# "Changing Business Scenario and its impact on grocery industry and business" by Shri Chetan Sangoi (CEO of Sarvodaya Supermarket, Ranade Road, Dadar-W) Online lecture held on 31st August 2020, 6.30 PM

*During the webinar on "Changing Business Scenario and its impact on grocery industry and business" Mr. Sangoi, CEO of Sarvodaya Supermarket explained changing scenario of traditional grocery business. Established in 1972 as a typical traditional baniya store, it coped with changing times and trends of retail industry. In 2003, Mr. Sangoi changed the store into supermarket which gives* **freedom of choice**. *Mr. Sangoi addressed many challenges of grocery business such as how to use analytics for report generation, analysing trends and varied needs of customer. He mentioned the significant role of Mathematics and Operation Research(OR) for the business in retail.*

### Adapt yourself to changing market needs

In 2003 Mr. Sangoi changed his traditional kirana store to a supermarket after three years of research. Under retail guru S.C. Mishra's guidance, Sangoi converted all his learning to his store. 80% of customers accepted the change positively and with determination of Mr. Sangoi, 20% of other conservative customers changed their way of shopping. He also revealed that in 2019, the average grocery shopping has come down by 6 kg per family as modern generation are more dependent on instant foods.

### ENGINEERING base gives better perspective to any profession/ business

Mr Sangoi is an electronics engineer and he explained how being an engineer he could understand technology and could implement the same effectively; like design of shelves, use of N computing in system etc.

### Coming Together Is a Beginning; Keeping Together Is Progress; Working Together Is Success

Selflessly he has helped many of his competitors to establish supermarkets out of their old style Kirana store. Mr Sangoi pointed out that the MNC like Walmart and Carrefour could not last in India, as they could not understand the traditional mind set of Indians. Indian marketers have lot of scope to tap the global market provided they adapt to changing needs of people. He also has written a book 'Main ban gaya supermarketwala' to reach more and more people.

### Customer loyalty is our slogan

He also highlighted being an owner of supermarket, the biggest challenge he faced was to gain the trust of customers and how tactfully he has overcome and now proudly he can say that he is serving 3 generations of customers. To oversee and supervise the shop personnel, a member from the Sangoi family is always present at the store. He does not believe in loyalty card but believes in giving instant reward. So he has a system of giving some free item on the particular amount purchase to the customers. In spite of big competition of other supermarkets in the nearby area, he achieved 20% increase in his profit due to customized service, loyalty of customers and quality of products.

**Mantra for students- Have maths in your path**

He gave a mantra to all our engineering and management students; 'Think mathematically, Act mathematically and Talk mathematically". Convert everything to numbers. One should be able to define input/ output and entire process in terms of maths equation.

**Project based learning**

He also talked about how differently he has developed Sarvodaya supermarket's website. He appealed to budding VIT engineers to help with implementing newer ideas and practical solutions to his website and app.

In the end he has appreciated the initiative of Vidyalankar Dyanapeeth Trust for organising such events to give practical knowledge to the students and staff.

Mr. Chetan Sangoi catered to needs of customers throughout the lockdown period by continuously being there at the shop and providing services. He took immense efforts for making various goods available in the store during tough times. Vidyalankar salutes him for his extra ordinary efforts during difficult times.

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