

# CONTENTS

JANUARY 2013

## IN THIS ISSUE

### Interview ..... 32

#### **"We want to double our costs and triple our sales"**

An interaction with Rajesh Jain of Lacoste to talk about India's future plans.

### Entrepreneur ..... 34

#### **Organic Googly**

Dilip Doshi recounts the story behind Organic Haus.

### Concept ..... 41

#### **Cherishing the Moments**

AlphaOne mall in Ahmedabad has added a kiosk called "Cherishing Moments" to its tenant mix, which offers innovative products made of wax.

### Interview ..... 44

#### **"Know Your Customer"**

Caroline Papadatos argues that loyalty programmes are very potent devices to identify and understand your customers and their buying habits.

### Retail Excellence ..... 48

#### **Furnishing a Success Story**

Skipper Furnishing, which has 11 stores across 8 cities, is planning to open 50 more in the next 2 years.

### Profile ..... 68

#### **Hooked to Hookah**

Mumbai-based specialty store chain Arabian Nights brings to you a whiff of the traditional Arabian culture.

### Profile ..... 72

#### **Pai International**

Profiling of the Pai family-owned consumer durables and electronics products retail chain.

### Interview ..... 74

#### **Affinity International's Success Story**

Asif Ahmed, the man behind Affinity, talks about what drives him and his beauty-and-fitness chain.

### Event ..... 76

#### **Winning Strategies for Foodservice, Food and Grocery Players**

An exclusive report of the two events – Food and Grocery Forum India and India Food Service Forum 2012.

### Design ..... 82

#### **Retail Planning 101: Store Design and Layout Made Easy**

An easy step-by-step guide to create smashing store layouts.

### Event ..... 84

#### **TRRAIN Retail Awards felicitate 18 retail associates on Retail Employees' Day**

TRRAIN organised its second annual award ceremony on December 12 where it felicitated retail associates from all across the country for their exemplary customer service.

### Technology ..... 90

#### **Retail Store Experience: Rolling Out the Red Carpet for Customers**

Retailers are focussing on enhancing the overall shopping experience which envelops and encompasses the transactional and convenience aspects within the store.

### Column ..... 92

#### **The Collaborative Approach to Building Retail Brands**

Harminder Sahni suggests retailers to pool resources and follow a collaborative model for brand building.

### E-commerce Strategy ..... 94

#### **Flower retailer Ferns N Petals' online strategy.**

### E-vision ..... 95

#### **E-commerce vision of industry players.**

### Event ..... 96

#### **Middle East Retail Forum 2012**

A report on the mega congregation of the stakeholders in the retail business of the Middle East and Images RetailME Awards 2012

## REGULARS

12 ..... International Updates

18 ..... National Updates

28 ..... New Openings

100 ..... Personality of the Month

102 ..... Index

## Cover Story 52

# FDI in Retail

## The India Opportunity

THE GOVERNMENT HAS FINALLY OPENED THE DOORS FOR FOREIGN INVESTMENT. WHAT KIND OF IMPACT WILL IT HAVE ON THE INDIAN LANDSCAPE? READ THE COVER STORY.

