

**Emdee Apparels
Newsletter**

JULY '14



(SALE)

-40%

-60%

-50%

EDITORIAL

It's the mid – year eoss season for all our brands and with ongoing ramdan it's an exciting and an hectic time for our home brand Hayaa.

The staff from the stores that achieved the quarter targets will be on a shopping spree, ten of Emdee stores achieved the targets, a commendable reach given that the targets were ambitiously set by the Op-managers.

Buoyed by a successful last quarter the Emdee sales staff is all pepped up this eoss season, hoping to reap in benefits awaiting them on achieving their targets. Best of luck guys!

They say an avid salesman is one who goes out looking for opportunities rather than wait for its knock on the door, Praveen from reebok – sales, articulated this perfectly by bagging school shoes orders for a whooping 14 laks.

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



Top 10 Stores of Emdee Apparels– Jun '14

Standing	Brand	Store	Target	Achieved	% Achieved
1	Reebok	Banashankri	14.5 lacs	17.28 lacs	119%
2	UCB	Koramangala	4.50 lacs	4.80 lacs	107%
3	Reebok	Jayanagar	28 Lacs	28.48 Lacs	102%
3	UCB	Orion	17 Lacs	17.20 Lacs	101%
4	Levis	Phoenix	28 Lacs	28.08 Lacs	100%
5	Levis	RMM	12 Lacs	11.12 Lacs	94%
6	Reebok	City Center	8 Lacs	6.93 Lacs	87%
7	Reebok	BTM Layout	8 Lacs	6.86 Lacs	86%
8	UCB	Bel Road	9 Lacs	7.08 Lacs	82%
-	Hayaa	-	9 lacs	9.35 Lacs	-

Managers Speak



Corporate orders helped us to achieve our target . Special Thanks to Mr. Praveen where in he helped to get school shoes order and we fulfill the order as per the requirement with help from management by providing the stock on time and we expect the same throughout the year to achieve more and more

Mastan, Reebok Banashankri

This was the last month of the store , we had to give our best, Discounting helped us very well in terms of getting footfalls, attracting customers and increasing our basket size.

We focused on conversion and tried our level best to cross sell more and more , I used to conduct daily briefing about the individual target which helped us big.

Shahbaz, UCB Koramangala



I used to conduct daily briefing where the KPIs 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.

Anthony , Levi's Jayanagar

Top Stores Of The Month



UNITED COLORS
OF BENETTON.

Koramangala



Reebok 
Banashankri

 Levi's®
Jayanagar

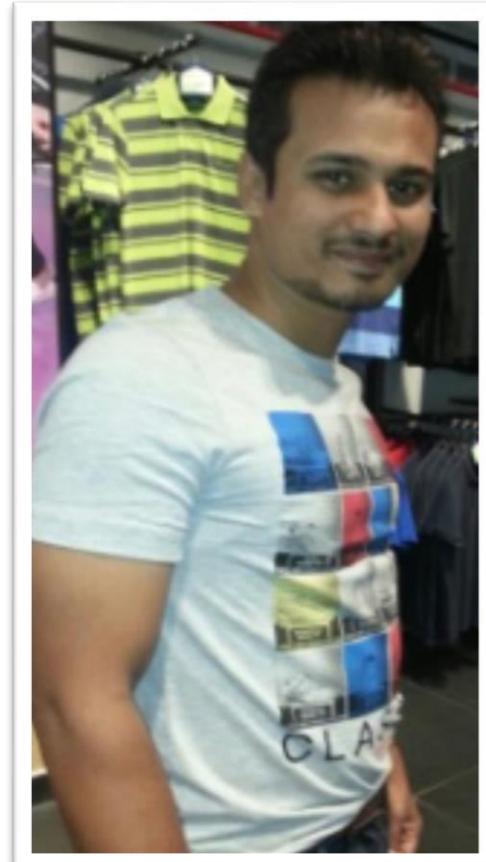
Top Fashion Consultants



Kumar
Levi's Phoenix Mall
151%



Manu
UCB Orion
120%



Sonu
Reebok Indiranagar
113%

Best stores in terms of KPI's

L2L

- Levi's Phoenix with 102% growth
- 2013-3.85 Lacs, 2014-9.11 L

RPS

- Phoenix with RPS of 2562
- Total Store Area- 750 sq ft

ATV

- Jayanagar
- ATV of 4453

UPT

- JP Nagar
- UPT of 2.42



L2L

- Orion with 66% Growth
- 2013- 10.4 Lac 2014- 17.2 Lac

RPS

- ORION - 1378
- Total Store Area- 1250sq ft

ATV

- Indiranagar
- ATV of 3534

UPT

- Indiranagar
- UPT of 2.32

UNITED COLORS
OF BENETTON.

L2L

- City Center with 72% Growth
- 2013- 4.03 Lacks, 2014- 6.93 Lacks

RPS

- City Center RPS of 1686
- Total Store Area- 750 sq ft

ATV

- Indiranagar
- ATV of 4583

UPT

- BTM Layout
- UPT of 1.83

Reebok

WOW Bills at Emdee Stores



Reebok

Sonu from
indiranagar for
Rs. 41,246/-

Sonu from
Indiranagar for
Rs. 30,986/-

Imran from
Indiranagar for
Rs. 30,502/-



UNITED COLORS
OF BENETTON.

Tereza from
Indiranagar, for
Rs. 22,797/-

Jaffer from
Kammanahalli
for **Rs. 19,414/-**

Vinay from
Esteem Mall for
Rs 18,853/-



Rizwan from
URS Mysore for
Rs 54,296/-

Karthik from
Jayanagar. for
Rs 41,797/-

Karthik from
Jayanagar for
Rs 37,009/-

New Product- UCB



Set your inner-bohemian free!

UNITED COLORS
OF BENETTON.

End Of Season Sale



Reebok

An advertisement for Levi's End Of Season Sale. It features a large "SALE" text and "FLAT 40% OFF" in white on a red background. The Levi's logo is at the top left. At the bottom, it says "+ OTHER OFFERS IN STORES NOW" and "*VAT EXTRA".

Levi's®

SALE

FLAT
40%
OFF

+ OTHER OFFERS IN STORES NOW
*VAT EXTRA

LEVI'S. IN

*CONDITIONS APPLY



Levi's®

UNITED COLORS
OF BENETTON.

An advertisement for United Colors of Benetton's End Of Season Sale. It features a large "SALE" text and "UPTO 50% OFF" in white on a red background. The United Colors of Benetton logo is at the bottom right. A small "Conditions Apply" note is visible on the far right edge.

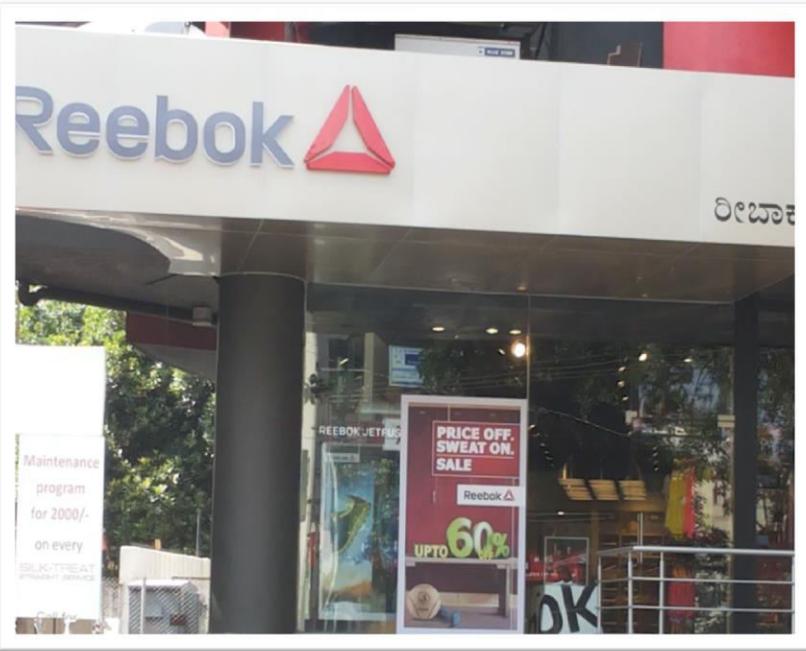
SALE
UPTO
50%
SALE

UNITED COLORS OF BENETTON.

Conditions Apply

Conditions Apply

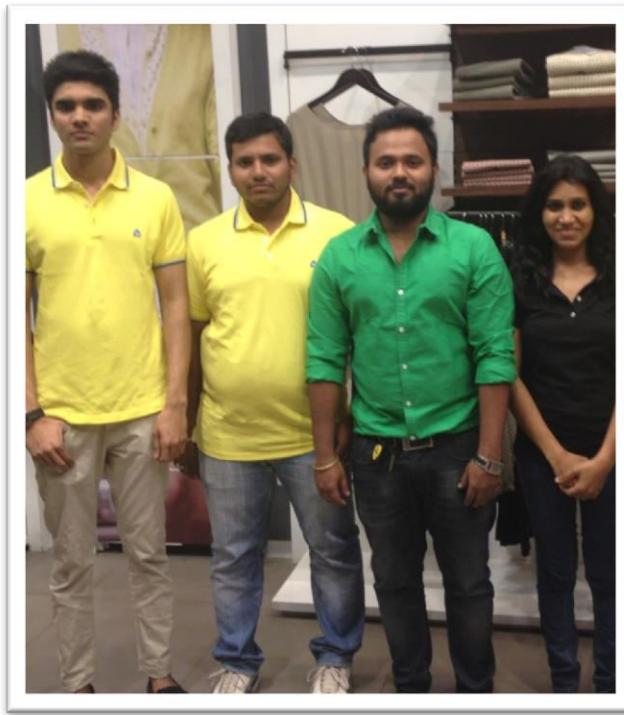
EVENTS – Store Renovations



Reebok JP Nagar, Reebok URS Mysore were relocated & converted to Fit-Hub stores, whereas Levis JP Nagar store was renovated

AWARDS - Quarter Incentive Achievers

A celebratory time for ten Emdee stores as they achieve their quarter targets, a commendable achievements. Their winnings prize? It's Go GOA for the Managers, and 10k vouchers for each staff. Congratulations to all!



UCB Orion



UCB Koramangala

They qualified for the quarter incentives.!!

UNITED COLORS
OF BENETTON.

AWARDS - Quarter Incentive Achievers



Reebok Banashankri



Reebok City Center



Reebok BTM Layout



Reebok Indiranagar

Reebok

AWARDS - Quarter Incentive Achievers



Levi's

IN THE NEWS

Retailers to reduce discount period

The monsoon discount season just got shorter this year. Buoyed by an upbeat consumer sentiment and more footfalls, retailers want to reduce the discount period to just over a month this year against the nearly three-month period followed in previous years.

Sensing this upbeat mood of the consumer, most retailers plan to finish off inventory of old merchandise within a month and launch their new fashion line immediately after as they seek to get a fatter portion of the consumer's wallet. About 60% to 70% of total sales for most retailers take place in the second half of the year.

"This year, given the buoyancy in the market, organized retailers have decided to restrict the discount season to July. August onwards, we have a fresh fashions promotion strategy which will extend up to Diwali and Christmas," said T Anupam, CEO, Malls, Runwal Group, the developer of R-City mall. The idea is to wean consumers away from the discount culture and adapt to fresh fashion launches.



IN THE NEWS

The monsoon discount, which started earlier this week, is back in full bloom with retailers like Runwal, Sheth Developers, Shoppers Stop and large fashion brands like Zara, Jack & Jones, Vero Moda, Only, Forever 21, Marks & Spencer, Kenneth Cole, Mango, Cielo, Paul & Shark, Diesel, Pantaloons and Lifestyle announcing up to 50% discounts to lure consumers. While this is expected to increase footfalls as well as sales, retailers are now focusing on the festive season where they hope to cash in on fresh stocks.

Fresh stocks are introduced only after the discount season. During the years of the downturn, the period of fresh fashions lasted only three months. This year, retailers expect the new stock season to have a longer stay of at least five months. "However, the discount season is also very important in the lifecycle of retail industry so as to liquidate the merchandise and allow customer trials," said Anupam, who expects a 40% growth in consumer spends and a 20-25% increase in footfalls during the discount season over normal days. Ashwin Sheth of Sheth Developers (Viviana mall) expects a 35-40% increase in the footfalls in the coming weeks. "The flat 50% activity does see a remarkable increase in footfalls with consumers waiting in queues to enter stores offering great deals," said Sheth, while adding: "People today prefer making smart investments and plan their purchases very well for the discount season. The July/August sale season is extremely crucial as it precedes important festivals like Eid & Diwali and hence there is an increased demand across apparel, accessories, electronics and home decor categories."

The tendency of making planned purchases, said Sheth, leads to a pent-up demand as consumers see this season as bargain shopping.