

13th Year of
Success in
Franchising

2 Day International Workshop



Retail Knowledge Series

2-3 December, 2011 | Hotel Ashok, New Delhi

RETAIL INSIGHTS

Mastering the
Art of Retail



Way to Retail Leadership : For Today and Tomorrow

Retail in India, one of the oldest professions and second-most job generator of the country, is undergoing facelift with the touch of modernism in its process, execution and rendition of services. The radical change in retail services with the emergence of international brands has unleashed a spree of activities by other domestic retailers to face the challenges of change. The evolution has disseminated across the retailers in the country, however, the impact varies from smaller to larger extent, depending on the capital power of the retailer. The changes seeping in every layer of retail business execution, be it technology or high skill level, besides larger capital investment with the emergence of retail chain trend against single- store business, have given rise to the need of the government's attention and involvement to a larger degree. This is especially in reference to developing better infrastructure to nurture retail as an industry. The change was inevitable owing to the retail-educated consumers who are well-aware of world-class retail experience. It's now the high time for those retailers, who are thinking of running a business here, to classify the consumer demands and offer them accordingly. The onus is now both on the government and the retailers to take forward retail as an industry. Customers here are ready. In the core, retail has gone a long way past the concept of mere buying and selling. A coat of very refined, sophisticated, high level of services is now the determinant of the lifeline of any retail business. Retail Knowledge Series 2011 embodies the means for service enhancement where customers stand at the focal point.



Who should attend

- CEOs, Presidents, Directors, Managers and Business Partners
- CEOs/ COOs/ Owners of retail establishments
- Head- Marketing / Retail / Business Development
- Retail Executives and Professionals
- Retail Management Consultants & Analysts
- Manufacturers / Suppliers and Service Provider
- Merchandisers
- Store Designers
- Marketing Professionals
- Business Development Managers
- Retail IT Professionals
- Entrepreneurs looking at starting / investing in retail business
- B-school / Academic institutions providing education in retail
- Owners and Professionals from shopping centre/ mall development

Retail Knowledge Series

India remains at the forefront of the global retail industry. Bringing together both domestic and international retailers and market experts, Retail Knowledge Series is an outstanding opportunity to learn from those at the heart of this exciting market. The two day workshop in its 5th edition is set against the background of the fast-changing retail world and addresses the retailers' concerns.

What's New in 2011?

The sessions aligned over two days would cover all the success metrics including

- Innovation and Change
- Technology and Internet
- Merchandising

How Retail Knowledge Series would benefit you

- Explore the biggest challenges coming up in next 12 months
- Focus on the fundamentals - of growth-oriented retailing
- Understand and optimise on multi channel retailing and what it really means for your brand
- Upgrade and improve existing retail infrastructure - to cope with the changing retail landscape
- Establishing instant connect with today's consumers through e-retailing
- Apply application-focused technology solutions for their retail business
- Successfully managing pricing and discounting
- Motivating and encouraging staff in a tough retail climate
- Adopt the best retail technologies and visual merchandising concepts for business differentiation
- Mitigate the rough terrains of retail security without sacrificing ROI
- Make connections, ask questions and form alliances interactive sessions and debates with peers, partners and experts
- Meet the iconic and experienced leaders from international and domestic arena
- Many more.....



The government's initiatives: the desired thrust for the growth of retail sector

- FDI in multi-brand retailing
- Ensuring the small retailers' security while market opens up
- Making India a sourcing hub: policies to encourage the trend
- Goods & Service Taxes (GST): a relief for retailers?

Survival of the fittest

Trends for sustainable growth

The conference will talk about the trends that are indispensable for the retail business to grow sustainably in today's context. In this cut-throat competition, a retailer's winning strategy depends on how much he/she has the access to the competitors' strategy & planning. The tough competition has also given rise to the need for harnessing customers' brand loyalty. However, loyalty programmes require effective implementation. The rising internet penetration is providing opportunities galore for e-retail and the conference will take up the issues focusing on the challenges involved.

● Mapping the competitors: Watching Out

- Research involved to come up with new strategy
- Fixing the pricing points to ensure customer retention
- Positioning & branding which will enhance the brand's image
- Promotions to attract new customers through pull & push factors

● Loyalty Programme: Binding the Customer

- The functions of loyalty programme: Planning for its effective implementation
- How does it enable customer retention?
- Its role as a customer database generator
- Marketing through loyalty programmes

● E-retail: the new opportunity

- Exploring the e-retail opportunities
- Popularising the medium to the markets beyond metros
- Challenges: logistics, payment mode, return of products
- Building up customers' trust

Customer-centric retail service is the key factor for brand recall

Services are now being customized to match with the changing patterns of customers' buying behaviour

The conference will analyse how with the rising purchase power and a plethora of options available in the market, Indian customers are becoming more demanding, preferring more tailor-made services. Their exposure is enhanced by 360 degree marketing. The nouveau riche Indian customers are now aspirational buyers and luxury brands are not minding to tap them.

● The Latest Trends in Retail Promotion

- What's the right combination of ATL & BTL : the strategy planning depending on the product category and size of the business
- A thorough dissection of catchment areas
- The means for increased customer engagement
- The role of digital marketing

● Customers are the Kings: Understanding their preferences

- What do make the services special: the groundwork involved
- How front-end and back-end can be streamlined for the purpose
- How to shape the brand communications

● MBOs Vs EBOs: When, where and why a customer head for?

- Understanding why a customer will prefer a particular format over others
- The pros and cons of both the formats
- How EBOs are making up for MBOs multi offers
- The advantage MBOs

● Sector Focus : LUXURY RETAIL : Joining the mainstream

- Time for alluring more customers
- Where the changes to be made
- Coming up with product renovation to meet the demands of the aspirational Indian customers
- The challenges in the Indian market



Marketing enhance roi through new age media tools



Conference agenda 

Category analysis: a look into multiple verticals

Apparel, CDIT & FMCG retail under scanner

The conference will take up the issues intrinsically associated with a particular product retailing, be it FMCG, apparel or CDIT. Ordinary retail experience does not befit the requirements of smart technology retailing. Similarly, apparel retailing is all set to capitalize the wide scope of fashion retailing and FMCG calls for alliance with manufacturers on more understanding terms.

Apparel retail is losing its sheen: Its' all about fashion

The conference will highlight the changing trend in apparel retailing: It's now necessary that an apparel retailer stocks accessories besides its core merchandise. Today, several apparel retailers are positioning themselves as the complete wardrobe solution providers.

CDIT Retail: Smart technology requires smart retail experience

- Equipping the store personnel for addressing the queries from the customers
- Providing them with the thorough knowledge of complicated features
- How Experiential Zone can attract customers

FMCG Retail: Needs an amicable equation with manufacturers

- Collaboration with manufacturers for merchandise planning, branding and marketing
- Allying with manufacturers for product innovation towards healthy lifestyle
- Issues arising out of Profit Margin require amiable solutions.

FMCG Private Labels: How to win consumers' trust

- FMCG as a promising category in private label
- Retailers are counting on private labels: its benefits.
- The competition with national and international brands
- The marketing strategy: Why to rely heavily on in-store campaign?

Working in the background

Technology and design constitute the foundation of modern retail

Retail in India will attain the attribute "modern" when it will make the proper use of technology along with eye catching brand image which is possible through attractive store design and branding. The conference will talk about various technology applications which are now catering to multiple areas of retail, from front-end to back-end. At the same time it will underline the importance of store design in creating visual charm and providing the utmost shopping comfort to the customers.

Fine tuning Supply Chain Management

- Monitoring shrinkage: Controlling wastage and pilferage
- Ensuring product availability with lean stock level

IT to streamline retail operations

- Enterprise Resource Planning: how the solution can ensure smooth operations
- Handling large database: sorting out storage problems
- Cloud Computing: a relief for small retailers
- Going beyond metros: solutions for one-store owners

Customers' comfort: the pivotal factor behind every store design

- Wall merchandising and shelving for better visibility
- Space management for smooth flow of traffic
- In-store communications: the guidance that most customers need
- Green Design & electronics installations in power saving mode

Start-up retailers : Where do they make the differences?

The success story of start-up retail business

The session will pick up a select group of startup retail business owners who have made their marks through their innovative concepts. The interactive session will fathom the inspiration behind their ideas, identify the differentiations that have clicked successfully in the market. The following points the session will cover:

- The case studies of select group of retail start-up business
- Financing the projects





Tony Fitzpatrick Managing Partner, Franchise Your Business

Tony is the managing partner with Franchise Your Business, which provides a complete consultancy service for both start-up and established franchisors. The firm has offices in London and Dublin. With many years' experience in growing businesses through franchising, Tony can take a client through the entire process. He advises on everything, from franchise agreements to fees and royalties, operations manuals, lead generation, PR and more. He is a member of the Executive Board of the Irish Franchise Association and also serves on the Association's Membership Committee. He speaks at seminars for would-be franchisors and writes articles on the industry for newspapers and magazines.

Tony White Regional General Manager, Gloria Jean's Coffee

As Regional GM in Gloria Jean's Coffees, Tony represents one of the fastest growing franchise brands in the world. Tony has been instrumental in the development of the brand across 23 countries in the past 5 years. Tony leads a team that has responsibility for brand representation, master franchise recruitment and new market entry strategies. Tony has been actively involved with 11 Asian markets and recently has taken over responsibility for the development of the brand in the Middle East and Africa where he supports 12 master franchise partners to develop the brand in their market. Tony has lived in India for 8 years and during this time has developed an excellent understanding of the Indian entrepreneurs and the needs of the market. Tony has a passion for SME entrepreneurs and is a firm believer in the franchise model for business growth.



Tarek Gineina Franchise & Marketing Director, Madas Retail Group

Tarek is the Franchise & Marketing Director at Club Aldo & Madas Retail Group and Franchise Partner at Jumeirah. He is also a Business Partner at Franchise Business Development & Project management, IBS, City Stars Capital 8, floor 9, office 91. Earlier he was the Franchise Consultant at Testa Rossa Cafe and Business Partner - Executive Manager at FoodworX Egypt - Intrafood for Restaurants. He was also the Corporate Coordinator at MobiNil - ECMS. Tarek has taken his higher education from East Carolina University - College of Business and The American University in Cairo Corporate.



Janaka Wimalananda Managing Director, Loon Tao

Janaka Wimalananda started hospitality carrier in Yokohama at World Expo, Japan – 1989, having worked at Osaka World Expo, Japan - 1990 as Outlet Manager. He was the operations manager at first ever Court Lodge Restaurant in Kobe, Japan – 1991 and directly involved in setting up the restaurant. He set up second Court Lodge Restaurant as Operations Manager - Tokyo 1992 and was responsible in setting up 5 more restaurants in Japan under Court Lodge brand within a period of under 5 years. He also worked as Executive Director - Ceylon Company Group before forming Goldblock (Pvt) Ltd, and launching Loon Tao, Chinese Seafood Specialty Restaurant in 2008.

What Our Past Delegates Have To Say

The session on Think Like a Customer was very informative. **Christian Fabre Textiles**

Very helpful insights in understanding my business. Very effective & interactive sessions. **Tyco Fire & Security**

Planning for a multichannel business was the most interesting session. **Texperts India Pvt Ltd**

Various business aspects have been covered. **TTK India**

Great experts with hands-on experience and simplistic approach. **Benchmark Solutions**

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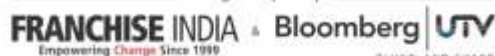
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