

RETAIL CLUB NEWSLETTER

VOLUME 1, AUGUST 2014

The retail club presents the first issue of our e-newsletter. This will be your one-stop-shop for the latest news from the retail industry, updates on upcoming club events and a platform to share your views on anything retail.

Our objective:

- 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:

The club's flagship event – Mecardo 2014, is just a few weeks away. Keep an eye on this space for more!



For Starters

Despite aggressive expansion in recent years, the organized retail market in India still remains largely untapped, with several international companies yet to commence operations in the country. With India's new middle class increasingly becoming brand conscious and willing to spend more on quality goods, mid-range international brands now have a tremendous opportunity to make it big.

The new government's unclear stand on executing greater FDI allowance in multi-brand brick and mortar retail has led to several international retailers holding back on investing in India. The new government, however, has not initiated a move to scrap the policy on FDI in multi-brand retail introduced by the previous government and we can expect the sector to be the centre of the policy debate in the country. We will be closely watching developments in this space.

Updates from the world of retail

E-commerce

Amazon.in to launch gift card store

Continuing with their strategy of adding at least 2 new product categories every month, Amazon is about to introduce the sale of gift vouchers for brands like Pantaloons, Lifestyle, Nike, Domino's Pizza, Lakme Salon etc. with the intention of making Amazon the single destination for all gifting needs of a customer

Read more: <http://goo.gl/Xa5ES4>

IT majors join the e-commerce battle

Few of the biggest names in the Indian IT industry – Wipro, Infosys and the TATA group have entered the e-retail domain with massive investments in Myntra and Snapdeal (Premji Trust and Ratan Tata) and Amazon (Infosys's Catamaran Ventures)

Read more: <http://goo.gl/qcI31G> and <http://goo.gl/azjLBv>

E-tailers look to advertise in regional languages

With a major portion of sales coming from non-metros, e-retailers like Myntra, Flipkart and Amazon are looking to further enhance customer potential in these regions by focusing on vernacular media

Read more: <http://goo.gl/JSFdR4>



Contact Us

Retail Club - Hyderabad

Sonia Ravindran – President
Sonia_Ravindran2015@isb.edu

Soumil Surana – Vice President
Soumil_Surana2015@isb.edu

Sudhanshu Mukherjee – L&D
Sudhanshu_Mukherjee2015@isb.edu
M: 9701744622

Sreyashi Deb Roy – Events
Sreyashi_Debroy2015@isb.edu

Srujani Panda – MCC
Srujani_Panda2015@isb.edu

Abhidha Awadaat – CAC
Abhidha_Awadaat2015@isb.edu

Kriti Jain – Alumni Relations
Kriti_Jain2015@isb.edu

Apoorva Uppala – Lead Mecardo
Apoorva_Uppala2015@isb.edu

Retail Club - Mohali

Harsh Dhaka – President
Harsh_Dhaka2015@isb.edu

Prakriti Sachdev – VP and CAC
Prakriti_Sachdev2015@isb.edu

Midhun Arja – L&D
Midhun_Arja2015@isb.edu

Brick-n-mortar

Max Hypermarket partners with Spar to run its stores in India

Max recently ended its collaboration with French retailer Groupe Auchan SA and inked a fresh agreement with Dutch food retailer Spar International, a move that will see 13 Auchan stores being converted in Spar stores

Read more: <http://goo.gl/8WjID6>

IKEA may open its first store in India in 2017

Closing land deals and construction of sprawling facilities is all that stands between now and the day when IKEA opens the doors to its first store in the country

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

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

Voice operated shopping apps: Online shopping is set to turn a new leaf with the advent of apps that you can speak to and place an order

Digital walk-in stores: Imagine being able to "walk" through the store of your choice, zooming in on products you like or taking a picture that instantly connects you with staff in the store, who can advise on whether the product is available and arrange payment and shipping. And all this on through an app on your phone!

Social shopping: Retailers, especially top of the line fashion brands, are now toying with interactive technologies in store that allow consumers to share pictures and get instant feedback from friends on their social network. For that much needed second opinion!

Upcoming club events

- Retail industry deep dive workshop - September
- Amazon Retail Workshop – September 2nd week
- Style workshop by Myntra – September 2nd week
- Retail consulting workshop by Cognizant – Date TBA
- Speaker session by Head – Retail Ops M&S – Date TBA
- And ofcourse, Mecardo, the most loved club event at ISB!

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 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.