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Prizes Worth: 50,000 INR
Last date: Nov 9, 2011



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Blue Bazaar, an International multi-brand retail chain with stores all around the world has decided to enter the Indian market. Blue Bazaar is the biggest retail chain in the US and is considered a major player in the Euro zone. With growth being slow in the US, Europe and other developed markets; it now plans to expand in India where it predicts that the organized retail sector can grow up to 200% in the next 5 years. In the backdrop of these events it now sees emerging markets specially that of India as crucial to its business. The Indian retail industry is the fifth largest in the world and is currently growing at a great pace. As the country has got high growth rates, the consumer spending has also gone up and is also expected to go up further in the future. In the last four years, the consumer spending in India has increased by 75%. As a result, the Indian retail industry is expected to grow further in the future. By the year 2013, the organized sector is also expected to grow at a CAGR of 40%.

Blue Bazaar has an expertise in competing with the local mom and pop stores. It prides itself in understanding and getting involved in the community that it does business in. It is sensitive to the demands of the locality and adjusts its store format to cater to its customer's needs.

Blue Bazaar is aiming to open a neighbourhood store that aims at consumer convenience. Blue Bazaar in particular wants to be sensitive to the local needs of the neighbourhood consumers and wants to make sure that the consumers find what they need in the store and that a visit to the store is fast, cost effective and hassle free. For starters Blue Bazaar only wants to stock groceries, personal care and home care products.

In order to achieve these objectives, Blue Bazaar has done a detailed analysis of the area where they plan to open the store, to determine which product categories are the most relevant, which are the popular brands in those categories and how to use the floor space of the store to enhance the customers experience i.e. how and where to place all the products in a category and where should each category be placed so



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MWC
2011

that the customer may require the least time to access what he needs and that his visit to the store is fast and efficient.

The store space available with Blue Bazaar for the store is given by the following floor plan. The store manager needs to figure out how to arrange the products on the shelves so that the display looks attractive and is convenient for the customer inside the store.

The following data has been compiled by the marketing department for the purpose of market analysis:

Population: 5, 00,000

Socio -Economic classification of the population:

1. Affluent

Annual family income :More than Rs. 10,00,000

Average age : 34years.

% of the total population: 13%

People from this class are brand conscious, prefer to shop in speciality stores, go to clubs on weekends and spend good amount on luxury goods. People of this category don't mind paying a premium for the extra comfort or luxury associated with the brand.

2. Well off segment

Annual family income: Between Rs. 5, 00,000-10, 00,000

Average age: 42 years.

% of the total population: 21%

People in this class are conscious while spending and look for 'value for money' products. However, occasionally they may indulge themselves in impulse buying. Earning population in this class is mostly service class.



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3. The conservatives

Annual family income : Between Rs. 2,00,000-5,00,000

Average age : 45years.

% of the total population: 32%

People in this group have limited purchasing power and always buy the 'value for money' products. They aspire for good quality branded products but while making purchase they are mindful of their financial status.

4. The Have-nots

Annual family income : Less than Rs. 2,00,000

Average age : 28years.

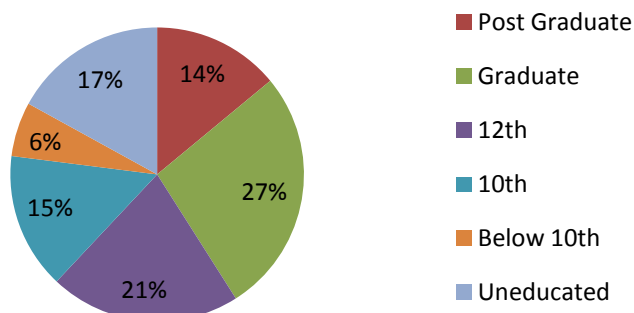
% of the total population: 34%

This group is categorised with, low literacy rate, very controlled purchasing power and large family size. People in this group try and manage with sub-standard quality products and concentrate on fulfilling their basic necessities.

Classification as per education levels

Behaviour and buying patterns have high correlation to the educational level. The literacy rate in the locale is as follows:

Percentage of Population



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The 'have-nots' have been for long associated with low levels of education but in recent years the literacy levels among this group has seen strong growth.

The growing level of literacy has also resulted in high brand recognition, rising consumer awareness and fair knowledge of quality standards by the public in general.

Existing business environment

The proposed locality is a semi-urban area with varied products being sold mostly in unorganised market. Some of the product categories with high inventory turnover are Personal care, home care, kitchenware, stationary items, sports goods and Food and beverages. In addition, there are also a few stores, showrooms selling apparels, footwear, furniture, electronics etc.

The buying pattern of people in this area still follows the Indian adage of 'Jo Dikhta hai vo bikta hai' (The more the visibility the better the sales) and hence the mostly advertised brands with maximum visibility are the ones that dominate the consumer's mind.

However, the situation is somewhat different in case of daily used products of lesser value. Price is the deciding factor in this case and these products are mostly sold with the help of Retailer's recommendation. Some categories of this type are stationary and hosiery.

It is also reflected from the market survey that a large size of population understands the importance of savings and therefore have at least one savings bank account on their name. They also invest or aspire to invest in assets like gold and Fixed Deposits. However, there is still very little awareness among the people from have-nots category about investment options like share market, commodities, retirement plans and insurance policies.



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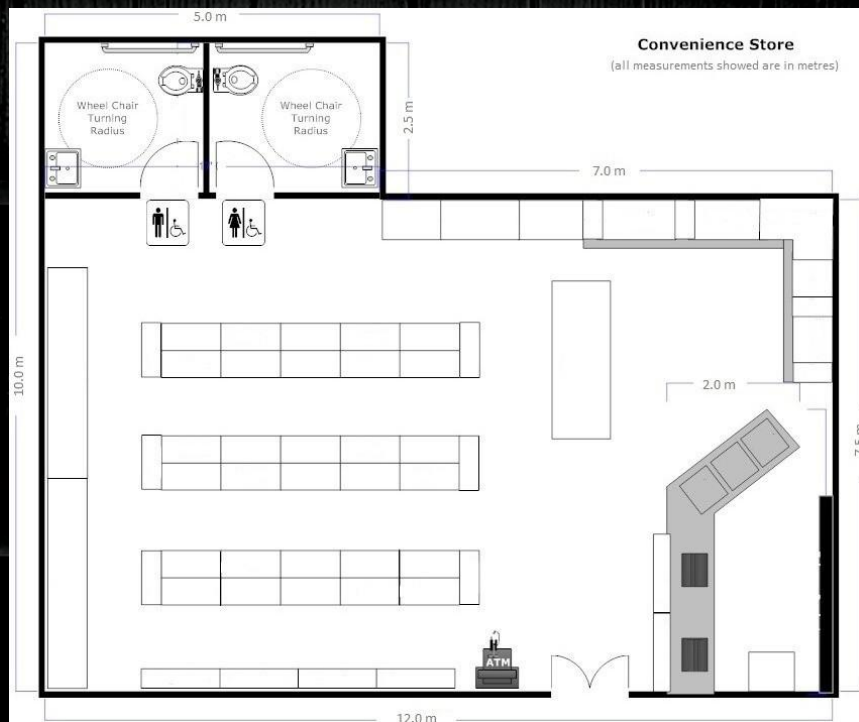
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The Floor Plan



Event Format:

When we set Sail:

In round 1 the team has to submit the following deliverables:

Analyse the demographic data and come up with following keeping in view your target audience from the above:

- Ten Product categories relevant to your targeted consumers
- Popular product brands (3each) in those categories which should be kept at the store.
- Reasons with logical assumptions supporting your above solutions



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Judging criteria:

- Selection of the target audience with reasons
- Selection and relevance of Product categories and Brands
- Practicality and Rationality of the assumptions

Please Note:

- The deliverables must be sent in a single MS PowerPoint Presentation of not more than 15 Slides
- All assumptions made should be explicitly mentioned

Reaching the shore:

Round 2 deliverables:

1. Floor plan (or a Planogram) of the store indicating the following:
 - a. The position of the important categories
 - b. The space allocated to each
 - c. The number and type of products stocked
 - d. The route which the customer is expected to take
 - e. Why the route developed is better than the alternatives
 - f. How it improves the customer experience
2. Product placement strategy for presentation which can help Blue Bazar to Maximize its sales and revenue



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Guidelines to reach the shore safely:

- Participants must prepare a Power Point Presentation of not more than 20 slides (including the floor plan and product placement strategy)
- Each team will be given 15 minutes for presentation followed by 5 min. of Q&A session.
- Entries will be judged on their
 - Creativity
 - Originality
 - Analysis of the consumer research
 - Implementation potential
 - Selling potential to every square foot of space
 - Feasibility
 - Effectiveness of the plan as a communication tool (for increasing interest in certain products and promotional offers)

Rules for the event

- The team can be represented by a minimum of 2 and maximum of 3 participants
- The Participants are required to submit a softcopy of their entry for the qualifying round before 9th November 2011, 23:59 hrs to the Markup email id (markup.imt@gmail.com). The subject line of the email should be Placement blueprint _<Team Name>. For ex. If the team ABC is participating then the subject should be Placement blueprint_ABC.
- The Presentation must be in Microsoft PowerPoint Presentation format only (ppt/pptx) and must be limited to a maximum of 15 slides, not exceeding 4MB in size.
- The cover page/slide should include details about:
 - The team name
 - The Participants name, phone numbers and email ids



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- Please adhere to the timelines aforementioned, otherwise the entries will not be considered
- Once the entry is submitted no changes are allowed either in the document sent or in the team composition
- The organizers reserve the right to extended deadline and/or modify the event as considered fit. In case any changes are deemed necessary the same will be communicated via the MWC website: <http://mwc.clubmarkup.com>
- The decision of the organizers will be final and binding on all Contestants

Rules for MWC

1. Registration is compulsory to participate in the events of the Marketing World Cup
2. Once registered the teams need not separately register for any of the individual events
3. Team size can be minimum 3 members and maximum 8 members.
4. The names of the participating members (from a team) for an event must be sent along with the entries for the contest. The number of participants for each event will vary and will be mentioned along with the other details of the event in the event document.
5. Certificates would be awarded to the Winners and the Runners Up of every event
6. Besides prizes, the top 5 teams from every event will be awarded points which will reflect on the MWC scorecard. The scorecard will be available online, and teams can keep track of their positions in the run up to the Cup
7. The team with maximum points accumulated on the scorecard will be awarded the coveted Marketing World Cup
8. All participants must carry their college id cards



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Conquerors Bounty: Prizes worth Rs. 50,000

Deadline (1st Round): Nov 9, 2011

For queries contact

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For other details visit:

MWC registration and other details : <http://mwc.clubmarkup.com>

Know more about Club MarkUp : <http://www.clubmarkup.com>

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