

**Management Tips**

*You are responsible for everything that happens in your life. Learn to accept total responsibility for yourself. If you do not manage yourself, then you are letting others have control of your Life*

*Look at every new opportunity as an exciting and new-life experience.*

*Agree with yourself in advance that you will have a good attitude toward the upcoming task*

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# Retail Online @ Jims

Volume I, Issue I

June, 2011

**Multi-brand FDI-Walmart, Carrefour & Tesco may soon open stores in India**

Source: Economic Times

Multinational retailers such as Walmart, Carrefour and Tesco may soon be allowed to open stores in India subject to stringent investment norms, sourcing conditions, and cap on number of outlets in big cities.

The Department of Industrial Policy and Promotion, or DIPP, is likely to move a proposal seeking cabinet approval for 51% foreign direct investment (FDI) in multibrand retail subject to a minimum investment of \$100 million. The proposal gives state governments the final say on whether they wish to have front-end retail stores in their states.

Multinational retailers will have to file a statement of account with the RBI and Foreign Investment Promotion Board showing the investment in back-end

functions. "The FDI in multi-brand retail should create large-scale employment and bring quality investment into the country leading to development of back-end infrastructure," the official said. According to industry estimates, lack of cold chains leads to a loss of about 40% of the country's farm produce, or Rs 50,000 crore, every year.

The government will also allow back-end infrastructure to be executed through a dedicated entity. Multi-brand retail stores would be required to source at least 30% of their products, including food items, from small and medium enterprises.



**Zara Fever Grips Indian Retailers**

Source : The Economic Times

Spanish retail brand's ability to pull shoppers makes it most-preferred neighbour in malls. World's largest clothing retailer Inditex entered India with its flagship brand Zara on a Friday in May last year and that day the

South Delhi outlet recorded the largest single-day sale by an international retailer in the country.

Zara's ability to chase fashion trends around the world, move a design from a drawing book to shop floor in two weeks and launch new lines sometimes

twice a week has helped it ensure steady flow of consumers. It's fast. It's fashionable. And it has won the attention of several apparel brands; both Indian and multinational, that now launch more collections in a year and have stylized their shops.



## RFID in Retail

Source: <http://www.retailtechnologyreview.com>

Radio Frequency Identification (RFID) is becoming increasingly popular across Europe with a number of manufacturers and businesses starting to implement the technology to improve their business operations. One of the benefits to retailers and brands is that it can streamline the supply chain, helping to reduce out-of-stock scenarios. On 8 June in Brussels, Belgium, Checkpoint Systems will run an event that will focus on how RFID and labeling solutions can help boost sales and profits. Delegates will be able to hear how RFID can improve efficiency from source-to-store and how new technologies can boost sales in apparel outlets.

The innovative 'overhead' solution is the first in a new and wider solution set of devices that will help stores track goods and improve loss prevention, thanks to unique tag-reading technologies developed by the company. Apparel tags, labels and specialty trim play an essential role not just in-store, but in today's supply chain. They help promote brand recognition, communicate important consumer information such as size and price or point-of-sale data like the barcode, but they also help protect against theft and counterfeiting.

**Geoffrey Beene,  
with its unique  
design signature  
will bring a new  
dimension to  
formal dressing  
in India.**

## Geoffrey Beene in licensing pact with Arvind Retail

Business Line, June 2, 2011

US-based apparel brand Geoffrey Beene LLC has entered into a licensing pact with Arvind Retail to manufacture and market its men's apparel and non-apparel products.

Mr J. Suresh, CEO, Arvind Retail Ltd said, "Geoffrey Beene, with its unique design signature will bring a new dimension to formal dressing in India. The brand will substantially improve the value of our offerings in Megamart."

Under the agreement, Arvind, will have the rights to produce and market Geoffrey Beene products for its own retail format, Megamart stores, including franchisee operated Megamart branded stores, as well as wholesale in India.

The initial term of the licence agreement is through 2021. The products includes tailored clothing, dress shirts, sportswear, jeans, innerwear, neckwear, footwear, belts, gloves, wallets, bags, backpacks, caps, briefcases, watches, sunglasses, scarves, handkerchiefs and cufflinks.



## Customized Clothing Fixtures to Display Your Apparel

Source: <http://www.fibre2fashion.com>

Clothing displays are important as they are the retail visual merchandisers that hold the number of clothes in your store. They keep your fashion apparel intact and arranged neatly so that they will be sold directly to your customers.

So as a store owner, how do you display your apparel to your customers to maximize space

and make sure that you make your clients buy your merchandise?

You can get a custom fashion fixture rack so you make the most of the look of your apparel according to the line. Once you are able to create a great presentation of your products, it will encourage more shoppers to check out your products and guide them to buying your clothing line.

## Economic factors affected May retail sales in US

Reuters, June 2, 2011

May sales results from U.S. retailers are expected to show how higher gasoline prices have crimped consumer demand for summer clothing and other discretionary items.

Still, some chains are outperforming rivals with better merchandise and customer service, gaining market share and topping analysts' estimates. "The consumer is still in slow recovery mode," said FBR Capital Markets analyst Liz Dunn. "They are being selective and really consolidating purchases around places where they feel like there is better fashion."

For Christa Hirneisen, who was shopping at a Gap store in midtown Manhattan on Wednesday, gas prices have tempered her spending, since she drives a lot. Since consumers are spending less, competition for their dollars has heated up, said Walter Stackow, senior research analyst for Manning & Napier Advisors, which invests in the retail sector.

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Macy's Inc reported a better-than-expected 7.4 percent rise in May sales

## Upcoming Events

*I think the World Retail Congress is an incredible opportunity for people from all over the world to come together and share ideas. I think that's what life's about. Life is about learning from other people.*

**Michael Gould,**  
CEO, **Bloomingdale's**

The 2011 World Retail Congress programme has been put together following extensive industry research with retailers

from around the world but also with the guidance and consultation with the Congress Advisory Board.

Against the background of the fast-changing retail world, the programme will therefore address retailers' concerns:

- 1.How to re-focus on the basics of good retailing which can help deliver growth;
- 2.An understanding of what multi channel retailing really means for their brands

ing really means for their brands

3.The rise in mobile communications and its use by today's consumers

4.How to deliver successful international growth and having a real understanding of shopper behaviour both on and off line

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

## Retail Vacancies

Source: <http://www.timesjobs.com>

- Deputy General Manager HR (Compensation & Benefits) (7 - 12 yrs.) - McDonalds India (Mumbai)

Provides leadership for the development, improvement, and implementation of the compensation and benefits programs that align with

McDonald's corporate strategies and enhance the McDonald's brand.

- Merchandiser (2 - 6 yrs.) - Ritu Wears (Noida/Greater Noida, Delhi/NCR)

We have openings for Merchandisers in Apparels and Non Apparels concepts such as Households, Jewellery & Eye Wear and Personal care (Perfumes and

Cosmetics) at our Corporate Office in Noida.

MBA in Retail/NIFT degree/diploma in Fashion Merchandising / Garment Manufacturing/ with 2-5 years post qualification experience in buying and merchandising role with a reputed retail organization, preferably lifestyle retail.

## World Retail

### Congress

25-28

September, 2011

at

InterContinental

Hotel, Berlin



I would prefer to dress up after security check...

**R. K. Laxman**

Source : <http://www.amazingonly.com/funny/best-of-rk-laxman-cartoons/>

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JAGAN INSTITUTE OF  
MANAGEMENT STUDIES



## PGDM - RETAIL & MARKETING MANAGEMENT @ JIMS

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 related articles, news clippings, humorous incidents, jokes, poems, activities related to your departments, photographs, self management tips, etc. for publication in this newsletter. These may be forwarded to either of the following e-mails ids; (Please mention the source of reference of your article / news)

sumesh.raizada@jimsindia.org ; ritu.bajaj@jimsindia.org

## Workshop on Excellence in Store Operations

Workshop on 'Excellence in Store Operations' was conducted in association with Retailers Association of India, Mumbai, at JIMS, Sector-5, Rohini, Delhi, on February 23-24, 2011.

The programme was attended by nearly 100 delegates, mostly store managers from various retail organizations. The workshop focussed on diverse aspects of maximizing retail performance through store productivity and profitability.

EDP was inaugurated with traditional lighting of lamp by the guest of honour, Mr. Prashant Nanda, CEO, RW Biglife, who spoke of entrepreneurial challenges and experiences faced



by him during his retail venture. He emphasized on the significance of procurement and costing in the effectiveness of the retail business.



Dr.J.K.Goyal, Director, JIMS, highlighted the immense impor-

tance of organized retail in controlling the inflation and minimizing the wastages. He was of the opinion that by proper management of supply chain, the retailers can effectively help in curtailing the prices and can thus contribute to the society.

The participants represented diverse retail organizations such as Tata Teleservices, Godrej Natures Basket, Levis Strauss, Spencers, ITC Ltd., Mahindra Retail, Future value, Lifestyle Stores, Religare, Aditya Birla Retail, Bharti Retail, Cocoberry Retail, etc. Overall, it was a highly successful programme not only for the practitioners but also for the students of retail.