

Summer Intern Project Report

RUPA & CO. LTD.



A
REPORT
ON

“Feed Back of Consumers about Rupa all
Brands & its review & recommendation”

By

RISHABH SOGANI
13BSPHH010514

RUPA & CO. LTD.
KOLKATA, WEST BENGAL



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**RUPA & CO. LTD.
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A report submitted in the partial fulfilment of

**The requirements of
MBA program of
IBS HYDERABAD**

Submitted To:

**MR. L.S.S LAL
(VICE PRESIDENT – CORP. PLANNING & STR. MNG, RUPA & CO. LTD.)**

Professor Shirshendu Ganguly (IBS - Hyderabad)

Date of submission: 21st May, 2014

Authorization

This is to certify that this is a bonafide project report submitted in partial fulfilment of the requirements of MBA program of ICFAI Business School, Hyderabad.

This report document titled “Feedback of Consumers about Rupa – all Brands & its review & recommendation” is a submission of work done by Rishabh Sogani.

This report has been formally submitted to Prof. Shirshendu Ganguly, Faculty, IBS Hyderabad.

This report has been verified and authenticated by:

Prof. Shirshendu Ganguly
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ACKNOWLEDGEMENT

I would like to express my profound gratitude to all those who have been instrumental in the preparation of my project report. To start with, I would like to thank ***Rupa & Co. Ltd.*** for providing me the chance to undertake this internship study and allowing me to explore the area of marketing which was entirely new to me and which will surely prove to be very beneficial to me in my future assignments, my studies and my career ahead.

I wish to place on records, my deep sense of gratitude and sincere appreciation to my company guide, ***Mr L.S.S Lal***, VICE PRESIDENT – CORP. PLANNING & STR. MNG ***RUPA & CO. LTD.***, who played a pivotal role in the preparation of my project. Besides this I would also like to thank ***Mr. Sauvik Das, Management Trainee.*** I am very grateful for their continuous support, advice and encouragement, without which this report could never have been in its present form.

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Rishabh Sogani

ABSTRACT

Internship involves study of all the sub brands of Rupa & Co. Ltd. and its current position in Indian market, the topic being – ‘Feedback of Consumers about Rupa – all Brands & its review & recommendation’ (also including Dealers and Retailers). So there are few areas of marketing which are covered like Marketing Research, Consumer Behaviour and Brand analysis.

Currently, Rupa is the unquestioned No.1 knitwear brand in India, covering the entire range of knitted garments from innerwear to casual wear. Starting as a dream in the far-sighted mindscape of three men of vision and enterprise, Rupa has evolved to become the frontrunner in India and a leading player in global markets with far-reaching footprints and millions of satisfied customers.

For this report, information was collected from the company website, google, from investors’ presentation and brochures of all sub brands, which was obtained from the company itself. Some other details information was also obtained from salesmen and retailers.

Two types of questionnaires were prepared – one for understanding behaviour of Consumer (for male and female separately) and one for Retailers. There are few questions for male and female for overall understanding of consumer behaviour. Besides this, for the analysis of specific sub brands, around 20 to 22 questions each were prepared for both Consumers (including male and female) and Retailers separately. This is to be filled by minimum of 500 consumers. There will be around 20 to 30 retailers from whom the suggestions will be taken. After collecting the responses from the consumers and the retailers, a proper analysis of the primary data which is collected through questionnaires is to be done to understand the behaviour of consumer, retailers and dealers to give recommendations for each brands and sub brands under Rupa.

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History of Rupa

EARLY DAYS

In 1968, MR. P. R AGARWALA in the age of 19-year-started what is today known as Rupa. MR. P.R AGARWALA had taken admission in a college in Kolkata & simultaneously entered the business. However, he wasn't satisfied with being a part of a mere trading operation. In 1962, he got into manufacturing, setting up Binod Hosiery. In 1968, Rupa was born. At later stage, Mr G.P Agarwala & Mr K.B Agarwala both Younger Brothers joined to nurture Rupa as a Company.

In the late 1960s, there was one brand, Dora, which dominated the market. When MR. P. R AGARWALA visited several markets to sell Rupa, he found it very difficult to place RUPA. Thereafter he realised that he would have to gently persuade wholesalers to stock his product. He extended credit periods to whoever agreed to stock his product. But, in three years, the situation changed, as Dora decided to enter the retail market and left the field vacant for others. Five years on, Rupa's turnover touched a crore.

But, in a controlled economy growing at an average of 3 percent, there was only so much the company could sell in those days. During these years Rupa perfected its manufacturing model. Unlike Page Industries, it outsources most of its production to third parties. The company is responsible for brand building and marketing.

It was in the 1980s that Rupa received a boost when it went national with its advertising. The company pioneered advertising in movie cassettes that sold pre-recorded Bollywood films and saw an immediate uptick in demand. The next big boost came when the company took advertising spots on Aaj Tak in the late 1990s. That truly gave the brand a national footprint. At present, Rupa spends 8 percent of sales on advertising.

THE ROAD AHEAD

Like all consumer businesses, Rupa has had a good decade. The company, which is listed on the Bombay and National Stock Exchanges, trades at a healthy 22 times earnings.

Going forward, the company realises it will have to do a lot more on brand building, for consumers are beginning to demand better products. Also, their marketing strategy has to change as social media and online sales are playing a key role.

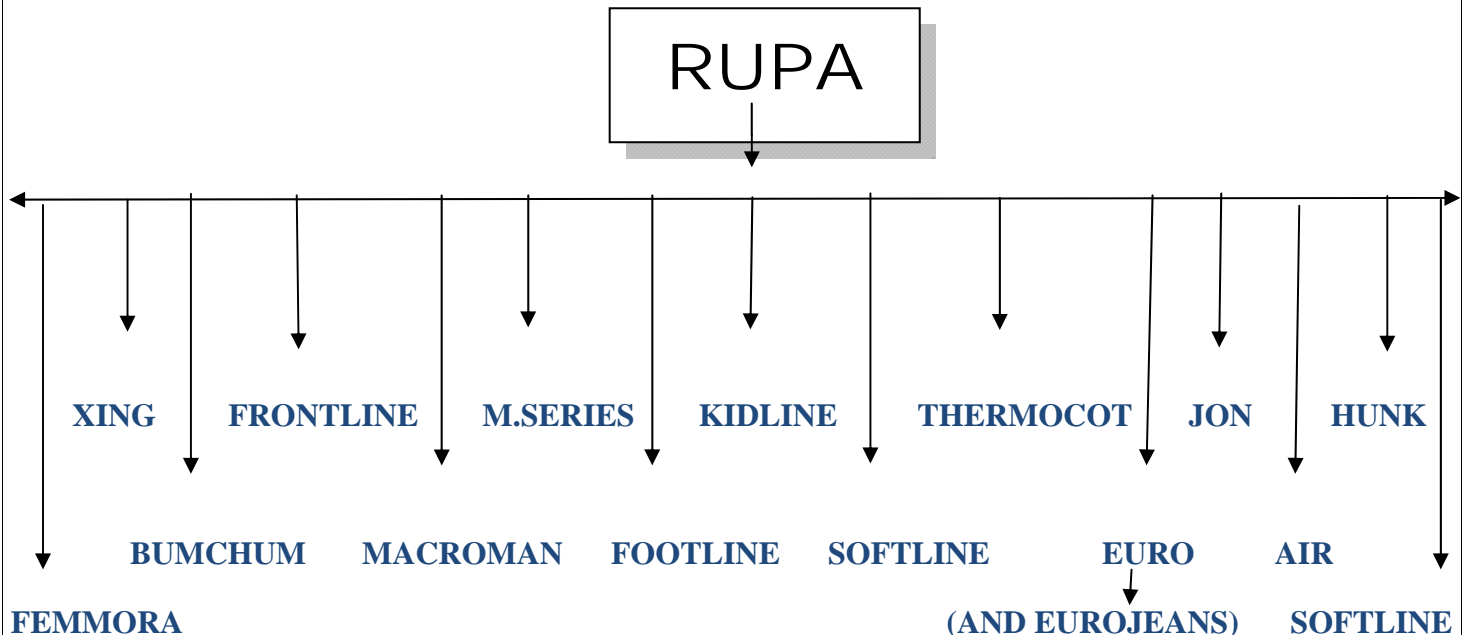
Last, and most importantly, as the company strives to move up the value chain, it will have to make changes to its business model. With premium products, the company will have to take control of the manufacturing process as it can't rely on outsourcing production due to quality concerns.

CURRENT SCENARIO:

Rupa believes in moving ahead not just in terms of volumes, but also in technology and product innovations. In line with evolving consumer preferences and market demands, Rupa

periodically introduces new varieties in each sub-brand. These products incorporate the latest fabric innovations, cutting-edge production techniques, and advanced design elements to give the finest experience of style and comfort to the end-user.

RUPA has over 20 brands and sub brands. Few of them are:



Synonymous with quality and durability, Rupa brands are integrated across the hosiery value chain. They enjoy top-of-the-mind recall across all segments and have earned the trust of millions across the globe.

- Rupa has a daily capacity to produce over 700,000 pieces of finished goods.
- Rupa products are made from the finest yarns sourced from across the globe
- Rupa uses imported technology for dyeing and bleaching to maintain competitive quality standards.
- Rupa invests in considerable research to produce environment-friendly clothes and minimize carbon footprints.

VALUES:

- Corporate Social Responsibility – To be a responsible corporate citizen who is pro-planet and pro-people. To safeguard the environment and to give back to society.
- Honesty and Diligence – To strive to deliver beyond our promise, that becomes our guarantee of quality.
- Innovation – To incorporate the latest techniques and global innovations for making the most advanced products.

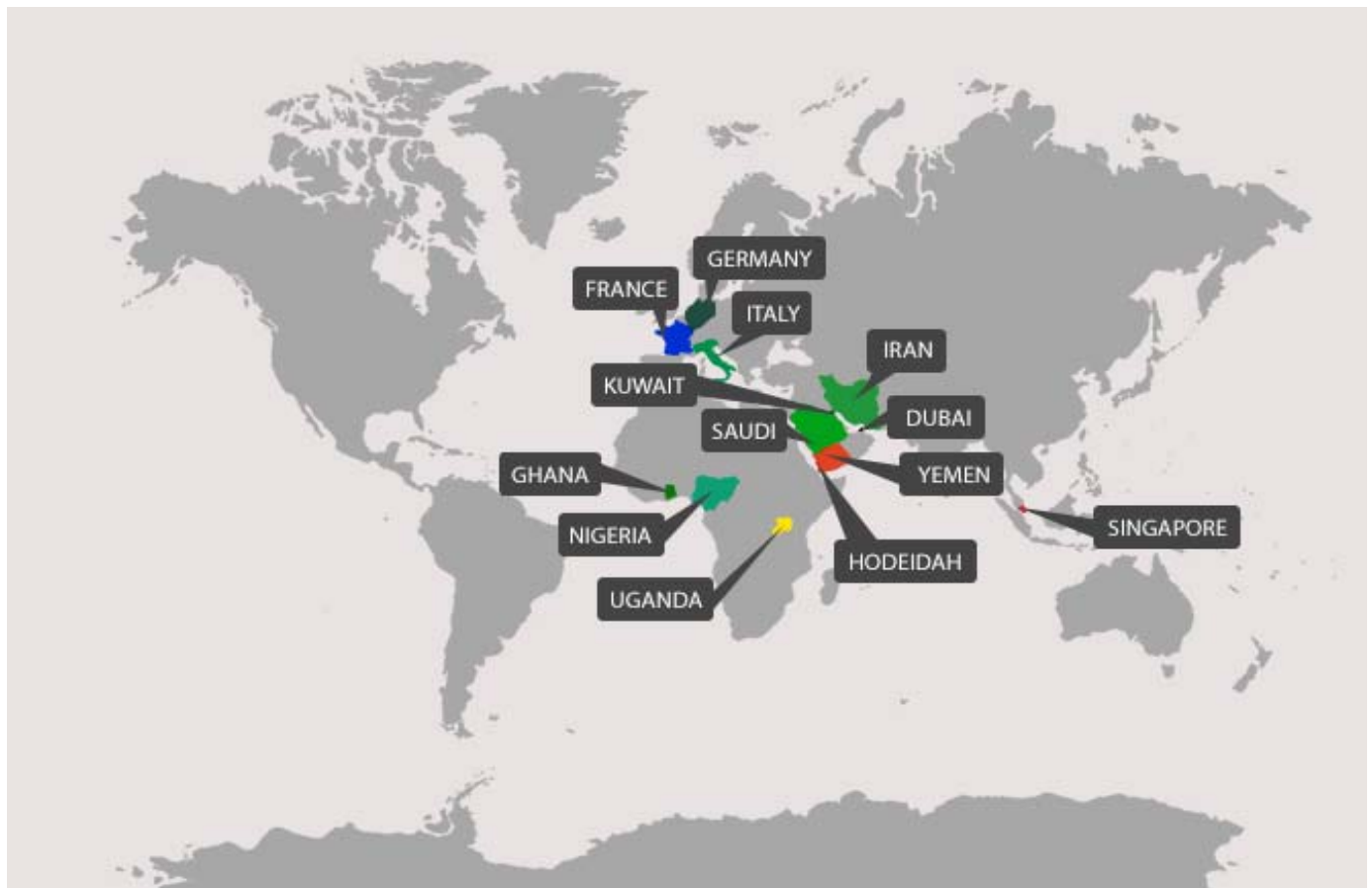
VISION:

- To consolidate our position as the national frontrunner and to be a global leader in the innerwear and casual wear categories.
- To constantly pursue the spirit of innovation and improvement for creating best-quality products.

MISSION:

- To exceed the customer's expectations by consistently offering the best products across different categories.
- To promote the latest R & D and to follow eco-friendly production processes.
- To create and deliver value for all stakeholders.

WORLDWIDE REACH



TECHNOLOGY

"The innerwear is scientifically designed and cut to enhance all-day user comfort. The elastic is sewn between the bands of the innerwear. The result is minimized skin marks and rashes and a snug fit with less than 2% distortion even after several washes."

Rupa reinforces quality with technology. Application of advanced technology at every level – from planning to production – gives Rupa products the leading edge. Multi-pronged use of technology helps to meet all the required specifications, ably assisted by a trained pool of highly-qualified scientists and technicians.

QUALITY

Computerized equipment has been installed to check the fabric and colour, comprising:

- Mayer and cie knitting machines from Germany.
- Mayer & Cie Auto Striper machines from Germany
- Thies soft flow dyeing machines from Germany.
- Thies yarn dyeing machines from Germany.
- Fongs Softflow fabric dyeing machines.
- Santex finishing range from Switzerland.
- Strahm finishing range from Switzerland.
- Bruckner 8 Chamber Stenter from Germany.
- Datacolor colour matching system from USA.
- Mathis Laboratory dyeing machine from Switzerland

Quality is implemented at all levels, from Project Planning, Design and Documentation, to Execution and Supervision by a qualified and motivated workforce, nurtured and guided by dedicated supervisors in an ambience of excellence. Quality-control measures are followed at all stages of production from purchase of yarn till the resultant end product.

The Company possesses one of the most modern dyeing plants in India; this unit is located at Domjur, 8 km from Kolkata. Equipped with state-of-the-art machinery, the Domjur plant is supported by a sophisticated in-house laboratory and R & D facilities.

Quality is the motto that drives Rupa onwards. Total quality is the hallmark of all Rupa products.

MILESTONES

- Launched Thermocot, the first branded winter wear in India. Won the Texcellence Award for Best Winter Knitwear Brand, 2003-04.
- Pioneered the printing of the brand name in front of the vest. This made the logo a design element to be flaunted.
- One of the earliest brands to introduce celebrity endorsement. This created huge impact and recall value.
- Decades-long experience in successfully launching, nurturing and managing several winning brands in a pre-dominantly unorganized industry.
- Acclaimed by the Limca Book of Records as the largest hosiery and innerwear manufacturing and marketing company in India, for a record ten years.

- First Indian innerwear manufacturer to become a licensee of SUPIMA, the premier organization of American Pima Cotton growers. Rupa-Frontline AIR is the first vest in India to be made of 100% American Pima Cotton, one of the most exclusive and luxurious natural yarns in the world.
- First Indian company to launch bacteria-resistant briefs under its exclusive Euro brand.

AWARD & ACHIEVEMENTS

1. Largest innerwear and casual wear manufacturing company in India by “**Limca book of Records**” for the 10th time
2. **Power brand status** for the year 2011 conferred in London
3. **Master brand** during the year 2010
4. **Star brand India award** during the year 2010-11
5. Global Awards for Brand Excellence by World Brand Congress during the year 2010
6. League of American Communication Professional (**LACP**), **USA**, awards for the Best Annual Report during the year 2011-12. It won platinum award.
7. Thermocot, the first branded winter wear in India won the Texcellence Award for Best Winter Knitwear Brand, 2003-04.
8. First Indian innerwear manufacturer to become a licensee of **SUPIMA** (premier American Pima Cotton growers)
9. Rupa-Frontline AIR is the first vest in India to be made of 100% American Pima Cotton under Licensee of SUPIMA –USA.

DESCRIPTION OF BRANDS

FRONTLINE



Frontline is India's largest-selling brand of vests and occupies place of pride in the Rupa brand-basket. The product range includes: Frontline Vests made from super-combed cotton with a special smoothness-enhancing Oxyfresh knit. Frontline Briefs made from 100% super-combed cotton, with a double-layered, contour pouch fit that is a favourite of all men who want style and comfort. With two variants – French Front and Front Open briefs. Frontline Drawers, which offer pure cotton absorbency and firm and flexi-fit design. Available in three variants – Ribbed, Interlock and V-Style. Frontline Kids, which is a range of premium vests and briefs for boys which has great sweat-absorbency. Made from skin-friendly high-quality cotton.



AIR

AIR

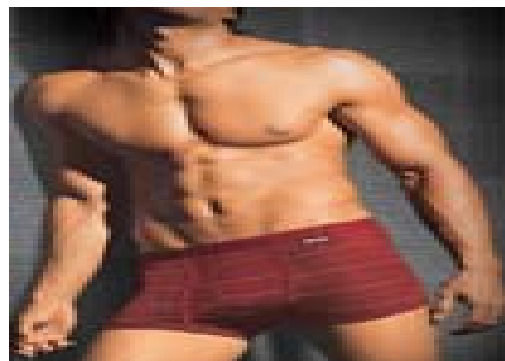
A recent entrant in the Rupa portfolio, Air vests are premium-quality innerwear made from Pima Cotton – Extra Long Staple cotton from the U.S.A – for the first time in India. Guaranteeing luxurious comfort and extreme durability..



MACROMAN

MacroMan

MACROMAN--Rupa Macroman original plain briefs are a winning combo of macho style and all day ease. Superfine combed cotton and state-of-the-art processing ensure a fresh feel and optimum comfort. The imported cotton –lined elastic starches to fit with ease. The superior finishing and protective double pouch gives you confidence. Choose from a range of stylish, solid colours that express our inner masculinity. Be original. Be a MACROMAN.



HUNK

HUNK

Hunk is for the sporty, trendy generation of fitness lovers. Available in cool colours and hip designs, Hunk vests are just right for the gym or the jogging track.



SOFTLINE

Softline

Softline is specially-designed lingerie for women from the finest fabrics and modern, feminine designs. Because to look good, women need to feel good. The product range includes: Softline Bra - The BRA EXPERT brings scientifically-designed bras which give superb coverage and support. Made from superfine fabrics for day-long coolness. Available in different colours, sizes, designs and variants – Regular, Designer, Fancy and Premium. Softline Panties - .These panties combine comfort with style. In sleek cuts and soft fabrics. With Germ Guard for day-long hygienic protection. Available in wide range of cuts and patterns.



KIDLINE



A range of cute innerwear designed specifically for little girls and boys, Kidline gives them smartness and poise and keeps them fresh. Made from 100% cotton-knit fabric that is soft and gentle on young skin. Available in a rainbow array of colours.



FOOTLINE



Positioned as fashion at your feet, Footline socks come in a range that spans fourteen categories to suit different ages and styles. Made from 100% absorbent cotton, these socks are just what happy feet love slipping into.



EURO



Since its inception, Euro Underwear for Men has led the market by offering consumers cutting-edge design, innovative fabrics, and exceptional fit and quality. Euro Underwear continues to evolve its reputation as the brand of choice for consumers who want sexy, fashionable, and comfortable underwear.



BUMCHUMS



Bermuda, T-shirts, Loungewear are made from the finest fabric, processed and finished in the State of Art Processing Unit. Our products are Stitched on latest Japanese machines to give that perfect fit, finish and comfort. We at 'Bumchums' believe that customers are special and hence deserve special treatment.



EURO - JEANS



Euro Jeans, is the newest range of casual wear, from the house of Rupa. A trendy line of Men's bottoms wear, Euro Jeans is no exception when it comes to the unmatched quality and impeccable finish that every Rupa product flaunts. Introduced as sub-brand under Euro Fashion Inners, Euro Jeans is a creation of intense research and development of the Indian male's fashion sense, with certain creative nuances of styling injected to it. Made with International quality fabric, product under ultramodern manufacturing technology, Euro Jeans come with a modern look and trendy design, for the best mix of style and comfort. So that you get the high of wearing a top-of-the-line stylish fashion wear at a price that fits your pocket.



FEMMORA



femmora

Leggings, Camisole, Loungewear - are made for the most discerning and sophisticated ladies. They are made from the finest fabric, processed and finished in the State of Art Processing Unit. Our products are Stitched on latest Japanese machines to give that perfect fit, finish and comfort. We at 'Femmora' believe that women are special and hence deserve special treatment



IMOOGI



Imoogi Fashion for little celebs :

- Providing a full range of unisex of kids wear (0-12 age group) through its unique mix of designs.
- Nation - wide distribution foot print.
- Excellent IT and Support system
- To introduce over 600 designs with 2 collection in a year - Spring Summer and Autumn Winter.

Categories :

- Age Group - Zero year to 12 years
- Boys & Girls
- Top / Bottom
- Knits, Woven, Shorts, Denims, Cotton trouser, Jamaicans
- Tops, Dress, Denims, Capris, Shorts, Skirts, etc.



TORRIDO

TORRIDO

Rupa and Company Ltd., With a tradition of creating quality products – ranging from innerwear to casuals –now brings to you TORRIDO, a quality revolution in thermal wear. A product of extensive research and meticulous observation of global fashions, TORRIDO is all set to grab eyeballs. Equipped with a bouquet of exclusive features, TORRIDO is available in a wide variety of colours and styles. What's more, it caters to entire family, from infants to teenagers to adults.

Features:

- **Body Hugging Fit:** TORRIDO offers a snug fit, without the discomfort of normal thermal wear, assuring comfort and warmth.
- **Quality Fabric:** TORRIDO is made of finest fabric sourced from superior yarns and manufactured at our high- end facilities, offering excellent comfort for the wearer.
- **New Range of Colours:** TORRIDO stands apart from its competitors by being fashionably ahead. Available in a wide range of trendy colours, Torrido make a style statement TOOL.
- **Zero Irritation:** TORRIDO, made out of the finest fabric available, comes with smooth seams-offering seamless comfort to the wearer.
- **Stretchable Fabric:** TORRIDO –With its extreme stretchable fabric-facilitates easy movement, unlike normal thermal wear.



THERMOCOT

THERMOCOT

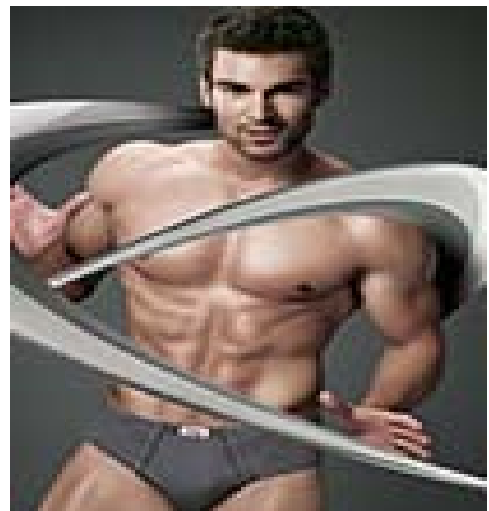
Thermocot is the market-leader in the thermal-wear segment. Winner of the Texcellence Award for Best Winter Knitwear Brand, 2003-2004, Thermocot shows the fashionable way to beat bone-chilling winters. Available in five varieties – Boiler, Sunshine, Volcano, Heat and Premium.



XING



XinG Vests & Briefs are for men who wish to add a new zing to their inner wear. Very comfortable and elegant, XinG vests & Briefs are manufactured with superior technology to give day-long ease and confidence



STRETCHO

STRETCHO

STRETCHO-EXTRA STRETCH



JON

Jon

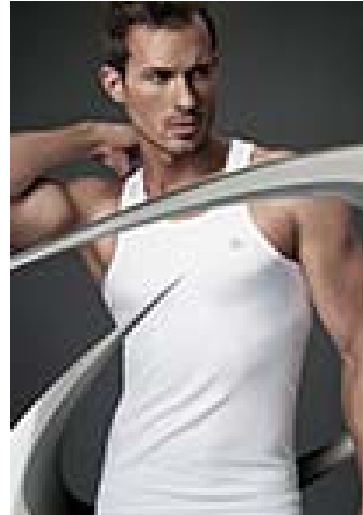
Positioned as the tough one, Jon clads the spectrum of consumers who want quality with affordability. The product range includes: Jon Vests – Made from 100% fine cotton with a special stitching that gives unbeatable durability. Jon Drawers – 100% cotton fabric ensures total sweat absorbency. The double-pouch design and imported rubber elastic gives all-round comfort. Jon Panties – Available in a fashionable range called Aishwarya, these are made from 100% cotton for super-soft comfort. Jon Kids Vests, Briefs and Drawers – The right gear for little ones, these 100% cotton inners are soft and gentle on young skin.



EXPANDO

EXPANDO

The Expando range of vests offer comfortable and durable innerwear that provide a revolutionary stretchable fit.



RIBLINE

RIBLINE

A brand aimed at the young and sporty, Ribline vests are flexible and comfortable. The unique stretchable weave in fine combed cotton, with special fold stitching, gives elasticity and durability. Allowing absolute freedom of movement, Ribline Vests instill 'Vigorous Confidence' in the wearer.



M SERIES



Macroman M-series is fashion for the Gen Y male. It is born from a deep desire for more comfort, more freedom. And is a product of top notch fabric, styled by cutting edge designers. Hrithik reflects the hot male quotient of Macroman M-series as the brand ambassador of India's iconic fashion wear.



W SERIES

Macrowoman moves in step with the girl on the go. Leap for leap, step for step, its premium lingerie, sportswear and leisurewear matches your feline grace. Smoother designs hug the body closer, yet superior cotton expands and enables your spirit. And all in striking looks. Macrowoman is girl power! MACROWOMAN W series has Premium Wear Lingerie ,Sportswear and Leisurewear.



CLASSIFICATION OF BRANDS OF RUPA:

- Classification as per basic brands, premium brands, mid premium brands & super premium brands.

BASIC :

JON

MID PREMIUM:

EXPANDO, SKYWINGS, XING, INTERLOCK, RIBLINE, IMMOGI, SOFTLINE, KIDLINE, FRONTLINE, FOOTLINE, MACROMAN

PREMIUM:

FEMMORA, EURO, EUROJEANS, BUMCHUMS, THERMOCOT

SUPER PREMIUM:

M SERIES – MEN, W SERIES- WOMEN, AIR, TORRIDO

PRODUCTS & BRAND PORTFOLIO

Classification as per Men, Women, Kids, Thermal Wear, Socks.

MEN

Vests	Briefs	Drawers	Casual Wears
<ul style="list-style-type: none"> •Jon •Frontline •Euro •Mseries •Air Vest •Skywing •Interlock •Ribline •Xing, Hunk •Expando 	<ul style="list-style-type: none"> •Frontline •Euro •Macroman •Mseries 	<ul style="list-style-type: none"> •Jon •Frontline •Macroman •Euro •Mseries 	<ul style="list-style-type: none"> •Bumchum •Mseries

WOMEN

Bra	Panty	Camisole	Casual wear
<ul style="list-style-type: none"> •Softline •Butterfly 	<ul style="list-style-type: none"> •Softline •Jon •Butterfly 	<ul style="list-style-type: none"> •Softline 	<ul style="list-style-type: none"> •Bumchum •W series

KIDS

Innerwear	Casual Wear
<ul style="list-style-type: none"> •Jon •Kidline 	<ul style="list-style-type: none"> •Bumchum

THERMAL WEAR

- Thermocot
- Torrido
- Mseries

SOCKS

- Kidline
- Footline
- Mseries

QUESTIONNAIRES

For proper understanding and to collect feedbacks amongst the Consumers , the Retailers and the Dealers/Distributors few questionnaires have been prepared. Besides this to give proper recommendations for specific brands & sub brands under Rupa:

- Around 28 questionnaires has been made in total , for the Dealers , the Retailers and the Consumers (including male , female & kids) respectively .
 - These were made in three languages i.e English , Bengali and Hindi.
 - This survey covers approximately 450 – 500 consumers responses .
 - Around 27-30 retailers from whom the suggestions have been taken .
 - Besides this it was very useful talking to salepersons in the respective retail stores and discuss with them as they have feedback of thousand's of customers and so , they can tell their views .
 - Survey has covered each and every product which the Rupa is dealing in.
1. Questionnaires for Dealers (or Distributors)
 2. Questionnaires for a particular brand or sub brand for CUSTOMER : lets say 'Frontline'
 3. Questionnaires for a particular brand or sub brand for RETAILERS : lets say 'Frontline'
 4. Normal questionnaires for Males (Additional)
 5. Normal questionnaires for Females (Additional)

RECOMMENDATIONS

FROM DEALERS / DISRTRIBUTORS :

After interviewing 7 dealers out of which 6 were from Kolkata and 1 from from Madhya Pradesh, as per their knowledge the summarised recommendations from them are given below:

- They want Dealership as per market trend in this order(preference) :

COMPANY	JOCKEY	AMUL	BODY CARE	RUPA	KOTHARI	LUX
PROFIT MARGIN (IN %)	10	5-7	12	1-2	1-2	5-6

- Territory coverage :

One distributor cum agent from M.P said he covers range of approx. 1000 kms within and outside Indore .According to him , there are around 700 shops out of 1000 that were selling rupa products . if they had 15-20 wholesalers under them , then each wholesaler covered approximately 80-100 retail outlets covering a range of 50-150 kms.

In big cities like Kolkata , dealers covers specific areas as they cannot cover each & every part as the market is so huge with lots of competition. So all of them approximately is covering a specific areas so as to have proper command over market . Whatever number are shops are selling products in this category , approx. 60% to 70% shops are selling Rupa products.

NAME OF BRAND		MARKET SHARE	COMPETITORS BRANDS AS PER THESE CATEGORIES	MARKET SHARE
<u>FOR MALES</u>		In (%)	<u>FOR MALES</u>	In (%)
<u>BASIC</u>	JON	10	VENUS (Very good packing)	50
<u>MIDPREMIUM</u>	HUNK KIDLINE FRONTLINE (RIBLINE ,EXPANDO SKYWINGS, XING , INTERLOCK) MACROMAN FOOTLINE	10-12	LEHAR , AMUL GOLD , RANJEET(AHEMADABAD) , DIVYA(TRIPUR)	APPRX 10 each
<u>PREMIUM</u>	EURO EURO JEANS BUMCHUMS THERMOCOT	8-10 / 20-30 (In M.P) (In Kol.) - 20-25(for bermudas) 10-15	LUX COZI (Rate is less upto Rs 20-30 per box)	50
<u>SUPERPREMIUM</u>	M SERIES – MAN AIR TORRIDO	10 8-10	BIG SHOT AMUL MACHO JOCKEY GENX JOCKEY LUX DOLLAR LOCAL JOCKEY LUX ON DOLLAR DIXCY	10 10 10 30-40 40-50 10-12 10-15 10-20 60 10-15 10 10

<u>FOR FEMALES</u>			<u>FOR FEMALES</u>	
<u>MIDPREMIUM</u>	SOFTLINE FOOTLINE	Not much marketing & No sales person. (in M.P)	DELHI made products (provides 2 to 3 months credit)	50
<u>PREMIUM</u>	FEMMORA BUMCHUMS THERMOCOT JEANIE	No Dealers No Dealers 5-10 No Dealers	BODYCARE DAISY DEE SONARI	45-55 25-30 10-15
<u>SUPERPREMIUM</u>	W SERIES- WOMEN TORRIDO	-		
<u>FOR KIDS</u>			<u>FOR KIDS</u>	
<u>MIDPREMIUM</u>	IMMOGI KIDLINE	No Sales (Rates are very very high)	LUX LOCAL PRODUCTS	

Must 'do' things – MOST IMPORTANT	IMPORTANT
<ul style="list-style-type: none"> • Payment facility atleast 45 days . • Village visits for retailing (more of sales force needed) • Area manager don't forward any report to company . • Sales force report should cover atleast proofs or evidence like 'how many shops visited?' . • Packing style in such a way that products are visible clearly . Ex. In case of rupa frontline old packing was better than new one (recently it was changed to plastic packing rather than board packing which ultimately reduces cost of Rs 2 per packet . • Rupa should reduce the cost of rupa products by atleast 3 % (overall for all rupa's brands) as compared to market so as to remain strongly associated with rupa and not changing their minds to switch on to the the dealership of other brands. • Rupa should have some popular persons as their brand ambassador for their premium products and brands under it. Ex For FRONTLINE there is no one at present . 	<ul style="list-style-type: none"> • Credit for 28 days not good (more time required) • Frontline / macroman have 5% more cost as compared to lux , dollar , amul macho. • Should be less liberal to sales force (so strict measures needed) • Packing style must not be changed frequently without consenting from them . • They want yealy bonus to be given on half yearly basis if possible instead of giving at the end of the year. • Less of Paper work needed and it should be straight forward .Because of this they feel very puzzled (specially people above the age of 35) .They want net landing to be given directly (Flat rate system) . For ex. Similar to that of Kothari's .

<p>So they want :</p> <p>First preference -a film star over a cricket player , like 'RANBEER KAPOOR'</p> <p>second preference - a cricketer like 'VIRAT KOHLI'</p> <p>These both attracts youth , now as majority of indians are youth so there is a huge market oppourtunity .</p> <ul style="list-style-type: none"> • Change in schemes causes very much inconvenience so any scheme time should be of at least Six Months . • Yearly bonus should be given based on Town / City / State potential yearly basis. All states should be treated as an independent market. 	<ul style="list-style-type: none"> • Foreign trips to dealers, distributors, agents and wholesalers after they achieve the target given to them. • Costing should not change for a period less than 5 or 6 months . • Earlier 21 days credit given to avail 3%cash discount but now it has ibeen ncreased to 28 days and cash discount has reduced to 2% . Dealers are happy with the change.
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COMMENTS ON THE FOLLOWING BRANDS AND SUB BRANDS OF RUPA :

FEMMORA	Not much idea
EURO	Good quality , packing but less of advertisements and lack of sales person. No sales promotion through sales person.
BUMCHUMS	Good quality & packing
THERMOCOT	Interest not needed infact credit of 4 months needed as compared to other companies. Also not proper supply .
SOFTLINE	Lack of sales persons. No advertisement on T.V
MACROWOMAN(W SERIES- WOMEN)	It is on Rise . gaining good market share.
TORRIDO	Captures a good market
JON	Captures a good market but No advertisement on T.V
HUNK	Captures a good market but No advertisement on T.V
EURO JEANS	Very old designs, no distributors in M.P area.
FRONTLINE (RIBLINE ,EXPANDO SKYWINGS, XING , INTERLOCK)	Very good market (Best of all rupa brands) 5% more costing (including packaging) No Brand Ambassador . No advertisements on T.V for ribline , skywings , interlock , expando.

MACROMAN(M SERIES – MEN)	Response is very good . Cutomers feed backs are positive. But lack of advertisements hoardings and sales person in M.P but better in other states.
KIDLINE	Very high Pricing ,more sales possible with schemes / Discounts . No advertisement on T.V / Print
IMMOGI	Very Less in M.P and Kolkata . No advertisement on T.V / Print
FOOTLINE	Not much sales. No advertisement on T.V
AIR	No advertisement on T.V

HOW DO YOU CHOOSE COMPANIES/BRANDS FOR DEALERSHIP ?

1. QUALITY ,	3. RATES ,
2. PACKAGING ,	4. PAYMENT FACILITY (60 DAYS in market)
(Attracted to LUX goods return policy)	

GIVE TOP 5 PLAYERS /COMPETITORS BRANDS :

<u>MALES</u>		<u>FEMALES</u>	
<u>UNDERWEAR/ DRAWERS/BRIEFS</u>	<u>T-SHIRTS</u>	<u>PANTIES</u>	<u>BLOOMERS</u>
Jockey Tommy Hilfler Rupa Lux Amul	Ludhiana made products Bombay made products	Bodycare Jockey Dixcy Lux Dollar (25- 30 range for more sales i.e cheap pricing)	Jockey Other local players
<u>VEST:</u>	<u>THERMALS</u>	<u>BRA :</u>	<u>LEGGINGS:</u>
Jockey full range Parrot Lux Rupa Kothari	Lux Inferno	Libertina Red rose Lovable Paris beauty	Local Brands
<u>SHORTS/ BERMUDAS:</u>	<u>GYM VESTS</u>	<u>CAMISOLES:</u>	<u>SHORTS:</u>
Bumchums jockey more of local players	Mumbai items (all fancy)	Jockey Body care	
<u>CASUAL WEARS (JEANS)</u>	<u>BOXER</u>	<u>CASUAL WEARS (JEANS)</u>	<u>THERMALS</u>
Levi's Bombay made Banglore made for high quality Ulas nagar for cheap range Delhi made for cheap quality	More of Dixcy Jockey		Ludhiana products Monte Carlo
	<u>KID'S WEAR- CASUALS</u>	<u>KID'S WEAR- CASUALS</u>	
	Delhi made products More of branded items		


Number of outlets as per the following classification? (APPROXIMATELY)















SEGMENT	CLASSIFICATION				TOTAL
	Top class	Above average	Average	Below average	
MALE	10%	20 %	50 %	20 %	100%
FEMALE	10- 15 %	20 %	50 %	20 %	
KIDS	15 -20 %	15 - 20%	50 %	25 %	

For Dealership, Ranking of factors in order of importance to choose a company:

Ranking (As per Priority)	Factors
1	Profit margin
2	Delivery on time
5	Customer preference
6	Market trends
4	Promotional offers
3	Availability of stock

For MALES:














Please tick  and also out of these mark top 7 brands as per you .

	Excellent	Very Good	Good	Average	Below Average	Top 7 brands (1 to 7) as per you	
						SALES	QUALITY
RUPA						2	2
JOCKEY						1	1
V.I.P							6
AMUL						3	4
LUX						2	3
SWAGAT						7	5
DOLLAR						4	5
M SERIES							4
HANES							
CALVIN KLIEN							
LEVI'S						6	6
PLAYBOY							
AMUL MACHO						5	
DIXCY						6	5

For FEMALES :

Rate **as per your experience**(as per Maximum profit , Delivery on time , Customer preference ,Quality ,Value for money , Low price)

Please tick  and also out of these mark top 5 brands as per you .

	Excellent	Very Good	Good	Average	Below Average	Top 7 brands(1 to 7) as per you SALES QUALITY	
ENAMOR							
BODYCARE						2	2
BUTTERFLY							
JOCKEY						3	4
VIP							
GROVERSONS							1
TEENAGER							
LITTLE LACY							
LUX							
LEVIS							
TRIUMPH							
BODY SHAPER							
DOLLAR							
DAISYDEE							5
LOVABLE							6
SPARSH							
FREYA							
LIBERTINA							2
PARIS BEAUTY						1	1
RED & ROSE							3
DELHI (BRA) NAGINA							4

RECOMMENDATIONS -FROM RETAILERS :

The views and recommendations from retailers varies according to market and area in which they are located. So there views have been compiled and then overall recommendation is given below .

Ranking of the factors **in order of importance** for your purchase of innerwear or any other product they are dealing in from a company .

1.	Profit margin	2
2.	Delivery on time	1
3.	Customer preference	3
4.	Market trends	3
5.	Promotional offers	5
6.	Availability of stock	4

Rate from 1 to 5 **as per their experience** .

(1 – highest , 5 – lowest)

NOTE: if same rank means at same level or no difference in their respective segment

	Maximum profit	Delivery on time	Customer preference	Quality	Value for money	Low price
RUPA	3 (30% in retail)	3 (2 – 3 days)	2	3	4	2
JOCKEY	4 (28% in retail)	1 (1 day)	1	1	5	1
V.I.P					3	
AMUL	2	3	3	4	1	3
LUX	1 (30% in retail)	2 (1 day)	3	2	3	3
SWAGAT					2	
DOLLAR	5 (30% in retail)	4	4	4		4
M SERIES						
HANES						
CALVIN KLIEN						
LEVI'S						
PLAYBOY						
KOTHARI	2	4	5	5	1	5
PARROT	1	4	5	5	1	5

Percentage (%) of Total Sales is composed of by the following brands (specially for Males) :

	RUPA	JOCKEY	AMUL	LUX	SWAGAT	DOLLAR	M SERIES
%	15	20	5	15	4	8	5
	CALVIN KLIEN	LEVIS	PLAYBOY	U.C.B	HANES	KOTHARI	PARROT
%	3	5	3	3	4	5	5

Do promotional offers for a brand have any effect in **'Your purchase behavior'**?

	For same brand(Rupa) / Same ব্র্যান্ড এর জন্য	For other brands/অন্যান্য ব্র্যান্ড এর জন্য
It increases sales	Yes, for ex. On purchase of 2 pieces of some product, 1 socks free.	Yes, ex. In Lux .
It decreases sales		
No effect		

Do promotional offers for a brand have any effect in **'Customer's purchase behavior'** ?

	For same brand (Rupa)	For other brands
It will increase purchase	Yes, same offer of like giving footline socks free with a purchase of some item of Rupa.	Yes , ex. In Lux
It will decrease purchase		
No effect		

Are you satisfied being associated with this brand (Rupa) ?(Y/N). If not, then why?

Yes

But want Rupa to improve the Networking and the Marketing of Rupa for all brands.

Not a single distribution channel , it is desirable to have have one final rate for products. Because one distributor is selling at less rates and other at higher prices this is not good for retailers in market.

As per your market knowledge please tell as compared to other brands?


If you want to change then what % of PROFIT MARGIN?	If you want to change then what % COST?
Yes , by 25-30% .	Cost should be around 20-30 % less on M.R.P









In terms of **Availability Of Order** made ,are you satisfied by the response given by company ?

Recommend for changes on your behalf	Recommend changes on consumer's behalf	
No , should be from 1 day (minimum) to 5 days (maximum)	Yes , availability a problem in case of Thermocot .	
	Rupa	Others/অন্যান্য
Days gap between placing order and receiving order	3 days (sometimes 4 days)	Same day for many companies
Approximately how many times your stock is rotated in a year?	10 times (approx.)	30 times (approx)

For FEMALES :

Rate **as per your experience** (as per Maximum profit , Delivery on time , Customer preference ,Quality ,Value for money , Low price)

Please tick  and also mark top 7 brands as per you .

	Excellent	Very Good	Good	Average	Below Average	Top 7 Brands (1 to 7) as per you
ENAMOR						2
BODYCARE						4
BUTTERFLY						6
JOCKEY						1
VIP						6
GROVERSONS						4
TEENAGER						6
LITTLE LACY						
LUX						5
BODY SHAPER						5
DOLLAR						3
DAISYDEE						3
LOVABLE						3
SPARSH						
FREYA						
LIBERTINA						4
PARIS BEAUTY						4
KOTHARI						7
PARROT						7





There are few other recommendations from Retailers:

- Packing should be normal. For ex. In case of frontline , currently has paper board packing is not good because product is not visible as we see in case of earlier packing in which product was easily visible. Due to this reason customer is attracted to other company products (like Lux) where transparent packing is an advantage besides the cost is also reduced by Rs 2 per packet .

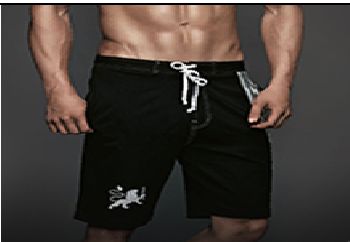





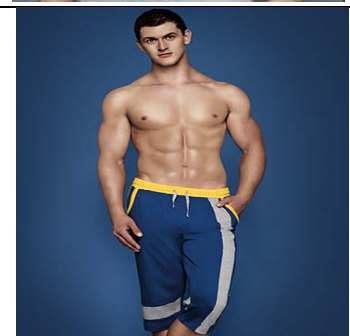
- To give some token of appreciation to retailers for being associated with Rupa - such as by giving them some incentives or schemes on achieving the target.
- Rate of products are comparatively high in comparison to other brands like Lux. So, in order to increase the sales or to beat the competition it is necessary to reduce the cost to some extent.
- Brand Ambassador should be appointed for famous brands of Rupa such as Frontline , Euro Jeans , AIR ...
- In few areas like Bada Bazar , one retailer(has some monopoly) who earlier used to be the dealer of Rupa for 30 years in Kolkata but not now, is selling products on wholesale prices to customers who are not even buying in bulk. So, retailers are not able to sell on desired prices and hence, are selling less of rupa products and more of other brands .
- Some dealers are selling the same product at less prices to one retailer and at more prices to other. This is not good for retailers as they are not able to know that at what price others are selling or what is their cost, hence if a customer finds that this particular retailer is selling at higher rates, even if it is Rs 1 more , then he shifts to other retailers and hence , this results in loss of customer base those retailers . Hence, there should be uniformity in prices .
- Retailers expect themselves to be treated fair by all the dealers of Rupa . Not only in regard to costing but also for schemes or any free samples which are supposed to be given but are not.
- As per market knowledge , LUX is one of the biggest upcoming threat to Rupa (as its sales is increasing and our sales are on declining trend in many categories)
It has products in same segments in which rupa is dealing in and besides this cost is also less.
So as a result both retailers and customers has a benefit in being associated with LUX
Hence , our cost should be reduced in order to hold the existing customers and increase our sales .

RECOMMENDATIONS FOR BRANDS AND SUB-BRANDS:


HUNK

 	<p>Gym Vest (Rs 153-234)</p>	<p>5 Colour are present , 10 more colours needed . Ex. Charcoal , Blue , Navy blue , and more fast colours but not that bright.</p> <p>Somemore more varieties in designs confuses customer but its good but the problem is whatever designs are there in advertisements are not available to the most of retailers . So when customer demands the same design , product is not available . This is because supply side from distributor is less in comparision to demand.</p> <p>It is a HOT selling Product !!!</p>	<p>Rs 130- 135</p>
	<p>Briefs (Rs 83)</p>	<p>Nothing new . Product is okay . This is not much sold in the market.</p>	<p>Rs70</p>
	<p>Drawers (Rs 103)</p>	<p>No changes required and less in demand in market .</p>	<p>Rs 75</p>



EURO

	BERMUDA (Rs 487)	Elastic not needed in the center of bermuda. Either full elastic or no elastic .	Rs 350 -370
	VEST (Rs 92 - 275)	Product is okay. Cutting Problem i.e more as per side , so it should be less.	Customers want vest for not more than Rs 150, mostly they purchase vest for Rs 90-100.
	BRIEFS (Rs 70 - 143)	Elastic Loose upto 1-2 inch. More of Dark Colours needed like Medium blue or Navy blue, atleast 3 pieces in a box. PLAIN- More varieties in colours needed MICRA- More varieties in colours needed. Eg. Maroon a must colour needed.	RS 60 – 115
	BOXER (Rs 396)	Quality is bad . But strip is good . (In this category Jockey is far better and more popular)	Rs 150 – 200
	LOUNGER (Rs 577)	Elastic problem as it is not much durable . Cloth Material quality not good.	Rs 450 – 500
	PRADO T Shirt (Rs 306)	Not much purchased in market . Changes recommended are: 1. To have 2 buttons design 2. Stop U round neck 3. Start V neck	Rs 250
	BOXER (Rs 521)	Problem of pocket size as compared to others .	Rs 450- 480


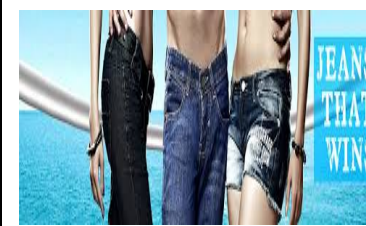
RUPA INTERLOCK

	<p>Folding White Vest (Rs 70 -105)</p>	<p>2 piece packing is not at all good as per retailers. It is advisable to have plastic packing separately. Its wholesale price is more than 5% as compared to LUX , so this product is sold less in market.</p>	<p>Rs 60 - 90</p>
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EURO JEANS FOR MALE



 	<p>JEANS (Rs 949 - RS 1499)</p>	<p>Males don't want to buy this product due to lack of new designs and colours available.</p>	<p>Rs 800 -1000</p>
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EURO JEANS FOR FEMALES (JEANIE)



 	<p>JEANS</p> <p>(Rs 949 - RS 1499)</p>	<p>Customer are not much aware about jeanie .</p> <p>Still those who have used or seen this product wants it :</p> <ol style="list-style-type: none"> 1. More Stylish 2. More Colours (Blue , Light Yellow , Light Pink , Green , Pink etc) 3. More Designs as per market as we have only 2 designs. <p>They found these jeans to be of Old Patterns.</p> <p>Prices are very high and not much choices are available .</p> <p>Customers are willing to pay upto Rs 1500 if improvements are made.</p>	<p>Rs 700-750</p>
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BUMCHUMS

	<p><u>Plain</u> Bermuda</p> <p>(Rs 320 – Rs 348)</p>	<p>No such changes required for plain bermudas.</p>	<p>Rs 250</p>
	<p><u>Designer</u> Bermuda</p> <p>(Rs 450)</p>	<p>But for Printed and designer bermudas – More varieties in print wanted i.e jockey types cheques , Bright Colours (Brown , red , maroon etc)</p> <p>NOTE: XXXL size should also be made available</p>	<p>Rs 280 - 330</p>


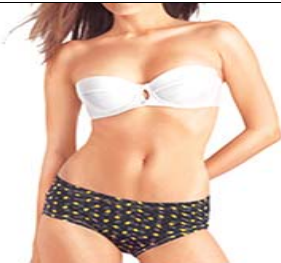
	<p><u>Polo T-Shirts</u></p> <p>(Rs 395)</p>	<p>No such changes required but awareness needs to be created about this product and should be made available in more stores.</p>	<p>Rs 220-250</p>
	<p><u>Round Neck T-Shirts</u></p> <p>(Rs 239)</p>	<p>There is a problem of New Colours as still more of old colours are used (Ex. Red , Black mostly) which now doesn't attracts customer .</p>	<p>Rs 200</p>
	<p>Loungers</p> <p>(Rs 500 – 540)</p>	<p>No changes required .</p>	<p>Rs 375- Rs 425</p>


FEMMORA

	Leggings	Customers liking the product but are demanding more reasonable in terms of price.	MRP	Customer rates
	(Rs 446 ,	In leggings :	446	300
	Rs 549 ,	Ankle length is in demand.		
	Rs 575 ,	More of colours and designs needed.	549	370
	Rs 599 ,	Solid colour like yellow sunlight ,	575	400
	Rs 799)	Dark blue etc.	599	500
		In Churidar :	799	600
		Should be more printed .		
		(Range should be between Rs 300 to Rs 500.Beyond this maximum of customer are not willing to pay.)		Rates are just 1.5 times more.

	Loungewear (Rs 949 and Rs 1149)	Prices are very high. Material of low quality and glaziness / shining part is very dull . Print outdated, ex. Zebra print. More of Capri's needed rather than long.	CAPRI- Rs 400-425 LONG – Rs 550 Upto Rs 700 Maximum						
	Camisoles (Rs. 245 and Rs 349)	In demand, But not available. More Colours required i.e in Pink , Sunlight yellow , Baby Pink etc.	<table><tr><th>MRP (in Rs)</th><th>Customer rates (in Rs)</th></tr><tr><td>245</td><td>170-180</td></tr><tr><td>349</td><td>370</td></tr></table>	MRP (in Rs)	Customer rates (in Rs)	245	170-180	349	370
MRP (in Rs)	Customer rates (in Rs)								
245	170-180								
349	370								

SOFTLINE

	<p>Camisoles (Also Junior Camisoles) (Rs 103-116)</p>	<p>No complaint . It is of Good quality.</p>	<p>Rs 65- 80 i.e upto Rs 90 maximum.</p>
	<p>Lower innerwear (Panties) (Rs 63-87)</p>	<p>Designs available in packing of 3 panties together be made available for single panty packing . Elastic stitching of low quality . Colour Problem i.e it would be better if it comes in 10 colour pack (ex. Red , maroon , chocolate , pink , black etc) NOTE: Label of M.R.P is too old and not revised , so retailers have to sell at</p>	<p>Plain – Rs 50 Printed – Rs 60 i.e upto Rs 80 maximum</p>



		lesser prices .	
	<u>Upper (bra) innerwear:</u> Regular cotton: (Rs 79– 84) Regular Fancy : (Rs 81, 84, 115 ,123 &141)	Elastic for Cotton –Change in material required . More colours . Ex. Black , skin colour etc. Printed more designs needed . Alter on neck- plastic handle a better option NOTE: strapless bras required .	Cotton – Rs 60-70 Fancy- Rs 70-95

W SERIES



 	CAMISOLES (Rs 159 , 169 & 215)	No complaints . Not much sales , people are not also not aware.	Rs 120 - Rs140
 	UPPER INNERWEAR (BRA) (Rs 265 - 325)	---	
	LOUNGERS (Rs 610)	---	

		CAPRI (Rs 499 , 529)	---	
		Classic Churidar (Rs 429) Comfort Leggings (Rs379)	---	
		Round Neck Tee (Rs 539 -599)	---	

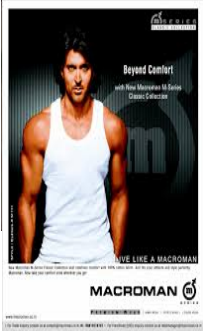

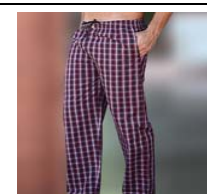
MACROMAN


		Drawers (Rs. 99 , 103 , 117)	After 2 - 3 months Elastic loose upto 1 inch. Elastic should be narrowed .	Rs 75 - 85
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XING



	Vest (Rs 91)	Less sales in cities but more popular in outer areas.	Rs 75-Rs 80
	Brief (Rs 73)	Good , no changes required . But generally customers don't like it / prefer less as compared to others.	Rs 60 – Rs65

M SERIES




 	<p>NORMAL VEST (Rs 160 - 190)</p> <p>CRUIZE ACTIVE VEST (Rs 240)</p>	<p>Fine quality of material needed .</p>	<p>Rs 150</p> <p>Rs 180-190</p>
  	<p>GYM VEST (Rs 195-240)</p> <p>I – Vest Luxury Vest (Rs 215)</p> <p>Xcel Muscle Tee (Rs 260)</p>	<p>Nothing latest .</p> <p>---</p> <p>---</p>	<p>Rs 175</p>
	<p>BRIEFS (Rs 150 -180)</p>	<p>Not much attractive. Average product .</p>	<p>Rs 110 -130</p>
	<p>BOXERS (Rs 325)</p>	<p>---</p>	
 	<p>Pyjama (Rs 680)</p> <p>Sports tracks</p>	<p>---</p> <p>---</p>	

	(Rs 635)		
	Power Shorts (Rs 430)	---	
	Comfort shorts (Rs350)	---	


ION

	<p>VEST</p> <p>(Rs 62 - 84)</p>	<p>Increase Softness . after 2 -3 wash , the U shape part (area on chest) , loosens up which doesn't looks good .</p>	<p>Rs 50</p>
	<p>DRAWER (Rs 91)</p>	<p>Lack of Advertisement .</p> <p>Elastic loose upto 1 inch after Few washes .</p> <p>Aslo some have reported of wholes in drawer after a few wash.</p> <p>Soft Elastic Needed.</p>	
	<p>PANTY</p>	<p>Perfect , no changes required.</p>	<p>Plain – Rs 40</p> <p>Printed – Rs 45 - 50</p>



FRONTLINE

	<p>Vest (Rs 85 - 107)</p>	<p>If Finer Quality of material used than customers are ready to pay more more . Sometimes shrink after 3 to 4 wash. this generally happens for every 2 pieces out of 6 (means more than 30 % of stock might be having such problem)</p>	<p>Rs 75 - 80</p>
	<p>Briefs (Rs 73- 150)</p>	<p>Briefs with black colour has a hole problem i.e this might be a problem related to dying . Otherwise , this category has its Loyal Customer Base</p>	<p>Rs 65 – 70</p>
	<p>Drawers (Rs 115 & 145)</p>	<p>It has elastic problem in back side.</p>	<p>Rs 90</p>



RIBLINE

	<p>Extra Strech Vest (Rs 146)</p>	<p>Less of awareness or customer base. Otherwise product is okay , no changes required as such .</p>	<p>Rs 100 -110</p>
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SKYWINGS


	Vest (Rs 60-80)	Product is Good.	Rs 50 - 60
	Full Vest (Rs 90)	Product is Good	Rs 70 – 85

EXPANDO



	Vest (Rs 69 - 78)	Shape can be improved , like that of Xing or Euro. Colour part is okay.	Rs 70
	Briefs (Rs 77)	Product quality good . Packing problem - should attract more.	Rs 65 -70

AIR


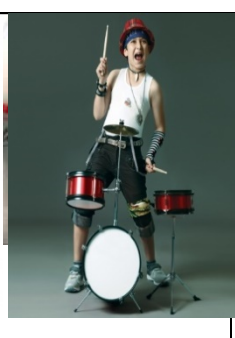
	Vest (Rs 170 and Rs 194)	Good outfit . Product is good no changes required. But at backside it tears off in the area where marking is done i.e where air is written.	Rs 115-140
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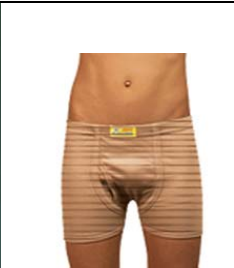
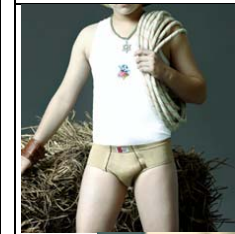
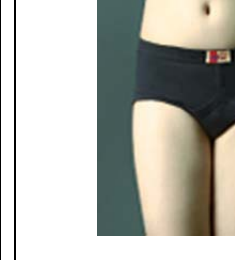
	<p>Briefs (Rs 120)</p>	<p>Not much available in market.</p>	<p>---</p>
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FOOTLINE


	<p><u>SOCKS</u> CHILD: (Rs 50 - 65)</p>	<p>Single pack is good enough but pack of two is not as most of the people don't want to buy 2 socks at a time but prefer single pack as they might not like 2 designs in a pack .</p>	<p>CHILD -Rs 45</p>
	<p>GENTS (Rs 55, 64, 70.... 110 , 122, 136)</p>	<p>looking of socks can be made more attractive and more stylish.</p>	<p>GENTS- Less than 20-25% from M.R.P (price range of Rs 50-100)</p>
	<p>LADIES (Rs 64)</p>	<p>More collection required for ladies and in ankle length socks. More of printed designs required.</p>	<p>LADIES- Rs 50-60</p>



KIDLINE

 	<p>VEST (Rs 60) NINJA VEST (Rs 98)</p>	<p>No changes required .</p>	<p>VEST - Rs 50 NINJA VEST - Rs 70</p>
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		<p>DRAWER / MACRO STRIPPER</p> <p>(Rs 70- 85)</p>	<p>No varieties available . so it is recommended to have more designs keeping in mind that is should be according to kids.</p> <p>The problem of elastic (on legs portion) in Interlock Drawers .</p>	<p>(Upto Rs 75)</p>
 		<p>V. BRIEF / XING BRIEF</p> <p>(Rs 63)</p>	<p>Change in Design required. Also more collection for kids required.</p>	<p>(Rs 50 - 60)</p>


IMMOGI



	<p>Providing a full range of unisex of kids wear (0-12 age group)</p>	<p>Products are good but Prices are very high (i.e for Rs 499).</p> <p>It is needed to be advertised and made available to Stores .</p>	<p>Between Rs 250 -Rs 350 is more feasible.</p>
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	<p>Knits/ Woven/ Shorts/ Denims/ Cotton trousers/ Jamaicans.</p>	<p>No Demand in market.</p> <p>More varieties required</p> <p>Besides this more of advertisement required to create awareness and made available to Stores</p>	<p>FOR :</p> <table> <tr> <td>Knits -</td> <td>Rs 200</td> </tr> <tr> <td>Woven-</td> <td>Rs 200</td> </tr> <tr> <td>Shorts -</td> <td>Rs 100</td> </tr> <tr> <td>Denims -</td> <td>Rs 350</td> </tr> <tr> <td>Cotton trousers -</td> <td>Rs 300</td> </tr> <tr> <td>Jamaicans -</td> <td>Rs 300</td> </tr> </table>	Knits -	Rs 200	Woven-	Rs 200	Shorts -	Rs 100	Denims -	Rs 350	Cotton trousers -	Rs 300	Jamaicans -	Rs 300
Knits -	Rs 200														
Woven-	Rs 200														
Shorts -	Rs 100														
Denims -	Rs 350														
Cotton trousers -	Rs 300														
Jamaicans -	Rs 300														
	<p>Top / Bottom</p> <p>(Tops, Dress, Denims, Capris, Shorts, Skirts, etc)</p> <p>LEGGINGS</p>	<p>”</p> <p>Price of leggings too high.</p> <p>It can have designs of cartoons on leggings like Mickey Mouse, in order to make it more attractive.</p>	<p>FOR:</p> <table> <tr> <td>Tops -</td> <td>Rs 300</td> </tr> <tr> <td>Dress-</td> <td>Rs 350</td> </tr> <tr> <td>Denims-</td> <td>Rs 400</td> </tr> <tr> <td>Capris-</td> <td>Rs 400</td> </tr> <tr> <td>Shorts-</td> <td>Rs 200</td> </tr> <tr> <td>Skirts-</td> <td>Rs 250</td> </tr> </table>	Tops -	Rs 300	Dress-	Rs 350	Denims-	Rs 400	Capris-	Rs 400	Shorts-	Rs 200	Skirts-	Rs 250
Tops -	Rs 300														
Dress-	Rs 350														
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NOTE: There is also demand for products in Infants category .


THERMOCOT (for FEMALES)

	<p>Upper thermals (Rs 297, 330)</p>	<p>Product in itself is Perfect i.e No Complaints . NOTE: There is a problem in delivery as retailers have to book an order prior two to three months, hence , not possible for retailers to keep stock like that . Hence , thermals for other brands are being sold more .</p>	<p>Rs 270 – Rs 290</p>
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	<p>Full Set (Rs 670)</p>	<p>No Complaint .</p>	<p>Rs 550 – Rs 580</p>
	<p>Thermal for Kids</p>	<p>No Complaint .</p>	<p>---</p>

THERMOCOT (for MALES)


	<p><u>Upper thermals</u> (Rs 170 ,178 , 193, 284 , 322)</p>	<p>Product in itself is Perfect i.e No Complaints . NOTE: There is a problem in delivery as retailers have to book an order prior two to three months, hence , not possible for retailers to keep stock like that . Hence , thermals for other brands are being sold more .</p>	<p>Rs 140 – Rs 265 (Mainly 10 % to 20% discount on M.R.P)</p>
	<p><u>Lower thermals</u> (Rs200,330,393)</p>	<p>No Complaints .</p>	<p>Rs 170 – Rs 350</p>



	Thermal for kids	No Complaints .	---
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TORRIDO (for FEMALES)

	<u>Upper thermals</u> With sleeves (Rs 210) Sleeveless (Rs 192)	Less warmer . Lack of advertisement . Less attractive schemes .	10-15% less on M.R.P	
	Lower thermals (Rs 215)	” No Complaints in product	10-15% less on M.R.P	
	Thermal for kids Baby suit set (Rs 305)	” No Complaints in product.	Rs 240-260	

TORRIDO (for MALES)

	<u>Upper thermals</u> White (Rs 260) Coloured (Rs 220 , 228 460)	Less warmer . Lack of advertisement . Less attractive schemes .	10-15% less on M.R.P
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	<u>Lower thermals</u> White (Rs 260) Coloured (Rs 228 ,475)	” No Complaints in product	10-15% less on M.R.P
	<u>Thermal for kids</u> Baby suit set (Rs 305)	” No Complaints in product	Rs 240-260

SWOT ANALYSIS

The purpose of the SWOT ANALYSIS is to identify the primary internal and external factors that are important for the success of the firm.

Here Strengths and Weaknesses are internal to the organization whereas the Opportunities and Threats are external to the firm.

<u>STRENGTH</u>	<ul style="list-style-type: none"> • Large number of SKUs catering to various sections of the society • Strongest distribution channel in India in industry – more than 1000 dealers and 100000 retailers in 600 locations • Leader among the Indian players in its industry and in its core segment (25% in the men’s innerwear branded industry in India)
<u>WEAKNESS</u>	<ul style="list-style-type: none"> • Lack of strong channel in certain regions, e.g. in South India ,Central Region, • Hence, lack of reach of products to customers in those regions
<u>OPPORTUNITY</u>	<ul style="list-style-type: none"> • Diversification of business • Production extension • Focus on Exports • Institutional sales, sales in format stores, modern business as the company is still in the conventional distribution mode • Entering new markets where channel is weak, e.g. south India • To enter into online store format .
<u>THREAT</u>	<ul style="list-style-type: none"> • Incumbent foreign brands, who are here to stay for a long term

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