

Indian Institute of Management Lucknow

Management Development Programme
on

Critical Issues in Retail Management

Duration
August 17-19, 2010

Venue
IIM Lucknow

Programme Directors
Prof. Devashish Das Gupta
Prof. Ashish Dubey



भारतीय प्रबन्ध संस्थान लखनऊ
INDIAN INSTITUTE OF MANAGEMENT LUCKNOW
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INTRODUCTION

Indian Retail industry has seen a phenomenal growth in the last few years. Statisticians have given great figures about its growth. There have been great expectations about ROI from this industry which made many big conglomerates making a retail foray. However the returns have not been as per expectations. Meanwhile the Indian shopper has come of age and has very fast adapted to the new found value given to her. Suddenly it is the shopper who is calling the shots. Retail is no more about raising huge spaces and running promotions. Success in Retail today demands much more than mere copybook strategies. This is where this programme aims to chip in with valuable insights and tools which will prove to be indispensable for retail professionals in the years to come.

OBJECTIVES

You will enhance your ability to:

- Understand the Marketing Approach
- Apply latest tools and techniques
- Motivate the team to innovate in the present retail scenario
- Understand the critical issues in distribution extremely essential for success in retail
- Understand the pricing issues especially mark-ups and mark-downs.

CONTENTS

- Discovering the Retail Mindset
- Applying a Marketing Approach
- Exploiting Customer and Market Information through Data mining
- Shopper Satisfaction – A service oriented approach
- Contemporary Non store retailing
- Buying Merchandise strategically
- Dealing with locational disadvantages
- Managing Pricing in present day discount era
- Improving Retail Communication for desired Store brand image
- Critical Supply Chain issues
- Managing Franchise business

METHODOLOGY

The programme will be highly experiential and interactive, comprising participant presentations and discussions, case studies, classroom lectures and presentations by experts.

WHO SHOULD ATTEND

- Middle level managers in Retail Organizations
- Sales managers or marketing analysts who are primarily working with retail distribution channels.
- Middle managers from other functional area or a non-retail background with a supporting role for organization's retail activities
- If you are a middle level manager from a non retail background and interested to join the retail sector, this programme will be immensely helpful.

DURATION

The programme will be held from 09:30 am on August 17, 2010 to 05:30 pm on August 19, 2010.

VENUE AND ACCOMMODATION

The programme will be held in the Institute at Manthan – the Management Development Center. The Institute has state-of-the-art air-conditioned lecture rooms and comfortable air-conditioned board and lodging arrangements on single occupancy basis at Executive Enclave for the programme participants.

PROGRAMME FEE

The programme fee is Rs. 30,000/- per participant (residential). The fee includes board & lodging in our executive enclave, tuition, course material and use of the Institute Library, Computer Center & other infrastructure facilities.

The fee is payable in advance either by demand draft drawn in favor of Indian Institute of Management Lucknow and payable at Lucknow or by Bank Wire Transfer (ECS) to A/c No. 053010100046446 of IIM Lucknow with Axis Bank, Lucknow main branch, Lucknow (IFSC code UTIB0000053). In case of ECS, the remitter may inform us (at mdpoffice@iiml.ac.in) his/her name, name of participant, name and dates of programme against which the payment has been made, etc.

I T EXEMPTION CERTIFICATE

The Institute holds Income Tax Exemption Certificate under sub-clause (iv) of clause (23C) of section 10 of the Income Tax Act, 1961 (43 of 1961). Therefore, tax on programme fees may not be deducted at source. Our PAN is AAATI2622Q. The copy of I T Exemption certificate can be provided on demand.

REGISTRATION

The enclosed nomination form duly filled in along with programme fee should reach the Programme Manager at least 21 days before the commencement date of the programme. In the event of cancellation of nomination by the sponsoring authority, only 50 per cent of the programme fee would be refunded provided such information is received at our end at least 15 days before the commencement of the programme. However, the nominating authority could recommend change (s) in the nomination (s).

CERTIFICATE OF PARTICIPATION

The Institute issues a certificate of participation on conclusion of the programme.

PROGRAMME DIRECTOR

Prof. Devashish Das Gupta is a faculty in the marketing area at IIM Lucknow. He holds a Doctoral and Masters degree in Business Management. He has more than sixteen years of experience in the industry and academia. Before coming to academics he was with a multinational corporation wherein he was responsible for Retail Network development and Retail Product Promotion. He is a successful corporate trainer in Marketing and Retailing. He has successfully trained executives of GAIL, NABARD, NGOs, State Bank of India, Bank of Baroda, SIDBI, All India Radio, and Indian Armed forces officers, Sify, Bayer, GNFC, Indo-Gulf Fertilizers, as well as several other multinational and regional organizations. His research areas are Innovations in marketing practices, Retailing, Food Retail Strategies and Tourism Marketing.

Prof. Ashish Dubey is a faculty in marketing area at Indian Institute of Management, Lucknow. He has a doctoral and masters degree in business management. Prior to joining IIM Lucknow, he was working for one of the leading retail chain of Middle East region in Kuwait. He has worked in the areas of Retail Promotions and Retail Supply Chain management. His research interests include Retail Management, Pricing and Inter-organizational Relationships.

ABOUT THE INSTITUTE

- Indian Institute of Management Lucknow (IIML) is one of the premier business schools in India. From the sprawling about 185 acres campus, the Institute offers world class education in major areas of management and provides an ambience for genuine intellectual pursuit, excitement and professional growth.
- The Institute's carefully designed and high impact Management Development Programmes train business leaders, senior executives, and practicing managers from various sectors of the economy in all disciplines of management education and thought. The Institute provides cooperation and support to Industry and the Government through its large number of prestigious Consulting Assignments and Research Projects.
- The Institute has an internationally acclaimed Postgraduate Programme in Management, Agri-business Management, & Fellow Programme in Management known for its quality, rigor and global orientation. Many of its illustrious alumni hold leading positions in both industry and academics in top organizations across the world.
- The Noida campus, as an extension of IIM Lucknow (IIML-NC), has been established to provide globally competitive management education to the professionals.
- The Noida campus has an evening programme leading to PGDBM for Working Managers (WMP). The International Programme in Management for Executives (IPMX) is the first residential one year full time programme which has commenced in April 2008. In addition to these, IIML-NC has launched distance learning programmes (e-MDPs), besides many other short duration programmes.
- The Institute has well equipped air-conditioned lecture rooms, Library, Computer Centre and comfortable on-campus air-conditioned board and lodging arrangements on single occupancy basis for the Management Development Programme participants at both the campuses.
- IIM Lucknow has collaboration with a number of Business Schools in Europe, Australia and Canada for Faculty and Students exchange.
- The Institute enjoys enormous respect and patronage from the corporate world, International Agencies and Government. Many leading organizations have generously donated funds in the form of Chair Professorships for academic pursuit and research.
- IIM Lucknow campus is located about 19 KMs away from the Railway Station and 33 KMs from the Airport, on the Lucknow-Sitapur highway & Hardoi-Sitapur bypass.

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