

Retail Online @ Jims

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Thought for the day

*"To manage or to coach?
People will manage the work.
By attempting to manage
people you are limiting their
potential. A manager is a title,
it does not guarantee success.
Coaching is an action, not a
title and actions will result in
successes!"..*

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Retail through Mobile

Retailers who are not creating mobile solutions are at risk. Their customer base may shrink. Customer behavior, needs and preferences have matured over the last few years. They expect their favourite brands to have a mobile presence, adding convenience to their shopping experience. They have social media tools on their mobiles, enabling them to instantly share images of products with friends, exchange product information and match their choices with that of their communities. This is highly valuable data for retailers. It enables them to match customer expectations and preferences in real time making customized offers that increase sales, drive customer satisfaction and improve customer loyalty.

The rewards of adopting mobile commerce are significant. The time is ripe for retail businesses to re-evaluate their mobile

strategy. Their focus should be to improve their relevance to their customers. Mobile technologies have the capability to deliver against that goal. Emerging mobile practices offer a



range of benefits on a scale previously inaccessible to retailers. Mobiles can:

- Provide information in real time so that customers can make better decisions
- Leverage customer data and analytics to personalize the shopping experience
- Drive customers into the store (and keep "unproductive" customers away)

- Improve customer satisfaction, thereby increasing sales
- Increase cross-selling and up-selling
- Increase repeat sales
- Improve business efficiencies that drive profitability

Success in the mobile commerce space is dependent on unifying the customer experience across channels as well as on a deep understanding of customer behaviour. Mobile marketing agency Sponge reveals in its market study that 70 percent of online retailers are using a mobile platform to communicate with their customers.

The ability to tap into customer data and create analytics-driven marketing intelligence is a gap that calls for urgent attention. Fortunately, retailers like Amazon and Sears are shining a light on the future of mobile commerce.

<http://www.wipro.com>

Archies launches UNICEF cards

Gift and greeting cards major Archies has entered into a licensing partnership with UNICEF, and is looking to double its retail presence to around 400 company-owned stores in the next four years, as well as tap modern retail chains for marketing its products. Company aims to achieve sales of Rs 400 crore in the next four years.



Last fiscal, Archies registered sales of Rs 180 crore. Launching a range of UNICEF greeting cards and gifts, the company

said it plans to sell around 10 million units of the UNICEF products and is eyeing revenue of around Rs 20 crore through the initiative in the next five years. As part of the licensing agreement, Archies will produce and distribute UNICEF cards and paper products through 222 outlets in 66 cities and 15 states

<http://www.thehindu.com>



National Conference on
Retail Excellence
NCRE 2011

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at JIMS, Sector 5, Rohini,
Delhi
on

Foreign Fashion brands

With a slowdown in the US and European economies, foreign brands are now setting their eyes on the lucrative Indian market. With an investment of over \$90 million, Paris-based luxury goods group Louis Vuitton Moët Hennessy (LVMH) is bringing three premium brands in India, including beauty retail chain Sephora, Singapore fashion company Sincere and Hong Kong-listed Emperor Watch and Jewellery.

DLF Retail and Reliance Brands are said to be in talks with LVMH-owned beauty retailer Sephora. LVMH is already on an expansion spree in India and has launched a \$650 million private equity fund called L Capital Asia dedicated to markets that would primarily deal in consumer brands, lifestyle concepts, beauty and wellness.

According to experts, luxury brands are finding an increasing presence in major cities such as Delhi, Mumbai and Bangalore and are seeing huge potential in cities such as Pune, Chandigarh, Kolkata, Hyderabad due to high disposable incomes. Sephora has over 250 brands under its umbrella, including Dior, Aquolina, Diesel, Clarins, D&G, Evian and Canali.

According to industry sources, the retail giant is planning to open around 50 stores of Sephora in the next couple of years. Apart from this, Swedish fashion retailer Hennes & Mauritz plans to foray into the Indian market and is in talks with DLF brands among others.

<http://www.financialexpress.com/>



Channel V, Star India's music and youth-centric television channel, is the latest entrant in the café and bars space in India. Channel V plans to open 30 'cafés by day and bars by night' outlets, to be called [V] Spot, across the country in three years.

Unitech expends Mall space

Unitech, the second-largest real estate company in the country, plans to develop about 2 million sq ft of , among others. According to the Vice-shopping malls across the country in the next three years. According to a company executive, the realtor is focussing on developing retail outlets across Noida, Mohali, Kolkata, Kochi, Bangalore, Lucknow and Dehradun-President (corporate planning) R Nagaraju, the firm might either fully or partially sell these properties after fully developing them. This strategy is in sync with the firm's overall policy of exiting a non-

core business after developing it, including in the hospitality sector. Gardens Galleria and Great India Place are among the retail malls from the Unitech stable. The company has launched eight million sq ft residential projects since January 2011, and said it expected to complete 10 million sq ft by the end of this month. Going forward, it plans to offer a mix of products — affordable, mid-segment, and high-end. Also, it would go to towns where it does not have a presence.

<http://www.business-standard.com>

Vada pav stalls to go beyond Mumbai

The taste and fragrance of vada pav has slowly expanded across the country to help entrepreneurs make the item a successful fast-food business beyond its native Maharashtra. The prospects of the classical western-Indian snack becoming a flourishing business has just got stronger, with VenturEast, a venture capital firm, recently investing Rs 21 crore in Goli, a vada-pav joint. That and Jumboking Vada Pav, the two prominent vada-pav joints based in this metropolis, foraying into non-Mumbai markets. Goli Vada Pav Private Ltd plans to add 50 more stores by

this year-end and 500 more in five years. Jumboking is planning to add 24 stores by this year-end. The reason for VenturEast investing in Goli was because of their emphasis on quality: where the potato dumplings or vadas are prepared in fully automatic plants, with every vada passing through an X-Ray machine and metal detector. For this, Goli Vada Pav has tied up with Vista Processed Foods, a subsidiary of US based OSI Group, which prepares burgers for McDonald's.

<http://www.business-standard.com>



Technology solutions for Retailers

Cloud computing, mobile phones, retail outlets and customer relationship management (CRM) – all these combined to make a potent blend behind the \$500 million (Rs 2,309 crore) transaction throughput, recorded this year by Capillary Technologies Pvt Ltd. A start-up based in Bangalore, Capillary is aggressively pursuing large, as well as small and medium retail outlets, as it prepares to take the next growth step. In fact, it is targeting an aggressive 8x growth in revenues this fiscal, led by

strong global executions. What It Does Incubated in August 2008 by IIT Kharagpur engineers Aneesh Reddy and Krishna Mehra, Capillary Technologies Pvt Ltd's flagship product inTouch is a Cloud-based CRM solution, which is integrated with billing and point-of-sale outlets of retail chains.

Using inTouch, SMEs can access and use purchase data to entice buyers with loyalty programmes and discounts. Today, Capillary's CRM system processes an average of four million

transactions per month, which has grown by a million since March this year. The company currently works with 100 brands and reaches a pool of 10 million consumers.

Loyalty & ROI The solution inTouch competes with traditional in-house loyalty programmes, such as those offered by Shoppers Stop and Pantaloon. It also competes with coalition loyalty firms like Payback (iMint) and Videocon-owned Loyalty Mine.



Time Management

The CEO of a large company was scheduled to speak at an important convention, so he asked one of his employees to write him a punchy, 20-minute speech. A few days later when the CEO returned from the big event, he was furious. "What's the idea of writing me an hour-long speech?" he demanded to know. "Half the audience walked out before I finished." The employee was baffled. "I wrote you a 20-minute speech," he replied. "I also gave you the two extra copies you asked for."

National Conference on Retail Excellence at JIMS, Rohini

Jagan Institute of Management Studies is pleased to announce National Conference on Retail Excellence on October 11, 2011. The above conference shall be broadly based on the theme of strategies for achieving excellence in retail and marketing operations. It shall cover various sub-themes as mentioned in the conference tracks.

This conference aims at sharing research and experience based

knowledge among researchers, academicians and practitioners on contemporary field of Retail and Marketing. The conference shall also explore innovative practices and strategies that might assist Retail and related organizations in their business operations.

Call for Papers:

Original research papers / case studies / articles covering issues, practices, techniques and strategies in various aspects of

Retail or as per sub-themes mentioned in the conference tracks are invited for presentation in the conference. Selected papers would be published in the form of an edited book / proceedings.

For further details contact:

Conference coordinators at ncre2011@jimsindia.org or refer to our web site www.jimsindia.org or call (M) 9650758671

Cold chains

Looking at the alarming farm produce wastage, government needs to take concrete steps for overhauling the cold chain infrastructure in the country.. With over 30% of all consumer-spending being on food and groceries and the country boasting of the largest irrigated area in the world, the food business and its allied trades are among the largest growing sectors in India. Every year, India feeds over 3

billion people globally. According to some industry analysts, India, is set to become the largest food supplier of the world. It has the cultivable terra firma, all the seasons for production of all varieties of fruits and vegetables, and an agribusiness system that works though it needs to be vastly improved, particularly, the cold chains segment. Supply stakeholders cold supply chains are required in three stages of food processing. In the preliminary stage, primary producers in

various sectors, namely agriculture, horticulture, fisheries and aquaculture need strong cold chain backup; in the intermediate stage, manufacturers who process the food for making ready-to-eat or ready-to-cook products together with the packaging companies call for a strong cold chain infrastructure; and at the final stage, the retailers, wholesalers and caterers need the supply chain.

<http://www.fnbnews.com>



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**JAGAN INSTITUTE OF
MANAGEMENT STUDIES**



PGDM - RETAIL & MARKETING MANAGEMENT @

Jagan Institute of Management Studies has evolved as an institution of excellence and commitment in the field of Management and Technical education. The institute from the very outset focused on professional studies at the Post-graduate level with a view to tap, direct and channelize the enormous talent pool in the country. We offer Post Graduate Diploma in Management (PGDM-Retail & Marketing Management) (two year - Full Time). The Programme is duly approved by the All India Council for Technical Education (AICTE), Ministry of HRD, Government of India.

The course aims at providing students with a comprehensive understanding of the theoretical and applied aspects of retail management. The curriculum has been designed keeping into consideration the requirement of Retail industry as well as retail operations of other industries such as banking, telecom, insurance, consumer durable, hospitality, etc. The course shall provide extensive training to the students on existing and emerging trends in Retail management and shall cover various aspects of marketing, stores, finance, HR and other stores operations. During the two years course, besides general management subjects, students shall also gain proficiency in Retail stores management, Retail strategy and planning, Technology in Retail, Legal aspects of Retailing, CRM in Retail, Visual Merchandising, etc. The students after passing out this course are expected to fulfill the growing demand for middle and senior management positions in the backend retail functions apart from those existing in front end marketing operations.

CALL FOR CONTRIBUTIONS

We invite retail and marketing articles, news clippings, humorous incidents, jokes, poems, activities related to your departments, photographs, management thoughts, etc. for publication in this newsletter. These may be forwarded to: 'retailonline@jimsindia.org' (Please mention the source / reference of your article)

ACTIVITIES AT JIMS

JIMS organized a National Seminar on "Indian Banking: Robust; Reliable; Resurgent". "Indian Banking: Robust; Reliable; Resurgent" on Monday 29th August, 2011 at the PHD House, August Kranti Marg, New Delhi. Present on the occasion were the Chief Guest, Shri Nagesh Pydah, Chairman & MD, Oriental Bank of Commerce, Guest of Honour, Shri Chandan Sinha, Regional Director, Reserve Bank of India, among others. From JIMS, Dr. J.K. Goyal (Director) and Prof. R. P. Maheshawari (Director General) shared the dais with banking experts. Eminent speakers including Shri V.R. Iyer (GM, Oriental Bank of Commerce), Shri. D.S. Tripathi

(GM, Union Bank of India-North Region), Shri Mani Kant Tula, (DGM, State Bank Academy, Gurgaon), Shri. Ajay Kumar Sinha (AGM, Reserve Bank of India), Smt. Sruti Sankar (AGM, Reserve Bank of India), Shri. V.K. Shrivastava (AGM, Punjab National Bank), Shri Mallikarjuna Rao, (AGM , Oriental Bank of Commerce),

Centre, Noida), Prof. Ashok Choubey (Senior Faculty, NIBSCOM), Prof. Vinay Dutta (Fore School of Management) and Mr. Matteo Chiampo, (COO, Eko India Financial Services Private Limited) shared their invaluable experiences with the audience. Multiple technical sessions were organized on issues such as 'Survival in Turbulent times and Strategy for Risk Management', 'Beyond Core Banking Solutions: Issues and Way Forward' and Full Financial Inclusion: A Vision.



Shri Ram Prasad Raharia (AGM & Principal, State Bank Learning

