

JK Supermarket



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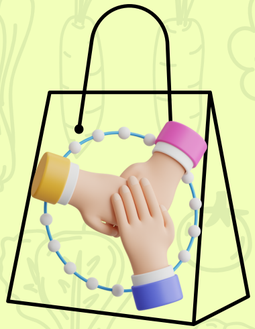
Our Journey:
“From Retail Beginnings to Supermarket Leaders"

J K SUPERMARKET, established in **2013**, is a culmination of **over 60 years of family experience in retail,** evolving from a small shop to a modern supermarket in Dondaicha, Maharashtra.

A **one-stop-shop offering a wide range of products** including **groceries, cosmetics, bakery items, ice cream, plastics, crockery, household cleaning materials, dry fruits, soaps, detergents, and spices.** Expanding our presence into e-commerce, **live on** the **Open Network for Digital Commerce (ONDC).**





MISSION

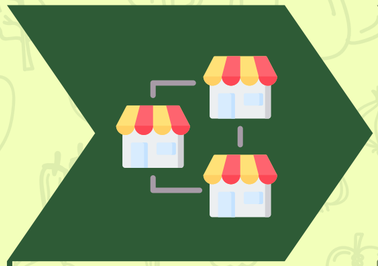
To provide **high-quality and hygienic products** with exceptional service, ensuring every customer finds exactly what they need at competitive prices.



VISION

To expand our offerings and embrace digital advancements, making J K SUPERMARKET a **leading figure in both physical and online retail sectors.**

Navigating Retailers: Key Industry Challenges



Competition from Big Chain Stores

- Lower prices and wider product selection from big chains.
- Need for differentiation through personalized service or unique, local products.



Supply Chain Disruptions

- Vulnerability due to smaller buying power.
- Importance of strong relationships with suppliers and contingency planning.



Rising Labor Costs

- Impact of increasing minimum wage rates.
- Need for operational efficiency to balance costs and competitive pricing.



Adapting to Technological Advancements

- Necessity to adopt new technologies like mobile payments and online ordering.
- Utilization of technological tools to improve operations and customer experience.



Balancing Profitability and Growth

- Managing expenses while aiming for business expansion.
- Strategic investment in technology and infrastructure to ensure profitability.

Crafting Solutions: Our Response to Retail Challenges



Competition from Big Chain Stores

Enhancing customer service and specializing in unique, locally-sourced products to create a distinctive shopping experience.

Keeping Up with Technology

Leveraging the latest retail technologies such as e-commerce platforms, mobile payments, and inventory management systems to stay competitive.





Supply Chain Disruptions

Building relationships with a variety of suppliers to ensure a reliable supply chain and implementing robust contingency plans.

Balancing Profitability and Growth

Carefully planning expenditures, optimizing resource allocation, and investing in areas with the highest return potential to ensure sustainable growth.





Rising Labor Costs

Streamlining processes and adopting labor-saving technologies to maintain productivity without compromising service quality.

Distinctly Ours: Advantage

Local Flavor, Global Quality



Tech-Savvy Shopping Experience



Community-Centric Approach



Superior Customer Service



Sustainability Commitment



Exclusive Member Benefits

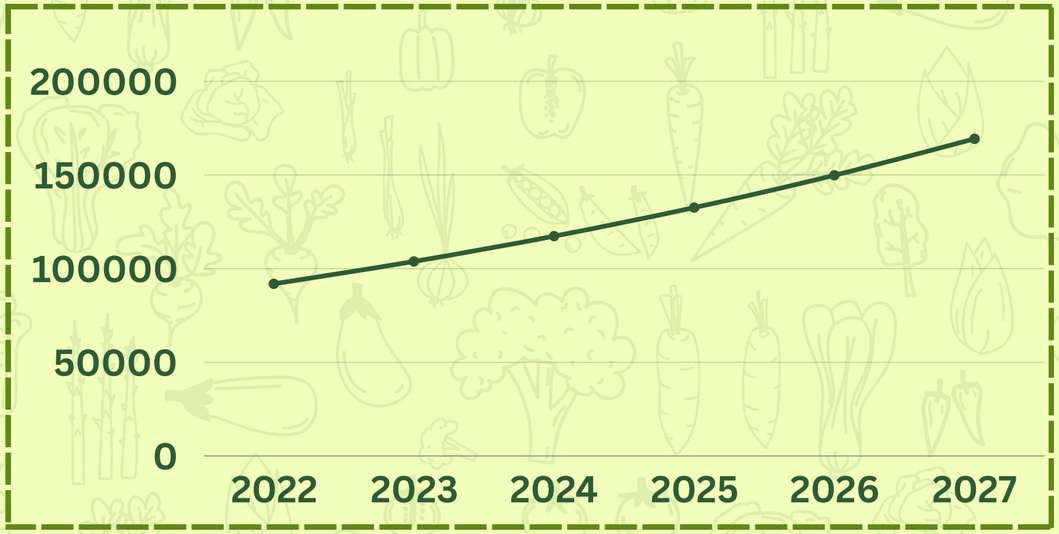


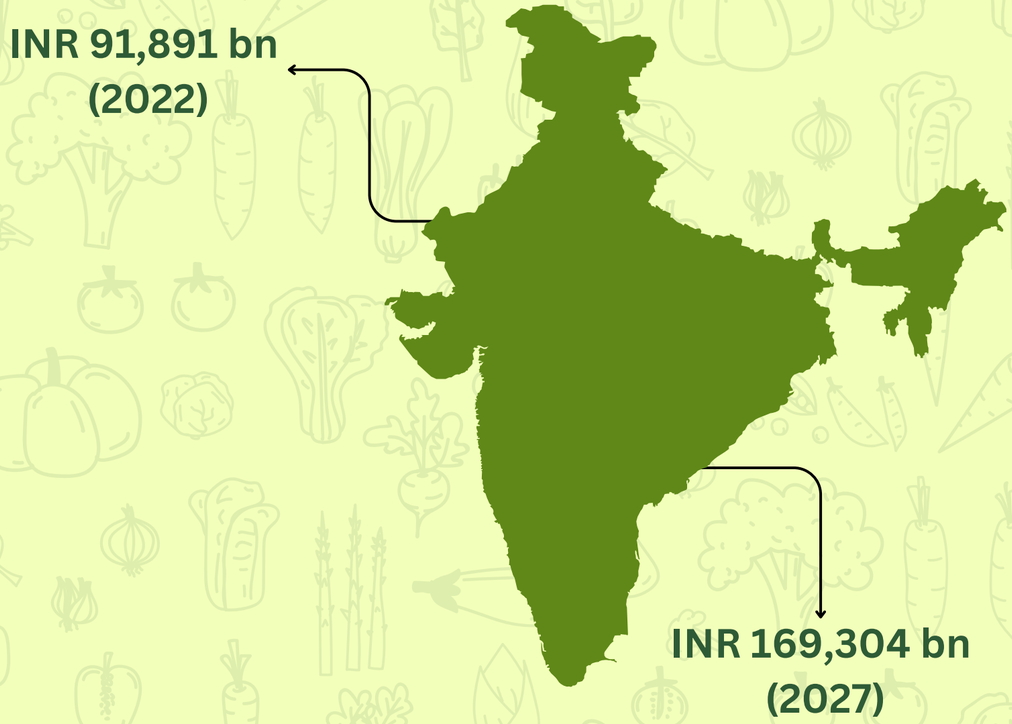
Hygiene and safety standards are essential.



Expanding Horizons: The Growth Potential of Our Market

The **Indian retail market size** was **INR 91,891 billion** in **2022** and the market will grow at a **CAGR** of more than **13%** during **2022-2027.**





Indian retail market is estimated to reach **$2 tn by 2032**, driven by socio-demographic and economic factors such as urbanization, income growth and rise in nuclear families. On the other hand, the Indian ecommerce industry is expected to cross **$350 bn** mark by **2030,** growing at a **CAGR of 23%.**

Navigating the Competitive Seas: Understanding Our Rivals

Local Competitors



- Shraddha super shop
- Avishree Super Bazaar
- Jay laxmi Supermarket

Online Retailers

- Amazon
- Flipkart



National Chains

- Reliance Fresh
- D-Mart



Our strategy to remain competitive includes **leveraging its strong community ties, offering a unique mix of local** and **international products**, and **enhancing customer service** to provide a **superior shopping experience** compared to both **local and national competitors.**



Target Market

"Our Community, Our Focus: Targeting the Heart of Dondaicha"

Primary Target Market

Characteristics

Middle to upper-middle income brackets, value quality and hygiene, prefer a mix of traditional and modern shopping experiences.

Behaviors

Frequent supermarket visits, preference for a variety of products including daily necessities and specialty items.

Secondary Target Market

Characteristics

Young adults and professionals who are comfortable with technology, likely to engage in online shopping.

Behaviors

Look for convenience, speed, and efficiency in their shopping experience, influenced by digital marketing and online reviews.

Community Engagement

Approach

Strengthening bonds with local residents through community-driven initiatives, local events, and sponsorships which enhance brand loyalty and visibility.

Objective

To be recognized not just as a retail outlet but as an integral part of the community, contributing to its growth and well-being.

Expanding Reach

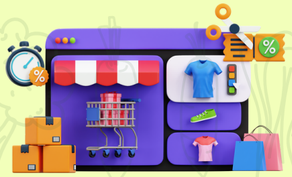
Leveraging digital platforms to extend our reach to customers outside the immediate geographic area while maintaining our core focus on community values and quality service.

Market Strategy

“Strategic Moves: Crafting a Winning Market Strategy”



Streams of Success: Our Multifaceted Revenue Approach



Product Sales

Primary Revenue Stream: Direct sales from a wide range of products including groceries, household items, cosmetics, bakery products, ice cream, plastics, crockery, dry fruits, soaps, detergents, and spices.



E-commerce Sales

Digital Platform Revenue: Income generated from online orders through our presence on ONDC, expanding reach and accessibility.



Membership Fees

Loyalty Programs: Revenue from membership fees that offer premium benefits such as exclusive discounts, early access to new products, and special promotions.



Seasonal and Promotional Campaigns

Limited-Time Offers: Driving increased sales through targeted seasonal promotions and special discount campaigns, attracting more customers during peak shopping periods.



Specialty Products and Services

Unique Offerings: Income from exclusive and specialty product lines such as organic foods, imported goods, and local artisanal products that cater to niche markets.



Partnerships and Collaborations

Strategic Alliances: Revenue from partnerships with local businesses for co-branded products, bundled offers, and cross-promotional activities.



Scale-up Plan

"Blueprint for Growth: Our Comprehensive Scale-Up Strategy"

01

Physical Expansion

- Store Enlargement
- New Locations

02

E-commerce Growth

- Enhanced Online Presence
- Mobile App Development

03

Technology Integration

- Advanced CRM and ERP Systems
- Data Analytics

04

Marketing and Branding

- Comprehensive Marketing Campaigns
- Brand Enhancement

05

Staff Development

- Training Programs
- Employee Incentives

06

Financial Management

- Investment in Growth
- Cost Management

Building Success: Meet Our Dedicated Team



YOGESH PRAKASH MAHALE

SALES MANAGER

ARMAN PINJARI

ADMINSTRATION MANAGER

SUMIT SURESHCHANDRA PARAKH

FOUNDER & MANAGING DIRECTOR