

EXECUTIVE SUMMARY

This venture report illuminates the explanations for client of picking behtar for the buy. Behtar as a retail brand are one of the quickly developing parts in the Indian business retail and offers a profound knowledge to the business.

For finishing of this report, an overview was led and for satisfaction of survey, an example size 110 was chosen. Through the example size taken was little however it was differed to conquer all the chances. An organized poll was developed to gauge the reactions of the reactions of the respondents on reasonable scale so it very well may be investigated. Essential information assortment was done by means of surveys and auxiliary information assortment through organization site.

According to the study results, the majority of consumers base their purchase options on the quality of the product and the lowest price. Most of the customers come to buy goods from the food department of Bihar supermarket. Monthly discounts and the Big Day Offer (SS5D) are just amazing ways to boost sales. The business was found to have a very positive image in the minds of its customers.

Behatar is a chain of in-depth discounts, tech-based grocery and daily necessities stores. Every day, they serve more than 25,000 customers in over 300 partner stores across the country.

“Behtar Zindagi is India's first "online agro input shop," and it is actively working with agri-input suppliers throughout the country to bring their goods to the Behtar Zindagi platform in order to provide customers with transparent, competitive, and enhanced services.