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COVER STORY

COLLABORATION FOR GROWTH FRANCHISING - THE WAY FORWARD FOR RETAILERS

In this New Year special issue of IMAGES RETail, we have analysed that how brands across categories that have expanded using this business model are fairing in modern retail scenario.



JANUARY 2016 CONTENTS

- 10 INTERNATIONAL ROUNDUP**
Global retailers are tweaking their strategies when it comes to doing business in difficult markets like China. For instance, Yum Brands Inc's China division is simplifying menus, speeding up service and increasing convenience ahead of next year's planned spinoff that aims to tee up the business to eventually triple in size.
- 16 NATIONAL ROUNDUP**
It seems Indian retailers are on an expansion spree, either by drawing up new capex plans or by getting into newer categories. Aditya Birla Group controlled Grasim Industries has drawn up capex plan of ₹150 crore for product development, R&D and business development for its new fabric brand Liva in next fiscal.
- 24 EVENT**
The first-ever South India Retail Summit was held on December 10 at the ITC Gardenia in Bengaluru. Comprising a day-long conference and exhibition, the event's mission was to focus on 'Building successful retail models and growing the retail ecosystem in a technology and digitally-enhanced retail atmosphere to delight new age consumers'.
- 42 CELEBRATIONS**
Retail Employees' Day (RED), celebrated every year on 12th December is aimed at applauding the efforts of retail employees in India - and eventually the world. The theme was born from the need to create the pride of belonging to the retail community by recognizing their efforts through public appreciation.
- 48 IN FOCUS**
The 4th R in the strategy loop completes with hiring the right people in retail companies. The article talks about the paradigm shift in role of HR function from a mere operational partner to a more strategic partner.
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Victorinox Swiss Army watch is suitable for any activity or function it carries a premium, thanks to the Swiss heritage. In an exclusive interaction with Anil Prabhakar, Debraj Sengupta, CMO and Country Head talks about the journey of the brand and their future expansion plans.
- 80 TRENDS**
At the brink of 2016, as we gaze in to the crystal ball of emerging trends for retailers, technology trends exist at two levels. We will look at the top 5 near-term technologies which should be on top of most retail CTO's shopping lists to ensure parity.
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