From Local Roots To Retail Success: A Case Study On The Entrepreneurial Journey Of Jaydeepbhai Bariya, Proprietor Of Mahi Enterprise At Vadodara City

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Abstract:

The retail industry in India has undergone a rapid transformation, driven by rising incomes, digital adoption, and a growing middle class. In 2024, the total retail market reached an estimated USD 952.02 billion, reflecting increased formalisation and omni-channel expansion across urban and tier-2/3 centres (Expert Market Research, 2025). E-retail has become a significant growth engine, with online gross merchandise value (GMV) reaching approximately USD 60 billion in 2024, and the number of active online shoppers surpassing 270 million, accelerating hybrid models that blend digital discovery with offline fulfilment (Indian Express, 2025).

Within consumer electronics, India's smartphone ecosystem has been especially dynamic. Annual smartphone shipments reached about 153 million units in 2024, with wholesale revenues hitting record highs despite slower unit growth—indicating premiumisation and higher average selling prices (Storyboard18, 2025). The success of Indian mobile retailers combines scale, distribution depth, and experiential retail. Large chains and multichannel players, such as Reliance Digital, expanded physical footprints while integrating e-commerce platforms, and local multi-brand outlets maintained deep penetration into smaller towns (GizChina, 2025). Overall, India's retail and mobile-store segments

demonstrate how scale, digital integration, and localised distribution strategies can convert a large under-penetrated market into sustained growth opportunities, with policy support and domestic manufacturing further reinforcing momentum.

This paper is prepared based on the classroom assignment on 'Studying the Success Story of Retail Outlets in Vadodara City'. An Exploratory Research Design was used to prepare this paper. Primary objective behind this research is to know the daily activities of Jaydeepbhai as an owner of Mahi Enterprise, How he started his journey, what and how he is motivated for starting this store, what he done during difficulty times like covid, How he contact with his customers, How he use Social Media for reaching to target customers, plans, etc

 Key Words: Retail Management, Retailers as entrepreneurs, Growth and Success, Mahi Enterprise, Story of Success.

1. Introduction:

According to [1] ((IBEF), 2025)(Indian Brand Equity Foundation) "Indian retail industry has emerged as one of the most dynamic and fast-paced industries due to the entry of several new players. It accounts for over 10% of the country's gross domestic product (GDP) and around 8% of the employment. India is the world's fifth-largest retail destination. India is the world's fifth-largest retail destination and ranked 63rd in the World Bank's Doing Business 2023.

The urban Indian consumer's purchasing power is increasing, and branded goods in categories like apparel, cosmetics, footwear, watches, beverages, food, and even jewellery are gradually evolving into products that cater to both business and leisure needs, which are well-liked by the urban Indian consumer. The retail sector in India is expected to reach a whopping US\$2 trillion in value by 2032, according to a recent analysis by the Boston Consulting Group (BCG).

Figure 1.1 Success Story of Retailers

As of December 2022, there were 7.8 billion daily e-commerce transactions. Online shoppers in India are expected to reach ~500 million in 2030 from 150 million in 2020. Online shoppers in India are expected to reach ~500 million in 2030 from +150 million in 2020. The E-Commerce market is expected to touch US$350 billion in GMV by 2030."[1]

To understand the success story of any retailer, you need to go through key points like The Origin Story, Growth and Expansion, Challenges Faced, Unique Selling Points (USP), Customer and Community Impact, Digital Transformation (UPI, WhatsApp, Instagram), Achievements and Recognition, and the vision ahead.

2. Literature Review:

Dependent Variable: Success of Mobile Store Retailers

The success of mobile store retailers can be measured using financial and operational performance indicators, such as annual revenue growth, market share, profit margins, customer satisfaction scores, and store expansion rates. According to Singh (2021), revenue growth and profitability are the most direct indicators of business health, while customer satisfaction is a predictor of long-term sustainability. Market share data provides a competitive context, with leading mobile retailers often leveraging scale advantages to negotiate better margins with manufacturers (Kumar, 2022). Store expansion rate is also a critical success metric, reflecting both financial capacity and demand potential, particularly in emerging tier-2 and tier-3 cities (Sharma & Sheth, 2022).

Independent Variables

A. Market & Economic Factors

The broader retail environment sets the baseline for mobile retail performance. India's retail market, valued at USD 952.02 billion in 2024, has been expanding steadily due to rising disposable incomes and urbanisation (Expert Market Research, 2025). E-retail GMV reached USD 60 billion in the same year, supported by over 270 million active online shoppers (Indian Express, 2025). Smartphone shipment volumes—153 million units in 2024—indicate substantial consumer demand, while the rising average selling price (ASP) reflects premiumisation trends (Storyboard18, 2025). The overall growth rate of the retail sector also influences sales opportunities for mobile retailers, as expansion in consumer electronics correlates closely with GDP growth and disposable income (Verma & Raj, 2023).

B. Retail Strategy Factors

Operational strategies significantly shape retail success. Omnichannel integration allows retailers to merge online convenience with offline experience, enhancing customer engagement and conversion (Verma &

Raj, 2023). Store format innovations, such as experiential demo zones, can increase purchase intent by allowing hands-on product trials (Singh, 2021). Distribution reach remains crucial; national players like Reliance Digital have capitalised on deep networks across urban and semi-urban areas (GizChina, 2025). Efficient inventory management ensures the availability of fast-moving models while reducing stockholding costs. After-sales services, including technical assistance and warranties, have been linked to stronger brand loyalty (Kumar, 2022).

C. Customer & Market Behaviour

Consumer trends exert direct influence on retailer performance. The preference for premium smartphones has grown, driven by rising incomes and flexible financing schemes such as EMIs and trade-in offers (Storyboard18, 2025). Festival seasons continue to generate sales spikes, with Q4 2024 shipments hitting 37.2 million units due to promotional campaigns (Canalys, 2025). The sheer scale of India's online shopper base presents opportunities for cross-channel promotions, integrating e-commerce discovery with in-store fulfilment (Indian Express, 2025).

D. Policy & Industry Support

Government initiatives have reshaped the competitive landscape. The Production Linked Incentive (PLI) scheme and Make in India have boosted domestic manufacturing, reducing dependency on imports and improving price competitiveness (Kumar, 2022). Policies on import duties and taxation influence both pricing strategy and product availability, particularly for global brands seeking to expand in India (Sharma & Sheth, 2022).

Control Variables

Regional factors play a moderating role in retailer performance. Tier-1 cities often provide higher sales volumes but also greater competition, while tier-2 and tier-3 markets offer growth potential through first-time smartphone buyers (Singh, 2021). Brand portfolio breadth determines the retailer's ability to cater to diverse price segments, and competitor density in a given region can impact both margins and promotional strategies (Kumar, 2022).

Conceptual Model:

Conceptual Framework: Factors Influencing Success of Mobile Store Retailers in India
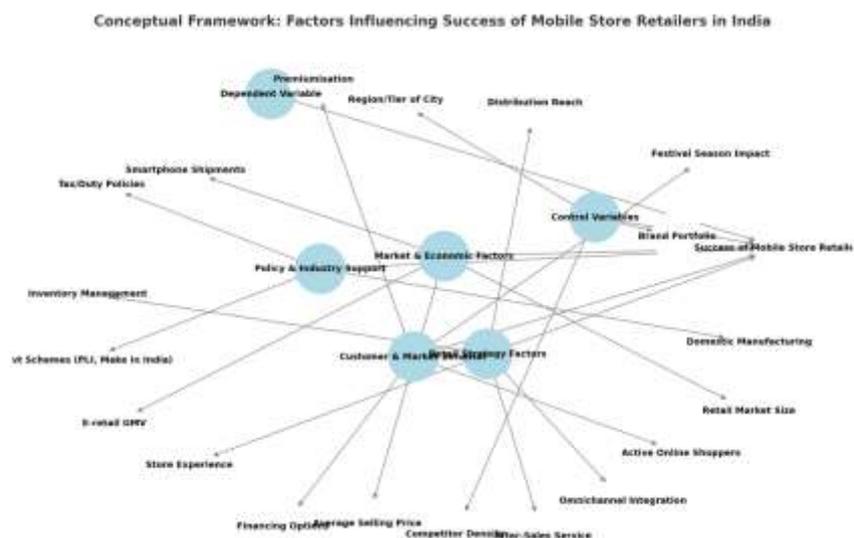
From the literature review, we can recognise the independent and dependent variables as shown in the figure.

3. Research Methodology:

This paper is prepared based on the classroom assignment on 'Studying the Success Story of Retail Outlets in Vadodara City'. An Exploratory Research Design was used to prepare this paper. Both Primary and Secondary Data Sources were used to collect the Data. Primary data was collected through a personal interview with Mr. Jaydeepbhai, the owner of Mahi Enterprise. We studied Mahi Enterprise, which is situated in Vadodara city. Primary objective behind this research is to know the daily activities of Jaydeep bhai as an owner of Mahi Enterprise Store, How he started his journey, what and how he is motivated for starting this store, what he done during difficulty times like covid, How he contact with his customers, How he use Social Media for reaching to target customers, plans, etc.

4. Key Findings from Interview:

About Mahi Enterprise Store

Mahi Enterprise, founded in 2007, began as a small general store driven by a strong entrepreneurial spirit. Located in Somatalav Vistar, Wagodiya Ring Road, Vadodara, the store was started by Jaydeep Bhai Bariya, who believed in hard work, customer service, and adaptability.

Over the last 18 years, it has grown into a trusted retail name by staying rooted in customer needs and adapting to the changing times. Jaydeep bhai's vision was simple: to serve society with essential goods and emerging technology all under one roof. Started with just a few shelves, big dreams

and a focus on service. The retailer, i.e., Jaydeepbhai, was very clear that he wanted to start this store and grow his business in this area only.

Photo Courtesy- Aryan & Surbhi

The Origin Story of Mahi Enterprise Store

In the beginning, it was not easy. There were many problems, including a lack of customers and intense competition from other shops. Sometimes there was profit and sometimes loss, but Jaydeep bhai did not give up.

Jaydeep bhai spent time understanding what customers needed and gradually expanded into services like mobile recharge and valuable accessories.

When asked by the owner why he put his name, Mahi Enterprise Jaydeep bhai said he named the shop" Mahi Enterprise after his daughter's name, which shows how close the business is to his heart.

Photo Courtesy- Aryan & Surbhi

Growth and Expansion opportunities and challenges

As time passed, Mahi Enterprise began to grow. One big step was getting a dealership from big companies like Vivo, Jio and Airtel. This helped bring in more customers who needed SIM card mobile phones.

To promote the shop, Jaydeep bhai used bright marketing ideas. He makes an account on Instagram to show offers and new products. He also offers discount gifts and exchange offers to attract customers.

During festivals like Ganesh Chaturthi and Navratri, he sponsored local events. He put up banners, which helped him to make the shop well known in the society and build strong customer connections.

Now the shop has two staff members working along with the owner, and Jaydeep Bhai will also open his second shop.

Challenges Faced by Jaydeepbhai as an owner of Mahi Enterprise Store

When Mahi Enterprise first started in 2007, there was limited capital available to invest in the shop. The owner had to carefully manage every rupee from buying stock to handling daily expenses. It took time to create a stable income.

As online shopping platforms like Amazon and Flipkart became popular, many people started buying phones online. The big mobile showroom offered fancy discounts. Competing with these big players was a significant challenge.

The owner said he never gave up. He showed patience and hard work, building a strong relationship with the customer. He stayed updated with mobile trends and new technology. By offering good service, honest advice, and quality products, the shop slowly won its customers' confidence.

Photo Courtesy- Aryan & Surbhi

Digitalisation

As technology advanced, people's habits started changing. The customer started asking for online payment, so Mahi Enterprise started taking payments online and also gave a credit discount sometimes.

Achievements and Recognition

Achieved dealership awards from vivo, Jio Airtel and crossed a significant business milestone with

sustained growth over 18 years.

Message to aspiring local entrepreneurs

When asked, Jaydeep Bhai said, "What are the key points that aspiring young entrepreneurs should keep in mind?" He replied, "Believe in yourself, even when others do not. Start small but think big. Learn from your mistakes and keep moving forward. Stay updated with technology and market trends, and serve your customer with honesty."

5. Conclusion:

To conclude, the key factors behind the success of "Mahi Enterprise Store" were dedication, adaptation, and a customer-first approach, which can lead to sustainable retail success. When asked about what the key points that aspiring young retailers should keep in mind, Jaydeepbhai said that "*proper assortment of products as per the location and needs of the customers over there is significant. Also, the retailer should*

be soft-spoken to ensure repeat purchases and build customer loyalty. Customer complaints should be addressed with great care rather than neglecting/ignoring/or delaying them."

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