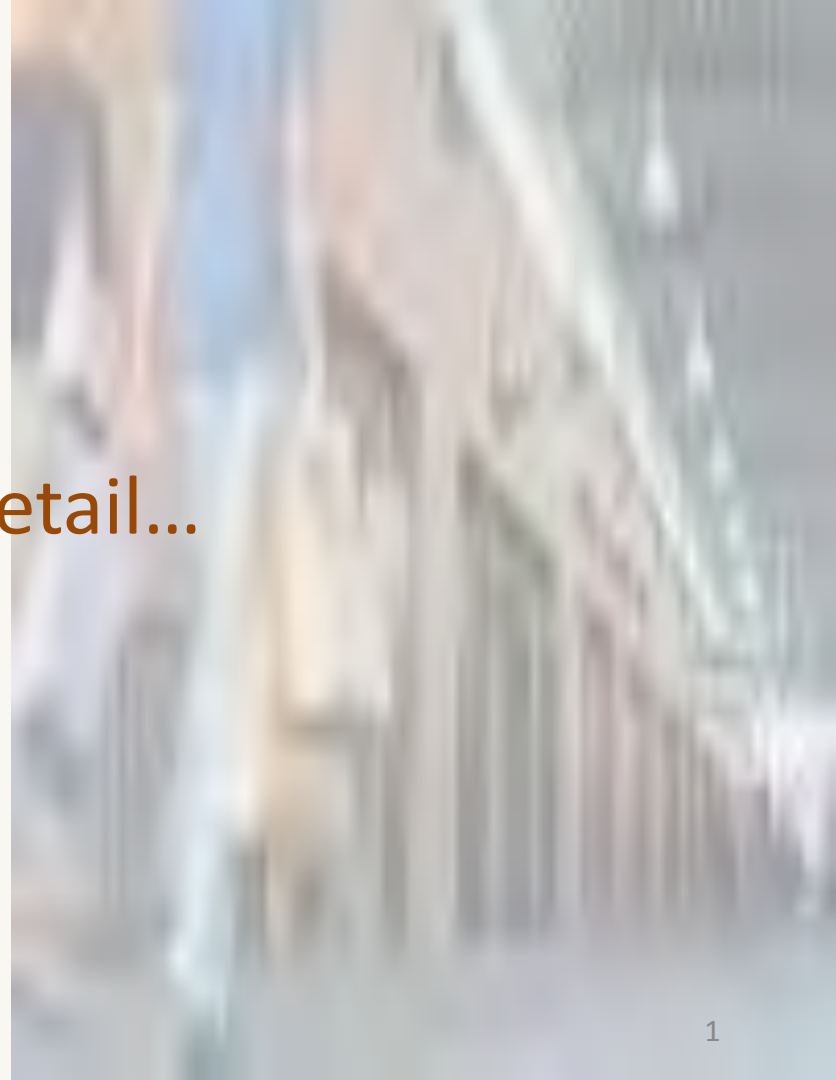




## Research Possibilities in Retail...

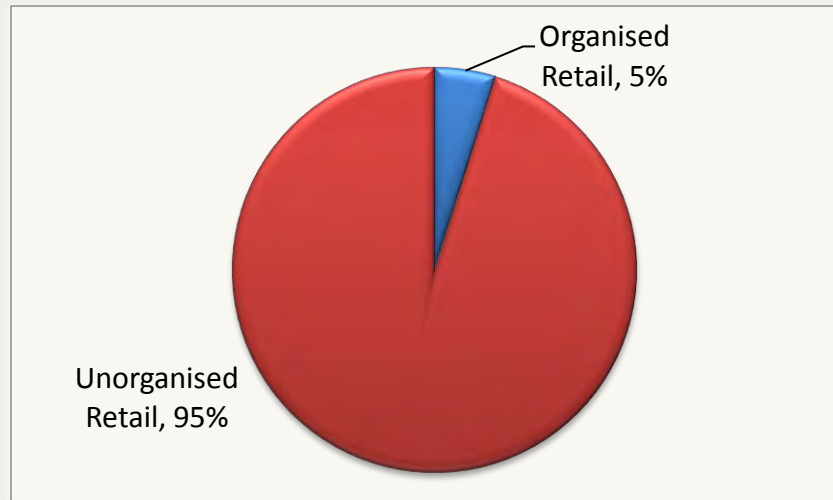




# The Context : Size and Growth in Retail Sector

The Retail market in India is valued at **US \$ 435 billion**

- ❑ India is one of the **TOP 5** Retail markets in the world in terms of value
- ❑ The organized segment of Retail in India is valued at **US \$ 21 billion**



➤ Overall market  
Growth : 8 – 10 per  
cent

➤ Growth in organized  
segment : 25 – 30 per  
cent





# Growth Drivers for the Retail Industry

## Supply Side Factors

- FDI inflows
- Direct entry of foreign brands into single brand retail
- Growing and vibrant economy

## Demand Side Factors

- Higher disposable incomes
- Exposure to global living standards
- Convenience of 'All under one roof'





# Business Issues and Questions

- *How do I better engage with the shopper in retail setting?*
- *How do I best utilize the available retail space?*
- *How effective is the communication campaign for my product?*
- *How do I assess and improve my Sales Assistant quality and performance?*
- *What did I gain out of an event?*
- *Which of my stores are following standard instructions and basic hygiene issues on a day-to-day basis?*
- *What are the exact pain-points in my store performance?*





# ...Insights-driven Solutions provided by Azul

- Effective Product Placement
- Retail Design Strategy on:
  - Space layout leading to
    - More productive space
    - User friendly space
- Impactful visual merchandising, signage and promotional initiatives
- Optimized communication spends
- Increased user engagement with the product category and the space
- Enhance service delivery

## Category Management

- Studying shopper-interactions with product for planogramming
- Identifying aspects that lead to greater shopper engagement with category
- Maximizing sales in Retail environment

## Space Planning

- Identifying the factors at play in the interface between shoppers and shops
- Designing the space in accordance with these factors
- Maximizing SPSF/Productivity

## Launch and Initiative Testing

- Testing communication initiatives
- Fine-tuning a product/variant launch by testing

## Service Enhancement

- Studying 'SA' service level in-situ and identifying actionable cues for excellent shopping experience

## ROI on an event

- 'Sales-figure related' payback of a mall activation program





# Retail Research Tools Used



*Plus standard research instruments*



**FOCUS GROUP DISCUSSIONS**



**STRUCTURED INTERVIEWS:**  
A) F2F B) ONLINE  
C) TELEPHONIC





# An Illustration : Retail Store Health Check

*...through mystery audits*

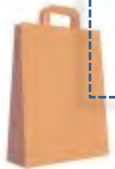
- To assess the performance of individual stores (and benchmark) on parameters like:
  - Store infrastructure & Upkeep
  - Sales Assistants & Service
  - Merchandising
  - Promotion
- Standard Azul audit form and reporting format
  - A total of 66 parameters on which a store could be assessed
- Performance can be assessed and compared across:
  - Weekday and Weekend
  - Day and Evening

**Typical Output Of An Audit...**

Attributes *	Weekday	Weekend	Overall
Store Infrastructure and Upkeep	9.1	9.1	9.1
Sales Assistants and Service	6.1	2.6	4.6
Merchandising	8.8	8.8	8.8
Promotion	8.0	6.0	7.0

*FOR ILLUSTRATION ONLY*

\* Store performance indexed on a score of '10'





# Clients : Retail & Consumer Goods







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