

Sector landscaping and opportunity scoping for retail stores; Food & grocery

OBJECTIVE	SECTOR
An Indian MNC wanted to evaluate expansion of its retail chain across metro cities in India	Retail
Key points	Description
KEY ISSUES	<ul style="list-style-type: none">▪ Which are the areas deprived of the supermarket (all-in-one) experience in targeted metro cities in India?▪ Whether preferences at locality level can be mapped to certain product lines?▪ Whether product portfolio optimization and expansion decisions can be evaluated at a local level?
APPROACH	<ul style="list-style-type: none">▪ An extensive drive of primary research to collect the appropriate data for all retail formats offering grocery items across targeted metro cities▪ Multi-attribute mapping of product offerings, revenue per square feet, product portfolio and demographic attributes of the existing stores in target market
RESULT	<ul style="list-style-type: none">▪ Competitive landscaping capturing insights on correlation of store performance to products offered, store area, location etc.▪ Clarity on the potential for expansion of retail stores and product offerings