**Merchandising Management\**

**December 2021 Examination**

**Q1. How would you go about displaying the merchandise if it were your store where you are planning stationary? (10 Marks)**

**Ans 1.**

**Introduction**

There are certain ways in which merchandise is displayed to attract and seduce customers. Even though most of the concepts guiding the various areas of the show are similar, each area has a specific form. It must be understood that the products are displayed as a part of the total advertising strategy, such as the marketing and advertising and sales strategies. The most creative ideas for marketing shows may come from small-group owners who, according to many business advisors, have some of the most innovative concepts. There is a good chance that your Its Half solved only

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**Q2. If the merchandise in your store was apparel and apparel-related products, how do you go about creating maximum visibility and more outstanding sales? (10 Marks)**

**Ans 2.**

**Introduction**

There is even an aspect of the economy that can be enjoyed by clients by the shops that are much more than simply places to buy products. There is a good chance that this will have a substantial impact on the selection of items. It's clearly important that retail stores and companies supplying CPG commodities have a growing understanding of their customers and their preferences and so as to encourage them to buy items. While shoppers discover matters, they may be more likely to

**3. Case Study**

**Can Repainting adds color to June Quarter**

**At a time when there is visible moderation in demand across categories, firms such as Asian Paints, Berger, and Kansai Nerolac have surprised the Street with their June quarter (Q1) numbers. All three reported double-digit sales volume growth, in the region of 15-18 % when most others saw slip sharply.**

**Growth came despite a sustained slowdown in the automotive and construction segments, both of which are critical users of paints.**

**Explaining this curious trend, H M Bharuka, managing director of Kansai Nerolac, said the reason was a lower repainting cycle and the convenience with which consumers can do up their homes now. "The repainting cycle has crunched. People earlier repainted their homes after five to seven years. They do it now after two to three years," he said. "Paints are also easily available now. This is pushing up the repainting market." Abhijit Roy, MD, and CEO of Berger Paints said demand for paints in small towns and a rural area was robust.**

**“One, the nature of the market is such that people are not taking loans to repaint their homes. The second reason is that whenever possible, people today are repainting their homes. It could be for a special occasion or a festival or to protect their homes or beautify their places of residence. All this is contributing to growth,” he said.**

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**Decorative paints, or paints used in homes and retail establishments, make up around 70 % of the total markets, with industrial colors constituting the rest, sector experts said. Analysts said the reduction in the GST rate by 10 % has also aided growth.**

**“Earlier, paints as an item attracted the peak GST rate of 28 %,” said Aneesh Roy, senior Vice-President, research (institutional equities), Edelweiss**

**“It is now down to 18 % after the rate was revised (downwards) in July last year. Paint majors have passed these benefits to consumers. Plus commodity prices, especially, the price of crude oil has been benign, implying these hasn't been price hikes in the (June) quarter," he added. In the past month, crude prices have fallen 11 %. Derivatives of crude are used in paints. The cost of titanium dioxide, another critical input used in paints, had dropped 14 % year on year and 5 % sequentially in Q1. The result of all this was that margins had improved.**

**Operating margins in Q1 for the three points over the year-ago period. One basis point is equal to one-hundredth of a percentage point.**

**All three firms are pushing their distribution reach aggressively, especially into small towns and cities, to partake of growth. Roy said his firm plans to expand distribution by 10 % every year to reap the benefits of the overall demand for paints.**

**Bharucha said his company would push its direct reach into small towns and cities, while Asian Paints proposed to add around 3000 dealers per annum to consolidate its hold in trade channels.**

**a. What segment is Nerolac focusing on? What are the reasons for the growth in the supposed to be understood as a slack market? (5Marks)**

**Ans 3a.**

**Introduction:**

Generally, the term "segment" refers to the area of an organization that makes money from it and provides something of a distinct set of products, offerings, or services. There are many instances where segments are set up in such a way as to only include their own price lists and activities. There is no element that would be considered a "segment of the business." instead, the business

**b. What are the reasons for people to paint their house more frequently? What could be the success of Nerolac in today's scenario? (5Marks)**

**Ans 3b.**

**Introduction**

The KNPL paints business is considered to be one of the top industrial paints suppliers in the country. In the Industrial Coating Industry, the firm has become one of the leaders due to its unwavering commitment to its clients. Several of the most prestigious names from the