

Management Development Programme

on

“Managing Retail Excellence”

January 7th - 8th, 2019



Program Directors:

Prof. Nalin Jain

Prof. D K Batra



**International Management Institute
New Delhi**

INTRODUCTION

The industrial slowdown of 2008 did a world of good, as the retailing sector which was hitherto growing haphazardly taught a valuable lesson and the industry has since then rightfully seized the opportunity to consolidate. The industry in the meanwhile has experimented with a lot of formats and models and yet is searching for an Indian Model of Retailing befitting the needs of the Industry in this millennium. In spite of the fact that India is called a nation of shopkeepers with one of the largest number of small sized mom and pop stores in the world, it is witnessing growth in the organized sector, albeit the share is still less than 5%. FDI in retail remains a contentious issue, for the time being, with a number of contentious issues still unresolved. Various studies, undertaken by ICRIER and other agencies estimate that the total retail business in India by 2018 is expected to be US\$ 895 billion, up from US\$ 396 billion in 2011. With the promise shown by smaller towns, the future for retail looks positive. Indian retail stores in large format are yet to adopt best retailing benchmarked practices and are therefore still struggling to hold on and yet to reach a comfortable profit surplus situation.

OBJECTIVES

The programme has been conceived and designed to bring out the salience of retailing, its various constituents, and its typical traits while highlighting the critical areas with specific reference to retailing of products rather than services and thereby attempts to sensitize the participants and provide a reasonably good working knowledge of the discipline.

CONTENTS

- Developing Retail Strategy
- Understanding Retail Buying behavior and Retail Anthropology.
- Store Location & site location-Trading area analysis, Identification & acquisition of Retail space
- Merchandise Management-Merchandising strategy, Buying organization and Implementing Merchandising plans.
- Retail Store operations Layout and Visual Merchandising
- Measuring Store performance.

LEARNING OUTCOMES

- Sensitization to domain of organized retail and how it is different and its implications
- Highlight the special skills and competencies required in planning a retail project,
- Help the participants in developing a strategy & gaining insight into the operational aspects of retail business.

METHODOLOGY

- Core Faculty of IMI along with practicing managers and experts from the field will interact and share their experience with participants.
- Apart from Lecture case studies on specific issues will be discussed.
- Assignments and experiential learning through group exercises.

FACULTY AND RESOURCE PERSONS

IMI faculty members and eminent resource persons will share expertise and experience in various sessions.

PROGRAM DIRECTORS

Prof. Nalin Jain (Ph.D., IIT, Delhi; MBA, FMS, Delhi University; B. Tech. Electrical, IIT BHU Varanasi) is an illustrious Trainer, Consultant and Professor of Marketing at IMI New Delhi with more than three and a half decades of holistic and diverse experience relevant for Executive Business Education.

He is a popular prolific trainer and training coordinator having lead more than 250 training sessions on building customer centricity, creating wow customer experience, managing excellence in service design and delivery, leveraging customer relationship and engagement, effectively using digital in marketing, accelerating sales performance, negotiation skills, contemporary retailing among others. His sessions have been for top, senior and middle management of public, corporate and multinational organizations of more than 50 countries. The list of Indian Organizations touched by his training endeavors include HDFC Bank, Canara Bank, Bank of Baroda, Allahabad Bank, Airport Authority of India, Indian Oil Corporation, ONGC, Baxter India, Sir Gangaram Hospital, Jaypee Group of Hotels and ITC Ltd.

Prof. Jain started off as a product manager at Voltas Limited, building the LT Switchgear brand pan India and overseeing all aspect of the LT business including customer relationships. In his next responsibility as the CEO of a mid-size family business, he doubled the business revenue in three years getting new accounts and customers for the business and setting up new business processes leading to substantial quality improvements. Playing the role of a start-up entrepreneur, he successfully established a mid-size company for manufacturing and marketing electrical products. Subsequently, as a management consultant he has been involved in significant Market, Channel, Brand Building, Service design, Communication, CRM, Marketing strategy and General Management consulting projects for organizations such as Rediffusion, Pepsi and MTNL.

As a core academician for twenty years, he has designed and instructed courses in almost all core and specialization areas of marketing including customer relationship management, services marketing, marketing of banking and financial services, retail marketing, digital marketing, channel and distribution management, brand management, integrated marketing communications, marketing to base of pyramid and strategic marketing.

Prof. D K Batra holds a Ph. D and MBA from FMS (Delhi University) and B. Tech (Text) from TIT. He has been a UNDP fellow to University of East London, FIT, New York University and also to several Universities in Brazil and European Union to study New Product Development. Some of his prior assignments include Director, Asia Pacific Management Institute, New Delhi, Vice President, (New Projects), Netaji Subhash Institute of Management Sciences, Senior Professor and Programme Director PGDM (International Business management), FORE School of Management. In a long stint with National Institute of Fashion Technology New Delhi spanning 18 years, he has held various senior positions namely: Head- Academic Affairs of eleven NIFT centers in India, Chairperson Fashion Management Studies & Head International Linkages. He has served on the executive Council of IFFTI for many years, a body of 32 International Fashion and Textile Universities. He was also the founding CEO of Fashion Design Council of India He was on the PhD Research Board of Jamia

Hamdard University. He is member of board of studies of UP Tech University. He has also worked as Advisor to Ministry of Information Technology. He has authored many Books and Research Papers. He has provided Consultancy & Training services to various corporates like Raymond India, Madura Garments, Gokaldas Exports, ABN AMRO, ITC, ISEPC, AEPC etc. He has also served as a consultant to International Trade Center Geneva, UNCTAD.

ADMINISTRATIVE DETAILS

Dates:

January 7th-8th, 2019

Venue:

International Management Institute
B-10, Qutub Institutional Area
New Delhi 110016

FEE

Non-residential: Rs. 18,000/- per participant (plus @18% GST) covering professional fee, program kit and tea/lunch.

Residential: Rs. 25,000/- per participant (plus @ 18% GST) covering professional fee, program kit and boarding and lodging (air-conditioned single room) at IMI Campus, New Delhi from noon of January 6th till noon of January 9th, 2018.

Group Discounts

- 10% discount on fee amount is available in case an organization nominates 2 or more participants to the program.
- 20% discount on fee amount is available in case an organization nominates 4 or more participants to the program.

Fee is payable in advance by way of local cheque/DD in favor of "**International Management Institute**" payable at New Delhi or through direct electronic fund transfer to IMI Bank Account, as per following details:

Allahabad Bank Account Number: 50084979288
MICR Code: 110010007, IFSC Code: ALLA0211083
Pan No. AAAT10972K; GST No. AAAT10972KIZJ

Please mention the program name while making payment through electronic fund transfer.

REGISTRATION

The registration form duly filled in along with the program fee should reach us at least 7 days before the commencement date of the program. In case of subsequent withdrawal or cancellation of registration no refund of fee will be allowed. However, substitute(s) may be permitted with prior intimation.

CERTIFICATE OF PARTICIPATION

A certificate of successful participation by International Management Institute (IMI) will be issued to each delegate at the culmination of the program.

ABOUT IMI

IMI International Management Institute Nestled in Qutab Institutional Area, International Management Institute (IMI), New Delhi was established in 1981 in collaboration with IMI Geneva (now IMD Lausanne). IMI's flagship two-year Post-Graduate Diploma in Management (PGDM) program (launched in 1993) has Student Exchange programs with leading International Schools. These include ESC Rennes, France, Montpellier Business School, France, Frankfurt School of Finance and Management, Germany, Grenoble Ecole de Management, France, Louvain School of Management, Belgium, Sichuan Academy of Social Sciences, China, KEDGE Business School, France, University of Guelph, Canada to name a few. Besides its regular PGDM program, IMI New Delhi runs a two-year PGDM program in Human Resource Management (PGDMHRM) launched in 2006, a two-year PGDM program in Banking and Financial Services (PGDM B&FS) launched in 2014, a 15-month Executive PGDM for mid-career executives (Executive PGDM) launched in 1984 and a Fellow Program in Management (FPM) launched in 2011.

In addition, IMI New Delhi also offers ITEC (Indian Technical and Economic Cooperation) Programs, as it is one of the few empanelled Institutes of the Ministry of External Affairs, Government of India. Under the aegis of MEA organised special Commonwealth Assistance Program, 15 international students are selected into the Executive PGDM Program. These ITEC programs are targeted at various developing countries from the Afro-Asian, South American and SAARC region. Another distinguishing feature of IMI Delhi is its strong Alumni network of over 5000+ professionals at senior management levels in leading corporate houses.

All IMI New Delhi's long term programs are approved by AICTE, Ministry of HRD, and Government of India. IMI New Delhi is internationally accredited by Association of MBAs (AMBA), UK. IMI's diverse and experienced resource pool of faculty resources having a rich combination of academic rigor and corporate exposure is one of the institute's distinct strengths. This vast and enriched pool has a special focus on delivering management education, training, research and consultancy. IMI contributes significantly to the growth and development of management as a discipline in India.

IMI conducts a large numbers of Management Development Programs (MDPs) every year, which include Open Programs, specially designed In-company programs and Online programs in different functional areas. These programs are aimed at capability building of senior-level and top-level managers and executives to help them in updating their concepts and enhancing leadership and managerial skills. IMI's strength across diverse management disciplines, backed by an excellent team of faculty and the strong network with eminent organizations, helps deliver its commitment towards its vision of being a premier global management school.

For registration/any other information, please contact:

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