

IIM Lucknow
announces a
Management Development Programme on

EFFECTIVE STORE MANAGEMENT



Duration
September 26-28, 2011

Programme Director
Dr. Devashish Das Gupta

Venue
IIM Lucknow
(Noida campus)



भारतीय प्रबन्ध संस्थान लखनऊ

INDIAN INSTITUTE OF MANAGEMENT LUCKNOW

Prabandh Nagar, Off Sitapur Road, Lucknow - 226 013

Noida Campus : Plot No. B-1, Sector 62, Noida - 201 307

www.iiml.ac.in

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 (Return on Investment) ROI from this industry which made many big conglomerates making a retail foray. Indian shopper has come of age and has very fast adapted to the new found value given to her. Success in retail today demands much more than mere copy book strategies. This programme aims to equip the participants with the modern tools and techniques in retail which should enable him/her to successfully manage his/her store.

OBJECTIVES

This 3 day programme has been designed to enhance ability of the participants to:

- Broaden their horizon regarding retail management
- Effectively adopt a marketing approach in store management
- Understand the shoppers better and cater to their different needs
- Effectively undertake retail expansion in the internet space
- Effectively select ideal locations and neutralise locational disadvantages, if any
- Effectively adopt retail communication strategies for successful store promotion
- Understand the pricing issues, especially mark-ups and mark-downs.

CONTENTS

Effective Store Management aims to transform your efficacy by focussing on the latest concepts, techniques and approaches to:

- Shopper behaviour and strategic segmentation issues
- Retail formats with a focus on non-store formats like e-tailing
- Buying merchandise strategically
- Contemporary issues in site selection and layout design
- Service marketing strategies in retail
- Managing pricing in present day discount era
- Retail Communication Strategies to establish a positive store image
- Managing franchise business
- Starting and establishing a store from scratch.

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

- Consultants/Sr. and Middle Managers aiming for success in the retail sector
- Middle managers from other functional areas with a supporting role for organization's retail activities

- Proprietors of family owned businesses and entrepreneurs aiming for valuable insights on Retail Store Management
- 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.

VENUE

The programme is fully residential and the participants will stay in air-conditioned rooms on single occupancy basis at the IIM Lucknow (Noida campus), at Plot No. B-1, Sector 62, Noida.

PROGRAMME FEE

The programme fee is Rs.30,000/- per participant (residential). The fee includes the cost of tuition, course material and board and lodging.

The fee is payable in advance either by demand draft drawn in favour 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.

REGISTRATION

The registration form duly filled in along with the programme fee should reach us 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 fee would be refunded provided we receive such information at least 15 days before the commencement of the programme. However, the nominating organization could recommend change(s) in the nominee(s).

CERTIFICATE OF PARTICIPATION

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

PROGRAMME DIRECTOR

Dr. Devashish Das Gupta is presently Associate Professor of Marketing at IIM Lucknow. He holds a Doctoral and Master's Degree in Business Management. He has more than seventeen 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. Dr. Devashish has so far served as Management Consultant and corporate trainer to many MNCs in India and abroad. This includes organisations like **Nokia, BNP Paribas, Bayer, SBI, Bank of Baroda, GAIL, NABARD, SIDBI, LIC, BPCL, Gujarat Ambuja Cement, All India Radio, Indian Armed Forces' Officers, Sr. IPS Officers, CBSE, Sify, GNFC, Indo-Gulf Fertilisers, Zuari Agro, Chambal Fertilisers, Coromandel Fertilizers** as well as several other multinational and regional organisations. Dr. Devashish's Doctoral Research has been published as a book titled "Product Management in Post Liberalised Era" by VDM Verlag Dr Muller, Germany. Besides this Dr. Devashish is also author of the book "Tourism Marketing" published by Pearson which is the first book in its genre. This book has received wide appreciation both in India and worldwide. He can be reached at devashish@iiml.ac.in.

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 and Fellow Programme in Management known for its quality, rigour and global orientation.
- The Noida campus, as an extension of IIM Lucknow, 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). Besides, the Institute has one year full-time International Programme in Management for Executives (IPMX). In addition to these, the Institute 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 Lucknow campus is located about 19 KM away from the Railway Station and 33 KM from the Airport, on the Lucknow-Sitapur highway and Hardoi-Sitapur bypass. The Noida campus is located at Plot No. B-1, Sector 62, Noida near the Delhi-Ghaziabad highway (NH-24) about 25 KM away from New Delhi Railway Station and about 40 KM from the Domestic Airport.

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