



# EMD EE NEWSLETTER

April '14

# EDITORIAL

It takes a healthy body to have a healthy mind and what better way to energize both body & mind with a run early morning and that's exactly what we did getting all our store employees doing with '4-mile Road Run'.

Some great new products from our four brands are helping increased sales. Don't forget to checkout that section.

Kudos to UCB Indiranagar staff, all three highest WOW bills from Benetton where from this store.

Request all readers, patrons & staff members to share their knowledge through this newsletter.

Request you all to send your feedback regarding this newsletter at [editorial@emdeeapparels.com](mailto:editorial@emdeeapparels.com)

# Top 10 Stores of Emdee Apparels– Mar '14



Standing	Brand	Store	Target	Achieved	% Achieved
1	UCB	Koramangala	7 Lacs	9.99 Lacs	143%
2	Levis	DVG Road	7.50 Lacs	9.11 Lacs	121%
3	Levis	Phoenix Mall	24.00 Lacs	27.65 Lacs	115%
4	Levis	Vijayanagar	7.50 Lacs	8.17 Lacs	109%
5	Levis	HSR Layout	11.50 Lacs	12.54 Lacs	109%
6	UCB	Bel Road	12 Lacs	11.72 Lacs	98%
7	Levis	Jayanagar	24.00 Lacs	24.16 Lacs	97%
8	UCB	Orion Mall	18 Lacs	15.93 Lacs	89%
9	Reebok	City Center	7 Lacs	6.03 Lacs	86%
-	Hayaa	-	9 lacs	8.55 Lacs	-

# Managers Speak



It's gives me great pleasure to thank all my team members who are behind this success, they really worked hard for this achievement. Secondly I would like to thank our Mr. Praveen for being with us all the time and our Mr. Prashanth for all time encouragement.

Being a team leader, I put on additional pressure on my team in improving KPI's.

**Mohamed Asif, Reebok City Center.**

Team work is the key to success, daily briefing helps the staff to know 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.

**Syed Saqlain, UCB Bel Road**



Firstly, I would like to thank my team because it was for their support that we achieved our all time highest figures.

It was a promise to myself & to Afzal Sir that with all the support we would deliver more than our caliber and everyday, I kept reminding this to our team. We focused on our KPI's and differentiated ourselves from others especially in Customer Service. The unique shopping experience we provided, made them come back to our store.

**Vasu, Levi's Gandhi Bazaar**



# Top Stores Of The Month



UNITED COLORS  
OF BENETTON.

Koramangala



Gandhi Bazaar



Reebok   
City Center



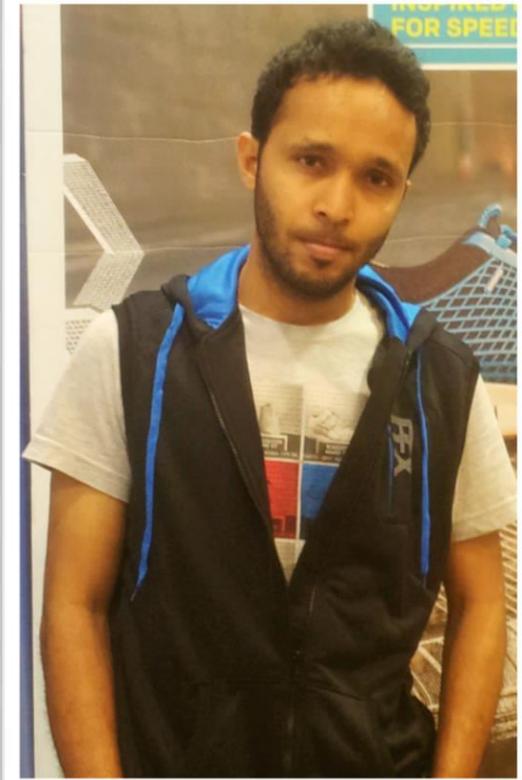
# Top Fashion Consultants



**Arijith**  
**Levi's** Hsr Layout  
128%



**Apem**  
**UCB** Koramangala  
155%



**Mohammed Asif**  
**Reebok** City Center  
163%

# Best stores in terms of KPI's

L2L

- Gandhi bazaar with 136%
- 2013- 3.85 Lacs, 2014- 9.11

RPS

- Phoenix with RPS of 2880
- Total Store Area- 750 sq ft

ATV

- JP Nagar
- ATV of 5121

UPT

- HSR Layout
- UPT of 2.59



L2L

- Koramangala 115% growth
- 2013- 4.6Lacs, 2014- 9.9 Lacs

RPS

- Orion Mall with RPS of 1274
- Total Store Area- 1250 sq ft

ATV

- Indiranagar
- ATV of 3445

UPT

- Koramangala
- UPT of 2.99

UNITED COLORS OF BENETTON.

L2L

- Gandhi Bazaar with 47% Growth
- 2013- 3.47 Lacks, 2014- 3.90 Lacks

RPS

- URS Mysore RPS of 1196
- Total Store Area- 962 sq ft

ATV

- Indiranagar
- ATV of 4741

UPT

- BTM Layout
- UPT of 1.97



# WOW Bills at EMDEE Stores

Reebok 

**Swamy** from  
Marathalli 2 for  
**Rs. 83136/-**

**Sunesh** from  
Indiranagar for  
**Rs.52088/-**

**Siyab** from JP  
Nagar for  
**Rs.32379/-**

UNITED COLORS  
OF BENETTON.

**Ayan** from  
Indiranagar, for  
**Rs. 54,731/-**

**Ayan** from  
Kamanahalli for  
**Rs. 27,382/-**

**Andrew** from  
Indiranagar for  
**Rs 24,453/-**

Levi's 

**Ramya** from  
Banashankri for  
**Rs 46,478/-**

**Bikash** from  
Esteem for Rs  
**38,185/-**

**Shabaaz** From  
BEL Rd for Rs  
**29,993/-**

# New Product- UCB

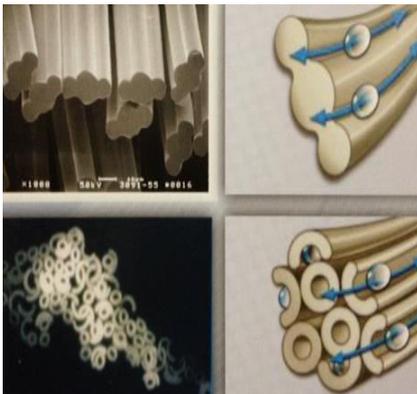
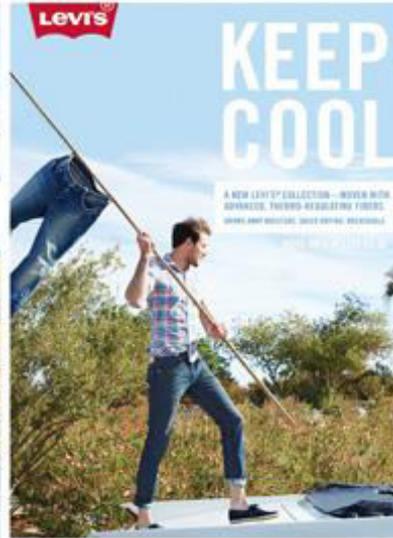
CHOOSE YOUR COLOUR  
**DENIM  
JACKETS**



Spring starts into the spirit of adventure! **The denim jacket** is the must have for kids who like to play feeling completely free.

UNITED COLORS  
OF BENETTON.

# New Product- **Levis**



- A new and differentiated product brought in by Levi's® to keep you cooler and sweat free during the summer season through use of Moisture Management technology. It keeps the body temperature 5 degree cooler compared to your surroundings and ensures faster and smoother flow of air thus, feels drier against the skin.



# New Product – Reebok



Reebok's ZQUICK technology allows you to turn with your body, not with your knees, to reduce the pressure on your joints. Geometric edges for increased ground contact mean a smooth and quick release.

Z Quick is a shoe inspired from the Z Rated Tires used in the sports cars for ultimate speed and handling . The low profile midsoles to keep you close to the running surface.

The NanoWeb upper technology to keep you centered on the platform and the Innovative outsole configuration to provide you with a super flexibility.

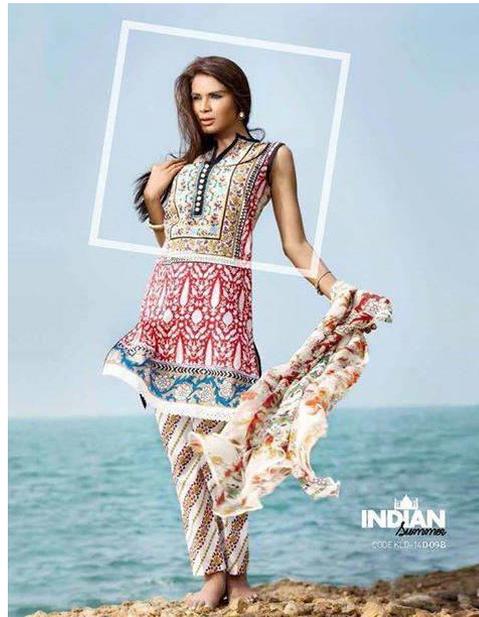
# New Product - Hayaa



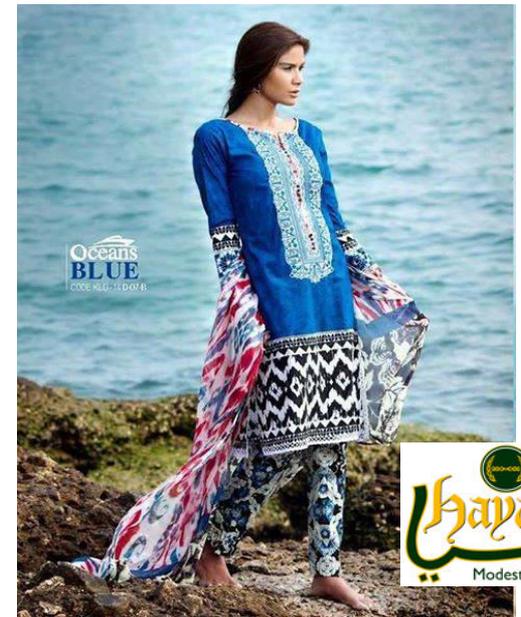
*Spring Summer 14*

as the season unwinds, the moods change, and the colors start to transform from rusty browns to bright yellows, from the sand tones to the sea blues, the sky turns vivid and fresh and within moments it casts the flattering spell over our spirit and soul, the light air caressing the whites around you, the wet blues, and when the breathtaking ripples stir up the joy inside our hearts; that's when the magic begins to radiate... that's when summer says hi...

THAT'S WHEN IT BECOMES  
**SO KAMAL!**



INDIAN  
*Summer*  
CODE: KLP14-098



Oceans  
**BLUE**  
CODE: KLP14-098



# EVENTS



**Office team outing to Masanagudi for their excellent performance during the last quarter.**

# EVENTS



**Reebok**  
LIVE WITH FIRE

LET'S UNITE FOR THE FIRST & MOST SPECTACULAR Road RUN EVER for 'Emdee Group' Employees- Just when you think of Stopping...RUN HARDER!!

**'4 Mile Road Run'**



'26th March- 6am' From Koramangala Reebok store to Indranagar Reebok store via Ring road.

Emdee Reebok organized the '4 Mile Road Run' for all Emdee group employees.

The hike started from the Reebok Koramagala and ended at its Indiranagar Reebok store.

Adidas Group, managing director - India, Mr. Erick Haskell also completed the run holding the Reebok flag all along.



# EVENTS

**3rd Place Subbash from Reebok Koramangala**



**2<sup>nd</sup> Place Barun Das from Hsr Levis**



**1<sup>st</sup> Place Tapas from UCB Indiranagar**



**Erick completing the race**

# AWARDS



**Tapas,UCB Indira Nagar's staff being facilitated for coming 1<sup>st</sup> in 4 mile marathon conducted by Emdee Reebok group.**

# IN THE NEWS

## **Retail in 2014: Digital technology and the future of merchandising**

Retailers have refined the science of merchandising for hundreds of years, but the disruption of the internet and ecommerce has been an enormous catalyst of change for the industry. Nicolas Franchet, head of retail global vertical strategy, Facebook says, there are no signs of this slowing.

The art and science of 'click and mortar' is just beginning to take shape. In fact, according to eMarketer, more than 80 percent of shoppers who visit an ecommerce site do not know what they want to buy. Which means that in a \$15 trillion global retail industry, there is a lot of opportunity.

In 2014, merchandising continue to reshape itself with three important trends: **Discovery, Seasonality and Compression.**

### **Using news feeds for discovery**

In the early days of the internet, we surfed the web in attempt to find products we'd seen in magazines or on TV. Web search then helped to organize our curiosity for new products. Today, we continue to navigate in an era of web discovery. Whether it's Facebook, Flickr or YouTube, the evolution of the web has created "feeds."

The core technology of a feed helps people discover things that matter in simple, organized fluid environments. News Feed is essential to consumer discovery and businesses leverage it as a digital shopping aisle to showcase products and drive customers to purchase.

# IN THE NEWS

## **The evolution of seasonality**

Traditionally, the holidays were tent poles for retailers' marketing campaigns. While holidays are important retail moments, digital technology gives businesses more flexibility on how and when to approach customers. During the recent cold front that affected much of the US, many retailers' quickly engaged people to deliver timely digital content.

Whether humorous, insightful or empathetic, this kind of timeliness is core to retailers customers need a reason to shop and timeliness is a key motivator. Digital technology will allow savvy retailers the opportunity for a 'holiday' every day or week of the year.

## **Compression forces marketers to be more thoughtful**

Imagine you have the same amount of items to sell but your storefront is now smaller. What was once a display wall of fifteen purses is now a page that fits only seven bags above the fold. And on mobile? Just one. With the evolution towards smaller, mobile devices, compression forces marketers to be more thoughtful in terms of how to target customers. In the age of compression, the key to successful merchandising means selling exactly the right product to the right person at the right time. As more businesses leverage Facebook's Custom Audiences, we believe targeting will become the future creative canvas for retail marketers.

Every year, I spend thousands of hours speaking with retailers big and small around the world. While each one has its own unique set of goals and challenges, one singular thing unites them all; a common mission to connect customers to its products or services. And never before has there been a more exciting time to make that happen.