**Retail Store Design and Location**

**April 2023 Examination**

**1. Give an idea to set up a store to sell apparels and what is the range that you are going to have in your store. Give an idea of the kind of layout that they should have and the kind of display and promotions you are going to have? (10 Marks)**

**Ans 1.**

**Introduction**

Setting up a store to sell apparel may be a beneficial business concept for those interested in fashion and retail. However, to prevail, it's miles important to have a nicely-deliberate strategy that considers diverse aspects, including product variety, keeping the layout, show, and promotions. In this text, we can discuss some key ideas for setting up a shop to promote apparel.

**Concept application:**

Once the range of apparel is decided, the next important thing is the format and show of the shop. The store should have a spacious layout that permits customers to without problems

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**2. Elaborate on the importance of signages inside and outside the store. What is the Importance of signages that you have noticed and how does it help the customer when he shopping inside the store or supermarket**? **(10 Marks)**

**Ans 2.**

**Introduction**

Signage is a crucial aspect of any retail or grocery store as it helps clients navigate the store and find merchandise without problems. Its miles a visual communication tool to bring crucial facts about the shop, its name, location, hours of operation, sales, promotions, and product categories.

The importance of signage can be visible each inside and outside the store. In this article, we can discuss the importance of signage in both those areas and how it may advantage

**3. Case Study**

**Hero Electric, M&M team up to manufacture EVs**

**Electric two-wheeler maker will use latter's production facility to raise capacity Hero Electric, India's largest electric two-wheeler maker, has struck up a five-year strategic partnership with the Mahindra Group, marking the first such deal between an electric vehicle (EV) maker and a traditional internal combustion engine company. The move comes at a time when EV sales in India have touched a record high. The partnership will help Hero Electric, which has a close to 36 per cent share in the EV two-wheeler market, to more than double capacity to 1 million units by 2022 and will result in extra revenue for M&M at a time when auto sales have slowed. According to an exchange filing, the company estimates the value of the transaction to be in the range of Rs140-150 crore over the contract period. The joint efforts will also help in developing a platform approach to enable electrification of Mahindra's Peugeot Motorcycles portfolio. It is expected to bring value through optimization of costs, timelines, and shared knowledge, the company said.**

**Naveen Munjal of Hero Electric said Mahindra, a pioneer in the EV space, was a Natural fit as a partner as it plans to increase production capacity to 5 million units in the next five years to meet growing demand for EVs in the country. “The purpose of this arrangement is to use each other’s synergies and strength to electrify mobility in India. So, they have a large capacity which we will use and jointly we have a strong research and development team, which can be used to develop new products. This will give Here Electric a strong foothold in Central India,” Munjal said in an interview with Business Standard, adding that the company has already started testing products at Mahindra's Pitampura plant.**

**Munjal said the partnership may expand by collaborating in other areas. "If there is synergy in other places, we will be open to looking at different areas,” he said when asked if the company will look to tap Mahindra's extensive dealer ship network to sell its vehicles. However, unlike M&M's previous partnerships, this will not be a joint venture and will not involve equity partnerships or producing co-branded products. "This is not a JV. This is a strategic partnership for manufacturing and will progressively involve platform-based product development and creating synergy for the businesses and there is no equity involvement." said Rajesh Jejurikar, executive director, auto and farm equipment at M&M. Munjal said he expects a quantum jump in the demand for electric two-wheelers, which will also be driven by business-to-business segments like e-commerce delivery and aggregators. "We are firm believers that the EV market in India is going to explode. The growth in coming years is going to be faster than what we have ever seen in the automotive sector." he said.**

**He said the initial purchase price and service for electric two-wheelers have become cheaper than IC engine vehicles, while in terms of running cost; it has a higher advantage due to steep fuel prices. "The running cost is many times lower than an IC engine vehicle. So, I don't see any reason for the market to not grow. I am absolutely bullish about it," he added. Besides the contract manufacturing partnership with M&M, Hero Electric with also increase the production capacity its existing plant in Ludhiana and the look to set up new factories. "Those expansion plans are still track. We are going to increase production at the Ludhiana plant and build facilities too,” Munjal said.**

**a. Why is the focus on electric vehicles more now? What is the benefit that Hero motorcycles will get with its joint partnership with Mahindra and Mahindra and what would be the benefit**? **(5 Marks)**

**Ans 3a.**

**Introduction**

The focus on electric cars (EVs) is growing globally as there is a developing issue over climate trade and the environmental effect of traditional inner combustion engines. EVs offer a clean and sustainable alternative to standard cars that emit harmful pollution into the surroundings. India, especially, is keen to promote EVs and has set a bold goal of getting the best electric

**b. What are Hero motorcycles expecting from this partnership? What is the advantage that these vehicles will get in today’s scenario due to current fuel prices? (5 Marks)**

**Ans 3b.**

**Introduction**

Hero Electric, India's largest electric-wheeler maker, has announced a five-year strategic partnership with the Mahindra group. This is the primary deal between an electric-powered automobile (EV) maker and a traditional internal combustion engine employer. The partnership will allow Hero electric powered to double its manufacturing potential to 1,