

Prestige Lion Gate

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EMDEE APPARELS NEWSLETTER AUG '14



Ramadan Kareem



SALE FLAT 30% OFF

- Men's Trunks
- Designer Azyan
- Karachi Dresses
- Men's Ethnic Wear
- Kids Ethnic Wear
- Bridal Wear
- Perfumes
- Islamic Books & Toys

Prestige Lion Gate

Khayaa

Cross Fit Gym



NO PARKING



EDITORIAL

Feasting is synonymous with Ramadan, a priority to many, Hayaa located in the heart of Frazer town the hub for all culinary delicacies, was the center of activities. Also since the jump in walk-ins and business is ten-fold increase.

With the start of fall/winter season it's back to planning and assorting and planning for all operations heads.

Think we could improve, mail us at editorial@emdeeapparels.com

Top 10 Stores of Emdee Apparels– July '14



Standing	Brand	Store	Target	Achieved	% Achieved
1	Levis	Jayanagar	37 lacs	42.3 lacs	114%
2	Levis	Phoenix	35 lacs	39.6 lacs	113%
3	Levis	JP Nagar	18 lacs	19.5 Lacs	108%
4	Reebok	URS Mysore	15 Lacs	15 Lacs	100%
5	Levis	BEL Road	30 lacs	29.2 Lacs	98%
6	Levis	Banshankari	19 lacs	18.4 lacs	97%
7	UCB	Orion	27 Lacs	24.4 Lacs	91%
8	UCB	Indiranagar	85 lacs	72.9 lacs	86%
9	Reebok	Koramangala	9 Lacs	7.48 lacs	83%
-	Hayaa		85 Lacs	73 Lacs	-

Managers Speak



It's a 2nd time we have topped in **EOSS 2014**. All this has been possible because we worked as a TEAM. Meanwhile it was a great discount from Reebok up to 60% off on Footware & merchandise it helped in getting more number of footfalls and we have utilized it in a better way to grabbing customer attention towards Reebok. We were aware of the challenges we face in our sales activities and competitors. Our store location is very new, keeping all this into consideration we have proved ourselves that we can do it !!!!

Suffwan, Reebok URS Mysore

Team work is the key to success, and my team is capable of doing very well, This is just the start , the best is yet to come.

Conducting daily briefing about the individual targets, basic KPI, MTD helped us to be focused, We target on Conversions and tried our level best to cross sell more and more

Chinmoy, UCB Orion



First of all I would like to thank my team mates for putting their best effort for achieving the target.

We as a team very much focused on KPI's .I kept competition within my store to motivate my staff, And I personally took initiative and challenge myself to perform in this given platform.

Anthony , Levi's Jayanagar



Top Stores Of The Month



Reebok 
URS Mysore

UNITED COLORS
OF BENETTON.

Orion Mall



Jayanagar

Top Fashion Consultants



Kumar
Levi's Phoenix Mall
161%



Ramu
UCB Indiranagar
120%



Nandan
Reebok URS Mysore
139%

Best stores in terms of KPI's

L2L

- Levi's Phoenix with 74% growth
- 2013-22.7Lacs, 2014-39.16L

RPS

- Phoenix with RPS of 4131
- Total Store Area- 960 sq ft

ATV

- HSR Layout
- ATV of 4937

UPT

- HSR Layout
- UPT of 3.31



L2L

- Orion with 52% Growth
- 2013- 16.1 Lac 2014- 24.4 Lac

RPS

- ORION - 1958
- Total Store Area- 1250sq ft

ATV

- Indiranagar
- ATV of 2806

UPT

- Indiranagar
- UPT of 3.21

UNITED COLORS OF BENETTON.

L2L

- Indiranagar with 146% Growth
- 2013- 11.74 Lacks, 2014- 28.94 Lacks

RPS

- Forum Mall RPS of 2656
- Total Store Area- 750 sq ft

ATV

- Indiranagar
- ATV of 3159

UPT

- Banashankri
- UPT of 1.59



WOW Bills at Emdee Stores

Reebok 

Salman from
indiranagar for
Rs. 31,949/-

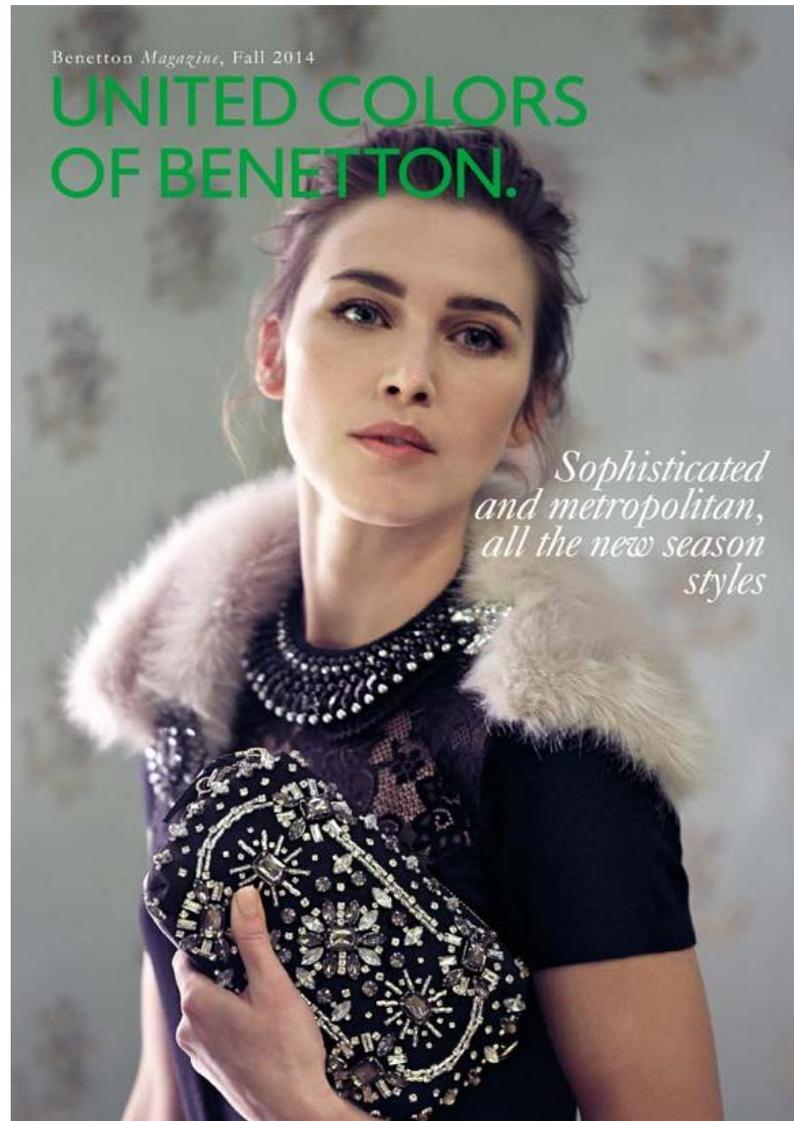
UNITED COLORS
OF BENETTON.

Ramu from
Indiranagar, for
Rs. 88,268/-

Levi's 

Karthik from
Jayanagar for
Rs 42,000/-

New Product- UCB



EVENTS



Reebok Forum Mangalore new entry to the Emdee club

EVENT



Guys at Hayaa came up with a brilliant idea of wrapping up a car as a form of cost effective advertisement. The results were evident everywhere the car was driven.

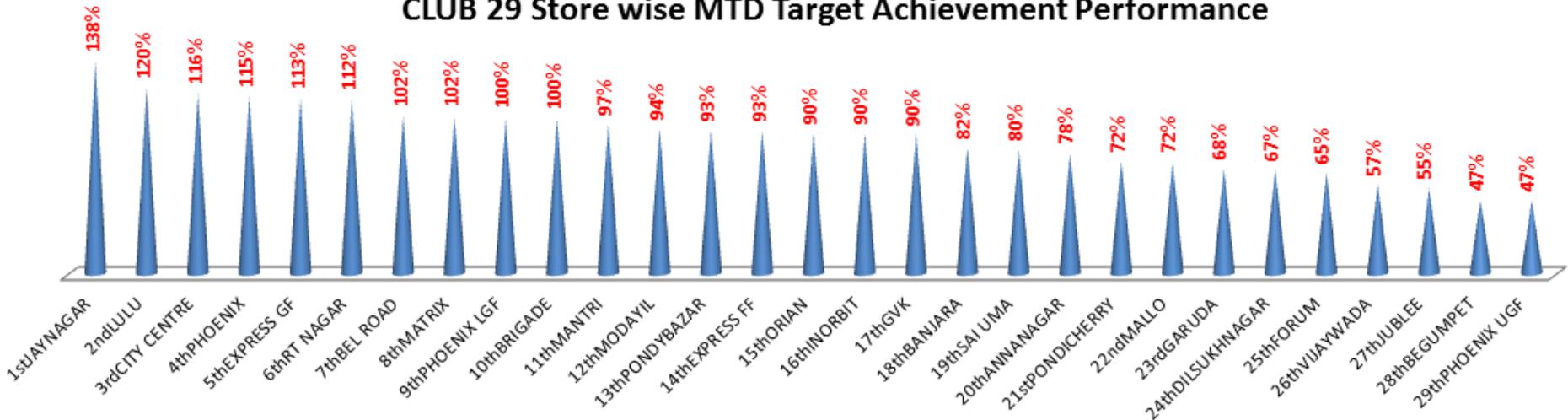


BOOK OF RECORDS



We are happy to share that our two stores - Jayanagar and Phoenix Mall are amongst the top 3 stores which have given the maximum growth amongst the club 29 stores, which contributes to the top 29 stores of south India which includes flagship stores like Brigade Road, Indiranagar, Banjara, Jubilee Hills etc

CLUB 29 Store wise MTD Target Achievement Performance



IN THE NEWS

Denim Is in Real Danger of Going Out of Fashion – NBC

American domestic sales of jeans dropped 6 percent last year, worrying some manufacturers and prompting VF Corp, the maker of Wrangler and Lee brand jeans to set up a think-tank to come up with other ways of using the distinctive and hard-wearing dyed blue cotton twill.

Even Levi Strauss & Co, a name synonymous with jeans, is struggling, with second-quarter revenue dropping 2 percent from last year and net profit falling a whopping 76 percent because of falling sales in the U.S. It also cut 800 jobs -- 20 percent of its non-retail and non-factory positions -- as part of a plan to save up to \$200 million a year.

A growing trend in casual wear is all about comfort, and denim is struggling to find its place. Retail and fashion experts alike are not afraid to admit the new look, coined "athleisure," is all the rage from teens turning to leggings instead of jeans and moms sporting their yoga-wear everywhere and all day long.



"A 6-percent drop may not seem like much, but it's rare for denim to take such a dramatic drop. It's a commodity business, we buy it and replenish it all the time."

IN THE NEWS

So is denim suffering a slow death or is it just a victim of fickle fashion trends? Only time will tell. Jean sales are down 6 percent year-over-year, according to NPD Group and retailers have taken notice.

"A 6-percent drop may not seem like much, but it's rare for denim to take such a dramatic drop. It's a commodity business, we buy it and replenish it all the time," said Marshal Cohen, chief industry analyst of The NPD Group.

Denim innovation center

To combat the denim doldrums, VF Corp said it will soon open a "global denim innovation center," but declined to give further details. "Taking Stock of Teens" survey shows over the last two years teen girls' brand preferences have moved away from denim names like **Levi's**, Guess, and American Eagle toward athletic names like Nike, Lululemon, Athleta, Urban Outfitters and Victoria's Secret.

recognized leggings as one of the fastest-growing segments in the market.

Part of the blame for the denim doldrums, according to Piper Jaffray', is the lack of "fashion newness" in the market and the innovation of fabric technology in recent years. That innovation is now driving jeans companies to diversify in order to stay current with the consumer.

Fashion denim is cyclical. Currently, mid- and high-waist denim styles are trending, in addition to soft pants. Denim is still a dominant category, currently it is recognized *recognized leggings as one of the fastest-growing segments in the market.*

IN THE NEWS

Corporate India fights to retain in-house talent as business sentiment picks-up, counter-offers grow



Stray instances of employers making counter-offers to retain key top talent have always been there even in the most difficult of markets. But now, with the recent pickup in business sentiment, such counter-offers are growing in number and are commonplace enough to give executive search firms a big headache.

Around 60% of employers are making counter-offers (at the top and mid management levels)," says Shiv Agrawal, MD of recruitment company ABC Consultants. "We are asking clients to budget for this when quoting salary to candidate," he adds

Beyond more money, companies also offer promotions, overseas postings, and in-demand projects. Headhunting companies say the need to keep back-up candidates for every post has gone up by 30%. Till last year, the best candidate received all the attention. But now, with counter-offers flowing, those in second and third spot of preference also have to be kept "warm", adds Agrawal of ABC Consultants.

Counter-offers bound to rise

Counter-offers are bound to increase with hiring picking up, adds Prabir Jha, president and group chief HR officer of Reliance Industries. "One always wants to retain high performers, but in bad markets there may not be a position internally to offer. However, now we can," says Saurabh Govil, senior VP (HR) of Wipro.

IN THE NEWS

Corporate India Fighting to Retain Inhouse Talent

Cos fighting fiercely to retain top and mid-level talent in hope of a strong economic revival



Beyond more money, cos also offering promotions, overseas postings and in-demand projects



Around 60% of employers are making counter-offers at the top and mid management levels



More counter-offers in sectors such as energy and infrastructure, where talent is at a premium

Headhunting firms say need to keep back-up candidates for every post has gone up by 30%

