



# EMDEE NEWSLETTER –MAY'14



YOU SHINE!  
SWEAT OUT TO STAY FIT.  
#LIVWITHFIRE



# EDITORIAL

The best answer to your critics is your achievement, that's exactly what folks at Emdee Apparels did, with outstanding performances throughout the group they have answered people who doubted their ability with 12 stores over-achieving their targets.

It's those additional deals that take your numbers ahead of your targets and that which distinguish you, guys at the Reebok did just that. Praveen got an 8.5 lacks school shoe order, a first for him. Mujtaba closed a 5.5 lacks RCB jersey corporate order, pushing up their numbers, kudos to both.

Emdee Reebok added Reebok Forum Mall, store to their list, taking the total to 20 stores.

Think we could improve?, mail us at [editorial@emdeeapparels.com](mailto:editorial@emdeeapparels.com)

# Top 10 Stores of Emdee Apparels– April '14



Standing	Brand	Store	Target	Achieved	% Achieved
1	UCB	Koramangala	10 Lacs	12.03 Lacs	120%
2	Reebok	Banashankri	15 lacs	17.49 lacs	117%
3	Levis	Phoenix Mall	22 lacs	24.47 lacs	111%
4	Levis	Jayanagar	22 lacs	24.13 lacs	110%
5	Reebok	Indiranagar	27 lacs	27.33 lacs	109%
6	Levis	HSR Layout	10 Lacs	10.68 Lacs	107%
7	Levis	RMM Mall	10 lacs	10.48 lacs	105%
8	Reebok	BTM Layout	7 lacs	7.14 lacs	102%
9	UCB	HSR Layout	7 Lacs	7.06Lacs	101%
-	Hayaa	-	10 lacs	9.55 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. I being a team leader, put on additional pressure on my team in improving KPI's which is important in retail to achieve targets

**Amjad Khan, Reebok BTM**

Hunger for numbers is the self motivational factor which strives you through and keeps the momentum going. I used to conduct daily briefing about the individual targets 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.



**Shabaz, UCB Koramangala**

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

And we as a team very much focused on KPIs. I kept competition within my store to motivate my staff. And as well I personally took initiative & challenged myself to perform in this given platform .

**Steven, Levi's Phoenix Mall**



# Top Stores Of The Month



UNITED COLORS  
OF BENETTON.

Koramangala



Reebok   
BTM Layout

Levi's®

Phoenix Mall

# Top Fashion Consultants



**Kumar**  
**Levi's** Phoenix Mall  
141%



**Kaushik**  
**UCB** Koramangala  
175%



**Vali**  
**Reebok** Manipal  
138%

# Best stores in terms of KPI's

L2L

- Levi's Phoenix with 68% growth
- 2013-14.5 Lacs, 2014-24.4 L

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

- Kormangala with **264%** growth
- 2013- 3.3 Lac 2014- 12.03 Lac

RPS

- Orion Mall with RPS of 1437
- Total Store Area- 1250 sq ft

ATV

- Indiranagar
- ATV of 4085

UPT

- Indiranagar
- UPT of 3.15

UNITED COLORS OF BENETTON.

L2L

- Banashankri with 33% Growth
- 2013- 13.10 Lacs, 2014- 17.49 Lacs

RPS

- Forum Mall RPS of 1874
- Total Store Area- 750 sq ft

ATV

- Banashankri
- ATV of 5753

UPT

- Banashankri
- UPT of 2.73



# WOW Bills at EMDEE Stores

Reebok 

**John Bosco**  
from JP Nagar  
for Rs. 29580/-

**Sunesh** from  
Indiranagar for  
Rs. 27,914/-

**Mary** from JP  
Nagar for  
Rs. 26,093/-

UNITED COLORS  
OF BENETTON.

**Tapas** from  
Indiranagar, for  
Rs. 44,382/-

**Andrew** from  
Indiranagar for  
Rs. 42,143/-

**Ramu** from  
Indiranagar for  
Rs 37,898/-

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



Long live the summer! . The new Baby, Toddler and Kid Collection by United Colors of Benetton is fresh, comfortable, light and colourful

UNITED COLORS  
OF BENETTON.

# Sale Promo - UCB



SUMMER PROMO- CANDY COLOR HEADFONES FOR PURCHASE OF Rs.5999/-  
AND TRENDY TROLLIES FOR THE PURCHASE OF Rs.9999/-

# New Product- **Levi's**



- Fabric woven to imitate corduroy look in lighter weight
- Available in 511 at a price point of Rs.2799
- Classic 5 pocket construction
- Available in 4 vibrant colors



# EVENTS



Emdee Reebok took over the Reebok store at Forum Mall Kormanagera, taking the total no. of Emdee Reebok stores to 20.

# EVENTS – Reebok Adv Campaign



**OUTDOOR  
IS OUR ZONE.**  
STEP OUT TO STAY FIT.  
#LIVewithFIRE



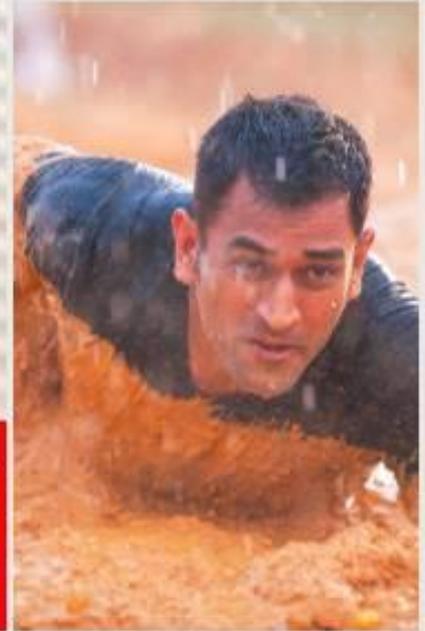
Reebok 



**SWEAT MAKES  
YOU SHINE.**

SWEAT OUT TO STAY FIT.

#LIVewithFIRE



Reebok 

# EVENTS

Zumba classes at our Indiranagar store are a regular fixture now, with a very encouraging increase in the no. of enrolments every week.



# EVENTS



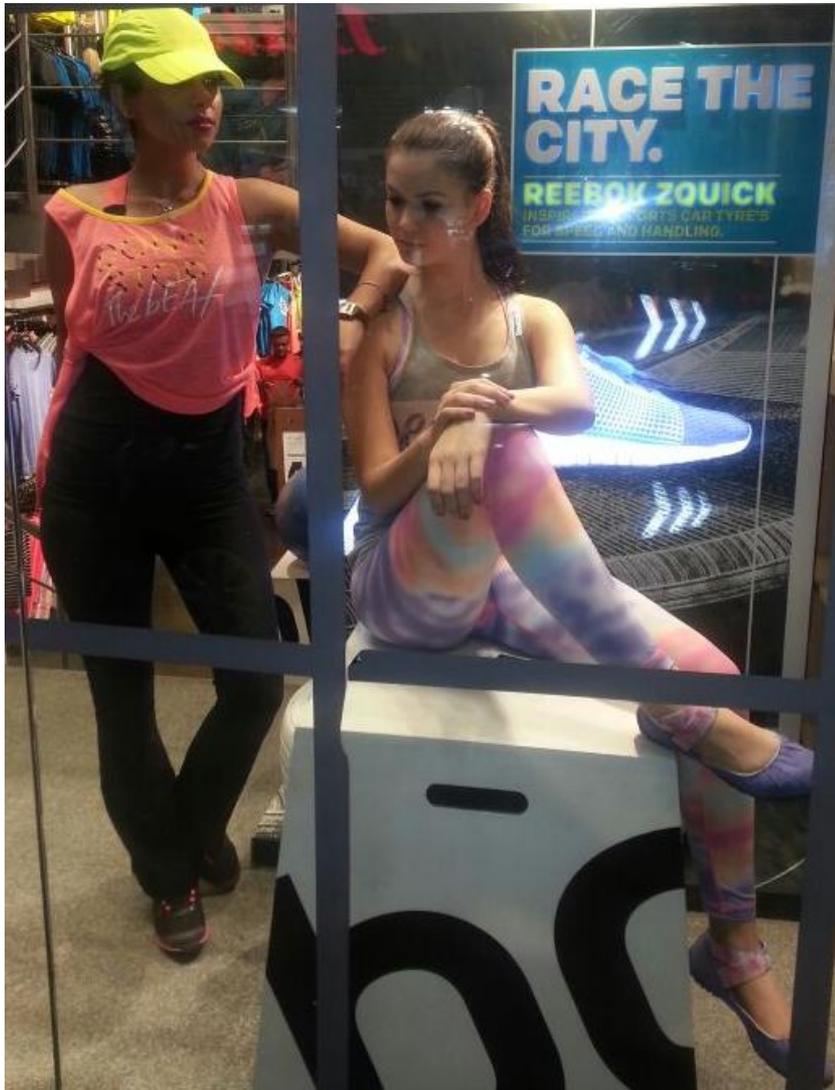
Commercial Street



Forum Mall

Emdee Reebok came up with an innovative idea of 'live mannequins' to drive in footfalls, the result was a surprising increase in the no. of shoppers at the store

# EVENTS



# IN THE NEWS

## Product differentiation is key to success, not discounts: Robert McKee

In today's scenario most of the retailers are bitten by the 'discount' bug to push their sales volume, whether it is brick or mortar or e-commerce platform. **Robert McKee, Global Fashion Industry Strategy Director-Infor,** Counters the argument saying organisations who have chosen the road of originality have managed to show better results. Thus 'product differentiation' is the key to success.

Having 40 years in the fashion apparel industry globally, Robert was one of the first US apparel executives to start sourcing in China in the early 80s. His knowledge and skills span retail, sourcing, manufacturing, and product development within the fashion industry. In his recent visit to India, **Robert talks** about the present status of fashion industry globally and what factors are affecting fashion industry in India.



# IN THE NEWS

**What are the needs of the fashion industry in today's scenario? What would be the areas where brands need to concentrate to distinguish themselves and earn profits?**

The fashion industry needs to regain its differentiation through product distinction. For far too long brands have moved toward a vast sea of sameness - Just about every product from every brand looked all the same. As this was happening we moved ever closer to having the primary differentiation coming only through price. If you can't differentiate your product on originality of design or other product attributes then all you can do is 'be cheaper than the other guy,' as some in the fashion industry put it 'the race to the bottom.' It has been widely noted that the greatest dilution to profitability in fashion comes from discounts to attract consumers. We have conditioned the consumer to only care about price and to only 'shop the sales'. Yet those organisations that have chosen the road of originality of product and limited offerings have managed to achieve ever greater profits

**Which are the areas where fashion industry in India lags compared to other countries?**

Retail companies and industry structure along with brand development are two of the biggest areas where India trails many other developed regions in fashion. We recently wrote an article on what I refer to as "The India Shadow Retail Environment". This clearly fuzzy division between organised and unorganised retail is a hindrance to the development of the company and industry structure that is necessary to drive dynamic fashion industry growth.

# IN THE NEWS

By the same token , both global brands and local Indian brands will find it difficult to thrive in a business environment that is a bit more like "the wild west," than the sort of brand and retail environment that is found in western countries.

## **What could be the solution to the problems?**

The solution lies, or maybe the better way to say it is, the solutions lie in some simple areas of organisation, structure, and discipline. But the solution while simple may be harder to bring about than it sounds. 'Shadow Retail' is an extension of a long standing culture in Indian retail , a culture that has built itself around the idiosyncrasies and nuance of the system itself. Maybe calling it a 'system' is a mistake, more of an ingrained behaviour. And everything in the existing retail culture has been moulded over time to support that behaviour. The answers lies in the question . The answer lies in some fundamental change.

## **How do you think can a retailer improve its profits in a fashion store?**

For a retailer profit improvement is simple - to use the words of two famous US retail icons of the past (Marshall Field and Harry Selfridge) "give the women what they want". It's been said that the key to fashion retail is to "seduce the consumer and control the supply chain" which is and has been a misguided approach used for decades. The future of fashion has to lie in "listen to the consumer, and collaborate with the supply chain," allowing fashion retail to better

# IN THE NEWS

communicate with the customer base and get better data on what they really want. Instead of the approach that's been deployed in the past of creating a product in isolation from consumer inputs. So simply put find out what the consumer is looking for , what are their desires and deliver it to them (at a) right product, right place, right time. And, How do you find out what the consumer wants ? 'Ask them.' The technology exists to connect to your customer base and the hurdle is getting that technology deployed in an industry that doesn't always do the most that they can with technology.

## **Some tips to check daily as a store manager.**

I love simple answers to seemingly complex questions. The objective of every store manager is 'to satisfy as much consumer demand as possible and to optimize store profits. Everything else is noise.