

# PICTURES Retail

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## TRANSIT SHOPPING

AIRPORTS TAKE A SWANKY MALL AVATAR

- RETAILERS CAN IMPROVE THE EFFICIENCY OF BUYING TRIPS THROUGH THE USE OF TECHNOLOGY
- STORE DESIGN: INEVITABLE PART OF THE RETAIL BIZ
- PARCEL DELIVERY FOR E-COMMERCE IS A NASCENT SEGMENT
- ONLINE CUSTOMER LOYALTY: IS IT ONLY IN THE BOOKS?

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Dear Readers,

As we are heading towards the next financial year, we are all bustling with new hopes, horizons and more and more expectations. We are hopeful that FY 2014-2015 will be more rewarding than the last fiscal, and for this, we at Images are also innovating newer ways of work. The same goes for the industry we all are associated with and for whose betterment, we are working day in and day out.

In the March issue of IMAGES Retail, we focus on a relatively newer format of shopping, which has garnered the interest of most retail biggies. Yes, all retailers want to be a part of this aspiring format; we are talking about "airport retailing."

If shopping is therapy, then airports are emerging as the easiest shopping therapy destinations. Airports are self-sustained shopping enclaves, which drive in sales as they create a unique shopping experience. If media reports are to be believed, Victoria's Secret can open its first beauty and cosmetic store at T3, the international airport terminal in Delhi.

The estimated size of the travel retail in the international airports in India is in the range of ₹1,200 crore to ₹1,500 crore. The international traffic is growing at about 8 percent year-on-year in India. International travel retail growth is estimated to be 20 percent year-on-year in India. This proves how crucial travel retailing has become in the country. We, hope this number increases manifold in future.

The other topics we have chosen for our readers this month are how online retailers are dealing with the dilemma of customer loyalty. We have also talked in detail about the importance of store layout in retail and how proper synergy between VMs and store designers can lead to a fantastic looking store. Under the technology slug, we have picked up an intriguing subject of how retailers can improve buying trips efficiency through the use of technology. Besides the few I have mentioned, we also have a bunch of several other interesting articles in this issue. So, please read on and we will try to continue presenting more interesting issue in the month of April.

Cheers!



Amitabh Taneja

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# 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

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# MASTER OF EVERY HOUSEHOLD

Established in 1994, Clay Craft India is one of the fastest-growing manufacturers and retailers of bone china and ceramic tableware in the country with more than Rs 150 crore turnover. Its state-of-the-art production facility at Jaipur has a production capacity of 1,10,000 pieces per day. Rajesh Agarwal, Managing Director of the company, speaks to IMAGES Retail about the brand, its USP and the path ahead

By Kanak Prabha



### Start from Scratch

Agarwal family was involved in the distributorship of various bone china and ceramic crockery before 1990s. Being constantly in touch with the shopkeepers helped them understand the customers' choices and problems. In early 1990s, the group realised that they were facing problems such as product breakage and dead stock, so they thought of setting up their own manufacturing facility at Vishwakarma Industrial Area, Jaipur. Hence, a company called Clay Craft India was formed in 1994 by Rajesh Agarwal with the joint efforts of his elder brother Padam Agarwal. They

converted their distributorship store into company's own store in the same year, which is still operating at the same place.

### Spreading Wings

In 2009, moving ahead and seeing the growing market of plastic merchandise, the company ventured into the manufacturing and retailing of plastic tableware, kitchenware and bath ware by launching their retail store called Crown Craft India.

According to Rajesh Agarwal: "Crown Craft India is a leader in premium plastic dinnerware and plastic bath-ware sets along with a

host of related accessories including food storage items, casseroles, tiffins, partition plates, water jugs, fridge bottles, etc. We are fully dedicated to the highest level of customer service while continuously delivering quality products that our clients demand. This includes our newest innovative items such as PET bottles and insulated ware. Crown Craft India carries a full line of dinner plates, serving bowls, serving spoons, microwave dinner set options and more, in a various shapes and colours. Food storage containers preserve freshness and flavour and are available in many convenient sizes. As one of the leading plastic bottles manufacturers, we also have a line of quality plastic drinking bottles and plastic household products including ice trays, dustbins, plastic soap containers and stools.”

store in Australia in 2013. In India, Clay Craft stores occupy an average space of 18,000 sq.ft. Talking about the location strategy, Agarwal says: “We do not have any set criteria for choosing locations as of now, but we do take care of certain elements such as footfalls in a particular area, potential customer base for crockery industry, transport facility and distributors’ inputs.”

“For a store of Clay Craft India, an investment of around ₹ 15 to 25 lakh is required, excluding the space cost. Depending on the location, the expected ROI can be achieved within 1.6 to 2 years,” he shares.

#### Store Designing

Clay Craft India’s stores are designed by their in-house designing team. Merchandise is displayed in such



“Joining hands with Fabfurnish.com is a step towards providing fashion in dining to our valuable customers. Our exclusive tableware and tea-set range is available online also on portals such as Jabong and Homeshop18”

- Rajesh Agarwal,  
M D, Clay Craft India



“We had started with the manufacturing of cup-saucers and designer mugs made out of fine bone china and ceramic. Since the inception of our company, we have been producing quality products and have also introduced many trendy items, which have been an instant hit then,” he claims.

#### Store Metrics and Location Strategy

Currently, Clay Craft India is operating with eight company-owned stores across six cities - two are in Ajmer, two in Jaipur and one each in Mumbai, Delhi, Kolkata and Bengaluru. Going global, Clay Craft India had also launched a

a manner that it highlights every product under proper lighting so that product surface gets the original shine. “We have our internal designing team that takes care of designing of all our outlets. All our stores have same merchandise, which are in trend nationally. For domestic trends, we keep on introducing products as per the store manager’s inputs and experience.”

Clay Craft stores are designed such that each outlet is divided into four sections. One is for cups and mugs with different colours, shapes and messages; second is for dining table ware; third is for thermoware products; and fourth is for premium

plastic product range. All these four sections are built up with convenient sized shelves to display various products. There is a section in the front of the store that displays the seasonal products which are in the trend or have some offer running on them. Agarwal states: “We usually introduce complete crockery product range according to seasons, festivals, special occasions, etc. At our store, every product display is uniquely designed and organised.”

The USP of a Clay Craft store is focussed lighting, special shelf for products that are in trend, consultant for customers to provide matching crockery, convenient shelves to handle the products, unbreakable packaging, and single window solution for the customer for buying any kind of crockery of same/matching designs.

#### Products and Price Range

The product range of Clay Craft India is broadly divided in four categories, viz, hospitality, household, institutional, and export range. The products for the hospitality range are for the HoReCa (hotels, restaurant



# TRANSIT SHOPPING

## AIRPORTS TAKE A SWANKY MALL AVATAR

By Kavitha Srinivasa

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

**E**xperiential shopping happens in neon-lit ambience. Creature comforts unfold in concept stores. Outwardly, this seems like a smart shopper's wish-list being fulfilled in a luxury mall. A reality check reveals that this is the shopping scenario in newly developed privatised airports in India. Transit places have morphed into swanky retail destinations, with high-end brands adorning the racks. Whether airlines are doing well or not, airports are raking in good business as they are a viable platform for retailers.



Transit places have morphed into swanky retail destinations

Keeping all these parameters in mind, foreign lifestyle brands are tempted to open stores at emerging airports in the country. If the media reports are to be believed Victoria's Secret can open its first beauty and cosmetic store at T3, the international airport terminal in Delhi. Even Armani Jeans, which is marketed by Genesis Luxury in India, is also planning to open a stand-alone store at the Delhi airport. Both brands are reportedly being channelled through Delhi Duty Free Services.

The transformation happened with the privatisation of airports, which attracted infrastructure developers such as the GMR Group and GVK Group. This resulted in private-public partnerships, after which airports were upgraded with the necessary infrastructure.

From then on, non-air services such as retail began to contribute to the airport's revenue. "The estimated size of the travel retail in the international airports in India is in the range of ₹1,200 crore to ₹1,500 crore. The international traffic is growing at about 8-10 percent year-on-year in India. The international travel retail growth is estimated to be 20

percent year on year in the country," says Manishi M Sanwal, Managing Director, DFS India.

The travel retail story started to unfold in the glitzy transit of airports. An example would be when airport operator Delhi International Airport Limited (DIAL), a joint venture led by the GMR Group, shifted the Indira Gandhi International Airport (IGI) to its present location in 2010. In June 2013, the Airport Council International declared IGI as the world's second best airport in the 25-40 million passengers category. With an annual capacity of over 60 million passengers, the airport handled around 34.2 million passengers in 2012.

While several factors have contributed towards its success, the retail pie has the right brand and merchandise mix required to make it a success. Take the case of Delhi Duty Free Services (DDFS), the country's largest duty free service. "With 14 locations spread across 4,380 sq.mt., DDFS retails tobacco, liquor, confectionery, perfumes and cosmetics. Ever day, DDFS records 4,000-5,000 transactions," informs Abhijit Das, Head of Marketing, Delhi Duty Free Services.

Since retail holds tremendous potential, airports are being refurbished to optimise space for premium brands to check in. This year, travellers commuting through MIAL's Chatrapati Shivaji International Airport (CSIA) can experience the much-awaited revamped Terminal 2 (T2), which carries the promise of being iconic. The captive T2 will throw open over 21,000 sq.mt. of retail space, while the existing retail



Duncan Lawley, CEO, DDFS



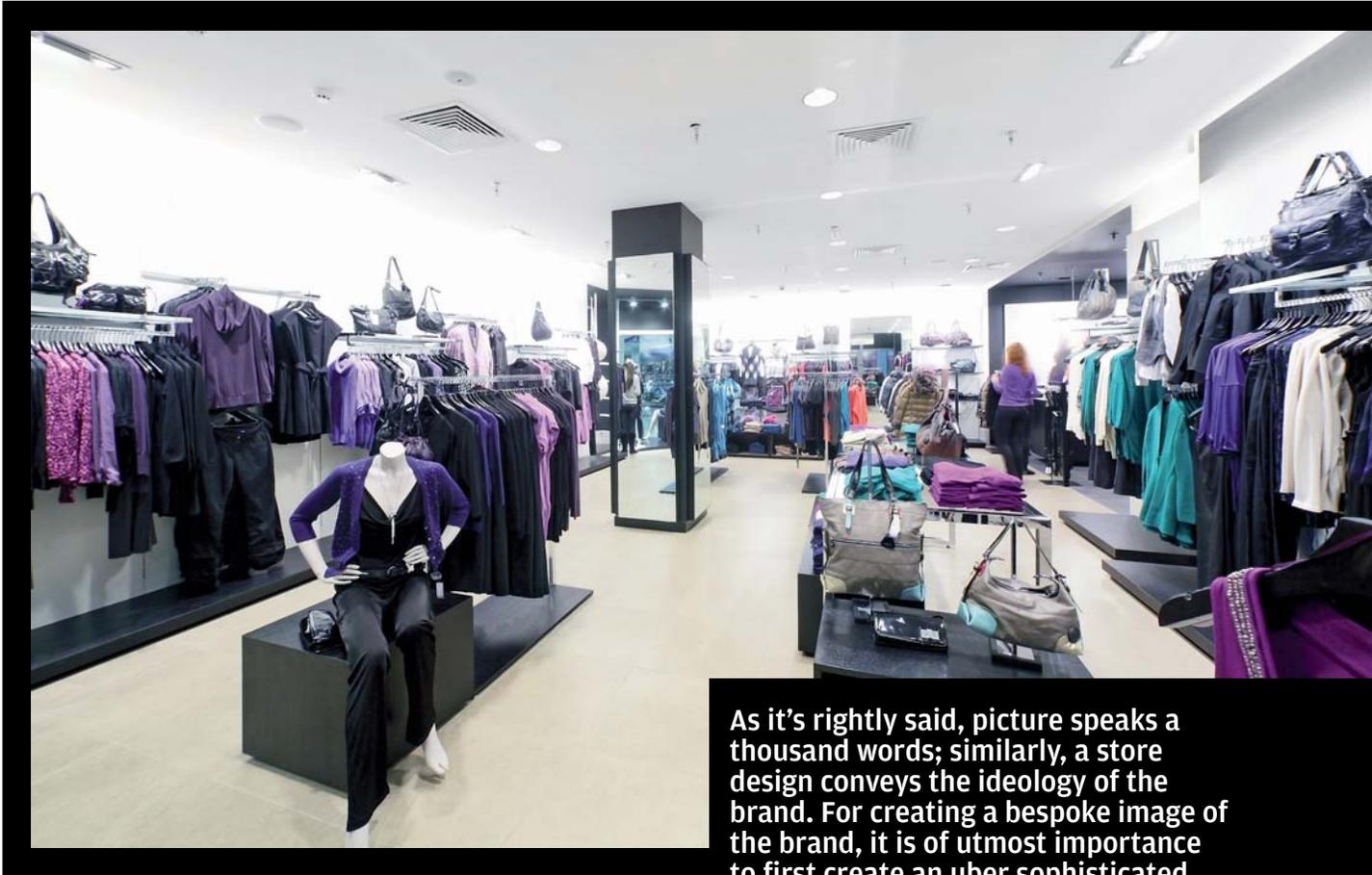
Abhijit Das, Head of Marketing, DDFS



area is about 5,000 sq.mt. While it is designed on par with international airport terminals, one of T2's highlights would be an Indian artwork section made available to visitors through touch screens. Commercial operations in T2 have just begun and it is expected to be a revenue generating high-end travel retail zone. T2 has four integrated levels spread across 4,39,000 sq.mt., which gives the airport the capacity to cater to 40 million passengers annually.

Bengaluru too has upgraded its terminal, T1A in December 2013. The 1,50,500 sq.mt. terminal will be double the floor area of the current one. Bangalore International Airport Limited (BIAL) promotes Bengaluru International Airport (BIA) which is renamed as Kempegowda International Airport.

While these privatised airports are investing on scaling up their infrastructure, in September 2013 the Civil Aviation Authority had announced its decision to privatise another six airports, viz. Chennai, Kolkata, Lucknow, Guwahati, Jaipur and Ahmedabad. For a consumer, a



As it's rightly said, picture speaks a thousand words; similarly, a store design conveys the ideology of the brand. For creating a bespoke image of the brand, it is of utmost importance to first create an uber sophisticated store design because store is the interface between the customers and retailer. 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 retailer, if the store layout is done in a manner that the space is optimally utilised

# STORE DESIGN INEVITABLE PART OF THE RETAIL BIZ

By Shubhra Saini

**W**ith the increasing competition in the retail industry, store layout and design have become important aspects to lure the footfall. To match up the standard of today's discerning and demanding shoppers, retailers need to provide them with a clean, well-lit shopping atmosphere with merchandise and planogram clearly marked. From the very moment the

shopper enters the outlet, the litmus test for the retailer starts.

## **How Store Design Aesthetics Have a Positive Influence on Buying Decisions of Customers**

The buying process in a retail environment depends on how much time a shopper spends inside the store, and the buying decision is heavily influenced by the impact a store ambience

has on the customer's emotions. Basically a store design should be able to pull in more footfall and once the customer has entered the store, the layout should be so free flowing that a shopper can easily locate merchandise, aisles should be uncluttered, planogram should be able to motivate unplanned purchases, and in the end shopper should feel satisfied and should be lured to visit again and again.



as a dynamic formation, a store image is changed after each exposure to the store environment. A store and the experience it creates or reflects personify the retail brand. An image, thus formed, is an abstract picture of an object or idea in an individual's mind. Store design and a picture-based information display commonly emphasise visual components through graphics, icons, and logos. These visual settings especially appeal to young consumers who depend on visual icons as their role models or mentors. In most cases, people want to enjoy the shopping experience as opposed to a mundane, monotonous ritual. The experience forms part of a memory they would want to visit and collect time and again. The ease and convenience of the process adds to the multiplicity factor.

Manu Neelakandhan, Director, Idea Culture, opines: "Retail design is not a styling exercise to make brands sell products from a good-looking place; rather it's an exercise that involves tangibles and intangibles to give a memorable experience to customers that make them connect better to the brand, its products and thus influence the sale."

Stating example of few retailers, who have got the design aspect right, he says: "Take Food Hall for example, a gourmet supermarket by Future Group.

It is designed as much for the people looking for international food supplies as for those who are new to the concept. Every product tells you stories, what it is, where it is from, how you can use them and better still even sample a few of them. It is not only catering to an existing customer demand but creating new customers as well. Croma, Asian Paints, and Fabindia do a brilliant job it... across every category there are some brands who keep attracting people back to their store to relive the experience of shopping there."

Talking about the importance of store design for modern retailers, Ajay Seth, COO, Evok, says: "The saying 'first impression is the last impression' cannot be more apt when it comes to the retail segment and

"Store design aesthetics definitely influence the customer. More so, if addressed properly, it can be made to have a positive influence on customer's buying decisions. These aesthetics mainly consist of two components: store-front design and methods of information display. The store-front design is primarily the plan; the basics of circulation and traffic patterns are set through it. Location of different utilities, sections, new arrivals, discounts, impulse shopping items, etc, should be placed into the pattern of the store. It should be easy to follow, understand and comprehend by the customer for the ease of operation and movement. Visual merchandising forms a part of the store design blueprint. The design should stimulate all senses and create an excitement which draws in the customers with curiosity. The offerings should be clearly placed for

the target demographics, ensuring that the customer trails the entire store," describes Shubhashish Modi, Director, Arris Architects.

"The second is 'information display' methods, which are critically executed through themes in the store. A thematic store-front design reflects a store identity that will appeal to its customers by presenting related products, in a lifestyle-type atmosphere, making sure that there are no blind spots in the store and all schemes are easily visible," he advises.

The environment in an outlet includes various stimuli such as colour, sound, scent, taste, layout and space, which are important clues for buyers. While most sensory stimuli are being used in brick-and-mortar stores, visual factors are also the main tool to establish an atmospheric environment in stores. Since consumers perceive store image



The Indian e-commerce industry has been booming for the last couple of years. With customers increasingly looking for better bargains, 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? What holds good for offline retail? Does it apply to online retail as well? Let's see!

## ONLINE CUSTOMER LOYALTY IS IT ONLY IN THE BOOKS?

By Manisha Bapna

**T**here's 70 percent plus 31 percent discount on select items at Fabfurnish; 60 percent plus 30 percent off on women's footwear on Flipkart; Firstcry.com

has a sale counter window always open with select items on 50 percent – who offers the mightiest discount is what the e-commerce industry in India is saddened about today. In such a cut-throat competition, how do online retailers such as Mynta, Jabong and Flipkart claim that 33 percent of the orders in January were from repeat customers, or that 50 percent of the customers that bought last year, bought again this year. How is customer loyalty measured with all players running for the same customer who is, in turn, running for the best

possible price discount? How are companies focussing on ways to build a long-term customer value pyramid?

All big brands that have existing reward programmes are purchased-based or they offer reward for purchases. From books, music and entertainment, to segments such as apparel, bed and bath, kitchen and home decor, e-commerce companies have become extremely aggressive in offering discounts throughout the year, and conducting shopping festivals repeatedly to play the volume game. The pinching truth is that a customer continues to buy as long as they perceive a financial incentive from the shopping. But giving rewards and offering discounts does not create loyalty or earn loyal customers. Authentic loyalty only comes from



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