

# MAA MASTER CLASSES

**A strategic approach to retailing for brand profitability**

Understand the plethora of dynamics that shape modern day trade including every challenge and opportunity it presents from two of India's most reputed retail experts.



Its all about  
making that  
purchase



For product  
brands, service  
brands and  
retailers



Attention to detail  
& understanding

Visual cues to  
trigger purchase



## Huge opportunities for effectiveness



There is no strategic thought process that goes into leveraging the potential that retail offers.

Space = Money

And it is merely seen as an extension of the advertising campaign.

Or merely an extension of an architects / interior designers job



## Consumer / Customer Vs. Shopper

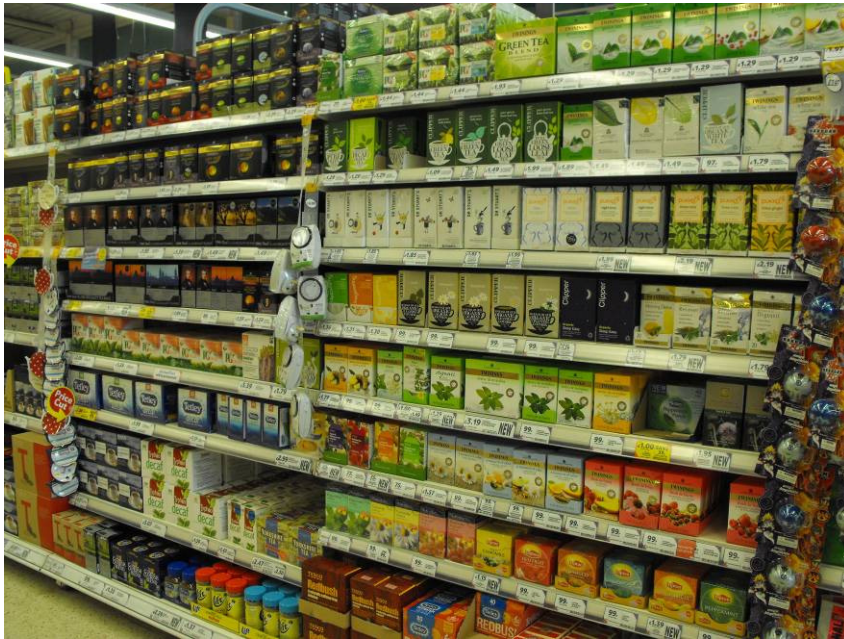
Marketers look at brands from a consumer or customer perspective.

Enormous amounts of investment goes into this.

And POP is an extension of the brand strategy



## Where to invest, how to allocate the budget to trigger purchase ?



The challenge is to look at POP as a totally different challenge or environment.

And then link it back to the brand.

This way, the budget works harder.

And you are challenged to figure out where the bulk of the investment should be made.

## The retail opportunity is space utilization, ROI and driving sales



The onus is on brands to look at retail as an opportunity and not as an adversary

Engaging with retailers and looking at it as a mutually beneficial relationship.

Retailers in turn need to understand opportunities of value creation : layout, value addition, customer centric initiatives.

## IAA MASTER CLASSES



Introduction	<b>Renuka Marshall</b> President, IAA Sri Lanka Chapter	Welcome	09.00 - 09:05am
	<b>Ruchi Gunewardene</b> CEO, STING Consultants	Introduction	09.05 - 09:15am
Session I	<b>R Kannan</b> President RAMMS India	Our Retail Experience – Where are we? Format Strategy in Modern Trade	9.15 - 10.15am
Tea Break 10.15am 10.30am			
Session II	<b>Gopi Krishnaswamy</b> CEO, Insight Instore	Shopper Insights	10.30 - 11.30am
Session III	<b>R Kannan</b> President RAMMS India	POP – The design paradigm	11.30am to
	<b>Bijitesh Mallik</b> Sr. Consultant RAMMS India	Case Studies Production and Execution challenges	12.30pm
Session IV	<b>R Kannan</b> President RAMMS India	Summary	12.30 - 01:00pm
Lunch 1.00pm 2.00pm			