

# CONTENTS

DECEMBER 2012

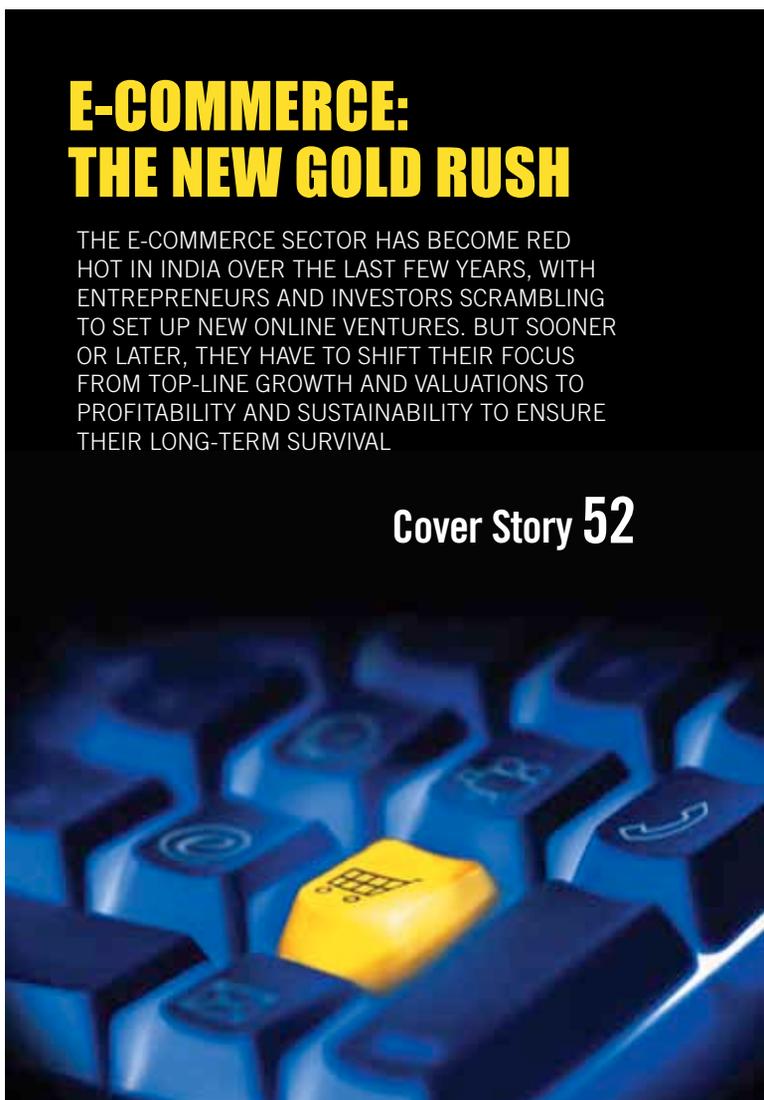
## IN THIS ISSUE

QnA.....	36
<b>“We have a plan of opening 111 stores in the next 5 years”</b> A talk with Bharath Rao of Nesta Furniture about the launch of its first store in Bangalore and expansion plans.	
Entrepreneur.....	38
<b>Baby Business</b> The success story of Naresh Khatar of Me N Moms.	
Retail Excellence.....	46
<b>Da Milano: The Italian Touch</b> A look at the leather accessories brand Da Milano which is witnessing a growth of 30 percent per annum.	
E-commerce.....	76
<b>Top 10 Trends in E-commerce</b> A preview of what the future of Indian e-commerce would look like.	
Research Report.....	78
<b>The State of Consumer E-commerce in India</b> There is a huge gap between the estimated potential and the current consumer participation in e-commerce in India. A report.	
E-commerce.....	82
<b>E-commerce: Decade Next</b> The growth and rise of e-tail is a sustained global business phenomenon that offers a great potential, says Manmohan Agarwal of Big Shoe Bazaar.	
E-commerce.....	86
<b>From Bricks to Clicks: How to Choose an E-commerce Platform</b> Seven questions you must ask yourself before you take a decision to go online.	
Profile.....	90
<b>Adding Colour to Leather</b> Profiling of the Italian leather fashion brand Blue & Blues which is witnessing a growth rate of 40 percent y-o-y.	
Column.....	92
<b>Retail CEO: Business Man, Pied Piper and Juggler</b> CEOs in retail organisations need to have a keen eye for detail at a micro level to avoid costly mistakes, says BS Nagesh.	
Column.....	94
<b>Creating Future-Ready Retail Businesses</b> Modern retailers of India are content with offering consumers just a little bit more than the traditional retailers in terms of offerings. This can be a big mistake, warns Harminder Sahni.	
Technology.....	98
<b>Big Data Can Reap Big Returns in Retail</b> Retailers are identifying and utilising raw data into actionable insights with tangible business benefits.	

## E-COMMERCE: THE NEW GOLD RUSH

THE E-COMMERCE SECTOR HAS BECOME RED HOT IN INDIA OVER THE LAST FEW YEARS, WITH ENTREPRENEURS AND INVESTORS SCRAMBLING TO SET UP NEW ONLINE VENTURES. BUT SOONER OR LATER, THEY HAVE TO SHIFT THEIR FOCUS FROM TOP-LINE GROWTH AND VALUATIONS TO PROFITABILITY AND SUSTAINABILITY TO ENSURE THEIR LONG-TERM SURVIVAL

Cover Story 52



## REGULARS

12.....	International Updates
20.....	National Updates
30.....	New Openings
100.....	Personality of the Month
102.....	Index