

# Globus Retail



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# HISTORY

- Fashion hub for the young and trendy Indian men and women, girls and boys
- Across 24 cities in India
- Launched by the Rajan Raheja Group in 1999
- Affordable garments and accessories targeted towards the 16-35 year olds
- Designed by young fashion designers working out of the GLOBUS DESIGN HUB, Mumbai

The logo for Globus, featuring the word "globus" in a lowercase, sans-serif font. The letters are black and are set against a solid yellow rectangular background.

1



INDORE

2



CHENNAI

3

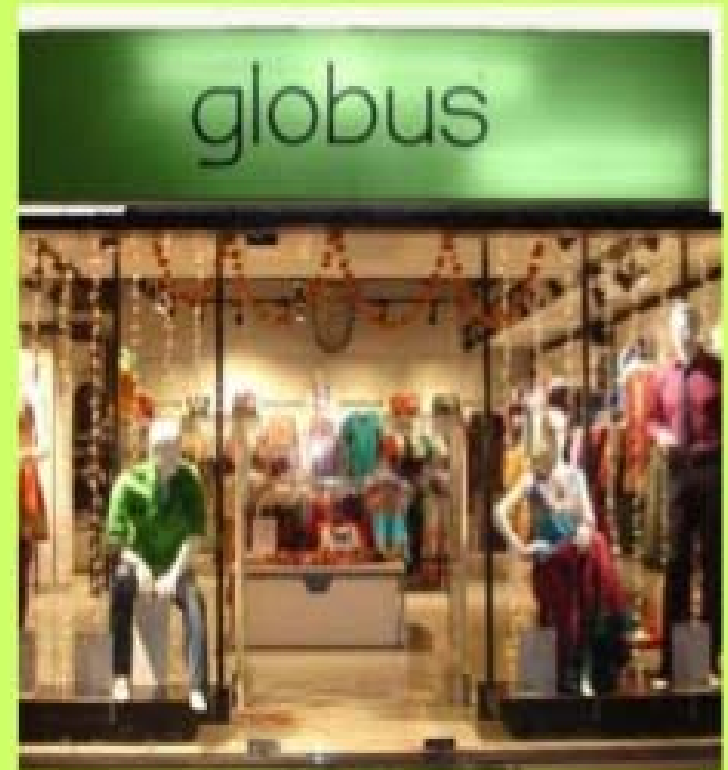


MUMBAI

4



NEW DELHI



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# VISION & GOALS

- Reaching a milestone of 100 stores by the end of 2017
- The Globus Vision –  
“To become the most admired fashion retailer in India”

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# MAJOR COMPETITORS

- Pantaloons
- Central
- Shopper's Stop
- Lifestyle
- Westside
- Online shopping stores such as Myntra, Jabong, Yepme, Zovi etc.

pantaloons  
FRESH FASHION



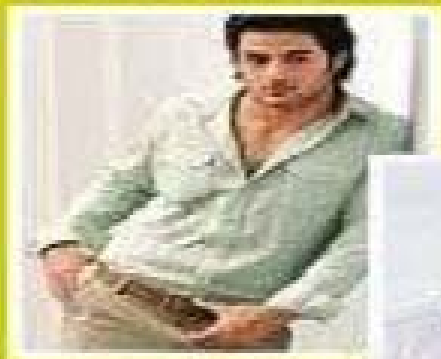
WESTSIDE

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# BRAND LOGO & TAGLINE

globus<sup>®</sup>

*FASHION FOR CHANGING WORLD*

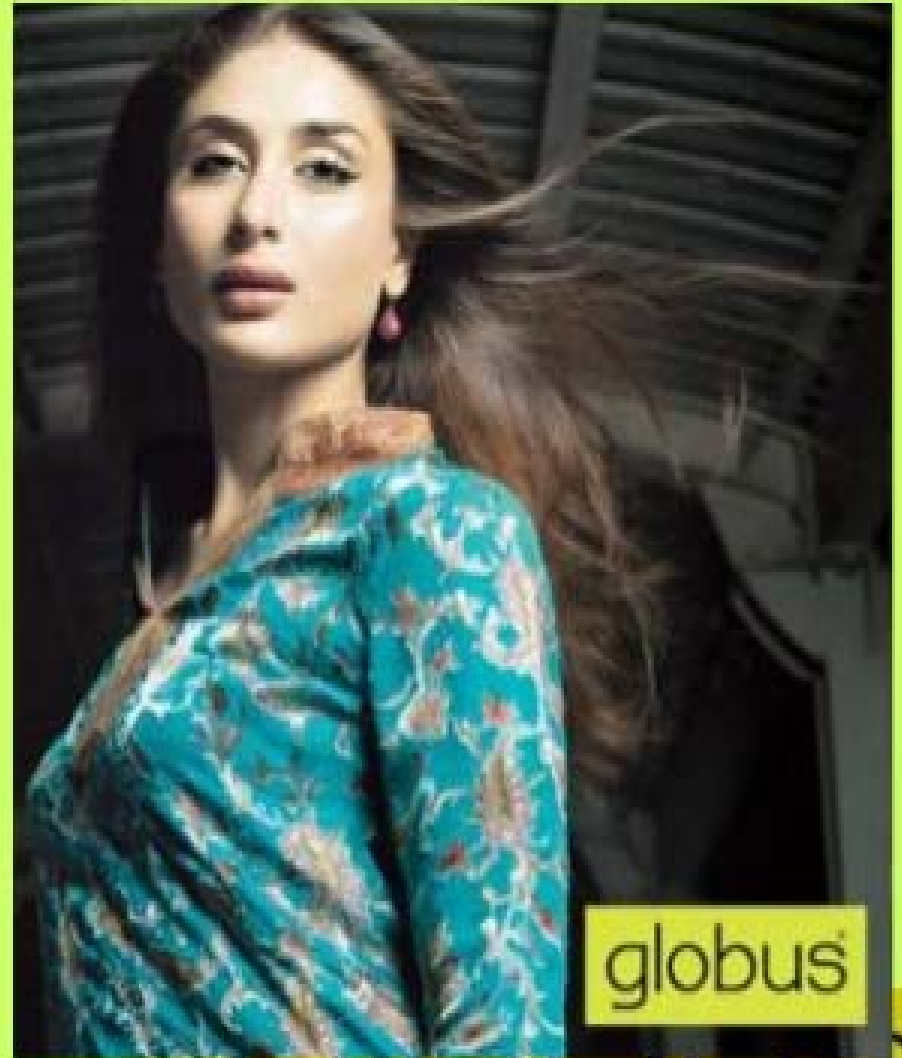


IS<sup>®</sup>

# Brand Ambassador



globus®



globus®

globus®

# 7Ps

## PRODUCT

- The iconic youth fashion brand in India
- Apparels- Men and Women
- Accessories- Women

globus<sup>®</sup>



# Brands

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F21

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# PRICE

- Affordable garments that are trendy and fashionable and keeps pace with the changing trends.
- Starting range is around 300 Rs.
- Price differs according to the line.

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# PLACE

- More than 35 stores across 24 cities in India
- Cities such as Pune, Chennai, Mumbai, Kolkata, Nagpur, Indore, Varanasi, Jalandhar etc.

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# PROMOTION

- Through newspaper
- Magazines
- Hoardings
- Fashion weeks
- Kareena Kapoor endorsing the brand and also its summer, winter collections and sale.
- Discounts are available according to the festive seasons.

globus<sup>®</sup>

# BUDGET

- ◉ FOR NEWSPAPER:--RS 5000 TO 8000
- ◉ FOR MAGAZINES:-RS10000 TO 12000
- ◉ FOR TV ADDS:-RS 50000 TO 80000
- ◉ FOR RADIO :-RS 4000 TO 5000

# PROCESS

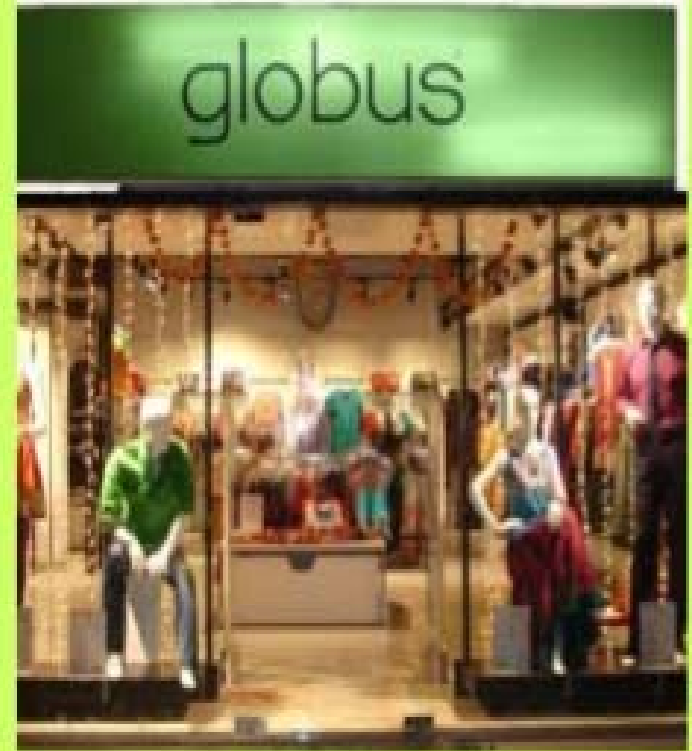


Convenience lay-out  
followed

globus®

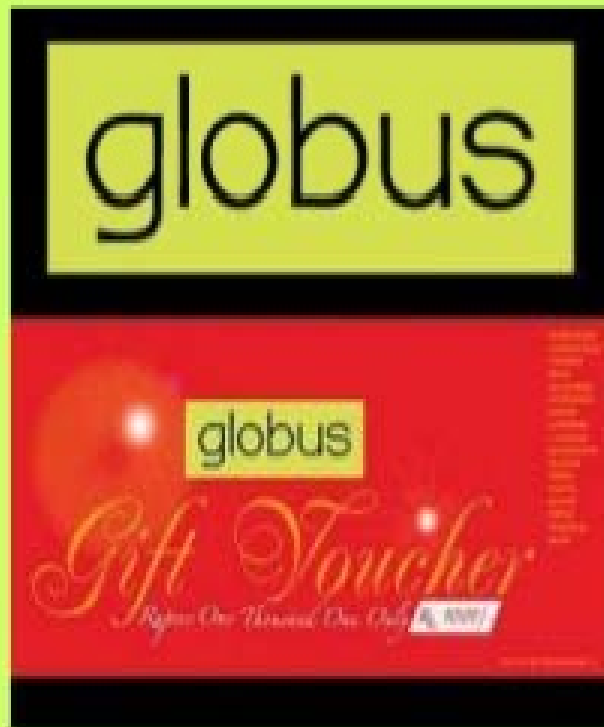
# PHYSICAL EVIDENCE

- Store design:
- Friendly atmosphere
- Great Location
- Good Interior Design
- Excellent furniture & fixture (straight rack & rounder)
- Lighting used (Floodlighting)

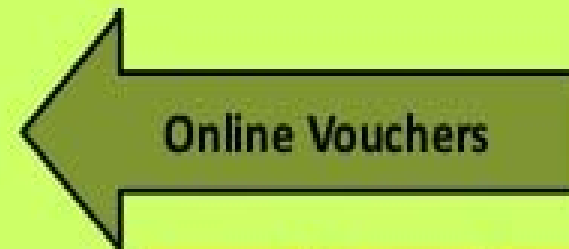


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# Gift Vouchers



Available across all the stores in denominations of Rs 101 , Rs 251 , Rs 501 & Rs 1001 ; the Globus gift vouchers are apt for any occasion , function, reason or season.





# Customer Loyalty Program through PAY BACK GREEN CARD

- **Membership Card is Free of C**
- **Four Types of PAY Back Gree**
- **One Star-** Purchasing is must
- **Three Star-** Purchasing of Eight Thousand is must in one day or in a Year
- **Five Star-** Purchasing of Twenty Thousand is must in one day or in Year
- **Seven Star-** Purchasing of Forty Thousand is must in one day or in a year



## Benefits of Customer Through Pay Back Green Card:

### 1. One Star Pay Back Green Card

- Five percent discount on every Friday
- Complementary Parking
- Home Delivery Service
- Complementary Shipping Across India
- Relax Return Policy (90 Days)
- Exclusive Billing Counter for All Card Holders



## Benefits of Customer Through Pay Back Green Card:

### 2. Three Star Pay Back Green Card

- Three Percent discount every day
- Eight percent discount on every Friday (3% + 5 %)
- Complementary Parking
- Home Delivery Service
- Complementary Shipping Across India
- Relax Return Policy (90 Days)
- Exclusive Billing Counter

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Benefits of Customer Through Pay Back Green Card:

3. **Five Star Pay Back Green Card**

- Five Percent discount every day
- Ten percent discount on every Friday (5% + 5%)
- Complementary Parking
- Home Delivery Service
- Complementary Shipping Across India
- Relax Return Policy (90 Days)
- Exclusive Billing Counter



## Benefits of Customer Through Pay Back Green Card:

### 4. **Seven Star Pay Back Green Card**

- Seven Percent discount every day
- Twelve percent discount on every Friday (7% + 5%)
- Complementary Parking
- Home Delivery Service
- Complementary Shipping Across India
- Relax Return Policy (90 Days)
- **Assistant Shopping** (One pantaloon staff will be there for help to 7 star card holder customer)



Thank  
you



globeus.