**Retail Store Design and Location**

**December 2023 Examination**

**1. What are the skillsets required to handle retail sales? Explain this with an example of any leadership traits, relationship building with retailers etc? (10 Marks)**

**Ans:**

**Introduction**

Retail sales, the cornerstone of the commercial global, constitute the vital interaction among businesses and consumers, directly promoting goods and services to cease-customers. This dynamic and complex area requires a unique blend of skills, knowledge, and traits to thrive and excel. Booming retail sales management and execution necessitate a multifaceted approach that combines interpersonal finesse, strategic insight, and operational talent.

At its core, retail is an ever-evolving sector deeply entrenched in the consumer revel. It entails the transactional components of income and the artwork of customer engagement, satisfaction,

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**2. Design an exclusive store to sell chocolates using an innovative concept. How will you plan the layout, ambience, display, customer interaction area? (10 Marks)**

**Ans:**

**Introduction**

Welcome to "ChocoSculpt," a revolutionary concept in the global of chocolates. ChocoSculpt isn't just a store; it is an experience, a journey into sweets' art, flavor, and luxury. This exclusive save redefines the conventional idea of a chocolate save by combining creativity, luxury, and interplay to offer an unparalleled shopping experience for chocolate enthusiasts. This design idea will delve into the layout, ambiance, display strategies, and customer interaction areas that make ChocoSculpt an exceptional destination for chocolate lovers.

**Concept & Application**

**1. The Concept: ChocoSculpt - Where Art Meets Taste**

**1.1 Artistic Chocolate Displays**

The heart of ChocoSculpt's concept lies in the artistic display of chocolates. The store will

**3. Case Study**

**Amul bucks pandemic trend: 100 products launched since 2020**

**The adage ‘necessity is the mother of invention’ fits well for brand Amul, which is owned and marketed by the Gujarat Cooperative Milk Marketing Federation (GCMMF).**

**During the Covid-19 nationwide lockdown, which lasted for several months from March 2020, the leading dairy cooperative brand ensured seamless supply of milk and milk products across its markets.**

**At a time when other food and beverages (F&B) brands took a hit during the lockdown, Amul was on the product launching spree.**

**From immunity boosting milk in variants of turmeric, ginger and tulsi to Indian sweets like mohanthal, barfi, kaju katli and ladoo, Amul made the most of the lockdown by launching around 33 products and variants then. Till date Amul has launched more than 100 products across diary and non-diary categories since Covid.**

**The latest one is frozen french-fries produced by its member diary Bana’s newly-commissioned potato processing plant. The diary major is transforming into full-fledged F&B and fast moving consumer goods (FMCG) player.**

**Amul launched a litany of diversified products such as flour, edible oils, bakery products, carbonated drinks, high protein beverages, chocolates, potato-based products, diary based frozen snacks, honey and even peanut spreads.**

**Yet, for Amul, this is not a deviation from its core strengths, rather building on them. "Primarily, most of the new product launches are milk based but to help double the income of our farmer members, non-dairy products have also been launched. They include honey, atta (flour), and potato based products, among other things," said Jayen Mehta, Chief operating office (COO), Amul.**

**According to Mehta, Amul is expanding its horizons into non-milk based food categories keeping its focus on doubling the income of the federation’s 3.6 million farmers. It procures 28 million liters of milk per day from them.**

**"Keeping the milk business as the backbone, other food categories are being inducted to help our own farmer members. This we are heading towards becoming well-rounded food and beverage company. The brand connection becomes stronger, both with the producer as well as the consumer," Mehta added.**

**A dairy farmer member of Amul is encouraged to engage in as many ancillary farming activities with the assurance of Amul’s brand and market: As such, Amul has a strong base of 3.6 million milk producers across 18,600 villages of Gujarat. These people are members of its dairy cooperatives.**

**According to GCMMF managing director (MD) R S Sodhi, the lockdown only expedited the dairy major’s move to build its product portfolio in diary and non-diary packaged products.**

**"During the lockdown, consumers have been opting for packed foods and went for trustworthy brands. With all the launches, be it immunity-boosting milk variants or bakery products, we have stuck to our core values of offering quality and affordable products. Of course milk continues to be our main focus," Sodhi had told Business Standard earlier.**

**Amul has gone on to add roughly 20 new manufacturing plants. Total number of plants, pan Indian, stands at 94.**

**Its product-launching spree is set to continue even as Amul looks to add organic agriculture produce in more staples like atta, rice and pulses.**

**It would also roll out high-protein products like protein shakes, protein water, protein chocolate, protein ice-cream and protein yogurt in the next few months.**

**Also on the cards are more milk packing plants across India to cater to the growing milk demand. Around 8-10 milk packaging stations of at least 100,000 units capacity each are getting added each year.**

**The month-end will see Prime Minister Narendra Modi launch GCMMF’s latest expanded cheese production facility at Sabar Diary. Elsewhere, Amul is putting up a new milk powder plant, UHT plant and five new ice-cream plants in the near future.**

**Typically, Amul incurs a capital expenditure (capex) of ₹ 800-1,000 crore annually for capacity expansion.**

**The expansion plan is also being executed at the distribution level with Amul adding more distributors in towns less than 10,000 population. It is expanding its branch network to more than 78 branches across the country.**

**"We have also expanded our Amul parlour network to more than 10,000 now. Amul distribution network and supply chain worked in an uninterrupted manner during the pandemic and that has made our business more lucrative," said Mehta.**

**It is on the back of this expansion – in terms of product portfolio manufacturing capacity and distribution that Amul is pegging a turnover of ₹ 55,000 crore for FY23, up to ₹ 46,481 crore in FY22.**

**Expansion spree**

**Amul added 100 SKUs since April 2020.**

**Procures 28 million liters of milk per day.**

**It has over 3.6 million members farmers across over 18,000 villages.**

**Amul added 20 plants and now has 94 units pan India.**

**Amul’s annual turnover stood at ₹ 46,481 crore in FY2021-22.**

**Estimates a turnover of ₹ 55,000 crore for FY23.**

**a) Which products has Amul launched? What is the reason for the increase in the basket of products?**

**Ans:**

**Introduction:**

Amul, a brand owned and marketed by the Gujarat Cooperative Milk Marketing Federation (GCMMF), has demonstrated remarkable resilience and adaptability throughout the COVID-19 pandemic. The pandemic brought approximately unprecedented challenges, disrupting many industries and supply chains. But Amul ensured a seamless supply of milk and milk merchandise during the nationwide lockdown and launched an impressive product-launching spree. This

**b) What are the future plans of Amul? How does it plan to increase its reach and how is it planning to expand its capacities and why?**

**Ans;**

**Introduction**

Amul, a brand synonymous with dairy excellence, has proven exceptional resilience and innovation at some point during the COVID-19 pandemic. Owned by the Gujarat Cooperative Milk Advertising Federation (GCMMF), Amul emerged as a beacon of balance during the challenging lockdown period, ensuring an uninterrupted supply of vital milk and milk products across markets. At the same time, as many food and beverage (F&B) brands struggled, Amul