefits to scanning shoppers. Simultaneously, you should mention your core keyword and associated terms a few times in that area.

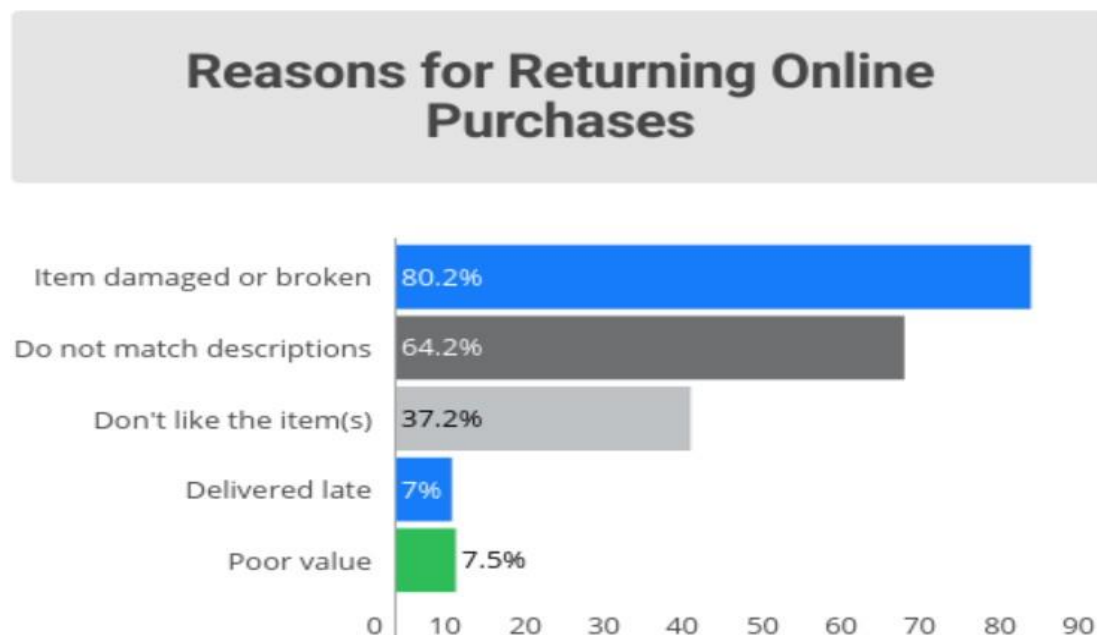
Importance of product images

A product image is crucial for an e-commerce company because it influences the buyer's decision. An image complements the product description, making it more enticing to e-Store visitors. In an e-Store, the customer cannot touch the product; instead, they visualise the product image before making a buy. In today's visual world, an image is a critical component in shaping your customer's perception.

Customers need optimised graphics to know exactly what they're getting when they buy something online. They can't pick up the merchandise or open the packaging before purchasing it, after all. Here are a few distinct picture strategies you may employ to increase trust in your product content management strategy.

Inaccurate product information can have three major consequences for the business:

1. **Increased returns and chargebacks**: Misleading product information might lead to consumers having unrealistic expectations. And if a product does not meet expectations, it is considerably more likely that the customer will leave a negative review, return the item, or both. Enhanced content can also help you lower your return rate on eCommerce. Return Magic discovered that 52 percent of returns were due to size difficulties, and 5% were due to products that did not meet the expressed expectation, based on data from Shopify and a survey of 1,000 businesses. According to a Sale Cycle survey, 64% of returns were due to products that "did not match descriptions." (truecommerce.com,)
2. **Wasted effort**: Marketing teams and agencies invest a lot of time, energy, and money into building fantastic marketing campaigns, but if they can't update the content, it's all for naught.
3. **Legal challenges**: Having an effective, transparent method for promptly amending your product material is crucial when FDA guidelines change on a consumable commodity or a childseat is judged "unsafe."

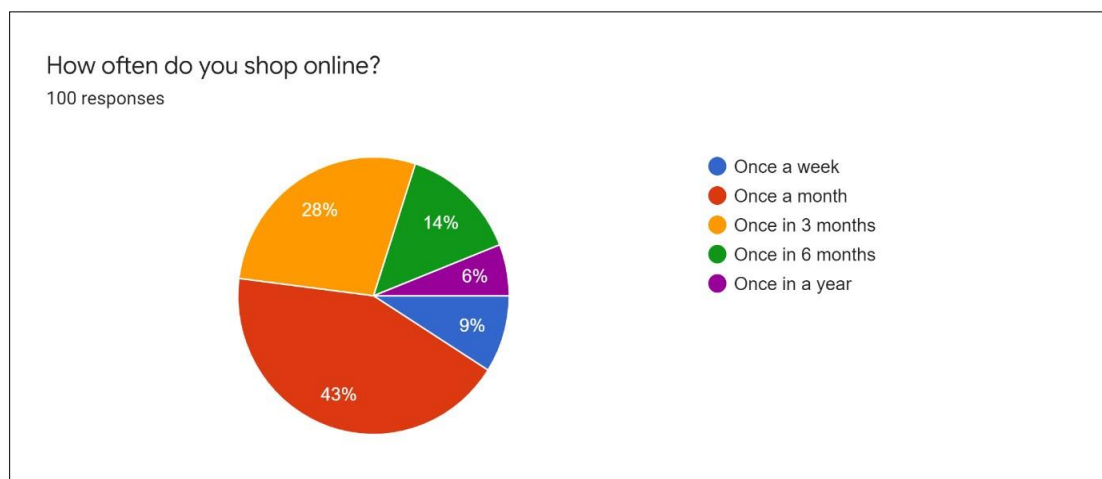
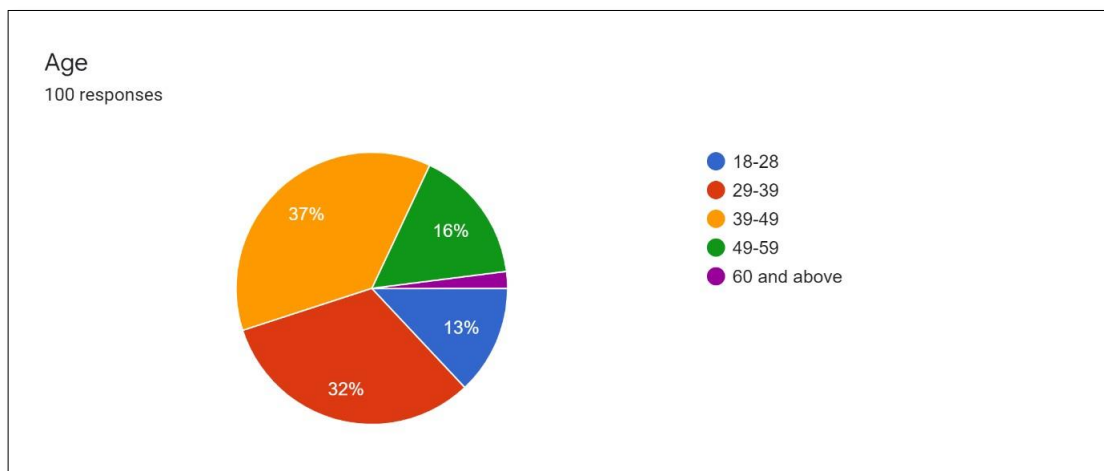


DATA INTERPRETATION

I ran a survey asking my audience questions based on product information and images are to themwhile shopping online. My insights and learnings from this research and its application are listed below.

Pilot Sample – 100

TARGET AUDIENCE & HOW OFTEN THEY SHOP ONLINE

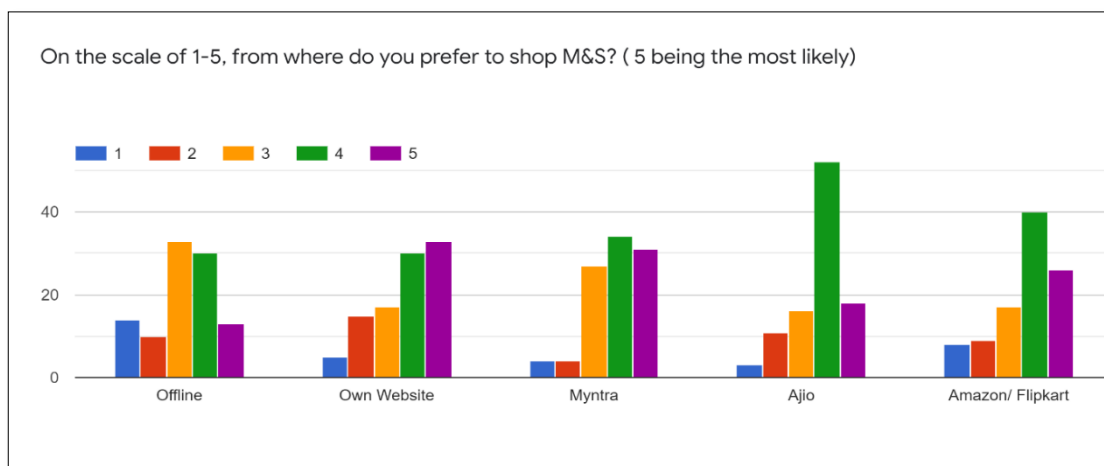


Results Shows majority of sample size is between 29-39, & if go with their trend of shopping More than 40% of the respondents are those who shop once a month, followed by Once in 3 months.

REASONS FOR ONLINE SHOPPING & CHOICE OF PLATFORM



As per the survey conducted, 52% of people are convenient to shop online, 35% of the people are convenient for easy return and exchange policy, where 33% of people prefer easy navigation and browsing and lastly 23% of people prefer express shipping and discounts.

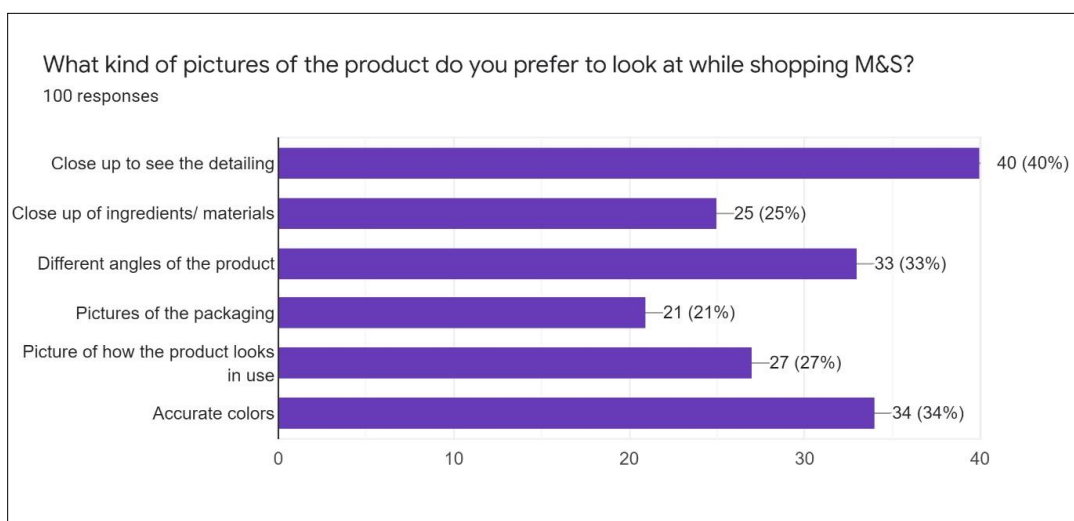


The choice of sample size shows Sample Size prefers M&S own website over others, followed by AJIO & Myntra.

REASONS FOR NOT CHOOSING & ATTRIBUTE DETAILING



According to the survey, 40% of the people do not shop online because the pictures don't match the description, 35% people don't shop due to missing information



As per the survey conducted, 40% of the audience prefers to see close up of the products in order to see detailing, 34% of the people prefers accurate colours, 33% prefers to see different angles of the products, 27% of people prefers to see pictures of how the product looks in use, and rest 25% and 21 % of people prefers to see close up of materials and pictures of the packaging.



As per the survey conducted, 31% of the people would like to see detailed information of the product, 25% of people would like to see variety of high-quality pictures, 20% of people would like to know the product life of the product and rest would like to know about the source of raw material and virtual assistance.

3.11. PO3. TO SUGGEST WAYS TO ENHANCE CONSUMER SATISFACTION ON MARKETPLACE

1. To List more categories on marketplaces in order to offer more product catalogue to consumers

Why is it important to have large product width: It's a simple concept to have a vast catalogue. It's an internet store with a large selection of items. But there's a lot more to it than that.

An eCommerce store is affected by more than just the amount of products. It's also the amount of possible product variations for each product. We're possibly talking about thousands of SKUs if a store has 1,000's of products, many of which have many variants.

The basic advantages of a vast eCommerce catalogue are straightforward. More products equal more prospective buyers, thus larger catalogues are better.

The more things you have, the more likely you are to have exactly what a customer wants. As a result, you'll be able to reach a larger audience and meet more demands in your sector.

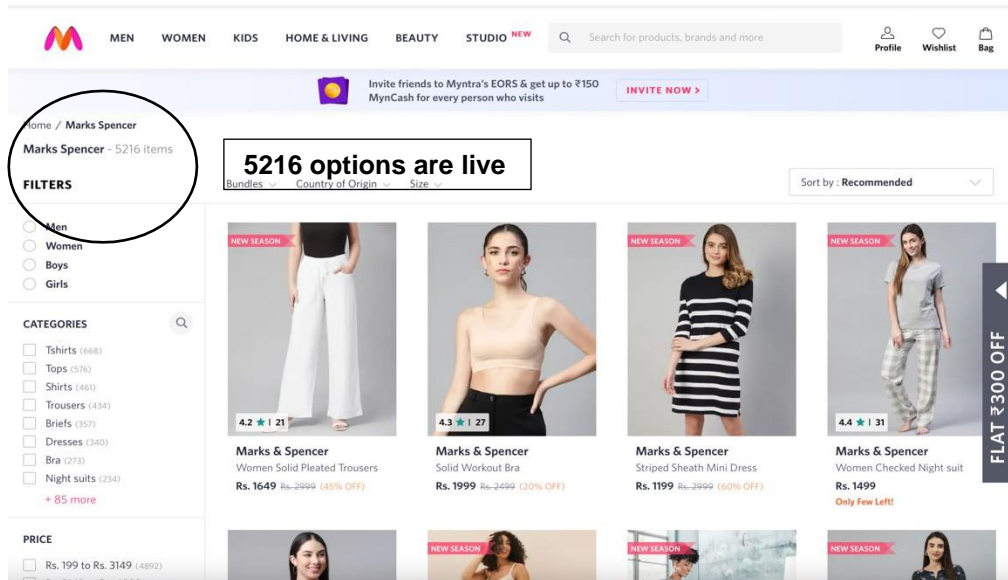
As per the survey conducted, people tend to shop more from Marksandspencer.in because it offers large catalogue width. And in marketplaces business out of all platforms Myntra is the largest contributor to the sales but due to low product width its sales are stuck.

When I joined Marks and Spencer they were operating in WEEK 43. So as to increase sales I was supposed to list more and more options on Myntra. In week 43 options listed were 2500 plus. Till week 47 I listed 1700 options on Myntra which led to increase in sales to 7 million to 11 million. By the end of the internship options listed were 5200 plus along with that I listed options from the previous year season which also led to increase in sales. The options listed for discounted products

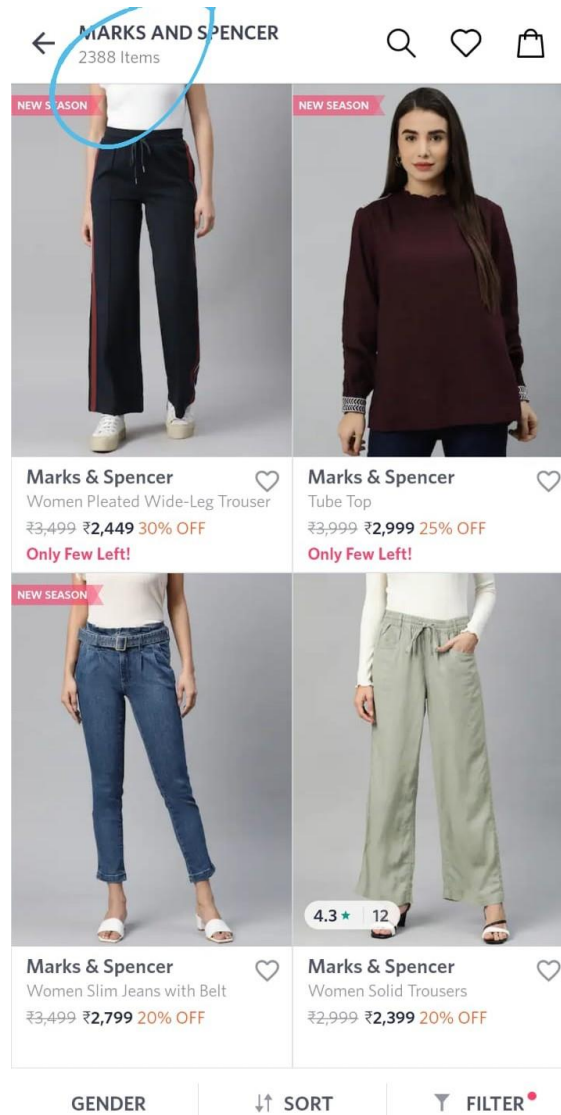
were 2300 plus.

We were given a tentative number

Sales in week 43 - 7 million Options listed were- 2500 plus
Sales in week 47 - 11 million Options listed were- 4000 plus



5216 products are live on Myntra by end of internship



2388 discounted options are live on Myntra

To create master data for all categories

Age (year)	3-6 months	6-9 months	9-12 months	12-18 months	18-24 months	2-3 Y	3-4 Y	4-5 Y	5-6 Y	6-7 Y	7-8 Y	8-9 Y	9-10 Y	10-11 Y	11-12 Y	12-13 Y	13-14 Y	14-15 Y	15-16 Y
Height	24-27	27-28	28-30	30-32	32-35	35-38	38-41	41-43	43-45	45-48	48-50	50-52	52-55	55-57	57-59	59-62	62-64	64-67	67-69
Chest	17-17	17-18	18-18	18-19	19-20	20-21	21-22	22-22	22-24	24-24	24-26	26-27	27-28	28-29	29-30	30-32	32-34	34-35	35-37
Waist	16-17	17-17	17-17	17-19	19-20	20-20	20-21	21-21	21-22	22-22	22-23	23-24	24-24	24-26	26-26	26-27	27-28	28-30	30-32
Hip	16-17	17-18	18-18	18-19	19-20	20-21	21-23	23-24	24-25	25-26	26-27	27-28	28-30	30-31	31-33	33-34	34-36	36-37	37-39

Dresses size chart for womenswear

Mapping correct size chart for all categories

Mapping of Women’s size chart

	A	B	C	D	E	F	G	H	I	J	K	L	M
Size		6	8			10	12	14	16	18	20	22	24
Bust		30%	32			34	36	38	40	42.5	45	47	49.5
Waist		24	25.5			27.5	29.5	31%	34	36	38.5	41	43
Hip		33%	35.5			37.5	39.5	41.5	43	45	47.5	50	52.5

Kids size chart

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1	Tops															
2	Size	Brand Size	Value											Size	Over	Under
3	XS	6	32	1.3				Size	Dual	Inch	Cms			32B	33.8	28.3
4	S	8	33.3	2				Small	08-Oct	32½ - 34½	82 - 87			32C	34.6	28.3
5	M	10	35.3	2				Medium	Dec-14	36½ - 38	92 - 97			32D	35.4	28.3
6	L	12	37.3	2.2				Large	16 - 18	40½ - 42½	102.5 - 108			34B	35.8	30.3
7	XL	14	39.5	1.8				X-Large	20 - 22	45 - 47½	114 - 120			34C	36.6	30.3
8	XXL	16	41.3	2.2										34D	37.7	30.3
9	3XL	18	43.5	2										36B	37.7	32.2
10	4XL		20	45.5	2									36C	38.5	32.2
11	5XL		22	47.5	2									36D	39.7	32.2
12	6XL		24	49.5	-49.5									38B	39.7	34.2
13														38C	40.5	34.2
14														38D	41.7	34.2
15	Tops Size Chart															
16	Size	Size1	Bust	Waist	Across Shoulder									40C	42.5	36.2
17	XS	6 XS	31	24	1	XS								42B	43.3	38.2
18	S	8 S	32.5	25.5	2	S								42C	44.4	38.2
19	M	10 M	34	27.5	3	M										
20	L	12 L	36	29.5	4	L										
21	XL	14 XL	38	32	5	XL										
22	XXL	16 XXL	40	34	6	XXL										
23	3XL	18 XXXL	42.5	36	7	3XL										
24	4XL	20 XXXXL	45	38	8	4XL										
25	5XL	22 XXXXXL	47	41	9	5XL										
26	6XL	24 XXXXXXL	49.5	43	10	6XL										
27	7XL	26	51	45		7XL										
28	8XL	28	53	48		8XL										

Tops size chart for women's wear

A	B	C	D	E	F	G
Brand Size Standard & Garment W Skirt Leng ^t To Fit Hip (To Fit Waist (Inches)						
6	30	26	1	34	30	
8	32	27.5	2	35.5	32	
10	34	29.5	3	37.5	34	
12	36	31.5	4	39.5	36	
14	38	34	5	41.5	38	
16	40	36	6	43	40	
18	42	38	7	45	42	
20	44	40.5	8	47.5	44	
22	46	43	9	50	46	
24	48	47	10	52.5	48	

Bottom wear Size chart for women's wear

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
UK Size	European S American S Canadian S Japanese Size				FOOTWEAR SIZE CONVERSION				Standard (D)	Wide Fit (EE)	Extra Wide Fit (EEE)	CMS		
					UK	Europe	Length (mm)	Width (m)	Width (m)	Width (m)				
4	38	6	6	23.5										
5	39	6.5	6.5	24	3	35.5	220	222	231	237	243	22		
6	39.5	7	7	24.5	3.5	36	224	225	234	240	245	22.4		
6.5	40	7.5	7.5	25	4	37	229	228	237	243	249	22.9		
7	40.5	8	8	25.5	4.5	37.5	233	231	240	246	252	23.3		
7.5	41	8.5	8.5	26	5	38	237	235	244	250	256	23.7		
8	42	9	9	26.5	5.5	39	241	237	246	252	258	24.1		
8.5	42.5	9.5	9.5	27	6	39.5	246	242	251	257	263	24.6		
9	43	10	10	27.5	6.5	40	251	243	252	258	264	25.1		
9.5	43.5	10.5	10.5	28	7	40.5	254	248	257	263	269	25.4		
10	44.5	11	11	28.5	7.5	41	258	249	258	264	271	25.8		
10.5	45	11.5	11.5	29	8	42	262	256	265	271	277	26.2		
11	46	12	12	29.5	Socks									
11.5	46.5	12.5	12.5	30	Size	U.S.	EURO	UK	Calf circumference					
12	47	13	13	30.5	S	4-6.5	34-37	2-4.5	11"-14.5"	(18-26.5	cm)			
13	48.5	13.5	14	32	M	7-9.5	38-41	5-7.5	12.5"-16.5"	(32-41	cm)			
14	-	14	-	-	L	10-12.5	42-45	8-10.5	14.5"-18"	(37-45.5	cm)			
					XL	N/A	46-49	11-13.5	16"-23"	(41-58	cm)			

Footwear size chart for women's wear

A	B	C	D	E	F	G	H	I	J	K
Jackets										
Coats & Jackets										
Size	6	8	10	12	14	16	18	20	22	24
Bust	30¾	32¼	34¼	36¼	38	40¼	42½	45	47¼	49½
Waist	24	25½	27½	29½	31¼	34	36¼	38½	41	43¼
Hip	33¾	35½	37½	39½	41½	43¼	45¼	47½	50	52½
Size	Bust	Waist	Hip							
6	31	24	34	1						
8	32.5	25.5	35.5	2						
10	34	27.5	37.5	3						
12	36	29.5	39.5	4						
14	38	32	41.5	5						
16	40	34	43	6						
18	42.5	36	45	7						
20	45	38.5	47.5	8						
22	47	41	50	9						
24	49.5	43	52.5	10						

Coats and Jackets size chart for women's wear

Like the same way we created master data for size charts, brand colour, specification according to the product for other categories as well.

KEY FINDINGS

1. Marketplace Brands have predefined & limited color sets, which cannot be changed to the particular color of the product, which sometimes can be a communicating hindrance.
2. Person Responsible for data input in the portal misses important information, which can hamper buyer working during fetching dump from the softwares
3. All the necessary Information is not being Sent to Marketplace Apps, resulting in loss of Business.
4. Consumers are preferring to Shop online as its proving convenience to shop them anytime& hassle free return Process.
5. Consumers Preferring to Shop from M&S own Website, as it offers wide product width to its consumers thus it's an edge to the company.
6. Consumers are not purchasing Products of M&S due to multiple reasons one being Lack of 360 Degree Pictures, Pictures don't match the description.
7. Pictures Updated at Marketplace lack detail & consumers want Pictures of Product with multiple Angles, how product looks into demonstrating Model.
8. Consumers have a say that there was lack of Variety at Marketplace, no support of virtual Assistant. Also Fabric quality was missing.

RECOMMENDATIONS

1. Marketplace Brands can have more flexibility regarding colour options, or they can give options to M&S for colour change as we have seen that colours play an important part in product selection.
2. A Master Data can be maintained for all the categories such as maintaining size charts for each and every category, mapping brand colour to Prominent colour as mentioned in the attribute sheet.
3. A team of people should be there or Buyers have the right to input all Information on the portal, that information should contain each and every aspect of the product, which help during fetching out of data and sending for Ecommerce marketplaces.
4. As Majority of Consumers Are Preferring Online Mode of Shopping, so company can do marketing accordingly & Increase the variety in online Platform, also shows cross merchandising products suggesting options to consumer.
5. As it was found that consumers preferring M&S own Website, so it's an added advantage to the Organization. So company's website can be made user friendly, more choices should be available and all the info Consumer wanted.
6. Pictorial Data should be given preference, we should provide Photos 360 Degree to the Marketplace Website, also we should have small video showcasing fit of the product. As our consumers prefer to look the closeup of the pictures and how they look in use.
7. Consumers Should be provided with Information like Material care, care composition so that the consumers are aware what they are wearing.
8. Marks and Spencer should increase product width on marketplaces as it will help customer choose from the variety the brand is offering as it will help in customer acquisition and hence,

leads to better sales.

LEARNINGS

The entire Graduation Project Internship tenure has been a wonderful learning experience. Hands on training enabled me to understand the roles, responsibilities & Functions of Ecommerce Department. Some of the Key Learnings during this period are listed below:

1. Detailed understanding of the Ecommerce Listing at Marketplace process of M&S. The coordination of work between the Ecommerce Team, Marketing Team, Planning Team and buying team.
2. There were a lot of “on the job” learnings, where I learnt to prepare the master data and mapping each and information according to the specific product category that is required. As it is important to provide accurate product information to the consumers.
3. Learnt to work with deadlines and schedules. Understood time management and prioritizing tasks better.
4. Learnt the dynamics of the fashion retail industry in lieu of Ecommerce platforms. Customer survey helped increase my knowledge on consumer’s needs and wants from a product/ brand and their buying behavior.
5. Every week, we had leaders from different teams share their experience about working in the e-commerce industry and their role, also this way I was able to learn directly from the team that was running the entire customer service program for ecommerce.

CONCLUSION

On the Basis of the above project objectives and the research behind it, it can be concluded that:

This is a project on increasing Marks and Spencer's market place sales through listings. With over 21 million people visiting its stores each week, Marks & Spencer is the leading fashion and lifestyle brand retailer in the United Kingdom. Marks & Spencer sells fashionable, high-quality, low-cost clothing and home goods, as well as exceptional-quality foods responsibly sourced from over 2,000 suppliers throughout the world. Identifying sorts of faults in the data dump sheet, analyzing consumer satisfaction with product information and images, and then offering strategies to improve consumer satisfaction on marketplaces are all part of the project objectives.

The project concentrates around Marks and Spencer's e-commerce on platforms such as Myntra, Ajio, and Amazon. Because listing and cataloguing are at the heart of this issue, I've gone over how successful cataloguing leads to increased sales and what consumers think about correct product information and accurate photos. In the realm of E-commerce, I wore my sleeves at Marks and Spencer, which I have clearly discussed.

We are the E-commerce team at M&S. We used to be in sync with the B&M (Buying and Merchandising) team and were a part of it till last year. However, the teams were split up into an e-commerce team. Amazon, Ajio, and Myntra are currently active partners. There are also people in charge of certain functions.

The OR model is now being used by Amazon. However, they are attempting to shift to the SBA model. Just in time/Marketplace model/Inventory model for Ajio (the second greatest contributor). However, a section of the portion has been moved to OR. Institutional Business is the final mode of selling. The contribution ranges from 1% to 2%. We'll go out to a few key players in the industry to purchase gifts for their clients or employees during the holidays or festivals.

The initial goal is to figure out what kinds of errors are in the data dump sheet. As a data dump, it is critical to the information that is available to customers online. As a result, it is critical to discover those issues ahead of time so that incorrect information does not get up on the website. It was backed up with secondary data and the attachment of the excel sheets that I worked on.

The second goal was to determine how satisfied customers were with product information and photos. In order to accomplish so, I conducted primary and secondary research while investigating the project's stated goal. The study's findings and conclusions were then used to better understand consumer preferences in terms of what content they would like to see on the website. It is necessary to know someone in order to converse with them. As a consequence, we were able to determine what consumers are seeking for and where we fall short. The pilot sample for understanding the customer was limited to 100 people, a larger sample size could give more accurate results about the perception of consumer satisfaction towards product information and images. After the survey was conducted some of the findings are that all relevant information is not sent to Marketplace Apps, resulting in business loss. Consumers prefer to shop online since it allows them to shop at their leisure and returns are simple. Consumers prefer to shop on M&S's own website because it provides a vast range of products to its customers, giving the corporation an advantage. Consumers are not buying M&S products for a variety of reasons, including a lack of 360-degree images and pictures that do not match the description.

To overcome these problems here are some recommendations for ways to improve customer satisfaction on marketplaces. In order to do so, I identified the issues that a customer faces, and after analyzing the issues, I proposed and implemented various techniques while interning at Marks & Spencer. For that purpose I made master data mapping the correct sizes, colour and all the necessary information required. It helped immensely in saving time and efforts of the team and more products are listed on marketplaces thus, increasing the sales for marks and spencer. I also listed old season inventory on Myntra that were then sold on discounts and thus, bringing more sales to it.

There is also a Master data file for the size chart, which demonstrates how we can map everything appropriately for better enhancement and to list more categories on marketplaces to reach a larger audience.

The project helped me immensely in enhancing my knowledge in the field of E-commerce.

REFLECTION

Marks and spencer is great organization to work with, with an incredible people who have incredible thought process It was much fun engaging in brainstorming sessions, figuring out the best methodology for E-commerce.

Working with real time situations and applying the theoretical knowledge was challenging at times. Convincing the team members on a certain decision sometimes would be easy and sometimes would be as herculean as a task could get.

E-commerce was my domain area and also my comfort zone. I was asked to also work out of my way by giving me responsibilities of making master data for each category and to list as many options as possible so that consumers get wide variety of products and new customers come in and leading to increase in sales. Other thing I did was to list all the products from the previous season on discounts so as to get rid of extra inventory and consumers get offers while buying. I singlehandedly list all the products for spring summer 2022 and previous season products also, Marks and spencer launched their home category in India which I helped my mentor in launching it on Myntra with a product width of 250-300 products.

I learned how to operate marketplaces portals such as Myntra partner portal, Amazon, Ajio. It helped me gaining immense knowledge about the KPI's of every portal and how to manage them.

While working there for four months I learned Punctuality, Responsibility, Hard work, and Networking- this perfectly encapsulates my internship experience. I learned that focus and dedication are the keys to growth, and curiosity takes you far. I was thrilled to be part of the show back. I want to thank my mentors for being really helpful and guiding me through this entire journey.

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ANNEXURE

CERTIFICATE OF COMPLETION

MARKS &
SPENCER

LONDON

Infinity Tower - C, Ground
Floor, DLF Cyber City
Phase - II, Gurgaon - 122002
Tel: 0124 - 4574750
marksandspencer.in

Our Ref: MSR/HRM/INTCOM/2022/Shreya Jain

May 24, 2022

CERTIFICATE

This is to certify that Ms. Shreya, has undergone her internship project with Marks and Spencer Reliance India Private Limited.

Her internship duration was from January 17, 2022 to May 08, 2022.

The title of the project is "To improve Marks & Spencer sales on marketplaces" at Marks and Spencer Reliance India Pvt. Ltd.

During the above training period, we found her to be sincere with good conceptual understanding.

We wish Shreya all the best in her future endeavors.

For Marks and Spencer Reliance India Pvt. Ltd.



Mukta Nakra
Head – Human Resources & Sustainability

MARKS AND SPENCER RELIANCE INDIA PVT. LTD.

Regd. Office: 4th Floor, Court House, Lokmanya Tilak Marg, Dhobi Talao, Mumbai - 400002

CIN No. U51900MH2007PTC175711

INDUSTRY FEEDBACK FORM

Internship | 2022

**PEARL ACADEMY
INDUSTRY FEEDBACK FORM
PGFB (Marketing and Merchandising)-2022**

NAME OF THE STUDENT:-_Shreya Jain

NAME OF THE ORGANISATION: Marks and Spencer Reliance Ind Pvt. Ltd

NAME OF THE INDUSTRY MENTOR AND DESIGNATION - Retail

DEPARTMENT: E-Commerce MOBILE NO.9599953993



PARAMETERS	REMARKS
TIME MANAGEMENT & PUNCTUALITY	Good
DISCIPLINE	Very Good
TEAMWORK & CO-ORDINATION	Very Good
OVER ALL CONDUCT	Very Good
PROJECT WORK	Good
ANY OTHER	

DATE: 24-05-22 _____

SIGNATURE: NISHA DHAIYA

SEAL/STAMP OF THE ORGANISATION

1

QUESTIONNAIRE

Your Shopping Experience

Thankyou for taking time out to fill this questionnaire.

Hi, It would be really grateful if you could answer these few questions honestly regarding your shopping experience in store/online. This form is strictly for survey purpose and your response would be kept confidential.

 shreyajain98106@gmail.com (not shared) [Switch account](#)



* Required

Age *

- 18-28
- 29-39
- 39-49
- 49-59
- 60 and above

Occupation *

- Student
- Self Employed
- Homemaker
- Service

Gender *

- Male
 - Female
 - Others
 - Prefer not to say
-

What are the reasons for preferring online shopping? *

- Easy navigation/ Browsing
- Convenience of shopping anytime
- Express shipping
- Convenience of easy return and exchange policy
- Discounts

How often do you shop online? *

- Once a week
- Once a month
- Once in 3 months
- Once in 6 months
- Once in a year

On the scale of 1-5, from where do you prefer to shop M&S? (5 being the most likely) *

	1	2	3	4	5
Offline	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Own Website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Myntra	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ajio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amazon/ Flipkart	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please select reasons for not purchasing M&S product while shopping at different shopping Apps? (5 being the most likely) *

	1	2	3	4	5
Pictures do not match the description	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Missing information in the product description	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Higher prices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inappropriate size chart	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product reviews	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The one piece of information you would like brands to add to the product description, which would help improve your shopping experience? *

- A variety of high quality pictures
- Detailed information of product
- Product Life
- Source of raw materials
- Virtual assistance
- Other: _____

Submit Clear form

LEARNING DIARY

Week 1 and 2

Introduction to e-commerce team

It was earlier part of the merchandising and buying team but is now a separate team. It is essentially a sales driven team headed by Mr. Abhishek Lal

E. com is divided into two parts:

1. Partner business that takes care of all the partners through the marketplace model. The partners are, (from deciding order in terms of current numbers) Myntra, Ajio, Amazon and institution.

Myntra is the biggest partner. Earlier the 2nd biggest was amazon and until a year ago they were working with Flipkart but not now. Institution is essentially one person who is bringing sales wholesale or bulk order such as corporate sales/gifting.

1. M&S.in: Responsible for function and sales of the home website.

There are 5 categories: Women's, Men's, kids, beauty and lingerie. These are referred to as businessunits (BU). Beauty and lingerie are put together and called L&B.

Work: Comparing the 3 websites

Parameter	M&S.in	Myntra	Amazon
Product portfolio	The products that showed up were different even when applying the same filters. Photographs were better		
Price points	Starts at 300 + with discounts	Offers discounts otherwise the same	Had a discount on all the products
User experience		Doesn't have a separate category for baby, Site doesn't offer the same categories like the home site does. Like no separate category for footwear, you have to search for it under women. Likewise, no separate category for baby or fragrance The way the price slabs are displayed, feels odd	The worst user exp. Almost makes shopping less fun. The site was cluttered. Reaching the desired category is difficult, customers would just have to type it out.
Look and feel	The site is clean and easy to navigate.	Site looks cramped and more products displayed in each row	You could get distracted by so many other things on the screen and just move on to

	The experience that the brand is trying to give to the consumers comes through of something that is international, exclusive and classy	Doesn't feel as classy	doing those products/brands
First thing you notice	Visually appealing	Feels cluttered Sales and discounts	
As a consumer		Can't search for its collection wise	
Discounts	Offers discounts but unlike the other sites does not mention the percentage	Does offer discounts	Offers discounts on products
Plusses	Site is visually appealing and easy to navigate	Deals	At Least the products displayed in each row were only few
Minuses	No discounts. Customers would go to partner sites to get better deals. Sizing chart	There isn't a separate option to click on to look at the beauty category directly.	
Anything you notice			
Filters	The 'more filter' option is easy to miss at first glance. This could give the impression that there are few filters. Does has fewer number of filters than Myntra	Has more filters to choose the different styles and materials	Filter to choose the delivery options But not to choose materials or style
Sizing	Only has UK sizing, which is in keeping with how the brand wants to portray itself but that would be something additional for the consumer to do. They might feel a little hesitant about ordering clothes from the site, in case they find the sizing chart confusing. Or think of it has additional work	Has both UK sizes and Us sizes.	Has US sizing

Showing the comparison table and a discussion.

Customers on Myntra are a mix of discount seeking and not. For discounts they primarily go to Ajio. OnMyntra they look for something that is fresh, new. Although ideally Myntra would like to get more discounts from the brands.

On .in, 80% of the business comes from 20% of the customers. Customers on .in are loyal to the brand while on Myntra are a mix bag. There are certain lines like Autograph that are available only on .in to give the customers a sense of exclusivity; although Myntra had given an option of putting in the sub brands but M&S decided not to go ahead with it.

End to end process on Myntra

There are two models: Outright and PPMP (Pure Play Market Place)

1. Outright: B2B, Wholesale billing. Myntra comes to M&S and says that they want to buy 10,000 quantities of women's wear. This would include a mix of tops, jeans, jeggings, dresses, etc. this depends on whatever is hot selling for them as per their attribute type/ category type. This could be a value of 14 million and is billed at once. It is dispatched from M&S's end and received at Myntra's. And they start selling it to the customers. Once the billing is complete, M&S has nothing to do with the merchandise.

1. PPMP: A kind of marketplace model for Myntra. All the work from listing, checks, inventory etc., everything is done by M&S, the stock is held by M&S in their warehouse. 80% to 90% of brands are functioning like this with Myntra. This involves selling on a daily basis.

Example: There is a shop and shopkeeper called Myntra, M&S is the supplier. The shop shows the samples to customers and the customer orders 3 pieces. Myntra being the front, they tell M&S that they need 3 pieces and M&S packs it and sends it to Myntra. Myntra adds their labels and sends them to the customer.

Reference: <https://browntape.com/what-is-myntra-ppmp/> -

The idea is to maintain traction on Myntra, which means customers need to know that they can get a good variety of products from M&S on Myntra. For this you need to list the products on Myntra. The process of listing starts, there is a Myntra partner portal.

VAN stands for vendor article number and Con stands for Category (?). It is essentially a style. Sizing starts from XS and goes up to 5XL.

Work: Excel sheet no. 1

Name: Internship Calcule 1

Copy the product codes and search for it on the .com website. Find details and fill in the excel sheet accordingly.

Week 3

Submitted the excel sheet.

Week 4

Learned VLOOKUP and other excel functions. Shift + space bar to highlight a column

Shift + control + L to add filters

17.01.2022 to 19.01.2022

Excel sheet folder: Cataloguing

24/01/2022 to 30/01/2022

Cataloguing meeting and first interaction with other interns on 25th

Work: Internship capsule project assigned.

31/01/2022 to 6/02/2022

Work: Listing and cataloguing. Excel sheet no. 7. Listing (Beauty, KW/ Womenswear) Interaction with Nisha

Extracting images from .com. Excel sheet no. 8. Myntra OPS Extracting images from, .com. Excel sheet no. 9. Myntra Images Extracting images from .com. Excel Sheet no. 10 Images (4.02.2022)

Week 5

7/02/2022 to 13/02/2022

7/02/022

Interns meeting with mentor

In M&S, we are the E-commerce team. Until last year we used to be in sync with B&M (Buying and merchandising) team and were a part of it. But the teams got bifurcated into a separate e-commerce team. Which currently has Amazon, Ajio and Myntra as active partners. And there are people taking care of the various functions.

Given that Myntra is such a big brand for M&S, it is being handled by two people. Nidhi and Nisha. There are two models currently followed by Myntra. These are OR and PPMP.

For Amazon, the model currently followed is OR. But are trying to shift into the SBA model. For Ajio (the second highest contributor) Just in time/ Marketplace model/ Inventory model. But a bit of the portion has been shifted to OR.

The last mode of selling is called Institutional Business. The contribution is 1 to 2 percent. We will go out to certain players in the business to buy something for their clients or employees for holidays or festivals. They could pick out, for example 200 pieces of the same red coloured shirt. This too is a good way to sell under e-commerce business as it comes under wholesale billing.

We (interns) are currently reporting to the Myntra team. The position is called 'traders' and they handle one account each. They report to Pratik Kaushik who is the chief manager. He interns reports to leadership team, Mr. Abhishek Pal, who is the head of E-commerce. Abhishek Pal reports to the board of directors. This is the hierarchy.

The contribution of the partner business is roughly 7% of the total business.

In the business, the fundamental unit or selling unit is a particular style. If you have to get business from a particular style from a particular marketplace, then you need to list it. This is the process of making a product live on the Myntra platform after filling in all the attribute sheets and pulling an inventory in the same product as the listing process.

Our internship entails listing for M&S India on Myntra Portal.

Work: Extracting images from .com. Excel Sheet no. 10 Images (4.02.2022). Completing work assigned in the previous week. This included extracting images in prescribed format.

8/02/022 and 9/02/022

Meeting between interns and Mentor: Teaching the other interns the process of extracting images.

Work: Extracting Images for Home Folder Name: 12. Images Home (book 8)

Extracting images then adding product information

Folder Name: 13. Images Home (book 2) Extracting images then adding product information

10/02/022

Call with mentor and discussing how to take the project further

The next step is cataloguing. It starts with a sheet called YLBM. There is no full form to this as it is a technical command for running data in SAP. Once the sheet is generated, the output is called

YLBM. The process starts with a base sheet called the data dump. In this we have all the information about a product on an article level/ SQ level.

When we start with the listing there are two processes. One is called DIY (Do It Yourself) and the other is called MAS (Myntra Store.). In DIY, we list it yourself and this is being followed for Home because the articles/ styles are really big so they cannot be sent to the studio because there could be transit damage. Plus, this is new for the team so they are going for DIY.

It starts with creating a column called 'check' and adding filters of all the categories. Like adding mugs, sets, tumblers under dinnerware. Or add Candles, diffusers etc. under Fragrance. This helps keep track of the various categories and the different products under each category. Because it could happen that there are different templates on the partner portal for the products in each category. Like Mugs and Cups is one of the templates while Dinnerware is another. Although on the data dump all these products are listed under the same category. Hence adding the 'check' column helps keep track.

Copying information from data dump to template:

1. CTRL + ; (this highlights the rows not selected when looking through one category at a time)
2. CTRL + C
3. CTRL + Alt + V and then click on 'Value'

Work: Cataloguing

Folder: 14. Cataloguing - Home

11/02/2022

Discussing doubt and queries regarding cataloguing

To search for a particular word:

CTRL + F

Week 6 and 7 14/02/2022 - 27/02/2022

14/02/2022

Call with mentors and other interns

Catch up call discussing the progress of the project so far and discussing any problems faced. Information was incomplete for some of the sheets, rectifying that.

Upholding the catalogue sheets, making and discussing with the mentor. Understanding how to use Myntra Partner Portal.

15/02/2022

Call with mentor

Working on the templates and attribute sheets, filling in the gaps and final checks before uploading it. And beginning to upload the sheets.

16/02/2022 and 17/02/2022

Uploading the attribute sheets and ratifying errors.

21/02/2022

Continuing with the home launch. Making attribute sheets, listing and cataloguing for new products under Home.

Folder: 15. Cataloguing - Home 2

23/02/2022

Issue with the images downloaded earlier for home. All the images to be converted to JPG format. Next, all attribute sheets are uploaded again with the converted images.

24/02/2022 and 25/02/2022

Once all the sheets and converted images have been uploaded, the lot IDs are to be tracked.

Excel sheet: Lot ID status (Updated)

Week 8

28/02/2022- 6/03/2022

28/02/2022

Folder: 17. Home New Styles. The excel sheet had a list of products with missing information. Primarily the dimensions of the products. These had to be searched via its VAN on .com and information to be added.

Folder: 17. Home New Styles. Home products that had been uploaded the previous week were now reflecting on Myntra.com. Some of these showed 'Out of Stock'. A sheet has to be prepared of the products uploaded on Myntra as a new style ID is generated for each product. The corresponding URL for each style ID as well as checking the product that were reflecting as out of stock.

01/03/2022

Work: Meeting with the 2 mentors. To discuss the process of cataloguing a different category of products. The steps and procedure remain the same. To begin with a list of VANs was sent and it had to be checked if the images for the said VANS were available or not. For these other interns had to be contacted. Lastly. The attribute sheets were made.

Folder: 18. Base Creation File

03/03/2022

Folder: H&M Price comparison and Price points

04/03/2022

Folder: 21. 195 style status

Week 9

07/03/2022 to 13/03/2022

New mentor: Nisha

Meeting between new mentor interns. Understanding the tasks undertaken so far. Understanding the importance of cataloguing as the basis of any e-commerce business. Cataloguing for women's wear. **Folder:** 19. Cataloguing (WW) (11.03.2022)
Clarifying doubts and rectifying errors. Submitting the sheets

Week 10 & 11

Submitting the sheets for menswear category. And uploading all the sheets on Mynta Partner portal.