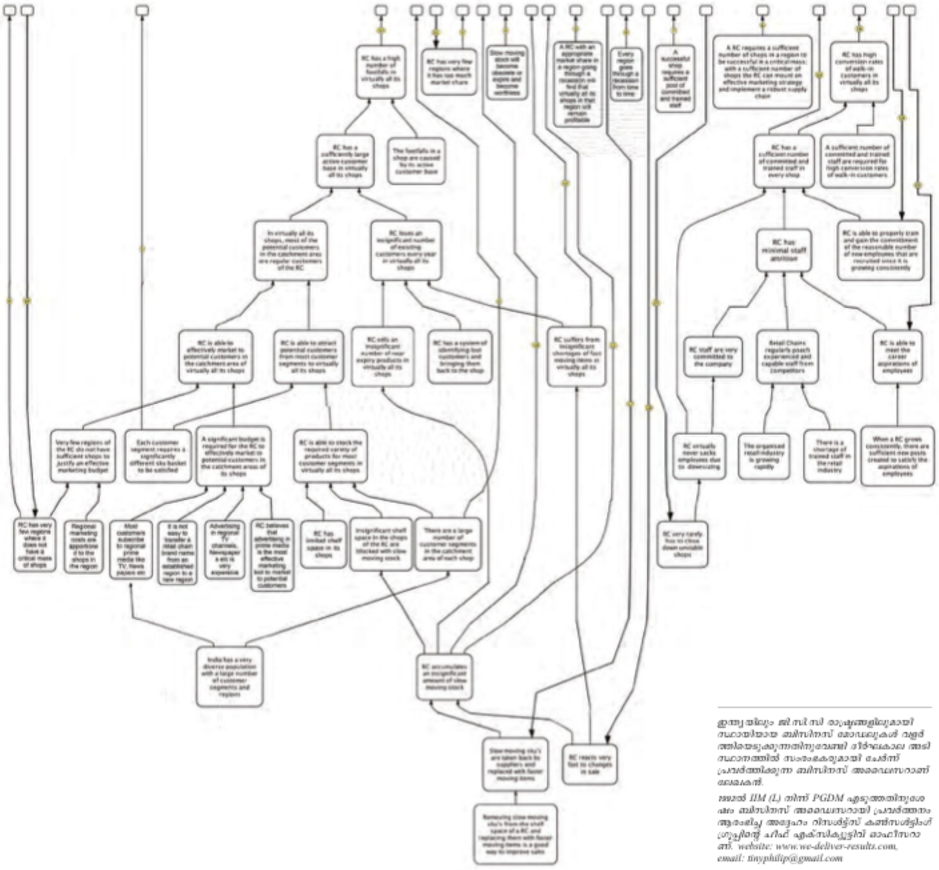
Chart 2 – Successful Retail Chain (Cont.)


RC has a high number of footfalls in virtually all its shops
RC has very few regions where it has too much market share
Slow moving stock will become obsolete or expire and become worthless
A RC with an appropriate market share in a region going through a recession will find that virtually all its shops in that region will remain profitable
Every region goes through a recession from time to time
A successful shop requires a sufficient pool of committed and trained staff
A RC requires a sufficient number of shops in a region to be successful in a critical mass; with a sufficient number of shops the RC can mount an effective marketing strategy and implement a robust supply chain
RC has high conversion rates of walk-in customers in virtually all its shops
RC has a sufficiently large active customer base in virtually all its shops
The footfalls in a shop are caused by its active customer base
RC has a sufficient number of committed and trained staff in every shop
A sufficient number of committed and trained staff are required for high conversion rates of walk-in customers
In virtually all its shops, most of the potential customers in the catchment area are regular customers of the RC
RC loses an insignificant number of existing customers every year in virtually all its shops
RC has minimal staff attrition
RC is able to properly train and gain the commitment of the reasonable number of new employees that are recruited since it is growing consistently
RC is able to effectively market to potential customers in the catchment area of virtually all its shops
RC is able to attract potential customers from most customer segments to virtually all its shops
RC sells an insignificant number of near expiry products in virtually all its shops
RC has a system of identifying lost customers and bringing them back to the shop
RC suffers from insignificant shortages of fast moving items in virtually all its shops
RC staff are very committed to the company
Retail Chains regularly poach experienced and capable staff from competitors
RC is able to meet the career aspirations of employees
Very few regions of the RC do not have sufficient shops to justify an effective marketing budget
Each customer segment requires a significantly different sku basket to be satisfied
A significant budget is required for the RC to effectively market to potential customers in the catchment areas of its shops
RC is able to stock the required variety of products for most customer segments in virtually all its shops
RC virtually never sacks employees due to downsizing
The organised retail industry is growing rapidly
There is a shortage of trained staff in the retail industry
When a RC grows consistently, there are sufficient new posts created to satisfy the aspirations of employees
RC has very few regions where it does not have a critical mass of shops
Regional marketing costs are apportioned to the shops in the region
Most customers subscribe to regional prime media like TV, News papers etc
It is not easy to transfer a retail chain brand name from an established region to a new region
Advertising in regional TV channels, Newspapers etc is very expensive
RC believes that advertising in prime media is the most effective marketing tool to market to potential customers
RC has limited shelf space in its shops
Insignificant shelf space in the shops of the RC are blocked with slow moving stock
There are a large number of customer segments in the catchment area of each shop
RC very rarely has to close down unviable shops
India has a very diverse population with a large number of customer segments and regions
RC accumulates an insignificant amount of slow moving stock
Slow moving sku's are taken back by suppliers and replaced with faster moving items
RC reacts very fast to changes in sale
Removing slow moving sku's from the shelf space of a RC and replacing them with faster moving items is a good way to improve sales

ഇന്ത്യയിലും ജി.സി.സി രാഷ്ട്രങ്ങളിലുമായി സ്ഥായിയായ ബിസിനസ് ഗ്രൂപ്പുകൾ വളർത്തിയെടുക്കുന്നതിനുവേണ്ടി ദീർഘകാല അടിസ്ഥാനത്തിൽ സംരംഭകരുമായി ചേർന്ന് പ്രവർത്തിക്കുന്ന ബിസിനസ് അഡ്വൈസറാണ് ലേഖകൻ.

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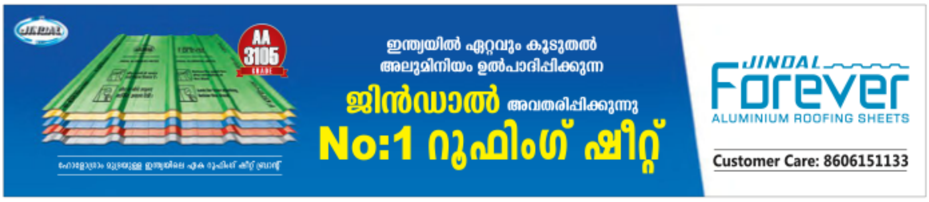
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