

technopak

retail  **&**
consumer products
credentials

Retail | Consumer Products | Travel Retail | PE & Investments | Analytics | E-Commerce

May 2012

India's leading consulting firm

India's leading consulting firm.....

a trusted advisor for clients across countries.....

a valued partner.....

India's leading consulting firm.....

a trusted advisor for clients across countries.....

our focus sectors

retail & consumer products

fashion- textiles & apparel

healthcare strategy & design

food services & agriculture

education

India's foremost consulting firm, with an experience of working with multiple organizations across various sectors

Founded on the principle of "concept to commissioning", we partner our clients to identify their maximum-value opportunities, provide solutions to their key challenges and help them create robust and high growth business models.

who are we

We have the ability to be the strategic advisors providing customized solutions during the ideation phase, implementation guides through start-up assistance and be a trusted advisor overall.

Drawing from the extensive experience more than 175 professionals, Technopak focuses on six major divisions, which are Fashion -Textile & Apparel, Retail & Consumer Products, Healthcare Strategy & Design, Education, Food Services & Agriculture and Leisure & Tourism.



what we do

Business Strategy.

Assistance in developing value creating strategies based on market & industry insights, competition mapping, international benchmarking and client capabilities.

Performance Enhancement.

Operations, industry & management of change expertise to enhance the performance and value of client operations and businesses.

Start-Up Assistance.

Leveraging operations and industry expertise to 'commission the concept' on turnkey basis.

Consumer Insights.

Holistic consumer & shopper understanding applied to offer implementable business solutions.





some partnerships that last a lifetime



Arvind Singhal

Chairman
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Arvind founded Technopak in 1992 and has led the company to be the thought leader in all the sectors. He has an MBA from University of California, Los Angeles, USA along with Bachelor of Engineering from IIT-Roorkee.

Rang Emei Gonmei

Sr. Vice President
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Emei has over 21 years of experience in planning, design & implementation process of Healthcare Architecture projects across the World with global healthcare architectural service providers. Emei hold a Masters in Architecture from School of Planning & Architecture.

Saloni Nangia

President
saloni.nangia@technopak.com

Saloni is the President of Technopak. She was earlier heading the Retail & Consumer Products division. Saloni has worked on strategy and implementation in Retail and Consumer Products with clients from India, Asia, Europe and North America.

Pratichée Kapoor

Associate Vice President
pratichée.kapoor@technopak.com

Pratichée is the Associate Vice President in Food services and Agriculture division. She has over 10 years of experience in Strategy consulting and has expertise in working on various projects involving understanding consumer behaviour, estimation of market potential, preparing market entry and expansion strategies.

Amit Gugnani

Sr. Vice President
amit.gugnani@technopak.com

Amit is the Senior Vice President, Fashion (Textile & Apparel) and has over 15 years of experience in Apparel manufacturing. He has managed various projects involving entry strategies, business plan, feasibility studies, apparel plant start-up, business process re-engineering etc. for leading national and international clients.

Ankur Bisen

Associate Vice President
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Ankur is the Associate Vice President of the Retail & Consumer Products consulting division of Technopak. He brings over 11 years of cross-functional experience in strategy, marketing and business development acquired in the backdrop of working in India, Greater China and Europe.

our leadership team



retail & consumer products

presence across segments

..... Industries Where We Have Made a Difference...

Indian and International Retailers

- | Cash & Carry
- | Department Stores
- | Hypermarkets
- | Rural Retail
- | E-Commerce
- | Specialty Retail
- | Supermarkets
- | Non-Store

Consumer Product Companies

- | FMCG
- | Food and Grocery
- | Electronics, Durables, IT, Communications
- | Apparel, Footwear and Accessories
- | Home Improvement
- | Health and Beauty

Retail Service Providers

- | Information Technology
- | Logistics Companies
- | Products/ Services Suppliers
- | Warehouse Companies

Real Estate Companies

- | Shopping Mall Developers
- | SEZ Developers
- | Mixed-Use Developers

Government Organizations & Trade Associations

Development Bodies and Public Sector Units

Private Equity and Financial Institutions



Business Strategy

Assistance in developing value creating strategies based on market & industry insights, competition mapping, International benchmarking and clients capabilities

- | Organic Growth Strategy
- | Growth through Partnerships, JVs and Acquisitions
- | Real Estate Planning

Performance Enhancement

Operations, industry and MOC expertise to enhance the performance and value of client businesses

- | Productivity Enhancement
- | Merchandising and Category Management
- | Sourcing and Supplier Management
- | Pricing, Promotions and Range Architecture
- | Private Label Programmes
- | Transformation & change

Start-Up Assistance

Leveraging operations and industry expertise to 'commission' the 'concept' on a turnkey basis

- | Project Management
- | Sourcing and Buying Implementation
- | Organization Design and Creation
- | Supply Chain and Logistics
- | Retail Operations Framework
- | Post Implementation Assistance
- | Franchisee Identification

Capital Advisory

Supporting business strategy and execution with comprehensive capital advisory in our industries of focus

- | M&A
- | Due Diligence – Commercial

Consumer Insights

Holistic consumer understanding applied to offer implementable business solutions

- | Shopper Insights
- | Trend Insights
- | Design and Innovation Insights
- | Marketing Communication

cutting edge
Services We Offer in **Retail**

Business Strategy

Assistance in developing value creating strategies based on market & industry insights, competition mapping, International benchmarking and clients capabilities

- | Organic Growth Strategy
- | Market Feasibility Study
- | Brand Strategy and Portfolio Management
- | Competitive Benchmarking and Strategy Development

Performance Enhancement

Operations, industry and MOC expertise to enhance the performance and value of client businesses

- | Category Management
- | Multi-Channel Management
- | Pricing, Promotions and Range Architecture
- | Distribution Effectiveness

Start-Up Assistance

Leveraging operations and industry expertise to 'commission' the 'concept' on a turnkey basis

- | Innovation and New Product Development
- | Organization Design and Creation
- | Distribution Framework
- | Marketing Strategy
- | Supply Chain and Logistics

Capital Advisory

Supporting business strategy and execution with comprehensive capital advisory in our industries of focus

- | M&A
- | Due Diligence – Commercial

Consumer Insights

Holistic consumer understanding applied to offer implementable business solutions

- | Shopper Insights
- | Trend Insights
- | Advertising and Promotion Effectiveness
- | Design and Innovation Insights



moving a step forward
Services We Offer in **Consumer Products**



our successful collaborations





making a mark

Services We Offer in **Travel Retail**

Services We Offer

Airports | Metros | Highways and Bus Stations | Railways

Commercial Strategy

Strategy to enhance non-fare revenue for the operator. This covers:

- | Category Mix Strategy
- | Revenue Modeling for the operator
- | Structuring of commercial terms & conditions
- | Tender management
- | Leasing management
- | Fit-out management

Mix Use Development of Properties

Strategy on how to maximize the usage of land and property which belongs to the operator and is allowed for mixed use development.

- | Business plan for development
- | Overall positioning Strategy
- | Leasing and tender management

Traveller Profiling

Under this service we conduct a 24X7 timeframe profiling of the travelers and users of the facilities. The tools used include:

- | Detailed and scientifically created questionnaire
- | In-depth interviews
- | Focus group discussions
- | Analysis and presentation of key findings
- | Private Label Programmes

Property Branding / Environment Graphics

We can provide very specific inputs around building brand for any services as offered by the operator. This will include elements like:

- | Brand Identity and logo type
- | Color schemes
- | Signage
- | Any other brand collaterals



exploring opportunities

Services We Offer in **PE & Investments**

Services We Offer

Retail & Consumer Products | Textile & Apparel | Healthcare | Food & Agriculture | Education | Hospitality & Tourism

Sector Opportunity scans, Deal Sourcing and Identification

- | Sector scans to identify trends & opportunities
- | Deal sourcing and identification
- | Preparation of partnership / investment documentation
- | Partner shortlist and deal closure

Deal Evaluation and Execution

- | Commercial due diligence
- | Business strategy and implementation
- | Project appraisals and feasibility
- | Financial valuation, negotiation and deal structuring
- | Evaluation of current state and turnaround strategy

our forte in customer analytics

Customer Contact Strategy

- | Targeted and relevant communication to end customers
- | End to End Campaign Management
- | Analysis of Campaigns

Loyalty Strategy

- | Conceptualization & Design of Loyalty Programs
- | Implementation of Loyalty Programs
- | Analysis of Loyalty Data

Customer Segmentations

- | RFM, Price Sensitivity segmentation
- | Customer Life segmentation
- | Trip and Mission segmentation

Pricing and Promotions

- | Pricing Strategy
- | Price Optimization
- | Price Sensitivity Analysis
- | Promotions Design
- | Promotions Analysis

Assortment & Store Planning

- | Macro-space Allocation
- | NPD Evaluation
- | Out of Stock review and Availability Analysis
- | Substitutability Analysis

Web Analytics

- | Internet based marketing strategies
- | Analysis of the effect of your promotions in the social media
- | Sentiment Analytics

Supplier Insights

- | Survey Design, Data Collection and Analysis
- | Market Structures
- | Market Mix Modelling and Brand Tracking

KnowConsumer Panel

- | Online Panel of thousands of consumers
- | Survey Design
- | Survey Programming
- | Survey Analysis
- | Quick, Easy and Reliable Surveys online



leading through innovation
Analytics





providing solutions

India entry strategy

Market Assessment

Assistance in developing India specific value proposition based on consumer insights, competition mapping, local trade characteristics and client's objectives

- | Market Potential
- | Competitive Benchmarking
- | Regulatory Environment
- | Business Planning
- | Marketing Strategy

Partnership Assistance

Facilitating tie-up with a suitable business partner, based on the fit with the business requirements

- | Development of Partnership Operating Model
- | Identification of Suitable Partners
- | Negotiations and Finalization of MOU

Business Modeling

Leveraging market and consumer understanding to recommend a robust long term strategy

- | Roll-Out Potential across Geographies
- | Product Merchandising Strategy
- | Pricing Architecture
- | Financial Modeling
- | Risk Assessment and Mitigation Strategy

Start-Up Assistance

Applying Indian market understanding and industry expertise to help setting up of business

- | Organization Design and Creation
- | Sourcing
- | Location Identification
- | Project Management

Expertise in the Sector of E- Commerce

Market Entry Strategy

Assistance in developing a robust and “future ready strategy” based on consumer insights, global best practices and client capabilities.

- | Digital Commerce Roadmap
- | Multi-Channel Management
- | Customer Experience Optimisation

Start- Up Assistance

Leveraging operations and industry expertise to “commission the concept” on a turnkey basis.

- | Project Management
- | Digital Consumer Insights
- | Target Operating Model
- | Retail Operating Framework
- | Organization Design & Creation
- | Product Sourcing



additional services in
promising sectors

leading with thought & creativity

Ankur Bisen

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Ankur is the Associate Vice President of the Retail & Consumer Products consulting division of Technopak. He brings over 11 years of cross-functional experience in strategy, marketing and business development acquired in the backdrop of working in India, Greater China and Europe.

Snehamoy Mukherjee

Associate Vice President
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Snehamoy leads the Analytics Practice at Technopak and brings with him close to a decade of experience in the Analytics Industry having worked in multiple domains like Retail Consulting, FMCG/CPG, Insurance and Market Research.

Technopak- retail team.....

Thank You!

For further information, please contact:

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