

RETAILING IN INDIA

Store Visits 2010



JUNE 2010



ResearchFARM

Retailing in India 2010: Store visits at 6 key up and coming retailers

Our Analyst team in India visited a number of stores in the country in order to show what the state of retailing is in the country – after the world has emerged from the gravest depression since the 1930s. Of course the crisis has not left India unaffected. That said, some players have emerged stronger from the crisis and we will show you in this report how they have coped especially in terms of engaging with their customers.



Key points:

- 200 store pictures taken in 2010, delivered as a PDF file
- Visited banners: Big Bazaar, Spencer, Westside and Lifestyle
- This document focuses exclusively on pictures taken in the field, the report does not provide analysis of the state of Indian retailing in general, above and beyond what is graphically represented by the pictures. It focuses on in store execution of 6 key modern retailers in the country, there is no financial or SWOT analysis.

RETAILING IN INDIA: STORE VISITS

OBSERVE THE IN-STORE EXECUTION OF THE LEADING RETAILERS' STRATEGY



WHAT YOU CAN LEARN FROM STORE VISITS

Retailers spend a great amount of resources planning space allocation, merchandising, promotion, pricing and many other key subjects. All of this makes sense only if this strategy is followed through successfully in store.

Our analysts use a tried and tested approach to bring you the best insights and deliver unique value (...) you will learn many best practices for visual merchandising and range presentation in India.

We focus especially on the most vibrant and dynamic sector, the inner city hypermarkets/department stores. We would like to highlight that this report does not deal with these players' strategic direction or financial performance but is purely a series of insights on what is happening on the ground in terms of visual merchandising, range presentations, store fittings and so on.

"Retailing in India - Store Visits" brings you the last insights of what is happening in the stores with an exclusive virtual tour of the leading retailers.

ResearchFARM

ABOUT RESEARCHFARM

ResearchFarm is an analyst firm specialized in the retail sector. We have worked in this area for several years and have acquired a great deal of invaluable experience and knowledge. Our close relationship network of retail analysts allows us to deliver the best insight to our clients.

ON-THE-GROUND EXPERIENCE

Our experience includes 1000s of store audits. This unique expertise allows us to spot issues but also to share and reapply best practices.



200 EXCLUSIVE PICTURES

+ Special events: The Mela



Special Events at Big Bazaar

+ Lifestyle



Clothing : Allen Solly

+ Lifestyle



Clothing : Levis

+ Lifestyle



Clothing : Pepe Jeans

+ Spencer's



Spencer's Hyper (food retail)

+ Westside



Westside

WHO SHOULD BUY THIS REPORT ?

- Retailers (store design, strategy, development, marketing)
- Manufacturers (category managers, marketing, strategy)
- Consulting firms
- Market research
- Property companies
- Public Relation departments

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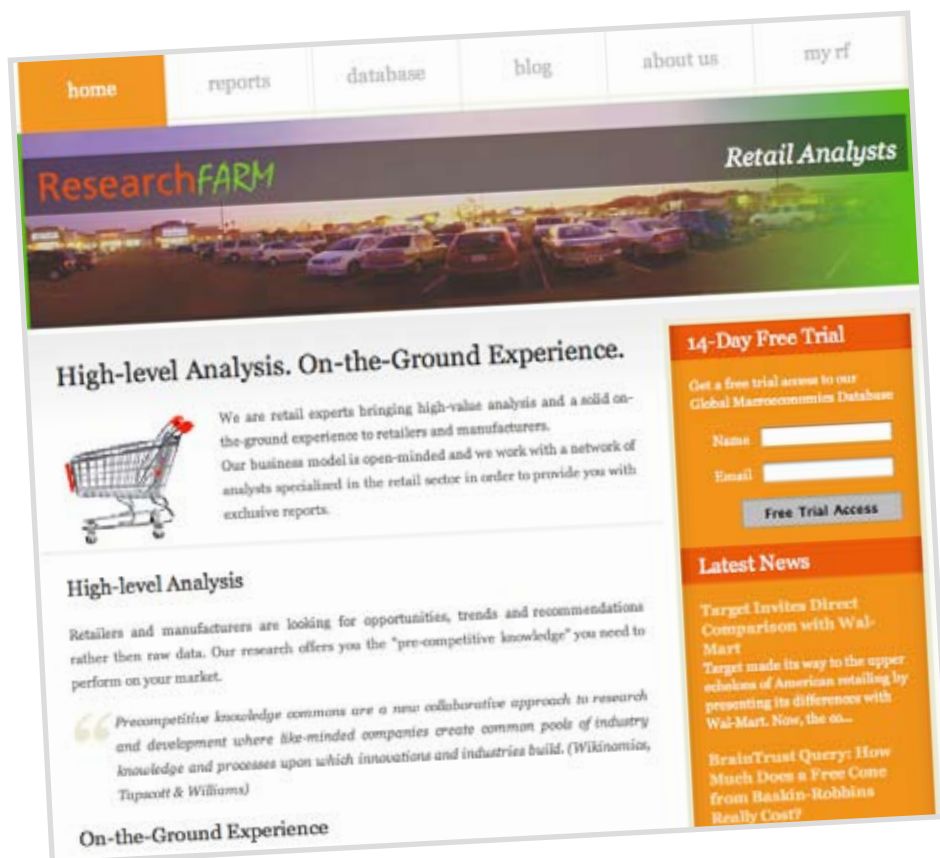
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