

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM / PGDM (M) / PGDM (SM)
FIFTH TRIMESTER (Batch 2022-24)
END TERM EXAMINATIONS, JANUARY 2024
Set 2

Course Name	Retail Marketing	Course Code	20126
Max. Time	2 hours	Max. Marks	40 MM

INSTRUCTIONS:

Q1. Reliance Brands Ltd (RBL) has signed a strategic deal with the global luxury brand Balenciaga, to bring the best of global couture to the Indian market. With this long-term franchise agreement, RBL will be Balenciaga's sole India partner to launch the brand in the country and this partnership will be RBL's second with the parent group Kering, that houses Balenciaga. Founded by Spanish-born Cristóbal Balenciaga in 1917 and established in Paris in 1937, the original house of Balenciaga defined modern couture with its many innovations to form and technique. Since his appointment as artistic director in 2015, Demna continues to uphold the vision of Balenciaga through boundary pushing collections, which have expanded to include women's and men's ready-to-wear, accessories, and objets d'art. "Few brands have actually embraced the opportunity for creative reinterpretation and reinvention quite like Balenciaga. Their avant-garde and ingenious creations, bold use of the logo, and a consequent cult in the fashion industry has already created a strong footing throughout the world. It's the most opportune time to introduce the brand to the country as the Indian luxury customer has matured and using fashion as a form of creative expression of their individuality" said Darshan Mehta, MD of Reliance Brands Limited. Forbes have confirmed that the luxury brand worn by actresses like Kim Kardarsian will be in India by this year.



Suppose you are appointed the store in - charge, what all would be your prime focus areas for successful visual merchandising of the store.

10 Marks

Q2. It is known that customers who buy a sweater and casual pants from a certain mail-order catalog have a propensity toward buying a jacket from the same catalog, sales of jackets can be increased by having the telephone representatives describe and offer the jacket to anyone who calls in to order the sweater and pants. Still better, the catalogue company can provide an additional 5% discount on a package containing the sweater, pants, and jacket simultaneously and promote well the complete package. The dollar amount of sales is guaranteed to go up.

Explain market basket Analysis? How can companies gain shoppers Insight using market basket analysis?

As a result of the above finding, what should retailers do for resulting in increased sales of both?

4+4+4=12 Marks

Q3. Refer the article below. List the key factors these international companies should bear in mind while selecting the ideal locations for their stores in India, considering the significance of store location in the success of retail ventures?

8 Marks

About 20 foreign brands likely to set up stores in India this year

The brands are looking to set up stores in Mumbai, Delhi-NCR, Bengaluru, and Hyderabad in the first phase of the launch and will later expand their presence in Pune, Ahmedabad, Chennai, and Kolkata

The brands that are eyeing to enter India in the next few quarters include Italian fashion brand Roberto Cavalli, American brand Foot Locker, Armani Caffè, the luxury cafe brand of Armani, British luxury brand Dunhill, Dubai's Brands for Less, Old Navy and Banana Republic from Gap, Chinese brand Shein, Maison De Couture from Valentino, Spanish luxury brand Balenciaga, UK-based cafe EL&N, Galleries Lafayette from Paris, Kiabi, Mavi, Damat, Dufy, Tudba Deri, Avva, Boohooman, and Miss Poem, all apparel brands from Turkey and Europe.

Except for Galleries Lafayette, which has tied up with Aditya Birla Fashion and Retail for its India entry, most other names are either talking to Reliance Brands or have already tied up with the company

These brands are looking to set up stores in Mumbai, Delhi-NCR, Bengaluru, and Hyderabad in the first phase of the launch, before expanding their presence in Pune, Ahmedabad, Chennai, and Kolkata, according to the FE report.

Devangshu Dutta, chief executive officer at Gurugram-based consultancy Third Eyesight, said the India retail opportunity is compelling.

"Some of these brands who've come earlier have also tasted success, especially in the fast fashion category. This indicates that brand awareness is growing, and people are ready to spend on global products as discretionary incomes grow," he said.

Q4. RFM analysis is one such popular customer segmentation technique that can help retailers maximize the return on their marketing investments. Explain RFM Analysis. Based on the following RFM score how RFM Analysis can help Retail Companies to identify their best customers.

5+5=10 Marks

CUSTOMER ID	RFM CELL	RFM SCORE
1	5,4,4	4.3
2	4,5,4	4.3
3	1,1,1	1.0
4	2,2,2	2.0
5	3,3,3	3.0
6	2,2,2	2.0
7	4,3,3	3.3
8	1,1,5	2.3
9	1,5,5	3.7
10	3,4,3	3.3
11	5,4,4	4.3
12	5,5,5	5.0
13	2,3,2	2.3
14	3,2,1	2.0
15	4,1,1	2.0

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