

EMDEE NEWSLETTER

MARCH '14

EDITORIAL

It was the post-sale season this feb, for all our brands at Emdee Apparels, store level corrections were carried out.

An eventful month although not at the billing counters. Couple of stores from Levis & Reebok underwent renovations viz Levis Bel Road, Reebok Bel Road & Reebok Kormangala.

UCB celebrated Valentine's Day in the stores by distributing chocolates to all couples shopping at the store & playing their favorite music track.

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

TOP 10 Stores of EMDEE – Feb'13



Standing	Brand	Store	Target	Achieved	% Achieved
1	Reebok	Malleswaram	5 lacs	5.06 lacs	101%
2	Levis	Vijayanagar	7.50 Lacs	7.25 Lacs	96%
3	Levis	HSR Layout	11 Lacs	10.37 Lacs	94%
4	Levis	Esteem Mall	8.50 Lacs	8.02 Lacs	94%
5	Levis	Gandhibazaar	7.50 lacs	6.97 lacs	93%
6	Reebok	Banashankri	12 lacs	10.06 lacs	88%
7	Reebok	JP Nagar	7 lacs	6.07 lacs	87%
8	UCB	Orion	10.5 lacs	7.08 lacs	68%
9	UCB	Indiranagar	25.5 acs	16.8 lacs	66%
-	Hayaa	-	12 lacs	10 lacs	-

MANAGERS SPEAK

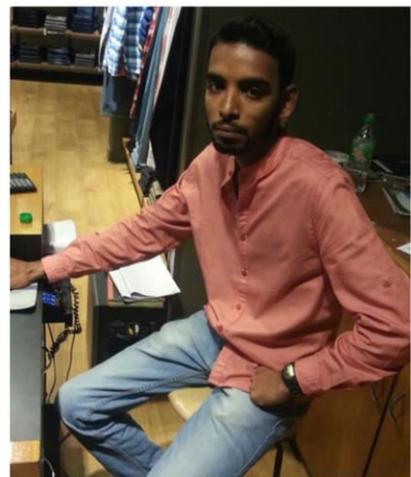
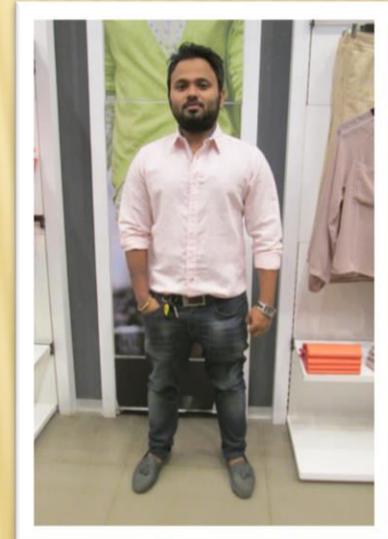


We as a team very much focused on cross selling, ATV & UPT. I kept competition within my store to motivate my staff. As well as we did tried hard to get stock from other stores & giving free home deliveries to customers. That helped us to achieve our target above expectation. I thank Mr. Sadakath sir & Shivakumar. For providing the stock at the right time for us and encouraging us day by day to achieve our store target.

Abubaker Siddique , Reebok Malleshwaram.

My plan of work is be a smart worker rather than work hard. Whenever any challenges started poking me I always thought of it in a positive way. The joyous environment of our store sprinkled the happiness and dedication of working. I always follow the basic parameters of retails which helped me improving our numbers. And those are nothing but customer service, stock, visual merchandise, people management. I always engage my staff with some new and attractive competitions which help them to increase their sale numbers and proper communication with the customer.

Chinmoy, UCB Orion. Mall



I thank Allah for the strength he gives me to break all the odds and achieve the targets". Administrative role comes with great responsibility and my team has been very supportive to me. There is no hard and fast rule to victory, winning is all about high spirits, greater vision and perseverance. Keep loving me to see more achievements on the charts

Rizwan, Levis Vijayanagar.

TOP STORES OF THE MONTH



UNITED COLORS
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Orion Mall



Malleshawaram



Vijaynagar

TOP FASHION CONSULTANTS



Robert
Levis JP Nagaar
123%



John
UCB RMM
134%



Karthik
Reebok Banshankri
141%

Best Stores in terms of KPI's

L2L

- Gandhi bazar with 76% Growth
- 2013-3.96 Lacs, 2013-6.96 Lac

RPS

- Phoenix with RPS of 2063
- Total Store Area- 750 sq ft

ATV

- HSR Layout
- ATV of 4181

UPT

- HSR Layout
- UPT of 2.33



L2L

- RMM 101% Growth
- 2012-7.77Lacs, 2013-15.66 Lac

RPS

- RMM with RPS of 1842
- Total Store Area- 850 sq ft

ATV

- Indiranagar
- ATV of 2419

UPT

- Indiranagar
- UPT of 2.4

UNITED COLORS OF BENETTON.

L2L

- HSR Layout with 260% Growth
- 2013- 1.67 Lacks, 2014- 4.54 Lacks

RPS

- City Center RPS of 1339
- Total Store Area- 500 sq ft

ATV

- Indiranagar
- ATV of 3892

UPT

- Indiranagar
- UPT of 2.06

WOW Bills at EMDEE Stores

Reebok 

Karthik from
Banashankri
for
Rs.1,89,280/-

Yunus from
Commercial
St.for
Rs.40,889/-

Kiran from
Banashankri
for Rs.
30,365/-

UNITED COLORS
OF BENETTON.

Ramu from
Indiranagar,
for Rs.
58,987/-

Syed from
Kamanahalli
for Rs.
35,000/-

Jassy from
Indiranagar for
Rs 33,000/-

Levi's 

Karthik from
Jayanagar for
Rs. 38,202/-

Vasu from
DVG Road for
Rs. 33,368/-

Kiran from
USR for Rs.
29,693/-

AWARDS



Reebok Employment Winner - Reebok BEL Road

New Product- UCB



This spring, **Black & White** timeless elegance plays with contrasts! Easy-chic jackets are worn with graphic print trousers, while fresh dresses in georgette match perfectly with elegant accessories. This is the style for the sophisticated woman who loves to look chic all day long

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OF BENETTON.

New Product- **Levis**

**THESE JEANS ARE
MADE OF GARBAGE***

8 BOTTLES. 1 JEAN.

WASTE<LESS™

SPECIAL FIBRES
PROVIDE A
DISTINCT
UNDERTONE

STRAIGHT
FITTING



PARTIALLY MADE
FROM POLYESTER
FIBRES SOURCED
FROM PLASTIC
BOTTLES

CLASSIC JEANS

Fallen Down
RM299 | 29990-0035



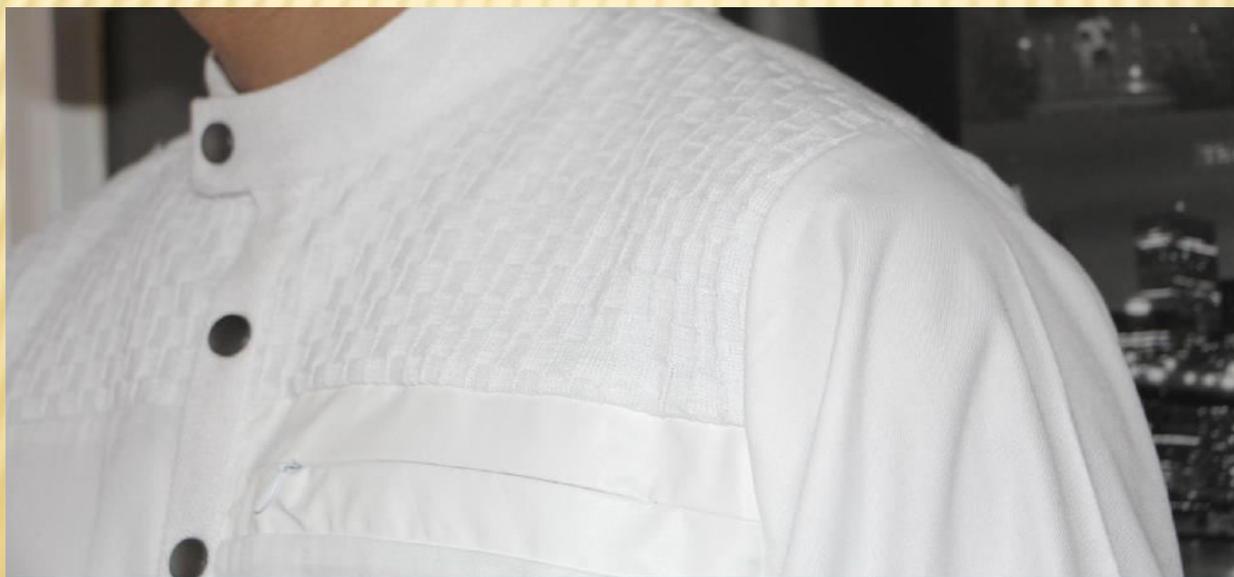
New Product- Reebok

Inspired by hi-performance, Z-Rated tires, the Reebok Z Quick running shoe delivers sports car handling for your feet. The Z-Rated outsole geometry delivers control, traction and speed, while the no-sew upper and Nano Web cage ensure they're locked in tight for the ride.



Reebok 

New Product- Hayaa



Renovated stores - Levis Bel Road & Reebok Bel Road



For the first time, our Bel road stores were renovated in record 17 days!!



EVENTS



**Cricket Match between
Team Levis v/s Team
Emdee Apparels and the
result – Team Emdee the
undisputed champions**



EVENTS

Womens Day special



Every woman shopper at UCB stores was gifted a UCB t-shirt on women's day!

UNITED COLORS
OF BENETTON.

IN THE NEWS

Why Retailers should't dread Flipkart

Shriram Sanjeevi

General Manager, Marketing & Business Development, Royal Enfield.

There is nothing as Profitability in the Ecommerce Industry. The only thing that mattered was GMV Gross Merchandise Value, the total value of transaction that takes place on the site. And the investors and founders are quick to take credit even as they reach a certain run-rate say, 10 crores a month or so. No one speaks about making money and the only goal is about Valuation. Many of them take an easy route to say that is how tech companies operate.

Firstly, Ecommerce Companies are not Tech companies. They are Retail companies doing business in the digital world, where the customer/buyer doesn't physically interact with the Retailing Team. That's all. Everything else must remain the same. For example, when a customer enters a Retail Store, they follow a certain route towards reaching the products that they came looking for. We call this site navigation in Ecommerce. The techies and coders spend a lot of time in planning this, however not always from the customer point of view. It is more to make the site look exciting, with keyword searches topping the list. In contrast, offline Retailers spend a lot of time analyzing the Store Layouts, mainly from existing stores.

IN THE NEWS

Flipkart.com, India's largest Retail Company in the Ecommerce space declared on 7th March 2014 that it has achieved a run-rate of USD 1 billion in GMV, within 7 years of starting off, a few months ahead of what was originally projected. This, is an achievement in itself, claimed many in the Ecommerce industry citing the example of Amazon which took more time than Flipkart to reach that figure. Investors have put in over USD 550 million onto Flipkart over the years, making it the most funded venture in India. However, Flipkart has made no money for itself or its investors all along. Further, there seems to be no sight of when it would achieve break-even, forget at a company level but even at Gross Margin.

They will never make money unless they alter their business strategy. The deep discounting should stop. It is not only hurting others in the business but also offline Retailers. I am not aware of any other offline Retailer who has been invested upon INR 3,000 crores and has not made money! The first thing a Retail Entrepreneur or a Company looks for is to make store EBIDTA. In a couple of months, the business should breakeven and start repaying money. In case of Flipkart, it would never happen, not at least in the near future. And repaying investments? No chance. Retailers should understand the important of Ecommerce but for now, there is nothing to worry. They should rather focus on better Customer Service than deep discounting and paying back their investors. They would remain in business for longer times to come