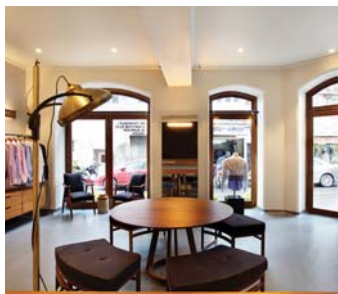




COVER STORY **44**

FRANCHISING THE RETAIL WAY FORWARD

From fashion retailers to salons and even restaurants, the franchise business model has been in existence for over a century now. However, what remains imperative to realise is whether this business model is apt for your brand to grow.



12 **INTERNATIONAL ROUNDUP**
Global retailers are gearing up to brace some serious sales frenzy

18 **NATIONAL ROUNDUP**
The billion-plus population market has become a jostling ground for both Indian and global retailers

26 **ENTREPRENEUR**
Launched in 2012, the Bombay Shirt Company is the brainchild of Akshay Narvekar

28 **PROFILE**
'aLL - A Little Larger' format has managed to carve a niche for itself

30 **MALL LAUNCH**
The Bokaro Mall, the first mall of Bokaro city.

34 **EVENT REPORT**
The exports of handicrafts may appear sizeable, but there are umpteen opportunities that this market offers

40 **INITIATIVE**
Future Group has launched India Food Park, an avant-garde, large-scale food processing facility

56 **IRF EXHIBITORS**
The exhibition area at the India Retail Forum 2014 was a major attraction

68 **AWRDS RETAIL ME**
Images Group hosts the annual Images RetailME Awards

72 **CRM**
Having a good understanding of customers can help both retailers and brands to increase their sales exponentially

82 **E-COMMERCE**
Swiss Military made inroads into the Indian domain five years back

84 **CONVERGENCE**
Staying relevant is vital for the continued success and profitability of a business

86 **LOGISTICS**
The Indian logistics sector has been on a high growth trajectory

90 **TECHNOLOGY**
The retail industry has been constantly trying to adapt and cope up with the changing requirements of the customers

94 **VIEW POINT**
Rapid transformation in the technology landscape is opening up new challenges to the existing retail business model worldwide

96 **EXPERT SPEAK**
It is no secret that the retail sector in India, traditionally dominated by unorganised players, standalone boutiques and kirana stores, is undergoing a steady makeover

144 **INDEX**