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| **Trim: Jan-Mar 2025**  **Maximum Marks: 50 Examination: ETE Exam Date: 05-04-25 Duration: 03 hrs** | | |
| **Programme code:** **01**  **Programme: MBA Minor – Marketing** | **Class:** SY | **Semester/Trimester: VI** |
| **College:**  **K. J. Somaiya Institute of Management** | **Name of the department/Section/Center:**  Marketing & International Marketing | |
| **Course Code: 217P01M639** | **Name of the Course: Retail Marketing** | |
| **Instructions: Q1. Case Study all questions Compulsory**  **Q2. Short Notes Any 4 out of 6** | | |

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| **Question No.** |  | **Max.**  **Marks** |
| 1. | **RE – Entry will they Survive this Time ?**  Nilesh Ved as the owner of the Apparel Group, Carrefour's franchise partner in India, and Patrick Lasfargues as the Executive Director of International Partnership at Carrefour have already been discussing the possibilities of entering India. Lasfargues feels India is a market pegged without any retail laws especially for the industry. However, he still feels that India is a huge market and they need to plan their expansion strategy as they feel it’s the right time to enter the Indian market.  About Carrefour  With a multi-format network of more than 14,000 stores in more than 40 countries, the Carrefour Group is one of the world leaders in food commerce. Carrefour achieved a turnover of 94.1 billion euros in 2023. Its network of integrated stores has more than 300,000 employees who contribute to making Carrefour the world leader in the food transition for all, by offering every day quality food, accessible everywhere and at a reasonable price. Overall, more than 500,000 people work under the Carrefour brand worldwide.  For 60 years, we have been pioneers in the large food retail business, continuously striving to make our products both affordable and accessible to everyone: creators of the hypermarket in 1963, Carrefour Brand products in 1976, the Reflets de France brand in 1996, and visionaries with the marketing in 1997 of the Carrefour Bio organic product range  Carrefour aims to triple its e-commerce GMV (Gross Merchandise Value) by 2026, to reach €10bn. The Group also expects that digital will contribute an additional €600m to recurring operating income (ROI) in 2026 vs 2021.  To this end, Carrefour will increase by around 50% its investments in digital, with a €3bn dedicated plan between 2022 and 2026. As a result, the Group is raising its annual investment objective to around €1.7bn, at the higher end of the €1.5bn-1.7bn range communicated at the beginning of 2021. Finally, in line with its social and environmental responsibility policy, the Group is announcing the goal of reaching carbon neutrality in its e-commerce activities by 2030 – 10 years ahead of the overall Group objective for 2040.  The Indian Retail Market  Retailers reported a 5% growth in January 2025 compared to the same time period last year. 5% retail growth in January, led by food & grocery at 13%. QSR and CDIT grew by 6%, indicating a rise in consumer spending in these categories. The Union Budget 2025’s income tax exemption limit of Rs 12 lakh provides relief to retailers after last year’s slowdown.  The survey further reveals that West India experienced the highest sales growth at 7%, while North and South India each recorded a 5% increase. East India showed a growth of only 4%.  In terms of categories, Food & grocery registered the highest growth of 13%, followed by consumer durables and QSR each showing growth of 6% compared to January 2024 period last year.  Consumer choices, however, vary widely. Retailers must adapt to these shifts, understand evolving preferences, and build the right operating model to stay competitive.  The Indian grocery retail market in 2025 is expected to see continued growth, driven by factors like rising disposable incomes, urbanization, and increasing digital adoption, with online grocery platforms and omnichannel strategies playing a key role.  Key Trends and Drivers:  Digital Transformation: The rapid growth of online grocery platforms and the digitalization of traditional kirana stores will continue to disrupt the sector.  Omnichannel Approach: Retailers will need to offer a seamless shopping experience across online and offline channels.  Consumer Demand for Convenience:  Consumers are increasingly seeking convenience, which will fuel the growth of online grocery and quick-commerce delivery services.  Health Consciousness:  The demand for healthy and functional foods and beverages will continue to rise.  Sustainability:  Sustainability is becoming an increasingly important factor in consumer purchasing decisions.  E-commerce Growth:  Online grocery sales are expected to continue growing, driven by factors like increased internet usage, smartphone penetration, and the convenience of online shopping.  Investment:  The retail sector in India is expected to attract significant investments, further strengthening infrastructure and creating employment opportunities.  Challenges:  Rising Inflation: Inflation could impact consumer spending and potentially lead to a shift towards more affordable options.  Supply Chain Disruptions: Supply chain disruptions could pose challenges for retailers.  Fierce Competition: The Indian grocery retail market is highly competitive, with both traditional and modern retail formats vying for market share.  Market Size and Forecast:  The Indian retail market is expected to reach a significant value by 2025, with opportunities for growth in the grocery retail segment.  The online grocery market is forecast to increase significantly, with a CAGR of 21% between 2024 and 2029.  The Indian online grocery market size reached USD 11.4 Billion in 2024 and is expected to reach USD 96.3 Billion by 2033.  The food and grocery retail market in India was worth US$719.44 billion in 2023 and is expected to grow at a CAGR of 4.0% during 2024-30.  Considering that the Indian Market is a land of opportunities and still pegged with challenges, should they plan an Indian entry ?  Questions :   1. *If Carrefour plans to enter the Indian market, what should they do to overcome the challenges in Supply Chain. This would also include the issues in cold chain networks, illustrate and explain with examples* 2. *How should they plan to take out competition from the online players and specially Q commerce competition? Should they join them or fight them?* 3. *If they target only the North of India, what should be the categories that they should plan?* | 30 |
| 2. | **Short Notes (Any 4 out of 6) :**   1. Zoning 2. Shelf Talker 3. Hypermarket 4. Location Analysis 5. Racetrack Layout 6. OTB | 20 |