**Retail Store Design and Location**

**December 2021 Examination**

**1. Amul wants to revamp its store giving it a fresh look? You are supposed to redesign their store with a fresh perspective. What will be your approach? (10 Marks)**

**SOLUTION**

**Introduction**

As I discuss Amul, I am interested in what it means to me to describe an ocean of love, commitment, and smiles that stretches far from the farthest reaches of a modern kingdom with millions of humans experiencing the delight of a single motion. In the history of four decades of the antique dairy cooperative movement, Amul has clocked the fastest increase and so far the cooperative is just a few words for its debut -- and so far it is just a few words for its Its Half solved only

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1. **Axe deodorant wants you to design a new display that will make its Display stand out from the competitors. What do you suggest? (10 Marks)**

**SOLUTION**

**Introduction**

It is my duty as a shop designer, especially for better showing the products of axe deodorant, to point out a few of the essential tips on how to stand out from the crowd as an exceedingly suitable company. In my opinion, we should not deny the fact that superb customer service and excellent products are dependable to keep our customers coming back through the years. There are several elements that a company's branding and visuals play a vital role in attracting customers to their stores. If it is the very first time, please allow it to be that way. The window

**3. Case Study**

**Gits unpacks the utility narrative.**

**A ready to cook food brand looks to stay relevant, even as its core promise to convenience is knocked over by a host of new players**

**New recipes, healthy alternatives, and national pride-it is a broad sweep of narrative that the 55 years old homegrown convenience food brand is experiencing, as it plots its way through a rapidly changing marketplace. A shift in customer perceptions and needs and the aggressive expansion of food delivery apps are forcing gits the homegrown convenient food brand to rethink its value proposition.**

**The brand has a long history in the country. It came into being 1963 and gets into food products, by a privately held company launch instant and ready to cook food mixes under its name. The company is currently managed by the third generation of the founding Gelani and Tejani families and the brand is being reinvented with new products being launched, new packaging format, and all of this backed with intensive ad campaigns.**

**Change is being driven by changing customers' profiles. More health-conscious and while they look for convenience, Buyers are also particular about the fresh fare, say market experts. This is the market Gits seeks to address.**

**"Gits has always been an all-natural, no preservative brand. However, educating customers find breaking the myths is a big challenge," says Sahil Gilani, director, Gits Food products. The company has recently launched a set of digital firms that speak to millennial needs about taste and convenience. All of this is a package within a narrative that also seeks to maximize the sentiment around two big upcoming festivals even Raksha Bandhan and Independence day. The company says the campaign is meant to celebrate both Patriotism and brotherhood and that is an ode to all soldiers.**

**Harish bijoor, brain consistent and founded, Harish bijoor consultant does not see the brand's promise being effectively conveyed through such ads, however. "Gits is a very old brand and that heritage of brand still sticks to it. Gits need to jump out of that old heritage. In terms of its current advertising, I do not see that happening." The market that gits serves has plenty to offer. "I think it is important to understand that the young generation that we are talking about is not only about convenience but also about the rectification of good health due to that convenience. Associating good health and health practice with gits may be a good way to go forward," says Bijoor.**

**The R.T.C. (Ready to Cook) to the R.T.E. (Ready to Eat) segment is estimated to be around Rs.1200 Crores and growing at around 10-15%. Gits claims its accounts for a 25% share of the market that has several hyper-local and local brands. Among the big brands competing for the same pie are M.T.R. foods, Kohinoor, I.T.C., Nestle, McCain food (India) Prabhat, and others.**

**Gillani says that the brand focus in the earlier years was on the export market because some products were seen to be ahead of their times. But now domestic sales contribute to 60% of the company's revenue and its share is expected to grow, largely driven by new launches.**

**According to Gilani, the lines between the R.T.C. &R.T.E. categories are getting blurred in the country today. This is all part of an evolutionary process in taste he adds, explaining that the challenge for brands such a Gits lies in finding the sweet spot between R.C.T. and R.T.E., a spot that attracts the young. While they are doing that, the company is also emphasizing the healthy nature of its product.**

**Gits now has superfood mixes like brown rice and flax seeds, idli mix, oats mix, and other products. It has also launched an organic and vegan version of ready meals abroad.**

**The company is also looking at ways to drive the brand deeper into the food business, by working with QSR that is (Quick Service Restaurants) and Hotels.**

**Distribution has also been ramped up and the company says it currently has more than a thousand distributors across the country. It also has an e-store besides selling through Flipkart, Amazon, and big basket.**

**Gits is also active on social media and has just launched its 3 digital films, catering to the younger audience on these platforms. Gillani had said at the time of the launch, that the films are based on real-life situations. And the objective is to use the realistic narrative to break the myths around its portfolio of packaged foods, by giving viewers an insight into preserving without preservations.**

1. **What are gits into? How long it has been in this industry and what has it gained in so many years? (5 Marks)**

**Ans 3a.**

**Introduction**

In order to begin discussing "Gits," it is better to start by discussing the company's legacy. It is estimated that GITS food products PVT was registered in the yr 1963, after his company was registered as a company. L.T.D. Two pals, H.Z. Gilani and AK Tejani, began their mission as time-saving and exertions-free mixes organized from natural substances. The company's call was

**b. What is the total estimated market for this segment? How much market share has gits in this entire segment? (5 Marks)**

**Ans 3b.**

**Introduction**

The following is a list of some of the facts that may be relevant to mention right now. It is estimated that Gits and M.T.R. share equally 25 percent of the area of interest marketplace. As a result, the nearby corporations have captured 50 percent of the percentage of the R.T.E. & R.T.C. market. As a result, GITS opened a new revenue stream through tying into business exchanges