

PRESENTATION

ON

SHOPPERS STOP



PRESENTED BY:
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HISTORY

- Shopper Stop Ltd was incorporated as a private limited company on June 16, 1997 and later was converted into a public limited company on October 6, 2003 under Companies Act.
- Prior to its incorporation two of its existing stores at Mumbai and Bangalore were run by a division of Ivory Properties & Hotels Limited (IPHL) under the brand named Shopper's Stop.
- Soon after it's incorporation , IPHL executed a conducting agreement which give it a right to participate in running the departmental stores.



INTRODUCTION

- Shoppers Stop is an Indian retailing company promoted by the K Raheja Corp Group, started in the year 1991 with its first store in Andheri , Mumbai.
- It expands its operations to Bangalore , Hyderabad , Jaipur , Delhi , Chennai , Mumbai , Pune ,Gurgaon etc and is today recognised as India's premier shopping destination.
- The company offers a range of national and international brands across categories such as fashion apparel , accessories , cosmetics , perfumes , homeware and others .

SHOPPERS STOP

COMPANY PROFILE

Type	Public
Traded as	(BSE: 532638)
Industry	Retail
Founded	1991
Headquarters	Mumbai, India
Area served	India
Key people	Govind S. Shrikhande (CEO & MD)
Products	Discount department store , hypermarket , supercenter , superstore
Revenue	₹19.30 billion (US\$290 million) FY 11-12
Number of employees	14,000+
Website	www.shoppersstop.com

KEY PEOPLE



*Mr C.L Raheja
(CHAIRMAN)*



*Mr Govind Srikhande
(M D)*

SEGMENTATION



- The company is engaged in the business of retailing a range of household and consumer products through departmental stores.
- The company operates three business segments :
 1. Retail operations – includes trading of apparels , non apparels such as cosmetics , household items, food products ,books and compact discs (CDs)
 2. Property options
 3. Others – consists of gaming business.



TARGETING

- Market specialization .
- The shoppers stop concentrates on serving many needs of a particular customer group and in this way the shopper stop aims to gain a strong reputation in serving their customers , who belong to the middle and upper class.
- They target the customers who fall between the age of 16 years to 35 years, the majority of them being families and young couples with a monthly household income above Rs. 20000 and an annual spend of Rs . 15000.

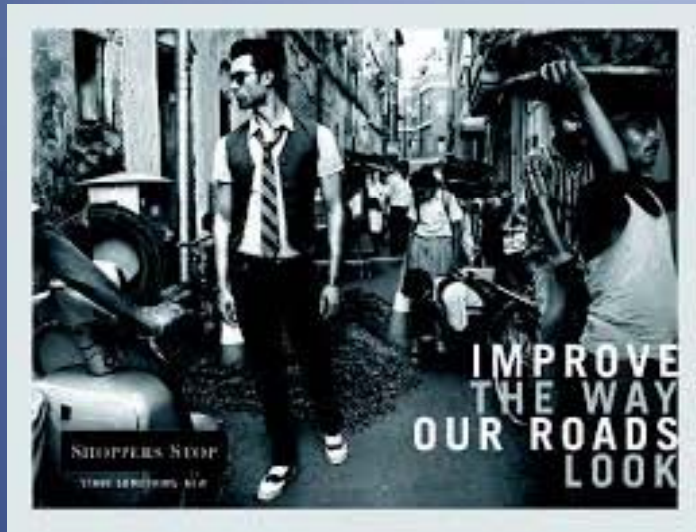


Positioning

- Shopper Stop positions itself as a global premium retailer outlet.
- Shopper Stop is positioned as a family store delivering a complete shopping experience.



ADVERTISING MEDIA



*Print
Advertisement*





*Media
Advertisement*



*Outdoor
Advertisement*



CUSTOMER LOYALTY PROGRAMME

IMPORTANT MILESTONES:-

1991- IPHL opened its first Shoppers Stop store selling men's wear at Andheri (Mumbai)

1992- Introduction of the ladies section.

1993- Introduction of childrens and non-apparel accessories section.

1994- Introduction of first citizen club loyalty card.

1995- Opening of the second store in Bangalore.

1996- Celebration of festival of Britain .



1997- Launching of co-branded credit card for FCC members in partnership .

1998- Opening of third store at Hyderabad.

1999- Opening of fourth and fifth stores at Jaipur and Delhi .

2000- Opening of sixth and seventh stores at Chennai and Chembur , Mumbai.

2001- Opening of eighth and ninth store at Pune and Bandra ,Mumbai.

2002- Opening of tenth store at Kandivali , Mumbai.

2003- Awards and recognition from CMAI (including best retailer of the year).

2004- Declared as the Top retailer , 2004.

2005- New outlet in Bangalore.

- Franchisee agreement with Mothercare PLC , UK.

Today, the company has grown into a multi-channel retailer with 24 large format departmental stores and online presence.

Shoppers Stop enjoys household recognition for its superior quality products and services and providing a complete shopping experience.

CUSTOMER LOYALTY INITIATIVES

At Shoppers Stop , First citizen are given the following benefits:-

- Reward points everytime they shop
- Exclusive offers
- Updates on what one can look forward to shop for
- Exclusive benefits and priveleges.





THANK YOU

