Emdee Newsletter

Jan'14

Editorial

Its a pleasure to bring to you the first newsletter of the new year.

It's going to be a month of giveaway's like washing machines, microwaves tabs etc., with 18 of Emdee stores achieving the quarter targets. Reebok led by Mr. Mujtaba Altaf leads with 9 of his teams stores winning the quarter target,5 by Levis followed by UCB with 4, earning their quarter target prizes. Levis Phoenix was the highest achiever with an impressive 150%.

Some phenomenal billing by our sales staff deserve an applaud, Kiran from Reebok Banashankri notched up a bulk bill of a whooping Rs. 1,39,986. Shoaib of Reebok Kammanahalli was the highest WOW bill getter.

Its been a great start to 2014 by Emdee Apparels and we wish to keep the momentum running. We trust this newsletter will give all our staff members more information on various aspects within the company. We wish all the staff Members success in what ever role they perform for our company.

We earnestly request all the staff members, readers, patrons to share their knowledge through this Newsletter.
Last, but not least we would like to express our thanks to all those who have contributed the articles for this newsletter.

Request you all to send your feedback regarding this newsletter. Have a very successful year ahead.

TOP 10 Stores of EMDEE – Dec'13

Standing	Brand	Store	Target	Achieved	% Achieved
1	UCB	HSR	7 Lacs	10.25 Lacs	147%
2	Levis	URS	13 Lacs	17.73 Lacs	136%
3	Levis	Mall of Mysore	6.50 Lacs	8.53 Lacs	131%
4	UCB	Kormangala	7 Lacs	8.85 Lacs	126%
5	Levis	HSR	10.50 Lacs	13.13 Lacs	125%
6	Reebok	Banashankri	15 Lacs	17.49 Lacs	117%
7	UCB	Kamanahalli	10 Lacs	11.57 Lacs	116%
8	Reebok	Manipal	4 Lacs	4.57 Lacs	114%
9	Reebok	HSR Layout	8 Lacs	8.55 Lacs	107%
-	Hayaa	-	12 Lacs	9.47 Lacs	

Managers Speak

'Dedication, Passion and Commitment are key to Success'.
We have taken initiative of opening the store half an hour early in the morning and closing it half an hour late and this has helped us in getting some 10k – 20k extra per day and get some mileage . Additional Effort and hard work of my staff was very important and Vital.
Quarter Incentive plan was very attractive and all my team members were very eager to achieve Qtr target and they have shown their a passion by achieving it. We are very excited to receive our Qtr Incentive.

Mastan, Reebok Banashankri – 117%

Team work is the key to success, daily briefing helps the staff to what is their daily target , how much they have achieved and how much is left , what are the categories they need to push more, with great coordination among the staff and proper stock availability helped us to achieve more than our targets.

Jaffer, UCB HSR – 147%

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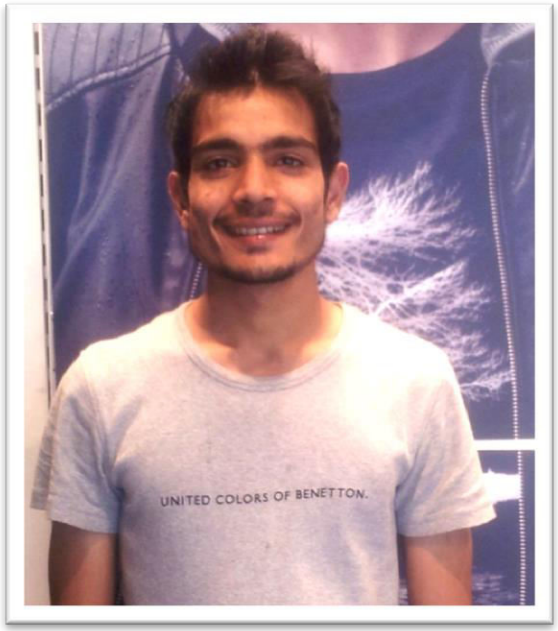
Firstly, I would like to thank from the core of my heart all of my team members who supported me to achieve our target.
I used to conduct daily briefing where the KPI's of each FC was discussed. Also, it was ensured that all of us were updated with the key stories and had sound product knowledge. We focused on Conversion and tried our level best to ensure no customer walks out of the store empty handed.
To summarize, good customer service & team work are the keys to achieve our goals.

Levis Mall of Mysore – 136%

Top Stores Of The Month

Top Fashion Consultants

Nagarathna
Levis Urs Mysore
173%



Bilal
UCB Koramangala
134%

Vali
Reebok Manipal
180%

Best Stores in terms of KPI's

Levi's

L2L	• Phoenix with 100% growth • 2012- 5.00 Lacs, 2013- 29.94 Lacs
RPS	• Phoenix with RPS of 3120 • Total Store Area- 750 sq ft
ATV	• JP Nagar • ATV of 4943
UPT	• JP Nagar • UPT of 2.28

Reebok

L2L	• Koramangala 151% Growth • 2012- 3.53Lacs, 2013- 8.8 Lacs
RPS	• RMM with RPS of 1458 • Total Store Area- 850 sq ft
ATV	• Indiranagar • ATV of 3516
UPT	• Indiranagar • UPT of 2.06

United Colors of Benetton

L2L	• City Center with 95% Growth • 2012- 4.11 Lacks, 2013- 8.01 Lacks
RPS	• City Center RPS of 1588 • Total Store Area- 500 sq ft
ATV	• Indiranagar • ATV of 4544
UPT	• Indiranagar • UPT of 2.05

WOW Bills at Emdee Stores

Reebok

Shouib from Kamannahalli for Rs.52673/-

Arun from Esteem Mall for Rs.28792/-

Kiran from Banashankri for Rs.24118/-

UNITED COLORS OF BENETTON.

Berila from Kamanahalli, for Rs. 29393/-

Nawaz from RMM for Rs. 22841/-

Raqeeb from Orion Mall for Rs 21390/-

LEVI'S

Usman From Vijayanagar Road for Rs. 50089/-

Robert From JP nagar for Rs. 45992/-

Karthik From Jayanagar for Rs. 36190/-

QUARTER TARGET ACHIEVERS: Oct to Dec ‘13

Standing	Brand	Store	Achieved	Manager
1	**Levis**	**Phoenix**	**150%**	**Steven**
2	**Reebok**	**Bharat Mall**	**147%**	**Farooq**
3	**Reebok**	**City Center**	**144%**	**Asif**
3	**UCB**	**Kormangala**	**144%**	**Shabaz**
4	Levis	HSR Layout	133%	Barun Das
5	Levis	Jayanagar	111%	Anthony
5	Reebok	Manipal	111%	Vali
5	Levis	RMM	111%	Tabrez
6	Reebok	BTM – II	108%	Amjad

Position	Brand	Store	Achieved	Manager
7	UCB	Orion	107%	Chinmoy
7	Levis	J P Nagar	107%	Ahmed
8	Reebok	Banshankri	106%	Mastan
9	Reebok	HSR Layout	104%	Zabi
10	Reebok	Commercial St	102%	Sohail
11	UCB	RMM	101%	Asif
11	Reebok	Esteem Mall	101%	Rahil
12	Reebok	JP Nagar	100%	Naveen
12	UCB	HSR Layout	100%	Zafeer

AWARDS

First to achieve 100% qtr target from sales team – **Praveen** (left) Reebok

First store to achieve quarter target- **City Center** Reebok

New Product- UCB

Your perfect coat for the winter season is in United Colors of Benetton stores now. Get Warm, colorful & stylish!

New Product- Reebok

Get set to see the **Reebok Classics Campaign** target today's youth who wants to stand out from the crowd & get noticed because they are COOL!

EMDEE BOOK OF RECORDS

10 of our stores managed to cross > 100% achievement in terms of Total Revenue Target for the month of December, an undefeated feature.

Reebok breaks its own Record by achieving 185 Lacs which is an all time highest (Non-Eoss) with 19 stores and also highest in the year 2013 and sets a new bench mark for 2014.

We broke our all time highest revenue record for a month by 6.52lac, setting up a new target of **13,652,952** to be broken in the time to come.

EVENTS

It was a Studio Day on 21st Dec'13 at Reebok FitHub stores across the country!

Women consumers were made a part of the activities enjoying live performances and fitness classes.

It was a day full of fun activities, live performances and surprises with Women consumers getting special gifts.

EVENTS

UNITED COLORS OF BENETTON.

UCB RMM celebrated it's 2nd successful operational year, there by making UCB 2 yrs old in Emdee group , as it was our very first store.

Quarterly Target Achievers-Reebok

Quarterly Incentive Achievers-UCB

Quarterly Incentive Achievers-Levis

IN THE NEWS

Sports Acces. Rank\	MAB Rank	Brand Name	Category
1	12	REEBOK	Sports Accessories
2	14	ADIDAS	Sports Accessories
3	15	PUMA	Sports Accessories
4	23	NIKE	Sports Accessories
5	799	COSCO	Sports accessories
6	883	CONVERSE	Sports Accessories

Reebok

It gives me great pleasure to share that Reebok has been ranked as the 12th **most attractive brand of India** in a list of 1000 India's most attractive brands published by the TRUST RESEARCH ADVISORY (TRA). **Reebok is ahead of brands like Titan, Apple, Pepsi, Honda, Levis and many more!**

The report is based on TRA's proprietary 'Brand Attractiveness Matrix' which comprises of 36 attributes of Brand Attractiveness. This is fantastic news for the brand and a credible mark of the consumer's continued confidence in the brand.

Refer below for more details:-

Who has conducted this research?

TRA is an actionable insights and brand intelligence company dedicated to understanding and analyzing stakeholder behaviour through two globally acclaimed, proprietary matrices of Brand Trust and Brand Attractiveness.

Over a decade of research has helped TRA decipher the various attributes and traits that constitute the foundations of a brand. Apart from publishing the most attractive brands list this year, they also publish the Brand Trust Report year on year

IN THE NEWS

All India ranks - Top 1000

MAB Rank	Brand Name	Super Category	Category
1	SAMSUNG MOBILES	Personal Gadgets	Mobile Phones
2	SONY	Durables	Consumer Electronics
3	NOKIA	Personal Gadgets	Mobile Phones
4	LG	Durables	Consumer Electronics
5	TATA	Diversified	Diversified
6	LUX	FMCG	Bath/Beauty
7	MARUTI SUZUKI	Automobile	Four Wheeler - manufacturer
8	GODREJ	Diversified	Diversified
9	BAJAJ	Diversified	Diversified
10	DELL	Technology	Diversified
11	BATA	Personal Accessories	Footwear
12	REEBOK	Personal Accessories	Sports Accessories
13	TITAN	Personal Accessories	Watches
14	ADIDAS	Personal Accessories	Sports Accessories
15	PUMA	Personal Accessories	Sports Accessories

What is brand attractiveness?

Reebok

The intrinsic capacity of a Brand to arouse the audiences' interest and create a magnetic pull towards itself is Brand Attractiveness. It is an invisible, overwhelming pull, which subliminally, but irresistibly draws audiences towards itself.

How is brand attractiveness quantified?

To understand attractiveness better the Attractiveness Quotient is a proprietary tool used by the TRA that helps to quantify the concept of Brand Attractiveness. Attractiveness Quotient is classified into four appeals - Two of them, Rational and Emotional Appeals are extensions of Aristotle's Logos and Pathos and the other two Aspirational and Communication Appeals are new introductions derived over many years of research & empirical application by TRA.

What was the Target Group for the study?

Primary research was conducted in 16 Indian cities with over 2000 consumer-influencers. SEC A, Between age group of 21 to 50, 70% Male 30% Female, Working Professional and Salary above 20000 defined the segment that was interviewed for the purpose of this study.

The symbol of attractiveness will soon feature in retail and marketing communication. Stay tuned for more updates on this fantastic news!