We would like to wish a happy journey of life to Subhashree Ma’am.

She served School of Retail & Fashion Merchandising for more than 11 years.

She was like a pillar, a Shining Star to this department. She was highly committed and an exceptional faculty.

With her brilliant ideas and helpful attitude, she was a valuable asset for the organization.

Her passion for students welfare and getting them engaged for various projects, is commendable.

Her students will miss her for her support, guidance and cooperation.

We say good bye to Ms. Subhashree Sarkar and express our gratitude for spending time and contributing efforts in making the department a success.

We wish her all the best for her future endeavours.
Aarambh - a new beginning...

An event, Aarambh, was organised by junior batches of School of Retail and Fashion Merchandise for final year students to wish them for their onward journey in the Industry.

Students decorated the venue and created a selfie point also. Contest for Mr & Ms. Retail was held with a round of rapid fire questions, participants were also asked to narrate their FDDI journey.

Title's which our seniors got on the occasion of Farewell are:
- Mr. Retail - Abhishek Sahay
- Miss Retail - Ritika Saxena
- Mr. Multitalented - Shivam
- Miss Multitalented - Preeti
- Mr. Handsome - Parth
- Miss Fashionista - Sneha Nayek
- Mr. Rising Star - Sreeraj Ravindran
- Mr. Photographer – Rishi

Event became lively with song and dance performances of students. Students relived their memories with joy and tears. We wish them well for a new AARAMBH.........
Student Work : Store Design Art

Students of BDes VII Sem & BSc. V Sem created beautiful store designs. These stores not only depict the various merchandise, but also the imagination of our students.

The Stores have different themes from different inspirations. These inspirations are not taken from external sources but from the intrinsic self. The students choose the themes according to their interest areas. Those who are interested in music made the Store Design art of music and the same goes for Floral Shops, Gifts Gallery, Automobiles and Cosmetics.
The name of our store is “Instyla”. Let your hair do the talking. “Instyla” refers to the combination of instant and styling.

Our brand focuses on the customers who are fashion oriented and believe to explore more on style and trends.

Our target market is youth and adults. Hair, for a women is a sign of confidence and personality and is also a part of fashion. It defines someone which is why we have come up with a new fashion statement where you are not only limited to clothing and accessories but beyond that, your hair. Because we believe that it completes you.

**PRODUCT DESCRIPTION:**

Our store specializes in “Wigs” for women who are fashion oriented. Our store focuses more on fashion oriented and less on people who have hair conditions like hair fall, baldness etc. Our core product is wigs of synthetic fiber and premium natural fiber while other product we offer are hair products such as Hair extensions, Hair stencils, Hair bangs, Hair colors, Hair sprays and Different types of Hair clips and bands.

We also offer Hair styling products like Hair straightner, Curler, Crimper, Hair trimmers, Brushes etc.

We offer customization for styling of wigs.

Pricing: Other products starts from Rs 199 and above. Our core products starts from Rs 1999 to 21,000. Income Group for our core products : Rs 9,00,000 p.a and above.

Income Group for our basic products : Rs 6,00,000 p.a and above.
Metro ups the ante to battle Walmart in cash-and-carry retail biz (Source-The Hindu)

MUMBAI, DECEMBER 14:
In the two years he has spent at the helm of Metro Cash and Carry, India's largest operator in the organised wholesale space, Arvind Mediratta, MD and CEO, has taken the fight for growth to his former employer Walmart's strongholds in the northern and western markets.

The store count for the Dusseldorf-based wholesaler, the first foreign giant to enter India, now stands at 24. Mediratta plans to double this in the next three years. Closest rival Walmart opened its 21st store last month and hopes to reach 50 by 2020.

Since both are private companies, the latest financial figures are hard to come by. Metro reported FY17 sales of ₹5,632 crore, while for the 15 months ended FY16, Walmart’s sales in India was close to ₹4,000 crore.

Metro currently has six stores in Bangalore, four in Hyderabad, two each in Mumbai and Delhi, and one each in Kolkata, Jaipur, Jalandhar, Zirakpur, Amritsar, Vijayawada, Ahmedabad, Surat, Indore and Lucknow.

Future plans
Mediratta is not cowed, either by the US giant’s commitment to invest ₹3,200 crore in the Indian market over the next three years, or the onslaught of e-commerce in the grocery retail sector. Instead, his future plans include strengthening the sales contribution from the HoReCa (hotels, restaurants, cafes) category, widening the product suite and enrolling a larger number of clientele on digital platforms.

Metro’s German parent, for its part, has made commitments to invest ₹1,690 crore for its India operations till 2020. HoReCa accounts for 15 per cent of the sales for Metro in India.

“We want to expand this segment into a wider range of products, such as crockery, appliances, electronics, besides fresh foods,” said Mediratta.

Metro is helping small retailers on to digital platforms, be in payment or on social media. “We’ve given PoS machines to 100 retailers in Hyderabad and Bengaluru [where Metro has the highest number of stores] so that customers can make card and mobile wallet payments. We’re also encouraging clients to create social-media groups for the 200-300 households that they serve; this can personalise service and they can give customers special discounts. This way, retailers don’t lost business to e-commerce players.”
When Renting trumps Buying (Source: Financialexpress)

Conventional wisdom mandates that if you aspire for something seemingly out of reach, you have to go through the hoops of working hard for it and save up for a long period of time to finally make the purchase. Most of these steps now stand obsolete though, as the alternative of renting presents itself. A shared economy allows consumers to be temporary users of products or services that may otherwise be out of budget, not conform to their conventional buying nature or the consumer prefers to not commit to that particular product/service for a long period of time. The Current and Future State of Sharing Economy by Brookings India estimates that the sharing economy will reach $335 billion by 2025.

The short-term commitment

Culturally, the Indian market is no stranger to the idea of possessing or using a product previously owned by others. People, irrespective of their socio-economic status, have had the exposure to rented goods, hand-me-down cars, pre-owned clothes and toys, to name a few. So the idea of renting does not seem too far of a mental stretch. Where furniture renting serves a basic need, renting fashion transcends the need barrier, bringing with it its own economics. Flyrobe, an online fashion rental site, operates on a hybrid model. It primarily deals in pay-per-use of its own inventory and has recently rolled off the Lease My Outfit service allowing consumers to list items from their own wardrobe on the website for rent. Forty to fifty percent of rental proceeds are then shared with sellers. It is also looking to roll out its Curve (for plus size consumers) and Petite offerings. In terms of offline presence, the brand currently has six stores across the country, contributing to 30% of the revenue.

Bengaluru-based GrabOnRent offers six categories and conforms to an asset-light model. It focusses on furniture and home appliances, with the former accounting for 35% of revenue and the latter bringing in 30-32%. While its key target audience falls within the 21-30 year-old bracket, around 27% of consumption comes from the 31-40 age bracket. It has brought the spotlight on that consumer segment which, despite having purchase capabilities, opts for renting as a lifestyle choice. The challenge, according to Shubham Jain, co-founder and CEO of GrabOnRent, is customer retention.

Another Bengaluru-based outfit, RentOnGo, has over 10 categories listed for rent but its focus since 2015, has been on bikes. Within bike rentals, the usage is split between travel and commute, with the former taking a major chunk, accounting for 70% of revenue within bikes.
Jack Ma pitches for easier e-commerce rules at WTO conference (Source-Economictimes)

"E-commerce is future...it is the solution for small business," Ma said.

He was addressing a session to launch an initiative, 'Enabling e-commerce' to promote policies and practices for small businesses on the sidelines of the 11th Ministerial Conference of the World Trade Organization (WTO).

The presence of the world's leading e-commerce player at the WTO is significant as member countries are divided over the way the issue should be handled by the multilateral trade body.

While some countries want to push e-commerce to the negotiating table, India and others maintain that binding rules would restrict the policy space to deal with the emerging sector, and favour the continuation of 1998 Work Programme with non-negotiating mandate.

Ma said policies dealing with e-commerce should be improved and modernised as it is an important platform for small businesses. He said, "The problem with globalisation is that its benefits have not been made available to all. We cannot stop globalisation, we must improve it."

"If businesses and government work together, we can create a more inclusive trade model to expand the benefits of globalisation to those who have been left behind." The Enabling e-commerce initiative, he added, envisions a world where small businesses, young people and developing countries can succeed in global marketplace.

WTO Director General Roberto Azevedo said that e-commerce can lift up small businesses around the world.

"The vibrant debate on these issues has shown the desire of many WTO members to bridge the digital divide, and to gain a deeper understanding of the challenges and opportunities of e-commerce," said Azevedo.

The Enabling e-commerce is a joint initiative of the WTO, the World Economic Forum (WEF) and the electronic World Trade Platform (eWTP).

Founder of e-commerce giant Alibaba, Ma had came out with the concept of eWTP to bring small and medium-sized enterprises more fully into the global economy.
The retail rebound (Source-Forbesindia)

After a sustained lull, the retail sector has finally rediscovered a spring in its step. Investors are, once again, showing faith in what was considered a sunrise sector in the early 2000s, but had failed to sustain momentum. This time, having learnt from its past mistakes, the industry is perceived to be on a much firmer footing. And in for the longer haul.

What’s driving the gains?

First, consolidation: Rivals (Future Group and Bharti Retail) have merged or been bought out (Nilgiris by Future Group). Some like the RP-Sanjiv Goenka Group’s Spencer’s and the Aditya Birla Group’s More have scaled back expansion plans and shut down stores.

Second, per store profitability is now the name of the game. Scale at the cost of profitability is no longer an option. Retailers will now tell you that there is enough space for everyone and the first to expand is not necessarily the winner.

And lastly, retailers have gotten better at the science of retailing. Distribution centres and enterprise resource planning systems are de rigueur. As a result, their operations are far more efficient, leading to better bottomlines.

A significant trigger for the recent upswing in retail can be attributed to the March 2017 listing of Avenue Supermarts which operates the DMart brand of stores.

Its efficient operations coupled with a low free float have given the Radhakishan Damani-owned retail operation a stratospheric valuation of ₹69,000 crore as of mid-October.

At the same time, the valuation of rival Future Retail has also grown as it reorganised businesses and showed healthy same-store sales growth. Still, analysts caution that valuations are running ahead of fundamentals. “While the valuations of the retail sector may have received a short-term bump with DMart’s listing, in the long term, it is the fundamentals of the business that will drive stock prices,” says Viraj Mehta, head and fund manager, Equirus Portfolio Management Services (PMS).

For the gains to continue, the challenges will have to be contended with. The threat from ecommerce looms. While it is still a nascent problem—with companies like BigBasket and Amazon losing money—there is every chance it could skew the business model of the sector and result in a nasty price and market share war.
Watchout: Your Last FB Post Could Decide How Customer Care Treats You (Source: TOI)

Whether you're put on hold or attended to immediately by customer service staff could depend on your last tweet, Facebook post or Instagram picture. Companies are looking at what customers post on social media to determine their mood, and treat them accordingly.

"Social media profiling is done to predict their mood and determine the best tone to take with them. If the customer has a lot of friendly, cheerful posts, then the executives are advised to take a casual tone," said Amarpreet Kalkat, founder of consumer intelligence platform Frrole.

Social media profiling crucial to run business
Social media profiling is becoming an integral part of running a business, especially in the banking and retail sectors, both of which depend on customer loyalty. Knowing the customer's likes and dislikes goes a long way in retaining him or her.

Earlier, marketing surveys, mail chains and direct interaction helped collect such information. Now, data analytics companies like Frrole, Germin8 and BetaOut are mining the virtual world to gather customer insights. While 95% of companies still use social media for marketing, the rest are using insights gathered from a person's social profile for other reasons, said Kalkat.

What is social media tracked for Germin8 tracks up to 10,000 conversations a month for 150 brands, including Airtel, Cadburys and Godrej. Ranjit Nair, who started the company in 2012, said tracking how people behave on social media helps brands.

One credit-card company analysed the Twitter, Facebook, Instagram and Snapchat handles of its top customers. "A person who was talking about travelling a lot received discount vouchers for the next flight ticket he booked using the credit card. A person posting about movies got a discount voucher for the next ticket he booked online with the card," said Nair.

Insights gathered from social media lead to greater impact, the companies said. A typical email campaign for the credit card company had a 4 per cent success rate, but using social media insights upped it to 12 per cent, said Nair.
KPMG International unveiled a new, distinctive customer engagement framework designed to help businesses understand the increasingly complex and multi-dimensional forces that influence decision-making and preferences of today's, and tomorrow's, ever-evolving consumer.

A distinctive framework leveraging the Five Mys, Customer Wallet & Generational Surfing gives businesses fresher & deeper insights on consumer behavior, helping deliver a multi-layered view.

The Five Mys
The Five Mys focus on five key dimensions, or behavioral drivers: My Motivation, My Attention, My Connection, My Watch and My Wallet. Each of the Five Mys in isolation tells only one aspect of a customer's story. Together they enable companies to navigate the complexity of consumer decision-making.

"Consider two men born in the same year, both British, both are self employed and both are extremely wealthy. They both like wine, cars, have been married twice.

Should a business treat these two customers the same? Many companies would. One is a prominent member of the British royal family and the other, a famous heavy metal rock star — worlds apart in terms of their tastes and preferences. This example illustrates that a demographic profile alone is not an accurate predictor of the nuances of behavior.

The Customer Wallet
The Customer Wallet provides fresh thinking on our changing relationship with money, including the forces that influence when, where, how and why we open and close our wallets.

Understanding the mix between income, spending and saving, and how this changes across generations and life events, provides a level of intelligence beyond that offered by traditional models.

Generational Surfing
There was a time when understanding a particular generation such as the baby boomers was enough to predict future behavior. With extending life stages and drifting life events, riding the waves between generations isn't as predictable as it once was. Generational surfing presents a new perspective on how those life event drifts can help businesses anticipate changing needs and preferences.
To Be a Good Speaker Be a Good Listener (Source: TheHindu)

It would help young managers if they listen carefully to what people are saying, before they start talking.

“Most of those listening to a conversation are just waiting to start talking,” says Mark Brown, a US-based public speaker. “Very often, good ideas and solutions can come from your subordinates, if you listen to them,” says Brown.

Elaborating on the importance of an unambiguous message, Brown says: “Suppose you say, ‘I need this ASAP’. To some people, ASAP could mean ‘as soon as possible for me based on my current set of priorities’. So, be specific and say, ‘Can I get this by 2 pm tomorrow afternoon’. Specificity leads to clarity.”

Specificity and clarity

“Are your emails or SMS communication clear enough, and do your colleagues understand them? Sometimes, poor communication can lead to poor planning and perhaps a poor product, and can cost a lot of money. So, mind how you send emails and text messages,” is Brown’s advice to young managers.

Brown says that while speaking in public, it’s important to know the audience and understand their perspective. “Put yourself in their shoes and think how your words can help them reach a certain goal or gain information or entertain them. In addition, one has to be sure that one’s message is valid.”

Addressing audiences

Brown himself prepares carefully to address different audiences. First, learn who the audience is. “I have been speaking for over 20 years. I talk to young people aged 12-18, including secondary school students; to prepare, I use references that a 13-year-old can understand and relate to. With a business audience, my material and approach is different.”

Communication & India

Brown stresses the importance of English as the language of business communication the world over. In India on his second visit, Brown sees a hunger for excellence in communication.

“I have seen people work hard on their communication skills as they realise that to be a leader, you have to learn to communicate effectively with subordinates, stakeholders and clients. They want to communicate their ideas, vision and goals clearly.”
Company Profile: Future Group (Vipul Singh, PGRFM11)

*Future Group is India’s largest retailer and one of the Leading business houses with a strong presence in retail. It’s Founder and Group CEO is Mr. Kishore Biyani.*

Future Group’ is an Indian private company, headquartered in Mumbai. The company is known for having a significant prominence in Indian retail and fashion sectors, with popular supermarket chains like Big Bazaar and Food Bazaar, lifestyle stores like Brand Factory, Central etc. and also for having a notable presence in integrated foods and FMCG manufacturing sectors. Future Retail and Future Lifestyle Fashions.

Future Retail serve customers in more than 240 cities across the country through over 11 million square feet of retail space. **Over 330 million customers** walk into our stores each year and choose products and services supplied by over 30,000 small, medium and large entrepreneurs and manufacturers from across India.

**Mission:** Future Group shall deliver Everything, Everywhere, Everytime for Every Indian. Consumer is the most profitable manner.

**Vision:** We will be the trendsetters in evolving delivery formats.

- Fbb entered into a partnership with the VIVO Indian Premier League (IPL). The fbb - VIVO IPL 2017 saw fbb’s brand presence on perimeter boards, pitch mat, boundary rope, big screen
- Central and SBI Card launched a unique co-branded credit card designed for the aspirational urban. Future Group associated with Bajaj Finserv to launch India’s first retail EMI card
- The company, which has built an integrated warehouse with a capacity of over 30 crore garments in Nagpur, is betting big on the growing demand from fashion conscious customers and consumers’ interest for lifestyle and fashion.
- Kishore Biyani’s retail behemoth Future Group on Thursday announced that it has acquired HyperCity, a 19-store network of high-end grocery and merchandise retail, for ₹655 crore from Shoppers Stop Ltd. Mr. Biyani said Over another 12-18 months, 15% to 16% of revenues will come out of these properties we are acquiring and that is quite substantial for us.

What we are talking is, as a group, we were talking of 4,000 stores by 2020. We are now looking at a model where it can be increased to maybe another 5,000-6,000 plus kind of stores.
Identify the retail hotshot with the help of the given clues

Clues:

1. CEO of an American coffee house chain’s operations in India since 2016.
2. Prior to this, he held the position of Regional Vice President in the same company from 2008-2016 in USA.

Send us your answer at stimulusretail@gmail.com on/before 31.12.17 along with your name & designation or name, batch & campus.
Falguni Nayar, a former investment banker, has built a market for beauty and personal care-focused e-commerce portals in India. The founder of Nykaa.com continues to woo large international brands to give the Indian market a shot, and has been able to prove that Indian customers from large and small towns are willing to spend money online on expensive cosmetics if they trust the retailer selling the products. Falguni Nayar gave up a stellar career as head of investment banking at Kotak Mahindra Bank to start Nykaa in 2012. As a professional-turned-entrepreneur with finite resources, a sunrise industry like beauty attracted her, as India’s deep-pocketed legacy business houses like the Tatas or Birlas hadn’t yet ventured into it. She was convinced that beauty would explode in India as it had world over.

Nykaa began because she herself felt empowered when she visited multi-brand beauty stores like Sephora. Despite never having been a big beauty consumer, she would leave with hundreds of dollars’ worth of product, because sales associates showed her the right way to use them. They also recommend the best products from a wide variety of brands without bias—a feat that is beyond single-brand stores. The growth and reach of Nykaa has been phenomenal and it’s because of Falguni Nayar’s vision and persistence that the beauty industry has a new channel to reach over six million Indian consumers.
I-MPULSE 96
(Reeja Raveendran, IPRM, Noida)

Q1) Name the company which runs Bookmyshow.com
Q2) With which company has Adidas launched its first shop-in-shop format?
Q3) What is the “FOCO model” of retailing?
Q4) What is the speciality about the ‘Nitrogem chrome Browser extention’?
Q5) Name the investment arm of LVMH(French Luxury Goods Conglomerate) which has acquired majority stake in the promoter of the fine dining restaurant brands Smoke House Deli and Social?
Q6) Name the world’s largest mall operator.
Q7) What is MDR?
Q8) Name the e-commerce company which has announced a curated Christmas store for this Christmas?
Q9) Where in India has the ‘first’ mobile food testing lab been launched?
Q10) Identify this logo:

Rush your answers to stimulusretail@gmail.com on/before 31/12/17. Please mention your name, batch & campus in your mail.
Retail Update

Congratulation to all who gave answers for i-mpulse 95 !!

(Best entries received from Abhishek Sahai(IPRM), Avishek Kumar Shaw(UGDRFM10), Bharat Sikri(IPRM), Harshit Sharma(IPRM), Sneha Nayek(PGDRFM11), Salomika Jena(B.des), Surbhi Singh(PGDRFM11), Utkarsh Vaishnava(PGDRFM11), Rohit Shahi(UGDRFM11), Shreyanshi Soni(PGDRFM11), Siddharth Dwivedi(UKGRFM11), Blossom Shrivastava(UGDRFM12), Prateek Mohan Tripathi(PGDRFM12), Ritika Saxena(UGDRFM10), Vipul Singh(PGDRFM11), Parnika Jain(UKGRFM12), Ashwarya Chaudhary(B.des), Ishita Bansal(PGDRFM12), Abhishek Sahu(PGDRFM11), Parul Goyal(PGDRFM11), Joy Arora(UKGRFM10), Rasna Rai(PGDRFM11), Nihir Jain(IPRM), Rohit Singh Jadoun(UKGRFM12), Abhishek Rai(UKGRFM12) congratulations!!!)

Answers to i-MPULSE 95: 1. Select CITYWALK(Saket, DLF mall), 2. OLIO is a free APP connecting neighbours and local shops so surplus food and other household items can be shared, 3. Sensor fusion is a process by which data from several different sensors are “fused” to compute something more that could be determined by any one sensor alone, 4. Store Congestion is the result of the mobile orders that clogs the order pick up areas in a store, 5. Walt Disney, 6. Obesity, 7. Amazon Saheli, 8. Fossil, 9. Azafran, 10. Burleigh

Retailogy

Horeca (also HoReCa, HORECA) is an abbreviation used in Europe for the food service industry. The term is an abbreviation of the words Hotel/Restaurant/Café or Catering.

The total sales of all food outlets. It comprises the following segments: Ho – hotel food services market, i.e., total revenues from sales of food outlets located in hotels; Re – restaurant services market, i.e., total revenues from sales of restaurants, fast food outlets, cafes, and bars; Ca – catering market, i.e., total revenues from sales of catering services.
Retail Update

VISUAL TREAT

Rohit Singh Jadoun (UGRFM-12)
That's his hint for remembering the password.

Damn! Now everyone has this fastest route app.

Were you updating the iPhone, iMac, iPad simultaneously?!!
Job Openings (Source: FDDI-Retail Jobs/Internship)
(Abhishek Sahu, PGDRFM, Noida)

UFF Menswear is hiring paid interns for daily operations.
Location: Noida.
Those interested please forward your CV to info@uffshop.com.

Openings for Graduation project interns in ethnic wear retail brand based outlet in Jaipur.
Requirement: Fashion Communication- 2 intern
Share your profile at Planner@juniperfashion.com

MAX Dubai: Currently looking for Senior Buyer Menswear.
The person will be responsible for:
- Developing and delivering innovative product ranges.
- Drive profit & Seasonal range planning.
- Monitoring the trends in the market.
- Working closely with the design and planning team.
Interested candidates can mail their resume to sonalisa.kar@landmarkgroup.com

Urgently required Interns/full timer FC’s at Lacoste.
Location: CP and Noida.
Stipend: 10-13K
Salary: Negotiable
Contact: Sanjay Verma (9560329312)

Zara looking for female interns
Duration: 3 weeks.
Location: mall of India
Stipend: 7 to 8k
Contact: Shubham (9554976397)

Looking for intern for Chandigarh store.
For more information contact: 8802466891
Email-rupakk@in.inditex.com
FDDI Retail - Facebook Page —
https://www.facebook.com/FDDIRetail

FDDI Retail Plus - Facebook Group -
https://www.facebook.com/groups/FDDIRetail/

FDDI Retail Jobs/ Internship —
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Life is just a certain amount of time and energy. Putting this time and energy to maximum use for everyone’s wellbeing is all that matters.

Please send us your suggestions/feedbacks/inputs at stimulusretail@gmail.com