

An established



Brand: Mehta Solutions

Product Code: case116

Weight: 0.00kg

Price: Rs500

Short Description

An established

Description

An established CAST STUDY solution

An established and a leading multi brand footwear retailer with a strong presence in all the major cities of North India, is now geared up to expand and penetrate his operations by replicating with similar retail formats in semi urban and rural markets in a phased manner. The sole objective of the retailer is to cater to these untapped potential markets with high disposable income among people who by and large travel all the way to cities and metros for all their buying needs. The offerings include a wide range of footwear of international, national and regional brands for men, women and children for all occasions.

Questions :

(a) Propose a retail mix (4Ps) for this retailer.

(b) What criteria should the retailer consider in assessing and evaluating appropriate locations for the proposed outlets ? Discuss.

(c) Do you foresee any scope for offering loyalty programmes by the retailer ? Justify your answer.

Details

1. Case study solved answers

2. pdf/word in 24-48 hrs

3. Fully Solved with answers