

SESSION SUMMARY

“Shoppers Stop Visit” organized by N. L. Dalmia Institute of Management Studies and Research | 13th September 2024 | 2:00 pm to 5:00 pm

An industrial visit to Shopper’s Stop, Andheri was organized by N. L. Dalmia Institute of Management Studies and Research to understand the practical aspects of Retail Management. The attendees were Prof. Sham Kamath sir, Prof. M. R. Koshti sir along with guest Mr. Nair and the students of PGDM Marketing 2023 – 2025.

Shoppers Stop is one of India’s leading retail chains, offering a premium shopping experience with a wide range of products, including apparel, accessories, cosmetics, footwear, home decor, and more. Catering to middle and upper-middle-class urban consumers, Shoppers Stop is known for its international and private label brands, providing high-quality merchandise. The Andheri store in Mumbai offers a unique blend of product categories spread across multiple floors, each serving distinct segments.

Prof. Sham sir explained how the ground floor of the Andheri store serves as an attractive entrance inviting customers in, with the placement of fragrances, perfumes, and accessories. Fragrances are strategically positioned at the entrance to capture the attention of customers, making it one of the first sections they encounter. A noticeable trend across retail outlets globally is the presence of coffee shops on alternate floors or across stores, aimed at increasing the time customers spend inside the store. Research shows that the more time a customer spends inside the store, the more they are likely to purchase. Therefore, the layout and in-store experience are designed to encourage customers to linger longer.



One interesting observation is the placement of cash counters in low-visibility corners of the store. Merchandise generally does not sell in these areas, as they are not optimized for showcasing products. Instead, these corners serve a functional role for billing purposes. Furthermore, the pillars inside the store are used for branding purposes, with advertising space sold to brands on a contract basis. This arrangement, called an SOA (Sale of Advertising), acts as an additional revenue stream for the store.



The strategic placement of international and premium brands ensures that customers perceive Shoppers Stop as a premium department store. The logical layout groups formal and semi-formal clothing together, creating an easy-to-navigate experience for customers. One of the floors also features a First Citizen Desk and alteration services located near the customer service section. These facilities provide added convenience to shoppers, further enhancing the in-store experience. The high ceilings on this floor are a result of the building's previous use as a theatre, and while this results in some odd spaces, it adds to the character of the store.

The second floor focuses on ethnic wear, with an emphasis on private label brands. However, the store's lowest-performing categories, such as kids' wear and home decor, are placed inside aisles or less prominent areas, as these categories do not generate significant revenue.



Sir also discussed and showcased what are hard shopping shops, soft shopping shops and non-shopping shops. We observed that with different brands like MAC, Reebok, Puma etc.

Another topic of discussion was despite being a low-performing category, luggage occupies a large area due to the storage needs of the products. The space on this floor is utilized for both retail and e-commerce purposes, optimizing store operations. One of the floors also houses a fulfilment centre for e-commerce orders.

The Shoppers Stop Andheri store leverages its layout and product positioning to create a seamless shopping experience. By strategically placing high-demand categories in high-traffic areas and using branding opportunities like SOA contracts, the store maximizes its revenue potential. Despite challenges with underperforming categories such as kids' wear and luggage, the store optimizes its space to cater to both in-store and e-commerce demands, while maintaining its premium positioning.



Lastly, Mr. Nair shared valuable insights on the significance of work ethics and his experiences working at Shoppers Stop. He highlighted the crucial role that catchment, location, and store size play in the success of a retail business influencing customer experience and operational efficiency. Together, these factors shape the store's performance and its ability to serve the targeted market effectively. The students actively participated and asked insightful questions.

