

EMDEE NEWSLETTER

OCT'14



EDITORIAL

Its been a great start to the last quarter of 2014 by Emdee Apparels and we wish to keep the momentum running.

To add spice to the monotony we have included a new section henceforth 'GOSSiP', this section will include interesting piece of information/ articles or something worth a read from the world of internet.

We trust this newsletter will give all our staff members more information on various aspects within the company.

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

Top 10 Stores of Emdee Apparels– Sept '14



Standing	Brand	Store	Target	Achieved	% Achieved
1	Levis	Jayanagar	24 Lacs	27.75 Lacs	116%
2	Levis	HSR Layout	10 Lacs	11.25 Lacs	113%
3	Levis	Forum Value	7 Lacs	7.11 Lacs	102%
4	Reebok	BEL Road	10 Lacs	10.02 Lacs	100%
5	Levis	Phoenix	24 Lacs	23.63 Lacs	98%
6	Levis	Orion Mall	22 Lacs	21.25 Lacs	97%
7	Reebok	HSR Layout	7 Lacs	6.55 Lacs	94%
8	UCB	Orion Mall	21 Lacs	18.15 Lacs	86%
9	Reebok	Gandhi Bazaar	4 Lacs	3.4 Lacs	84%
-	Hayaa		12 Lacs	11.23 Lacs	-

Managers Speak



It was about team work and delivering better Customer Service and improving my store KPI's and getting the store to the next level was my motto and we have really done it!

Manikanth, Reebok BEL Road

My motivation is my Staff's energy ,which helped me a ton to deliver numbers. Only way to achieve the target is to face the target by giving an absolute customer service



Chinmoy, UCB Orion Mall



I start my day at store by greeting all my team members and briefing them how they need to be attentive and be full of life. We are here to sell attire and create a bond with the customer which will last for ages .We make them feel special and make their shopping experience a memorable Following the KPI's and the brick wise process has been very rewarding the success of our store has been possible through hard work, perseverance and team worl,We believe and swear by the ideology .

Anthony Vinay , Levi's Jayanagar

Top Stores Of The Month



Reebok 
BEL Road


Jayanagar



UNITED COLORS
OF BENETTON.

Orion Mall

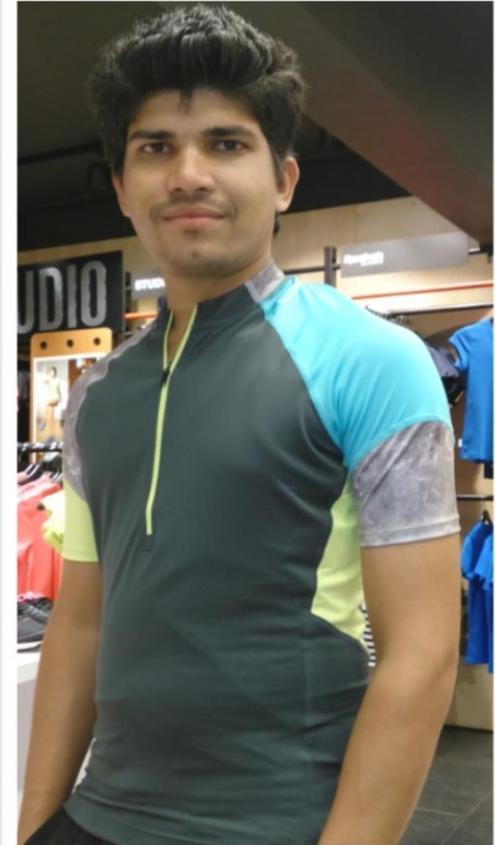
Top Fashion Consultants



Kumar
Levi's Phoenix Mall
133%



Ramya
UCB Orion Mall
117%



Liakath
Reebok BEL Road
143%

Best stores in terms of KPI's

L2L

- Levi's Jayanagar with 29% growth
- 2013-21.5 L, 2014- 27.76 L

RPS

- Phoenix with RPS of 2462
- Total Store Area- 960 sq ft

ATV

- Jayanagar
- ATV of 5180

UPT

- HSR Layout
- UPT of 2.43



L2L

- Hubli with 30% Growth
- 2013- 18.07 L 2014- 23.52 L

RPS

- ORION - 1452
- Total Store Area- 1250sq ft

ATV

- Indiranagar
- ATV of 4214

UPT

- Indiranagar
- UPT of 2.71

UNITED COLORS OF BENETTON.

L2L

- BEL Road with 47% Growth
- 2013- 6.80 L, 2014- 10.02 L

RPS

- Forum Mall RPS of 1486
- Total Store Area- 750 sq ft

ATV

- Indiranagar
- ATV of 4359

UPT

- Indiranagar
- UPT of 2.02



WOW Bills at EMDEE Stores

Reebok 

Swamy from
Marathalli 2 for
Rs. 47,810/-

Kiran from
Banashankri for
Rs. 31,506/-

Mary from
Indiranagar for
Rs26,488/-

UNITED COLORS
OF BENETTON.

Shiraz from
Kamanahalli, for
Rs. 34,876/-

Andrew from
Indiranagar for
Rs. 31,890/-

Tapas from
Indiranagar for
Rs 30,687/-

Levi's 

Bharath from
Jayanagar for **Rs**
60,000/-

Kusuma from
Orion Mall for
Rs 58,079/-

Bharath from
Orion Mall for
Rs 52,891/-

New Product- Reebok



ZRX TR –

Men's Featuring NanoWeb and DuraCage technologies, this training shoe offers great breathability and durability in a lightweight package.

- Gas fueled Carbonated Foam for a lightweight, cushioned and responsive ride.
- Dual Density midsole/outsole.
- Forefoot flex grooves for flexibility.
- Z-rated technology delivers great traction.



New Product- UCB



Superlight puffer jackets

Special Price

A multicolored autumn:

Light as a feather, warm as a hug, colorful as the falling leaves.

Give the nod to duvet padded jackets and bundle your kids up in a rainbow of warmth.

UNITED COLORS
OF BENETTON.

New Product- **Levi's**



- Head to toe collection Features Very strong T400 yarn
 - Water repellant fabric
 - Antimicrobial
 - Safety: 3M™
 - Reflectivity, 3M™ Scotchlite™ reflective tape to be seen at night
 - Higher back rise provides additional coverage
 - Reinforced fabric at Crotch & Back Pockets
 - Moisture management technology
 - Cleverly concealed zipper pocket on the thigh
 - Lighter fabric backing in the pocket
- Accessible Pricing : Rs. 3699+
- T Shirts : With reflective prints and street inspired graphics with a longer tail for extra



EVENTS - Reebok



Reebok Ultimate Fitness Fan - 1st Round took place at our Indiranagar and Commercial Street Stores

EVENTS - Reebok



Reebok Fithub Banashankri store opening
by our managing director Md. Afzal

GOSSiP

13 Things You Must Do Before You Turn 40

Time runs fast and along with time, we all have mastered the art of matching the fast pace. There are 'n' number of "to do" things on our wishlist, and somehow we all manage to procrastinate. It's high time we do all that we wish to do, because it's just one small life that we have.

Here are the things you must do at the first chance you get. We promise, at the age of 40, these things will keep you from feeling guilty of not doing what you should have done.

- 1. Go, buy that dress, while you are in the right size**



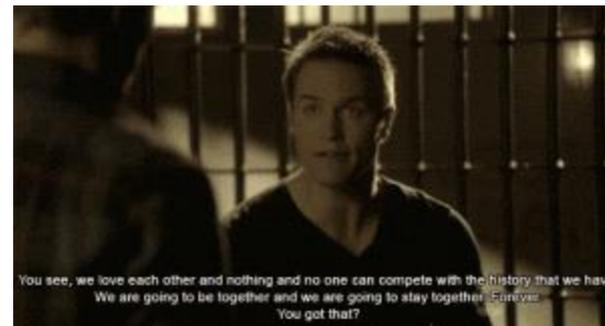
GOSSiP

2. Eat all that tempts you. Once diabetes, BP, and cholesterol creeps in life will be tasteless



3. Take that trip you're planning to since forever; cuz there's an end to every forever

4. Patch up with your best friend



5. Dance; while you don't need a stick to walk



GOSSIP

6. Exercise



8. Get out of your comfort zone and work hard towards what you want. This is the time your body and health will support you



7. Road Trip? Sounds awesome, right? well, it feels epic! Also you never know when the petrol prize might just shoot up



9. Stop paying rents, start paying installments. Own a house. Live in your home



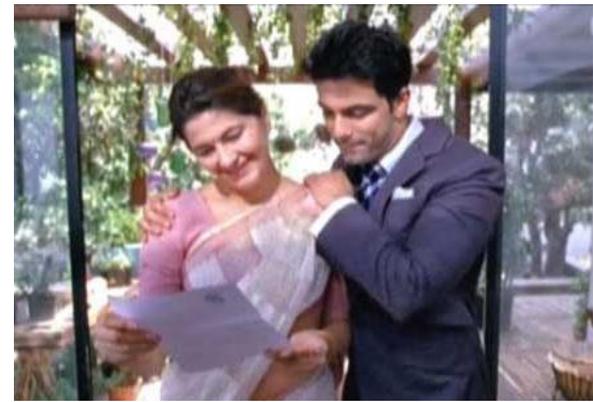


GOSSIP

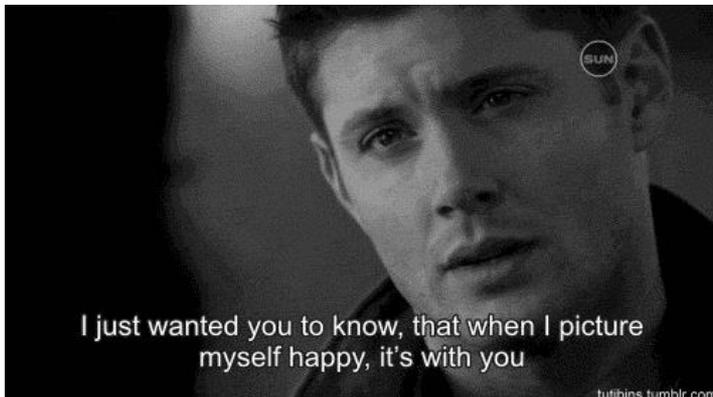
10. Start saving money. Future is uncertain and salaries are good while you are young



11. Appreciate the efforts of your parents and feel responsible towards them



12. Confess your love before it's too late



13. Get your dream job; the last thing you want to do is get stuck in a rut, run the rat race and regret



IN THE NEWS

'People tend to pay more when offered something quite cheaply'

When given the choice of getting something quite cheaply or for nothing, you may end up paying more than its real price, a behavioural study has found. And this behaviour stems from people's effort to keep a good image of themselves, according to the researchers who tested how people responded to "pay what you want" scenarios.



The researchers from the Rady School of Management at University of California, San Diego, found consumers feel bad when they pay less than the appropriate price, causing them to pass on the opportunity to purchase the product altogether.

If a person doesn't want to pay the "appropriate" price, then he may not buy at all, they said. They also found that when eating at a "pay what you want" restaurant, people tended to spend more when paying anonymously than when others could see what they were paying, LiveScience reported.

IN THE NEWS

That's because, they speculated, the psychological effect of being monitored may crowd out the self-image boost, because the person believes he or she "had to" pay the fair price.

The study tested three scenarios: In one, visitors to an amusement park were offered to buy a photo taken of them. One group could pay what they wanted and another could pay what they wanted knowing that half of the revenue would go to a charity for ill children. People paid on average five times more when money went to the charity, but they bought the photo less frequently.

"When someone is willing to pay little but cares about maintaining a positive self-image, the best option is not to buy at all," the team, led by Ayelet Gneezy, wrote in a paper in the Proceedings of the National Academy of Sciences.

This result was reinforced in the second scenario, when passengers returning from a boat tour were given the chance to buy a photo taken of them for USD 5, USD 15, or whatever they wanted, depending on the tour. Not surprisingly, sales went up for the USD 5 photo versus the USD 15 photo. But they dropped when passengers could pay whatever they wanted.

"When the company sets the price at USD 5, there is no ambiguity about fairness, self-image concerns disappear, and people are happy to pay," the researchers said. And finally, at a buffet restaurant in Austria where diners have the option of paying what they feel is appropriate for a meal, the team tested if people acted differently when others could see how much they paid.

IN THE NEWS

They found that diners tended to pay more when asked to submit their payment in an envelope (the anonymous group) versus giving it directly to a cashier.

"We can clearly reject the hypothesis that customers pay less when they are not observed. This result supports our proposition that people often pay to enhance their self-image," the researchers wrote.

An analysis of questionnaires given to diners showed a strong link between what people believed the owner expected them to pay and actual payments, suggesting that customers are trying to pay a price that feels fair, they added.