

# RETAIL CLUB NEWSLETTER

VOLUME 2, SEPTEMBER-OCTOBER 2014

The Retail Club is back with the second edition of its Newsletter. Through this piece, we hope to:

- Enhance your understanding of the retail industry
- Keep you up to date with the latest developments in the industry
- Make you aware of the kinds of roles offered in this sector and the required skillset for the same
- Share relevant information from the Knowledge Management Portal

## NEWS FLASH:

**Mecardo'14 is all set to be organized in the first half of November. It is here that you'll get to hear from few of the top retailers in the country.**

**And yes, there are plenty of fun events planned for you!**

**We will get back to you with the dates and the event schedule.**



## The month that was

The month of September and the first week of October were eventful on the Retail front, indeed - from historic valuations to mega offers and broadcasts of heartfelt apologies, we saw it all.

The past few weeks have seen several tie-ups and deals, both in the online and offline space. OLX and Flipkart announced a marketing tie-up early in September (<http://goo.gl/bGxKUS>) and there are talks of Amazon acquiring Jabong(<http://goo.gl/nLUxFc>). Moreover, the introduction of unconventional categories like paints and real estate further strengthens the belief e-tailing is here to stay.

## Updates from the world of retail

### *E-commerce*

#### **Nerolac Paints ties up with Flipkart for the festive season**

Nerolac all set to offer professional painting services and products through the e-tailing route. Claims to be the first paint firm to do so!

Read more: <http://goo.gl/ZL8u82>

#### **Future Group inks deal with Amazon to sell goods online**

Are these signs of the offline retailers finally surrendering to growing popularity of e-commerce?

Read more: <http://goo.gl/4zIya4>

#### **Samsung, Sony and LG suspend sales to Flipkart**

While the Future Group is warming up to e-commerce, leading consumer electronics brands are considering legal action against Flipkart for 'predatory pricing'

Read more: <http://goo.gl/GezPop>

### *Brick and mortar*

#### **Luxury Brands use WhatsApp to promote products in India**

Premium brands like Cartier, Diesel and Armani are reaching out to customers via WhatsApp!

Read more: <http://goo.gl/sqcpoF>

#### **Naturals salons to raise 100 cr to expand footprint in the country**

Plans to have 3,000 salons in India by the end of 2017

Read more: <http://goo.gl/FCR9Xt>

## Club Events

The club successfully organized the **Dressing for Success Workshop** sponsored by Myntra and a **Retail Franchising Workshop** in association with the EVC club.

The *Dressing for Success Workshop* saw styling experts from Myntra share useful tips on corporate dressing, with a focus on the upcoming job interviews!

At the *Retail Franchising Workshop*, Gaurav Maurya, President, Franchise India Holdings talked about the finer details of retail franchising in India and shared valuable thoughts on setting up a franchise based model for business in the country.



## What's in store for shoppers – Future trends in retail

In the previous newsletter, we talked about **Voice operated shopping apps**, **Digital walk-in stores** and **Social shopping**. Here's a look at what else is new in Retail:

**Location based technology:** While online retailers find it relatively easier to gather data about customers, brick-n-mortar retailers have always found data harder to come by. Location-based technologies promise to bridge that data gap. Apple recently introduced iBeacon, a set of small sensors that can be placed around stores to track and communicate with customers' iPhones. In the near future, brands will be sending out customized offers to consumers as and when they are in the store's vicinity or even within specific sections of the store.

**Omni-channel Retail:** Most brick-n-mortar retailers have expanded into online sales, by setting up their own e-commerce websites or teaming up with established e-tailers. This trend is soon to be reversed, with online retail pioneers like Amazon and eBay all set to open up physical shops for consumers to browse and buy products.

## Interesting reads

- **Paper Boat's** success story in the beverage market <http://goo.gl/FDgZYb>
- Sneek peak into **McDonald's** hamburger factory <http://goo.gl/XLMtJY> (reader discretion is advised)
- **Flipkart's** defence to the 'predatory pricing' tag <http://goo.gl/pbfX64>

## Do you have anything to say?

If you have any content specific to the retail industry, that you would like to share with the class, do write to us on [sudhanshu\\_mukherjee2015@isb.edu](mailto:sudhanshu_mukherjee2015@isb.edu) We would love to hear from you and share relevant articles and reports with the class. We look forward to your continuous support and suggestions to make this initiative a grand success.