

**Pakiza Retail Pvt Ltd.**  
*Apka Hukm Sar Ankhon Par*

Pakiza Retail Projects theyre founded in 1975, at the dawn of an age where in the retailing was not so developed in the whole central India. Over the year they expanded our horizons to serve masses, corporate, institutions and cream genre of the society and beyond.

Pakiza (A multibrand Reasonable Priced Departmental Store) located at Indore, presently running 4 departmental stores in 1,60,000 sq. ft. of total area. Pakiza, are known for One Stop Solution for Apparel, textile, FMCG & other households products. In the last year they have achieved sales target and are planning to grow it by 20%, in forth coming years. Pakiza Textile Pvt. Ltd. Is owned and operated by family, who devotes their full time in this business only and are quite sensitive towards Owner's Commitment.

In Indore, they currently circle our customers with value-added products and service through 4 (Four) retail business units first at Santha Bazaar, 2nd at Regal Square, MG Road and 3rd shopping complex at AB Road & 4 th showroom complex in freeganj ujain. The 1st retail outlet is a 15000 sq. ft. showroom catering to mostly masses, rural and customer of old city area, 2nd outlet at MG Road is 45000 Sq. Ft. departmental store catering to higher and higher middle class of new city area, where as the new mall with 90000 Sq. Ft. caters the need of modern township. Each of these businesses is dedicated to providing out customers with the highest-quality, most effective products, variety, prices and services.



**Unique Services Provided by Pakiza:**

**1. One Way Taxi Fair:**

Pakiza provides one way taxi fair to all customers who are not coming with their own vehicle as Indore is place where people think about going to distant place for shopping as in every area they are having a proper local market.

**2. Free Mehandi & Tattoos:**

For attracting the lady customer, who are generally most important segment of customer for Pakiza, they are providing free Mehandi making and tattoos to all lady customers. which actually give a delighted feeling to customers.

**3. Free Snacks & Tea/Coffee/cold drinks:**

When customer come to any of Pakiza store they are welcome with water, coldrink etc. and in between shopping they serve snack, popcorn etc to all customers.

**4. Free Home Delivery & Free Valet Parking**

**5. Easy Return & exchange policy**

**6. Loyalty Card**



**Shop in Shop Concept:**

The shop-in-shop concept incorporates independent shops within the shop, offering a range of products, brands and services, many of which are exclusive in the region.

The shop-in-shop concept is a contract granting the right to operate a subsidiary business within the premises. India is going through a revolution in the Retail industry. A product of this, is the growth of international standard Departmental Stores. Many such chains are opening shop in the coming years.

The strategy works for both business partners, as for the Departmental Stores, they get an expert operator to run the section, and as for another, it gives an opportunity to communicate the brand values through direct interaction with the consumers, apart from getting the advantage of high footfalls already being achieved by the Departmental Stores because of their own popularity.

**Revenue Sharing**

the Shop-in-shop concept can be managed as per the consent of the business partners. Any or all terms & conditions mutually agreed upon can be decided so that both the parties feel comfortable.

**Few examples are:**

- Revenue sharing
- Rental
- Partly Revenue – Partly Rental
- Minimum Guaranteed Amount or percentage of Revenue, whichever is higher.

Responsibility Sharing

**the Sales force required may also be shared as:**

- SIS Partner will pay the salary for the staff required at its counter
- The Sales Person will be provided by the Outlet Owner
- The Sales Person will be provided by the Outlet Owner, but salaries will be paid by the SIS Partner.

With all this policy for partners and customers, Pakiza achieved a distinct place in Indore Market, Indore is targeted market for many great retail brands as well, with such a huge competition with well established brand in country like Big Bazaar, Westside or Globas, pakiza has created a unique identity for itself

A local player has achieved a well established position against all national level competitors with their strategy.

Analyse the given information in case and answer following questions:

Q.1 Comment on promotional strategy of Pakiza.

Q.2 Comment on Shop in shop concept of Pakiza.

Q.3 what strategy will you suggest for Pakiza to expand its business to national level.