**Global Retailing**

**June 2023 Examination**

**1) What is the reason a huge retailer like IKEA is investing 500 million Euros in its new outlet in Noida? (10 marks)**

**Ans:**

**Introduction:**

IKEA is a Swedish company that specializes in the production of ready-to-bring-together furniture, as well as home add-ons and kitchen appliances. Ingvar Kamprad installed the employer in 1943, and it has become one of the most successful fixtures merchants inside the international. IKEA's reason is to enhance the first-rate lifestyles for as many people as viable by providing home furnishings that are not most effective and reasonably priced but also sensible and attractively designed.

IKEA commenced extending its business sports in India in 2018, and the company has made

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**2) You are supposed to set up a concept store for jewellery? What is the kind of display that you can think of to increase the sale of this jewellery?**

**Ans:**

**Introduction:**

Customers are provided with a one-of-a-kind shopping experience at a concept shop, which is a type of retail established order. Manufacturers and items are decided on after significant consideration to carry a particular concept or philosophy. A concept store's mission is to offer customers a buying experience; this is more than just the act of purchasing a product; alternatively, it's miles an encounter that stimulates the senses, transports the purchaser into a particular manner of lifestyle, and leaves an indelible mark. In this text, we can talk

**3) Case Study**

**Nestle to invest Rs5K cr in India by 2025: CEO**

**Global food and beverages conglomerate Nestle SA is planning to invest Rs5,000 crore in India over the next three and a half years, Chief Executive Officer Mark Schneider said on Friday."On top of that, if we see opportunities for merger and acquisition, we will be happy to explore those," he said.**

**The investment will be on capex (capital expenditure), setting up plants, and expanding the product portfolio of the company. Nestle operates nine plants in India and is looking at new locations to set up more manufacturing units.**

**The investment, subject to clearances and approvals, will help in creating jobs.**

**Sharing the investment plans of the Indian market, which is among Nestle's top 10, Schneider, in a media round table, said: "The plan compares with the Rs8, 000 crore over the past 60 years after we started manufacturing in this country," he said.**

**Nestle has been present in India for over 110 years. This investment is also for development work, brand building, etc, Schneider said.**

**In the company had announced an investment of Rs2, 600 crore to augment its and for its factory in Sanand, Gujarat. The maker of KitKat recently entered the pet-food segment in the country with Purina Petcare.**

**Nestlé India Chairman and Managing Director Suresh Narayanan said accelerating the core business of the company would be a focus area."(The plan) has three pivots, one of which is continuing the strong momentum of growth the company has had in the last 22 quarters," Narayanan said.**

**Questions**

**a) How does Nestle plan to expand in India? What is the strategy and how would it help India in its growth**

**Ans:**

**Introduction:**

The ample international food and beverage employer Nestlé has operated in India for over 110 years. The business has stated that it will spend Rs. 5,000 crores in India over the following three and a half years. This cash will be used for the business's capex, new production facility setup, and product portfolio expansion. This movement should increase

**b) What are Nestles plans for increasing its basket of products? How long has Nestle been present in India and what are its plans?**

**Ans:**

**Introduction:**

Nestle is one of the world's largest food and beverage companies, with a presence in over ninety countries. The employer has a long record of providing high-quality products to customers, and it's miles continuously looking for methods to expand its product portfolio. In