

Semester: Jan 24 to April 24		
Maximum Marks: 50	Examination: ESE Examination	Date: 14-04-24 Duration: 03 hrs
Programme code: 10	Class: SY	Semester/Trimester: VI
Programme: MBA PT MM		
College: K. J. Somaiya Institute of Management	Name of the department/Section/Center: Marketing & International Business	
Course Code:	Name of the Course: Retail Marketing	
Instructions: All Questions are Compulsory. Question 1 : Case Study is Compulsory. Question 2 : Answer any 4 out of 5 short notes.		

Question No.		Max. Marks
1.	<p style="text-align: center;">Can They Overtake the Legends ?</p> <p>Reliance Industries' retail unit Reliance Retail has launched its first premium fashion and lifestyle store chain Azorte. As per the details, the store, which is Bengaluru, will house the best of global brands and contemporary Indian fashion. The new store is in the line of billionaire Mukesh Ambani's plan to grab a bigger slice of India's luxury market.</p> <p>The new store, which is around 18,000 square feet big, will compete with global and Indian brands in the mid-premium fashion segment, and cater to millennials and Gen Z. "The mid-premium fashion segment is one of fastest growing consumer segments as millennials and the Gen Z are increasingly demanding the latest of international and contemporary Indian fashion," said Akhilesh Prasad, CEO of the fashion and lifestyle arm of Reliance Retail.</p> <p>He added: "Designed with fashion-forward consumers in mind, the new store format includes several tech-enabled interventions such as smart trial rooms, fashion discovery stations, endless aisles and self-checkout kiosks that would make shopping more enjoyable."</p> <p>The Indian Retail & E- Commerce Market</p> <p>Indian retail industry has emerged as one of the most dynamic and fast-paced industries due to the entry of several new players. It accounts for over 10% of the country's gross domestic product (GDP) and around eight% of the employment. India is the world's fifth-largest global destination in the retail space. India ranked 73 in the United Nations Conference on Trade and Development's Business-to-Consumer (B2C) E-commerce Index 2019. India is the world's fifth-largest global destination in the retail space and ranked 63 in World Bank's Doing Business 2020.</p> <p>The sizeable middle class and nearly unexplored retail market in India are the main enticing factors for international retail behemoths seeking to move into newer markets, which will help the Indian retail business grow more quickly. The urban Indian consumer's purchasing power is increasing, and branded goods in categories like apparel, cosmetics, footwear, watches, beverages, food, and even jewellery are gradually evolving into business and leisure that are well-liked by the urban Indian consumer. The retail sector in India is expected to reach a whopping US\$ 2 trillion in value by 2032, according to a recent analysis by the Boston Consulting Group (BCG). India is the world's fifth-largest global destination in the retail space. In FDI Confidence Index, India ranked 17 (after US, Canada, Germany, United Kingdom, China, Japan, France, Australia, Switzerland, and Italy).</p> <p>India is one of the most promising and developing marketplaces in the world. There is a great deal of desire among multinational corporations to take advantage of the consumer base in India and to enter the market first. Nearly 60 shopping malls encompassing a total retail space of 23.25 million sq. ft are expected to become operational during 2023-25. India ranks among the best countries to invest in Retail space. Factors that make India so attractive include the second largest population in the world, a middle-income class of ~158 households, increasing urbanization, rising household incomes, connected rural consumers, and increasing consumer spending.</p> <p>As of 2021, there were 1.2 million daily e-commerce transactions. Online shoppers in India are expected to reach ~500 million in 2030 from +150 million in 2020. The E-Commerce market is expected to touch US\$ 350 billion in GMV by 2030.</p> <p>India's retail sector was experiencing exponential growth with retail development taking place not just in major cities and metros, but also in small cities. Healthy economic growth, changing demographic profile, increasing disposable income, urbanisation, and changing consumer tastes and preferences have been some of the factors driving growth in the organised retail market in India. To improve the business climate and make it simpler for foreign companies to register fully owned subsidiaries in India, the Indian government has implemented a number</p>	30

	<p>of rules, regulations, and policies.</p> <p>As per Kearney Research, India's retail industry is projected to grow at 9% over 2019-2030, from US\$ 779 billion in 2019 to US\$ 1,407 billion by 2026 and more than US\$ 1.8 trillion by 2030. Revenue of India's offline retailers, also known as brick and mortar (B&M) retailers, is expected to increase by Rs. 10,000-12,000 crore (US\$ 1.39-2.77 billion) in FY20. India's direct selling industry is expected to be valued at US\$ 2.14 billion by the end of 2021. E-Retail has been a boon during the pandemic and according to a report by Bain & Company in association with Flipkart 'How India Shops Online 2021' the e-retail market is expected to grow to US\$ 120-140 billion by FY26, increasing at approximately 25-30% p.a. over the next 5 years. Despite unprecedented challenges, the India consumption story is still robust. Driven by affluence, accessibility, awareness and attitude, household consumption stood at Rs. 130-140 trillion (US\$ 1.63-1.75 trillion) in 2021.</p> <p>India has the third-highest number of e-retail shoppers (only behind China, the US). The new-age logistics players are expected to deliver 2.5 billion Direct-to-Consumer (D2C) shipments by 2030. Online used car transaction penetration is expected to grow by 9x in the next 10 years.</p> <p>According to recent industry reports, the e-commerce industry witnessed a phenomenal 36.8% YoY growth in terms of order volumes. As consumers prefer to shop online throughout the year, this fast-changing consumer preference towards online shopping reveals the mature status acquired by e-commerce brands in India. As of 2021, there were 1.2 million daily e-commerce transactions. The total value of digital transactions stood at US\$300 billion in 2021 and is projected to reach US\$ 1 trillion by 2026. Online shoppers in India are expected to reach ~500 million in 2030 from +150 million in 2020. India's digital economy is expected to touch US\$ 800 billion by 2030 and the E-Commerce market is expected to touch US\$350 billion in GMV by 2030.</p> <p>Questions</p> <ol style="list-style-type: none"> 1. Do you think Azorte a brand from Reliance can compete with the likes of Zara and H&M in the Indian market? What should be their differentiating factors for the brand? 2. What do you think should be the Visual Merchandising for the store? Create a window display for the upcoming sales in the month of July 2024? 3. Azorte is currently selling on the Ajjio platform, there now multiple online players selling fashion online. DO you think they should have a separate Website or app? Explain with relevant examples. How do you think Azorte should plan their merchandise for the online and offline modes? 	
2.	<p>Answer ANY 4 out of 5 short notes.</p> <ol style="list-style-type: none"> i) Hypermarkets and Supermarkets ii) Types of Categories iii) GMROI & GMROF iv) Grid Layout v) Private Labels vs National Brands 	20