

Impact of Imtiaz Mega Mall Entry on Punjab Mega Mall's Sales Decline

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Introduction/Background

Since its September 2019 opening, the Punjab Mega Mall has been a go-to spot for food, apparel, and home goods. The mall attracted and retained customers due to its prime location, affordable prices, and effective marketing campaigns. Punjab Mega Mall, run by Mr. Saim Sarwar, flourished in an area with little competition and became a local favorite for many people's shopping needs.

Imtiaz Mega Mall Entry in 2022

March 18, 2022, marked the beginning of Imtiaz Mega Mall into the Sargodha market in Pakistan. Imtiaz became well-known and popular due to its wide variety of products, state-of-the-art infrastructure, and focus on the consumer. By capitalizing on Imtiaz's reputation as a large-scale retail chain with consistent quality and low prices, Mr. Sarmad Raza's leadership was instrumental in developing the company's footprint. Imtiaz Mega Mall, a huge retail chain, was launched in Sargodha in March 2022 and led by Mr. Sarmad Raza. Punjab Mega Mall, which had been operating in the vicinity since September 2019 under the supervision of Mr. Saim Sarwar, encountered a substantial obstacle at this entrance. Providing a wide selection of goods to the local

population, Punjab Mega Mall held a strong market position before Imtiaz's arrival. However, Punjab Mega Mall experienced a steep fall in sales not long after Imtiaz Mega Mall appeared. Many people wondered if Punjab Mega Mall would survive and thrive in the face of this new competitor's arrival.

Key Issue: Sales Decline at Punjab Mega Mall

Punjab Mega Mall's sales performance was affected by the launch of Imtiaz Mega Mall. Imtiaz's aggressive pricing techniques, wider product offers, and modern infrastructure drew customers away from Punjab. A discernible drop in sales within months of Imtiaz's entrance sparked concerns over Punjab Mega Mall's long-term viability in the market. Responding to this new competitive challenge was a vital duty for the leadership of Punjab Mega Mall.

Causes of the Decline and a Way Ahead

Mr. Saim analyzed the situation and called a meeting of his key staff to examine this issue. It was found that several factors contributed to the sales decline at Punjab Mega Mall:

1. **Increased Competition:** With the opening of Imtiaz Mega Mall came a new, strong rival, one that provided shoppers with more options, better service, and more contemporary experiences.
2. **Pricing Strategy:** Punjab Mega Mall struggles to keep its competitive advantage in the face of Imtiaz's aggressive pricing practices.
3. **Customer Experience:** When compared to Punjab's more conventional retail structure, Imtiaz Mega Mall provided a far better shopping experience due to its contemporary design and convenient location.

4. **Marketing and Promotion:** Overshadowing Punjab's local advertising, Imtiaz's high brand awareness and marketing activities attracted substantial customer attention.

Now Mr. Saim Sarwar was thinking how to cope with this new entry and sustain their sales in light of the above issues for this purpose he thought to do market search and competitors analysis.

References

<https://imtiaz.com.pk/2022/03/18/imtiaz-mega-sargodha-a-convenience-filled-shopping-experience-awaits-you/>

<https://www.facebook.com/punjabmegamall/>

Annex

Punjab Mega Mall



Imtiaz Mega Mall

