

# RETAIL

Future of Business



## Business Development Heads Modelling the Retail Landscape

pg 13



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# IMAGES RETAIL

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## Business Development Heads: Market Expansion Drivers in the Realm of Retail

In the world of retail, it's said that the three most important decisions are location, location and location. So imagine the responsibility of the person who takes this most critical decision for a retail organisation. The person is mostly designated as Head - Business Development and or Retail Expansion and in some organisations as Retail Real Estate or Property Head.

Real Estate being the most expensive head on Retailers P&L (Profit and Loss), it is imperative that leaders driving the market development strategy are extremely cost conscious.

With retailers wanting fast growth and deeper market penetration on one hand and the pressures of increasing rentals and costs of new store opening on the other; the role of business development heads becomes extremely challenging. Tracking return on investment (ROI) and per sq. ft. return across existing markets and shopping centres, these professionals also always need to be ahead of their competition in identifying opportunities to open stores in emerging locations.

And it's not just stores. These professionals are also responsible for finding locations and properties for offices, warehouses, delivery locations and more.

IMAGES Group recognizes the contribution made by these professionals towards building a profitable retail network for their respective organisations and working with shopping centres across India to create memorable shopping destinations for customers.

In this edition of IMAGES Retail, we feature some of the leaders in retail business development. The exclusive feature talks about the journey, challenges, aspirations, vision and goals of these professionals.

Hope our readers find the retail journey of these BD Heads inspiring and encouraging. Log on to <https://www.indiaretail.com/> for more features, analyses and opinions.



Amitabh Taneja

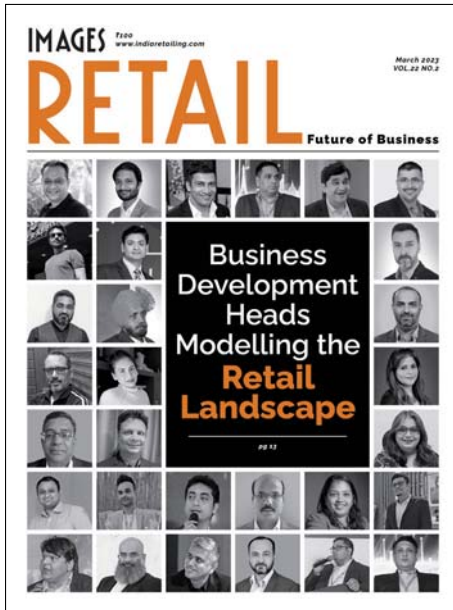
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## Samosa Singh Goes Global

QSR chain Samosa Singh has entered into a collaboration with a D2C company to export its products to countries across the world.

To support its global ambitions, the quick service restaurant chain (QSR) is ramping up its central manufacturing facility with automation and top industry practices and certifications, the brand mentioned.

“The growing appetite for Indian snacks among foreigners is proof that the market is set to grow exponentially in the near future. The global consumer patterns highly suggest the rise of Indian snacks internationally,” Samosa Singh said in a release.

The food chain offers a range of samosas, kachoris, pani puri, dahi puri, mattarkulcha, vada pav, chaat items and etc among other Indian snacks. “From a working couple to entrepreneurs- from a single outlet to multi-city status, from selling a samosa to 50 million pieces and from a 2 member team to a fired up team of 180 youngsters, Nidhi and I have seen it all, crossed our front frontiers as we look at the future with bright eyes,” said Shikar Veer Singh, founder, Samosa Singh.

“Samosa Singh is on the journey to lead the Indian snack market. Our love for samosas and our fiery pride in the Indian street food credo drives



us each day to establish a global space for the rich and eclectic street food of this country,” said Nidhi Singh, co-founder, Samosa Singh.

The QSR chain was founded in 2016 by WoknStoveFoodworks Pvt. Ltd.

## Reliance Retail Launches Beauty E-commerce Platform Tira

Reliance Retail has forayed into the beauty space with the launch of its beauty platform, Tira on Tuesday. The platform will compete with established players in the space like Nykaa, Tata Cliq and others. Tira will offer makeup, skin and haircare, fragrances, bathing, men’s beauty and luxury items. With this beauty e-commerce platform, Reliance plans to offer a vast collection of premium and luxury labels alongside its private label. “The site is currently open for all Reliance employees but will be available to the customers in a few weeks.

The platform may go live for the general public in March,” according to the sources.

According to media reports, the company is pursuing an omnichannel retail strategy for Tira, with a focus on both online and offline platforms. Reliance Retail has already entered the fashion industry by investing in vast players like Manish Malhotra and Ritu Kumar among others in the past few years. Now, with the launch of Tira, Reliance also seeks compete in the beauty category.



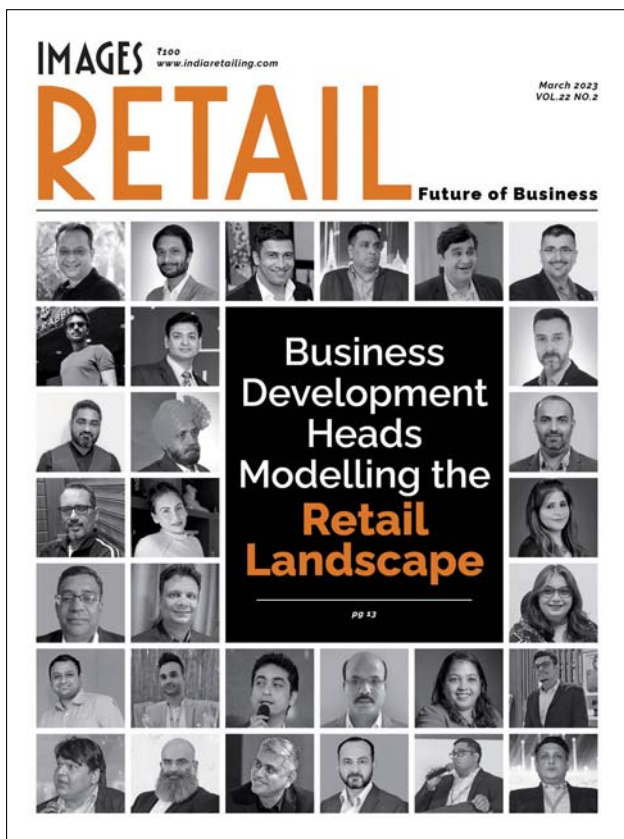
## Wow Momo Appoints Mithun Appaiah as CEO of its FMCG Vertical

Mithun Appaiah has been appointed as the chief executive officer (CEO) of Wow Momo, as per his LinkedIn profile. In this new role, Appaiah will be responsible for creating a wow consumer brand vertical in the FMCG space with a focus on innovation, disruptive growth focus and profit-centricity.

He comes with an experience of about two decades in the FMCG and food and beverage industry. Before joining the QSR brand as CEO, Appaiah was the CEO of Innovative Foods Ltd. (Sumeru). He has also been associated with Britannia Industries Ltd., United Spirits Ltd., Pernod Ricard and Nestlé India.

He holds an MBA degree in business administration and management from IFIM Business School.

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## FUTURE OF BUSINESSES ANALYSING THE BUSINESS OF ORGANIZED RETAIL IN INDIA

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# Business Development Heads Modelling the Retail Landscape

**B**usiness, especially retail, is a wheelbarrow. Nothing happens until you start pushing it. Even if the vision of the business is promising, it still requires the right push to reach the desired goal. It needs a leader who has the capacity to translate, create that impulse, or make it clearer and turn it into reality.

Today in the era of digitalization, phygital retail, experiential retail, omnichannel, e-commerce and traditional brick-and-mortar retail, conquering every aspect is a tough task. With retailers wanting fast growth and deeper market penetration in one hand and the pressures of increasing rentals and costs of new store opening on the other; the role of business development heads becomes extremely challenging. Tracking Return on Investment (ROI) and per sq. ft. return across existing markets and shopping centres, these professionals also always need to be ahead of their competition in identifying opportunities to open stores in emerging locations.

While the big picture doesn't often change, the details of the story must adapt to constantly changing business conditions. Therefore, it is the duty of the BD heads to keep the strategy and impulse in place.

Business development managers are also responsible for driving business growth within a company. They develop a network of contacts to attract new clients, research new market opportunities and oversee growth projects, making sales projections and forecasting revenue, in line with projected income. They are very important for the success of a business and its ability to gain market share. Business heads also play a significant role in strategy and how the business is run. They engage with all the senior stakeholders and keep them in the loop regarding any developments.

In this edition of IMAGES Retail, we feature some of the leaders in retail business development. The exclusive feature talks about the journey, challenges, aspirations, vision and goals of these professionals.

## Roles & Responsibilities

Responsibilities of Business Development Heads (Retail) include but is not limited to:

- › Identifying new properties; negotiating rentals, procuring properties, doing catchment analysis.
- › Checking out the legalities of the property and handing it over to the project department for further action.
- › Spearheading market research activities to gather potential estimates of various sites / location availability in malls and high streets for the region
- › Moving in with early mover advantage into properties within 3-4 year window for different brands, by booking/blocking spaces within malls.
- › Leading the process of selection of sites, finished properties and ensuring by thorough research that the acquisition will ensure high returns.
- › Undertaking all kind of feasibility and due diligence if entering into franchisee contracts or contracts with retailers.
- › Ensuring that store space selection is such that they are of optimum range for each size of store while delivering the required returns per square foot.
- › Ensuring timely completion and handing over of projects to the projects team that makes the store ready for retailing.
- › Liaisoning between landlord and organization and getting the things done without delay.
- › Discussing with the landlords for lease renewals, negotiating for less rentals compare to the market.
- › Collating, analyzing and distilling data on consumers, competitors and brands in to intelligence that informs sales planning process.
- › Conducting thorough market analysis and survey to determine new opportunities and tapping these subsequently to enhance profit.
- › Accelerating business growth through aggressive business development strategies and trade marketing promotions to enhance brand visibility.
- › Formulating and implementing retail distribution strategies and programs which maximize business growth, profitability, market coverage and market share.
- › Identifying opportunity for new products and search for new area of operations.
- › Discussing with the landlords for closing stores and successfully getting the security deposit without any legal obligations and issues.

# ABHISHEK RAJ

Chief Operating Officer

Lacoste India (Sports and Leisure Apparel Ltd.)

Age:42

**W**ith over 15 years of experience, Abhishek Raj has worked for most stimulating areas of modern retail. He has vast experience of working in areas like retail business, project development, e-commerce, retail planning, product development and merchandising.

## ROLE & RESPONSIBILITIES

- › Leading overall operations
- › Project development
- › Retail planning
- › Merchandising

## CAREER HISTORY & EXPERIENCE

### › Lacoste India

*(Nov 2008 - present)*

*Chief Operating Officer | Jul 2021 - present*

*General Manager Business Development & Operations*

*Apr 2019 - Nov 2021*

*Deputy General Manager Business Development &*

*Operations | Apr 2017 - Mar 2019*

*Senior Manager Business Development & Projects*

*Apr 2016 - Mar 2017*

*Manager Business Development & Projects*

*Apr 2014 - Mar 2016*

*Manager Retail Planning*

*Apr 2012 - March 2014*

### › Blackberrys

*Assistant Manager - Product Planning*

*May 2007 - May 2008*

### › Indigo Collections

*Merchandiser*

*May 2005 - Apr 2007*





## **EDUCATION**

- › NIFT  
Post graduation in ‘Garment Manufacturing Technology’ (2005)
- › Delhi University  
Graduation
- › Kendriya Vidyalaya

## **STRENGTHS**

- › People skills
- › Attention to detail
- › Perseverance

## **ASPIRATIONS TO FULFILL**

To create a better future for our next generation by adopting sustainable methods in business and lifestyle.

## **GAME CHANGING RETAIL TECHNOLOGIES**

- › Technologies that lead to hassle-free customer journey
- › Technologies that lead to responsible fashion
- › Technologies that can help to recycle and upcycle fashion goods

## **SUCCESS MANTRA**

- › Acquire in-depth knowledge about the job assignment
- › Being able to communicate with anyone from any age group
- › Being able to sustain long term partnerships with all stakeholders

## **LESSONS AND LEARNINGS OVER THE YEARS**

- › It’s extremely important to maintain partnerships with all stakeholders
- › Each day is different; failure on one day shouldn’t affect your approach
- › Evolution is important, and with that one also needs to keep updating themselves

## **FUTURE OF INDUSTRY**

- › Organised retail has tremendous growth prospects in coming years
- › Responsible retail will become important for both customers as well as brands
- › Convenience and customer journey will remain a key focus area and a multi-channel presence with integration of technology will help all retail brands

## **ROLE MODEL IN THE INDUSTRY**

My colleagues, as they inspire me everyday.

## **LIFE/TECH MANTRA**

Be dependable and have trust in people.

# BUDGET

## 2023

### Did it Stand up to the Expectations?

By IMAGES Retail Bureau

**U**nion Finance Minister Nirmala Sitharaman presented the Union Budget 2023, the fifth budget of Modi 2.0 on February 1, 2023. In the last full-fledged Budget before the general elections next year, Sitharaman presented a budget that many consider could lead India onto the growth path of the future. Sitharaman announced major changes in tax slabs under the new tax regime that would put more money into the hands of the middle class and that brings cheers to many businesses from FMCG companies to retailers.

This Budget hopes to build on the foundation laid down in the previous Budget, and the blueprint drawn for India@100. “We envision a prosperous and inclusive India, in which the fruits of development reach all regions and citizens, especially our youth, women, farmers, OBCs, Scheduled Castes and Scheduled Tribes,” said Finance Minister, Nirmala Sitharaman in her speech.

She further added, “In the 75th year of our Independence, the world has recognised the Indian economy as a ‘bright star’. Our current year’s economic growth is estimated to be at 7%. It is notable that this is the highest among all the major economies. This is in spite of the massive slowdown globally caused by Covid-19 and a war. The Indian economy is therefore on the right track, and despite a time of challenges, (is) heading towards a bright future.”

**We bring you opinions of the industry experts on the Union Budget 2023.**

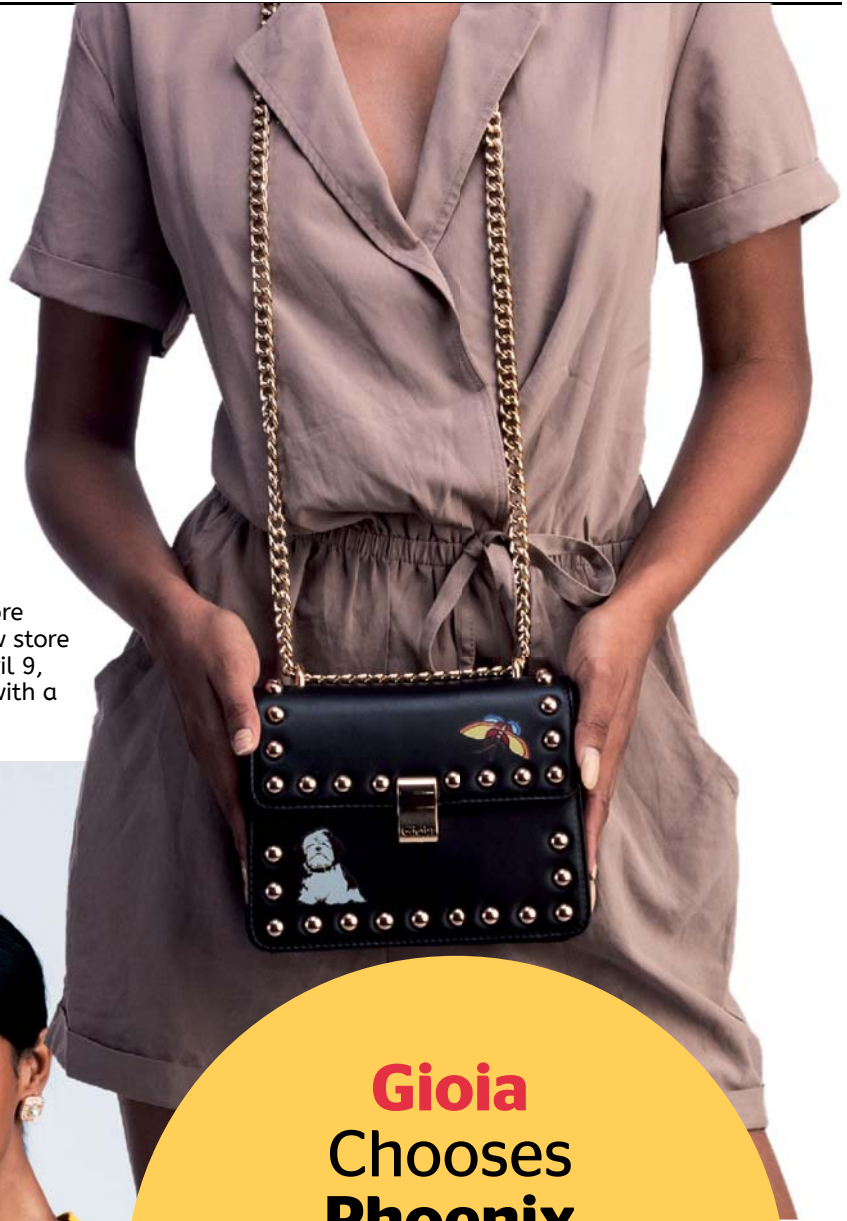


We wanted our store to be a physical embodiment of joy and every touchpoint to be an extension of what we stand for. Mumbai was the perfect place for us to do that. The city welcomes people from all walks of life and has a different uplifting energy to it. It makes one feel at home instantly and makes you believe that anything is possible.

– Vashisht Bhatia  
co-founder, Gioia



Luxury leather goods brand Gioia, pronounced joy-a, is expanding its retail presence with the opening of its second store in Phoenix Market City Mall, Kurla. The new store will open its doors to the public on the April 9, 2023 and is designed for lovers of slow fashion, with a focus on creating pieces that are built to last.



**Gioia**  
Chooses  
**Phoenix**  
**Market City**  
**Mall, Mumbai**  
for Their  
**Second Store**

The space will showcase Gioia's latest collection of handbags and accessories, which have already gained a following since the brand's launch in November 2021. In just a short period of time, the brand has seen celebrities such as Anaita Shroff Adajania, Soha Ali Khan, Sanjana Sanghi, and Sarah Jane Dias sport its collections. While Gioia's products are already available on popular marketplaces such as TataCliq Luxury, Nykaa, and Ajo online, the brand's new store in Mumbai is only its second offline store.

Even though brick-and-mortar stores were always part of Gioia's strategy, thanks to an unprecedented growth their second store launch has happened earlier than expected. In the coming months, they will be expanding their retail presence further by opening a store at Mall of Asia, Bangalore as well. The Kolkata-based brand's popularity and growing demand is not surprising, given its background and history. The brand's parent company is D2 International, which is one of the leading exporters in India and whose factories and artisans have crafted leather goods for well renowned luxury brands for three decades.


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