

**Management Development Programme**  
on  
**“Managing Retail Excellence”**

**January 29-30, 2020**



**Program Directors:**

**Prof. D K Batra**  
**Prof. Nalin Jain**



**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. 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.

**Dr. Nalin Jain** (Ph.D. from 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 thirty six years of holistic experience relevant for leadership and management training as well as business skill development.

He is an effective, popular and prolific trainer having lead about 300 training sessions on building customer centricity, creating wow customer experience, value based selling managing excellence in service design and delivery, leveraging customer engagement and relationship, effectively using digital in marketing, accelerating sales performance, negotiation skills, contemporary retailing among others. As a training coordinator and trainer he has delivered learning experience 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, Asian Paints, Sir Gangaram Hospital, Jaypee 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 aspects of the LT business including customer relationships. He was responsible for the entire marketing communication of the Electrical Business. 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, Sales, Channel, Brand Building, Service design, Marketing Communication, CRM, Marketing Strategy and General Management consulting projects for organizations such as Rediffusion, Pepsi and MTNL.

As a core academician for twenty one years, he has designed and instructed courses in almost all core and specialization areas of marketing including customer relationship management, mobile marketing, digital marketing, marketing analytics,

services marketing, marketing of banking and financial services, retail marketing, channel and distribution management, brand management, integrated marketing communications, marketing to base of pyramid and strategic marketing.

## **ADMINISTRATIVE DETAILS**

### **Dates:**

**January 29-30, 2020**

### **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 28, 2020** till noon of **January 31, 2020**.

### **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**

International Management Institute (IMI) is India's first corporate sponsored Business School founded in 1981 with the original campus in New Delhi. The corporate sponsors included RPG Enterprises (lead sponsor), ITC, Nestle, Tata Chemicals, British Oxygen, SAIL, and Williamson Magor. It was set up in collaboration with the then IMI Geneva, now IMD Lausanne. Subsequently two other campuses were set up in Kolkata (2010) and Bhubaneswar (2011). In the last several years, IMI New Delhi has been consistently ranked in the top 10-15 Business Schools in the country and among the top 5 private Business Schools. It is accredited by the UK based Association of MBAs (AMBA), one of the top three international accreditation bodies for Business Schools globally.

IMI New Delhi has global linkages with leading schools in Europe, North America, and Asia. The Institute currently offers the PGDM, PGDM-HRM, PGDM-Banking & Financial Services, Executive PGDM and FPM (doctoral program). In addition, it has built a vibrant Executive Education vertical offering training to management professionals from the corporate world. The Institute has been empaneled by the Government of India to train participants from developing countries under the International Technical & Economic Corporation (ITEC) program of the Ministry of External Affairs.

IMI New Delhi puts a strong focus on high quality research by its faculty leading to publications in international peer reviewed academic journals. Its faculty have PhDs from top international and national universities/institutes, with many of them also having significant corporate experience.

***For registration/any other information, please contact:***

**Dr. Ekta Saxena**

General Manager (MDP & Online Education)

**Mobile:** 9911941090

**International Management Institute**

**Address:** B-10, Qutab Institutional Area, Tara Crescent  
New Delhi 110016

**Phone:** (011) 4719 4172 (Direct)

**Fax:** (011) 46012730

**E-mail:** [ekta.saxena@imi.edu](mailto:ekta.saxena@imi.edu), [mdp@imi.edu](mailto:mdp@imi.edu)

**Website:** [www.imi.edu](http://www.imi.edu)