



48 COVER STORY

TRANSIT SHOPPING

AIRPORTS TAKE A SWANKY MALL AVATAR

If shopping is therapy, then airports are emerging as the perfect shopping therapy destinations. Airports are self-sustained shopping enclaves, which drive in sales as they create a unique shopping experience



Cover picture courtesy: Ritu Manoj Jethani / Shutterstock.com

MARCH 2014

CONTENTS

- 8 **INTERNATIONAL ROUNDUP**
With sales in the global luxury sector starting to slow, Italian shoes and handbags stand out as powerful growth engines as the middle classes in emerging economies indulge the urge to accessories
- 12 **NATIONAL ROUNDUP**
With the start of the calendar year, many retail and food service players seem to be on an expansion spree, that too mostly in Tier-II locations
- 14 **EVENT**
Retail Leadership Summit (2014): Retailing in emerging markets
- 16 **ENTREPRENEUR**
The story of Kalyan Chedda and his store Satyam Collection
- 22 **CONCEPT**
Established in 1994, Clay Craft India is the manufacturers and retailers of bone china and ceramic tableware in the country with more than ₹150 crore turnover.
- 32 **RETAIL EXCELLENCE**
Swarovski's journey began in 2000 and since then it has been charming people in India with its exclusive creation
- 34 **CUSTOMER LOYALTY**
Engagement with customers over a life cycle is the new model for success and loyalty programmes have to fulfill the gap even in recessionary times
- 44 **HR EXCELLENCE**
The HR excellence policies being followed at Promart, which make it a "great" place to work at
- 62 **IN CONVERSATION**
Brand Access is a company that works in the domain of facilitating new entrants in the retail sphere. Arka Dhar, MD, Brand Access, talks in detail about how their company helps the new retail players in finding their foothold in the Indian retail market
- 72 **DESIGN**
A well-planned shop not only assures more footfall but rather can also convert the footfall into potential buyers and ensure more sale per square feet for retailers
- 84 **M-COMMERCE**
Increasing use of smartphones has made life not only fast but also less complicated for both consumers and brands
- 86 **E-COMMERCE**
The e-commerce space has seen tremendous growth in both the number of orders and the average basket value. But where are those 20 percent loyal customers who yield 80 percent of the revenue? Let's see!
- 90 **TECHNOLOGY**
How retailers can improve the efficiency of buying trips through the use of technology
- 92 **PERSONALITY OF THE MONTH**
CK Kumaravel, CEO& co-founder, Naturals
- 93 **INDEX**