**Retail Store Design and Location**

**June 2023 Examination**

**1. Design a retail store for chocolates and confectionaries using a concept which does not exist in the market. Use your creative abilities to use a concept and design the store so it stands out of all other stores?**

**Ans :**

**Introduction:**

Chocolate and confectionery stores are a staple in any city or town, catering to those with sweet enamel. However, with so many stores providing comparable products, facing out within the market may take time and effort. That's where the need for a unique concept comes in. In this essay, I will design a retail save for candies and confectioneries using an image that does not exist in the market and may help the store stand out among all other shops.

The concept I have come up with is a "Create Your very own Chocolate Bar" store. The store would be designed so that customers could come in and prepare their very own chocolate

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**2. What is the difference between online retailing and offline retailing? What steps should be taken by the retail companies to protect the interest of the retailers?**

**Ans:**

**Introduction:**

Retailing is vital to the business world, including selling goods and offerings to customers. Outlets use diverse channels to reach their customers, including offline and online retailing. Offline retailing refers to the traditional method of selling goods and services in physical shops, while online retailing includes selling goods and services through the net. Both online and offline retailing have pros and cons, and retail companies want to take specific steps to protect the interests

**3. Case Study**

**Stalemate continues even as HUL, distributors meet**

**Hindustan Unilever (HUL) executives met distributors on Monday to discuss the issue of price parity between traditional and organised distributors.**

**According to a distributor, the fast-moving consumer goods major have proposed changes in stock-keeping units between traditional trade and organised distributors. These include the likes of Jiomart, Booker and ecommerce distributors like Elastic Run and Udaan. Currently, distributors in Maharashtra have stopped the supply of HUL's Kissan range of products from January 1. Distributors in the state had also planned to stop the supply of Glow & Lovely range of products eight days later and Rin products by mid-January. Distributors had also planned to stop supplying all of HUL products within the state from February 1.**

**HUL, in an email reply to Business Standard, said, "In response to the request we had received from AICPDF (The All India Consumer Products Distributors Federation), company representatives met them to understand their concerns and get feedback about the evolving route-to-market (RTM) models.**

**HUL reiterated, "General trade continues to be our largest channel and our distributors (redistribution stockists) will remain our valued partners in our quest to serve the needs of our consumers across India.**

**It added, "HUL remains fully committed to ensuring that our distribution partners earn a fair return on their investments and work collaboratively in enhancing their capabilities to make them future-fit.**

**HUL also said that as an organization, it is committed to the highest level of customer centricity, and will make all efforts to address any specific issue bilaterally with its distributors to mutual satisfaction.**

**The consumer goods major also said. "HUL has a long-standing relationship with its distributors that are based on trust and mutuality of interest. Our distributors have over- whelmingly conveyed to us that they would continue to meet the needs of our shoppers and consumers in an uninterrupted manner."**

**(AICPDF) *All India Consumer Products Distributors Federation* is yet to comment on the discussion with HUL.**

**Traditional trade resorted to stop supplying products of HUL and Colgate India in Maharashtra in phases. This came after the apex body of distributors sent two letters to FMCG companies against the price parity between traditional distributors and other organised business-to-business (B2B) distribution firms.**

**This issue began as organised distributors give higher margins to retailers to the tune of 15-20 per cent compared to traditional distributors, who offer retailers margin in the range of 8-12 per cent.**

**Due to higher margins from the organised distributors, retailers have increasingly started to procure stocks from new-age players, thus hurting the businesses of traditional distributors.**

**AICPDF, which has over 450,000 members, had sought a meeting with FMCG firms to resolve the issue.**

**In its first letter sent earlier this month, AICPDF stated that if its demands are not met, it will start a "non-cooperation movement against FMCG companies from January 1. In its list of demands, distributors have asked for uniform pricing and schemes across distribution channels (traditional and organised B2B). So far, Nestle India, ITC, Dabur and Marico have discussed the issue with traditional distributors, but it remains unresolved.**

**On Friday, HUL said, in an exchange filing, it will ensure that the supply of its products remains uninterrupted and also clarified that it has had no engagements with AICPDF so far.**

**"Our distributors have over-whelmingly conveyed to us that they will rebuff any attempts to create a wedge between the company and our trusted distributors, "HUL said in the exchange filing on Friday.**

**HUL had also said. "The company remains committed to ensuring that distributors earn a fair return on their investments and enhance capabilities in their general trade."**

**The company said it has taken several actions such as deploying technology for order placements through its eB2B app, Shikhar.**

**It is supporting the distributors to increase their direct reach and has introduced specially-tailored programmers’ with reputed academic institutions to help them hone their business skills.**

**"Our arrangements with our distributor partners are not exclusive. We sell and distribute our products across all channels such as general trade modern trade, ecommerce. Cash & carry and B2B, among others, to make it convenient for our consumers to buy our trusted brands. However, based on shopper buying habits, channel structures and cost of operations, the assortment offered could be different." HUL had said.**

**It added, "As channels evolve, we will continue to take up new initiatives with the objective to help scale up the business of our distributors."**

**Questions**

**3a**. **Why is the general trade still important inspire of the online retailers coming into the market? What is the general trade unhappy about HUL? (5 marks)**

**Ans:**

**Introduction:**

India's fast-moving consumer goods (FMCG) industry has remarkably increased in recent years. With the rise of e-trade and online shops, traditional trade, which includes small mother-and-pop shops and grocery stores, has visible a decline in sales. However, despite the growth of online retail, general business remains an essential channel for FMCG companies

**3b. What has the company done to resolve the issue of the general trade? What has HUL done so the distributors can place orders directly and what has HUL done for the distributors so they could also survive?**

**Ans:**

**Introduction:**

Hindustan Unilever (HUL) is one of India's leading speedy-moving consumer goods (FMCG) companies, manufacturing and marketing non-public care, home care, and meals and refreshment merchandise. HUL has been facing a stalemate with its traditional trade distributors in Maharashtra