**Merchandising Management**

**December 2023 Examination**

**1. You are about to start a saree store in your city. What is the kind of layout that you plan to have and what are the type of technologies that you plan to incorporate so you have a strong customer footfall? (10 Marks)**

**Ans:**

**Introduction**

Opening a saree store in our city is an exciting challenge, reflecting our passion for promoting our community's rich heritage of traditional clothing. The aim is to provide an all-encompassing revel for customers seeking high-quality sarees, excellent provider, and a blend of classic elegance with modern convenience.

Our store, 'SareeSangam,' will embody timeless charm and cultural grace. With an inviting environment and a thoughtfully designed layout, we intend to draw in customers and keep them captivated with a wide range of great sarees.

**Concept & Application**

**1. Design & Layout:**

**- Open & Inviting Space:**

Our save will boast an open layout; ensuring clients are not overwhelmed by excessive clutter.

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**2. What sort of merchandise should a spectacles shop stock and what should be the promotions and range in terms of price? (10 Marks)**

**Ans:**

**Introduction**

**Background and Overview of the Spectacles Industry**

The spectacles industry has witnessed a profound evolution since its inception centuries ago. From rudimentary devices aimed at improving vision to modern style statements, eyewear has become essential to contemporary life. The convergence of capability and style has elevated spectacles past their practical purpose, turning them into great accessories reflecting one's persona, lifestyle, and fashion.

Spectacles, additionally called eyeglasses or virtual glasses, have a rich history dating back to ancient times. Early variations consisted of simple glass lenses held via diverse frames, regularly

**3. Case Study**

**Aiwa returns with a new strategy for its TVs**

**In the late 1990s, Japanese electronics brand Aiwa tied up with a maverick entrepreneur, Kabir Mulchandani, to sell its consumer electronic products. Founder of Baron International, Mulchandani, 26 at the time, had already disrupted the TV market through a tie-up with another Japanese player, Akai.**

**With a strategy that relied on heavy discounts, exchange offers and freebies, Akai was selling in huge volumes. But Mulchandani's relationship with it was strained. So he decided to move and replicate the same magic with Aiwa in TV, audio, headphones and other electronics. Aiwa was ready to offer its completely knocked down (CKD) TV sets at a much lower rate than Akai. Mulchandani's strategy, however, did not work for very long. He lost money, faced alleged excise evasion cases and was forced to shut shop.**

**Aiwa is back now-this time with a fundamentally changed strategy. Today, when the brand launched its LED television sets, it made it amply clear that this would not be a price warrior. Instead, it is pricing these TVs between the more expensive Sony and Samsung on one hand and the mass market Chinese brands such as Xioami on the other.**

**"We have found the sweet spot. We are not a cheap product," says Ajay Mehta, managing director of Aiwa India.**

**"We will be 20-30 per cent cheaper than Sony and Samsung, but 10-15 per cent more expensive than the Chinese brands. We will lever age the fact that we are designed in Japan and produced in India," says Mehta.**

**Starting at Rs16,000, the TVs ranging from 32 inches to 75 inches will cost up to Rs150,000. Aiwa India has tied up with Dixon Technologies as its contract manufacturer.**

**Given its not-so-successful history in the country, Aiwa is taking great pains to shake off its "price-sensitive" image. So, it has decided not to sell online.**

**"We cannot succeed as a discount brand. That is why in the initial phase, we will not sell online where one has to offer discounts," says Mehta. "We want consumers to experience the product and see the difference."**

**By December-end, it expects to be present in 600 stores in 20 cities. Talks are also on with one of the country's largest consumer electronics retail chains to stack Aiwa products.**

**Mehta's target is moderate: a 4-5 per cent share of the TV market in 4-5 years. Currently, 17-18 million TV sets are sold in the country in a year and the market has been growing at 8-9 per cent per annum. But the big question is: will Aiwa's new strategy work?**

**Says a competitor, "There are so many brands, like Akai, which tried to make a re-entry. Or like Sharp, which had a Japanese pedigree, but did not make a dent."**

**"The Indian TV market," says this person, "is consolidated at the upper end with Sony and Samsung and at the afford able end by the Chinese, who are offering many tech features that only top brands used to give. So it will be an uphill task."**

**The company set up its regional headquarters in India in February 2021 and despite the pandemic, launched its luxury brand of speakers. To reiterate its focus on quality rather than price, these speakers cost up to Rs60,000 (the brand also has an entry-level model priced at Rs2,500). Imported as a completely built up (CBU) product and launched in October last year. It hopes to double its run rate from Rs30 crore to ₹60 crore per month, though it will always remain a niche market.**

**Aiwa India is looking to launch other products, too-- air-conditioners, washing machines and refrigerators - in the next one to two years and hopes to hit $1 billion in revenues in 4-5 years. TV, however, will be its anchor product, accounting for over 40 per cent of the turnover. The rest is up to consumers.**

**Questions**

**a) How had Aiwa started in India, how has it re-launched, and how has it set its pricing? (5 marks)**

**Ans:**

**Introduction:**

Aiwa, a renowned Japanese electronics brand, debuted in India in the late 1990s. During that point, the brand tied up with Kabir Mulchandani, a disruptive entrepreneur known for his successes in the television market. Mulchandani's previous collaboration with Akai revolutionized the industry through aggressive pricing strategies. However, this strategy must most straightforwardly maintain Aiwa in the short run, resulting in economic losses and

**b) How many stores does it plan to set up and in how many cities and how is the Indian Market. What are the other products that it is set to launch? (5 marks)**

**Ans:**

**Introduction**

Aiwa, a renowned Japanese electronics brand, is returning to the Indian consumer electronics market with a transformed approach. This strategy involves positioning its LED TV sets at a strategic rate point among high-stop brands like Sony and Samsung and mass-market Chinese language brands like Xiaomi. The employer aims to capture a 4-5% share of the highly aggressive television market in the subsequent 4-5 years. Additionally, Aiwa India plans to