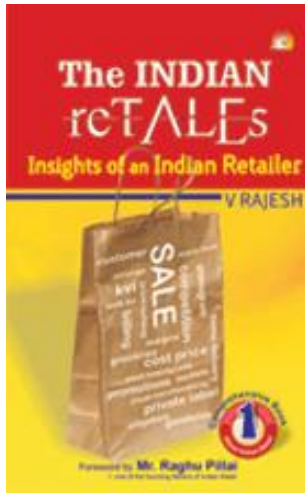




## The Indian Retales



**Author:** V. Rajesh  
**Format:** Paperback  
**ISBN:** 8178061929  
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Retail in India, especially the modern self service chains has been at the centre of several press and magazine articles. Vigorous debates about FDI, Corporate Chains and the Conventional stores abound in many a forum. However, in spite of all this hype there are very few books, if any at all that examine this interesting sector and the myriad facets and issues regarding it. 'The Indian reTALES' is amongst the first comprehensive books about Indian Retail. Starting off with some deep insights and analysis about the retail scenario, the author moves on to a prescriptive mode detailing various ideas and approaches that a retailer can use to better their businesses. Interestingly, the ideas although presented in a retail context are relevant for several other businesses, namely those engaged in services. Mr. Raghu Pillai, a pioneer and visionary of Indian Retail has written the foreword, wherein he strongly reiterates the huge potential of Indian consumers, their consumption story and hence retail. Lastly, the author manages to convey his passion for retail and also possibly tickle the readers mind to consider becoming a retailer.

## Contents

Foreword by Mr Raghu Pillai

Introduction

Why these tales about the Indian Retail, What to Expect from this Book

Indian Retail & Retail Strategy

Indian Retail—Issues and Opportunities, Entering the Indian Retail Sector, Opportunities in Indian Retail, Basic Retail Model, Strategic Retail Management, Corporate Social Responsibility in Retail, Way Forward for Indian Retail

Creating Customer WOW

Customer Expectations, Time vs Money, Delivering Better Value, Leveraging Events to WOW Customers, How Customers Perceive Pricing in Retail, Using CRM to Deliver Customer WOW, True-Life Customer Stories and Learnings

Offering a Compelling Assortment

Private Labels in the Context of Differentiated Assortment, True Life Customer Stories and Learnings

Store—the Face of any Retailer

Creating a Memorable Store Experience, Store Staff Are Key, Shrinkage & Shoplifting, An Idea to Create a Mobile Store, Store Launch—Similarities to a 20:20 match, Store Launch Experiences, True Life Customer Stories and Learnings

Landmarks and Memories of Indian Retail

India's first corporate supermarket chain, A Giant Step for Indian Retail, Indian Retail's first International recognition, Some personal memories



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Some Retail Jargon

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