



RETAIL
E-NEWSLETTER

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Thought for the month

“While the word is yet
unspoken,
you are master of it;
when once it is
spoken
it is master of you.”

Inside this issue:

Verve 2012	2
M&S launches first high-street sustainable learning store	2
Report- FDI in single brand retail not attracting foreign brands	2
Cynosure, MDPs, CRM	3
Arithmetics in Retail Management: By Subhraj Kushwaha	3
Louis Philippe to launch large-format flagship stores	3
Activities in JIMS: JIMS COHOSTS DELHI RETAIL SUMMIT 2012	4
STUDENTS CORNER	4

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PAGE I

JAN-FEB, 2012

Amazon and eBay readying for Indian online retail turf



The American online retailer Amazon and the online auction and shopping website eBay are gearing up to enter the yet nascent e-retailing turf in India. Amazon has recently launched its price comparison site, Jungle.com. It has also got the required permissions to set up large warehouses across the country for stocking third-party merchandise, as well as to start a logistics arm to ship products. While the business pattern followed by Amazon is the same as in USA, the Company will benefit here due to lower costs for setting up warehouses. eBay entered

India in 2004, so is familiar with the territory by now with 23,000 sellers and about 3 million registered users in the country. eBay saves on investing in back end warehouses with its marketplace model, where it does not stock products but provides an online platform for third-party merchants to sell to registered users. eBay needs to partner courier agencies and allied service providers who are domain experts. It has recently signed up with Bata, Fabindia, CatWalk and Hidesign and is also working with merchants to offer customized inventory of bundled merchandise, such as horse riding accessories, as a means of differentiating itself from other online retailers. With several home grown players in lifestyle retail like Myntra and Yebhi, and the established international brands hitting the e-retail space, the brick and mortar retailers are watching keenly as to the direct impact on their businesses.

Reebok enters fitness market-to open 10 gyms with

Reebok is targeting the fitness market and has entered in a tie up with CrossFit Inc to open 10 gyms this year. CrossFit is a strength and conditioning program, having over 3,000 affiliate gyms worldwide. The program is very popular with fire departments, law enforcement agencies, and military organizations. CrossFit Inc. certifies CrossFit trainers and licenses the CrossFit name to gyms. Affiliates are free to develop their own programming, pricing, and instructional methods. Shamim, Director Reebok Brand has

As per reports in the media, Sajid said that the number of these CrossFit gyms, referred to as ‘Boxes’ will be doubled in 2013. Reebok will launch accessories like kettle bells, fitness gloves, gym balls to start with the gyms and will introduce a CrossFit line later. A CrossFit footwear and apparel range is scheduled for launch by July 2012. This range of Reebok is very technical and comes under the pinnacle products category, which are priced higher. Reebok already has a global marketing alliance with CrossFit.

jims
Verve
2012

22nd & 23rd March, 2012

**"THE BIGGEST
GLAM-WHAM-OF
THE YEAR IS
BACK AGAIN"**

JIMS has been an institute of academic excellence, known for its total commitment, to superiority in education and research with a holistic approach for quality of life, environment, society and ethics.

JIMS is proud to present its Annual Inter-College Techno-Management-Cultural Fest "VERVE2K12".

"Now the sage is all set to prove your vigor & enthusiasm"

Be ready for the excitement, energy & enthusiasm with us"

Happy

"VERVE2K12"



M&S launches first high-street sustainable learning store

Marks & Spencer (M&S) plans to become the world's leading sustainable retailer by 2015, and has taken several initiatives in this direction. The retailer has launched a 20,000 sqft store in New Delhi's South Extension market, which is a first in India. The three storied structure has incorporated several energy saving measures within the construction and design. The store is expected to provide insight into sustainable building prac-

support such projects in the future. M&S has applied for a Gold Leadership in Energy and Environmental Design (LEED) rating.

The sustainable features of the M&S store include heat transmitting glass, solar reflective tiles, use of Energy Star certified equipment, rain water harvesting, dedicated recycling bins, energy meters to monitor the store's energy performance etc. The store stocks its regular lines of apparel for men and women and accessories.



M&S operates in India, since 2008, as part of a JV with Reliance Retail. There are 25 M&S stores in India located in Delhi, Gurgaon, Noida, Amritsar, Mumbai, Pune, Kolkata, Bangalore, Chennai and Hyderabad.

Report-FDI in single brand retail not attracting foreign brands

The Government of India's policy of allowing 100% foreign direct investment in single brand retail has not exactly enticed the foreign brands to come rushing in. The policy came into effect in January this year. As per reports in the media and surveys, the deterrents are the clauses such as 30% sourcing of merchandise from within India and the lack of clarity on the duty structures and processes. Versace Collection's brand head in India, Prem Dewan is reported to have said the quality of the brand would be affected with large scale local sourcing for all of its ten stores in

the country. Those brands that are operating with a JV are having a better time. Boggi Milano, a leading European fashion brand present in India with a JV with DLF Brands is aggressively growing in the Asian markets and plans to open 30 more stores in India by 2013-2014. The Company has passed up on the new FDI in single brand proposal, preferring to go along with a local partner. Another factor that international brands fear is that local sourcing would result in local products becoming more expensive and unviable, just as has happened in China.

LVMH's L Capital Asia to invest Rs 750 cr in Raymond Apparel

As per reports in media, the LVMH owned private equity firm L Capital Asia is in negotiations with Raymond Apparel to invest Rs. 750 crore (\$150 million) for a minority stake. This is the largest ever private equity investment in an Indian apparel company. The news has not been confirmed by either of the parties involved. However, the

media reports say that the stake could be around 10%-20%. Market experts see this as an impetus to Raymond to expand in international markets and materialise domestic acquisition plans. L Capital is also looking to strengthen its portfolio of branded apparel firms, which now include Fabindia and Genesis Luxury.

CYNOSURE

ANNUAL IT FEST

22nd & 23rd March, 2012

IMAGE CHIEF

SECRET CODE

LAN GAMING

UNRAVEL THE QUERY

WEB DESIGNING

KODE DEBUGGING



jims

Presents
**Management
Development
Programs
(MDPs)**

**CUSTOMER
RELATIONSHIP
MANAGEMENT
(CRM)**

On

**March 24th, 2012
(Saturday)**

10.00AM - 5.00 PM

at

**Jagan Institute of Man-
agement Studies,**

Sector -5, Rohini,

New Delhi.

ARITHMATICS IN RETAIL MANAGEMENT By: Subhraj Kushwaha (PGDM-RMM)

INTRODUCTION: Every step in retail has great relevance to everyone's personal life. We can correlate it term in our life as, when we want to succeed in life (academics) we give the exam and after that got the result in this movement somebody had smile and sorrow. One started taking right step to ensure that ranks were better in the next exam. Sometime we take help of some coaching institution to make better our result and knowledgeable against the competitor.

WHAT IS RETAIL ARITHMATIC: Retail as seen is detail ; the more you get into details better will be your result .We know that one and one marks two however how to make more than two will be an good entrepreneur's though.

Retail arithmetic talk about various factors that have affected the sales, what has been the increment in sale as a whole and what are the factors that actually influenced customers' behavior. What has been the productivity of a person on the shop floor, what has been the productivity of the display on the shop floor and what has each square feet of space contributed to the organizations' turnover is.

AVERAGE STOCK VALUE: It is a division of the total stock value by the total no of pieces. It dose apply to most of the places where we have specific categories barring those of fresh fruit and vegetable not to all the formats of retail. this would give us indication of what the average stock piece value one has in their stories Average stock value = Total stock value / total stock pieces. It helps tracking the value of the stock as well as monitors the sales per cate-

gory.

AVERAGE SALES VALUE: It is a division of the Total sales value by the total no of pieces sold .

Average sale value = Total sale value / total sale pieces

When the average stock value is high and the average sale value is low it shows that lower priced merchandise is moving faster than high priced merchandise.

When the average the average sale value is higher than the average stock value it shows that the high priced merchandise is selling more than the lower priced merchandise.

It helps tracking the value of the scale as well as in monitoring the stock per category.

SALES PER SQUARE FEET: It calculate on Floor area or the total entire area not just selling area. The total area that has been rented out should be considered for calculation of sales per sft.

Sales per square feet = sales during the year / total area of the store.

We can calculate in terms of per sqf.

Per day = sales per sqf. Per year / 360.

AVERAGE BILL VALUE: The average bill value would differ from store to store depending on its type. The total sales divided by the number of invoices are taken into consideration.

Average bill value = total sales / no. of sales invoice.

Louis Philippe to launch large-format flagship stores

Louis Philippe, a division of Aditya Birla Nuvo, Madura Fashion & Lifestyle, new branding initiative will see the opening of large format flagship stores. A new 10,000 sqft store has already been set up in Chennai. Besides, Louis Philippe also plans to add 40 new stores each year. At present there are 100 stores across India.

The new branding initiative of the Company has seen the recent association with golf, where the brand has launched Louis Philippe Cup for golf in partnership with Professional Golf Tour of India (PGTI) and Rishi Narain Golf Management

ACTIVITIES AT JIMS:

"JIMS COHOSTS DELHI RETAIL SUMMIT 2012"

"Am I the first man you have ever loved?" boy said. Of course," girl answered "Why do men always ask the same question"?"

Santa: **Yaar Ye Autometacily Kya Hota Hai.**

Banta: **Simple Yaar, Jab Koi Ganji Aurat Auto Me Baith K Jaye to Use bolte hai "Auto-Me-Takli"**

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JIMS, Sector 5, Rohini, Delhi partnered with the Retailers Association of India (RAI) in organizing DELHI RETAIL SUMMIT - DRS 2012 at THE PARK hotel, Connaught Place, New Delhi on 24th February 2012. This was the first time that the DRS was being held at New Delhi. The key objective of the summit was to get a grasp on the retail industry in India on various aspects including consumer shopping behaviour, technological challenges in new age multi channel retail, digital media, skill development initiatives in retail as well as to get the government perspective on the industry.

DRS 2012, had participation of over 200 delegates comprising of



Mr. Vikram Bakshi, MD, McDonalds India (N&E), addressing the delegates



The Google team at DRS, 2012.

business leaders from the retail industry, government dignitaries and skill creation bodies. Some of the key speakers in the summit were Mr. Vikram Bakshi, MD, McDonalds India (N&E), Mr. Rajan Anandam, MD, Google, India, Mr. V.D. Wadhwa, MD, Timex watches, Mr. Sada-shiv Nayak, CEO, Future value retail ltd., Mr. L. Prabhakar, VP-HR, ITC Agro, Mr. Rahul Chadha, MD, Religare Wellness, etc.

JIMS Retail management students volunteered in the event for the whole day and ensured its successful conclusion. Overall it was a great learning experience for the students as well as faculties from JIMS.

Guest lecture on 'BRAND MANAGEMENT'

A guest lecture was organized for PGDM Retail Marketing Management Batch 2011-13 on "Brand Management". The Guest speaker was honored by Mr. Bashab Sarkar, ED & CEO for BEI Confluence group on 15th March, 2012. The key area/concern of the workshop was to make the students aware of scope, principles, fields & job prospects of Branding. With the advent of Industrialization branding became the first face for any business or a company. The idea showcases the beliefs and mission of any organization. Right brand attracts the right audience for which it is targeted. Using the right marketing techniques, to create an image in the minds of people is the first phase of brand marketing. If the Marketing is done in the right proportion

it becomes a factor which remains throughout in the minds and preferences of the consumers. The consumers decide and choose a particular brand according to their wants and desires. The competition amongst different companies selling the same brand and differentiating your product from the competitors is the core area where brand management works.

The overall experience at the guest lecture was a learning one; many new aspects and facets of the concept were highlighted. The lecture came fruitful for both the students as well as for the staff members. The elaboration and the collective efforts of all the people made it as an enriching experience.

STUDENTS CORNER:

PUZZLES OF THE MONTH :-

Y	C	A	O	U	T	B	R
O	U	N	H	I	K	A	E
A	M	N	T	N	G	E	G
K	T	O	I	W	T	E	G
E	A	N	O	M	E	L	S

The letters of a quote is inside this maze and it will form a continuous link, no cross and it may come right , left , top and bottom. Can you find the hidden quote in this puzzle?

CHECK YOUR GENERAL KNOWLEDGE :-

1. Name the four wheeler, not a car, launched by Bajaj.
2. The first Indian to win Nobel Prize was-
3. Who was awarded the UNESCO Peace Prize 2008 ?
4. India's newly built and tested missile 'Astra' is meant for?
5. Who among the heading the SEBI's Committee on Corporate governance?
6. Who won the Miss Universe 2010 ?

MIND ZONE:

SUDOKU (No. 002)

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8								2
	7			1		5		
4					5	3		
	1			7				6
		3	2					8
	6		5					9
		4						3
					9	7		

8	3	5	4	1	6	9	2	7
2	9	6	8	5	7	4	3	1
4	1	7	2	9	3	6	5	8
5	6	9	1	3	4	7	8	2
1	2	3	6	7	8	5	4	9
7	4	8	5	2	9	1	6	3
6	5	2	7	8	1	3	9	4
9	8	1	3	4	5	2	7	6
3	7	4	9	6	2	8	1	5

Send your answers to gourav071989@gmail.com along with your name by April 20th. Student with most correct answers will be announced in the next edition