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Institute of Advanced Studies

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Webinar on “Online and Instore Retail Strategies of Retailers”

Topic:	Webinar on “Online and In Store Retail Strategies of Retailers”, delivered by Pradeep Ganesha, Senior Manager, Program Management at Sapient Nitro. He has 13+ years of experience in the software industry. He is currently the India execution lead for one of the largest ATG based multichannel digital re-platform engagement and has managed other e-Commerce projects at Sapient in the past.
Date of event:	August 31, 2012
Aim of the Event:	The aim of the event was to help the students understand the retail trends and strategies on leveraging technology online and in-store, pricing and promotions and how these strategies will shape the future implementations/projects in the retail space.
Event Report in Brief :	<p>Mr. Pradeep Ganesha started the session with the introduction on Retail Sector. And then he briefed about the changing landscape of retail experience in the multi-channel commerce world. Most of the large retail chains are re-platforming/or have already re-platformed their digital platforms to enable them to reach their customers across channels</p> <p>Discussion was followed by some of the strategies these large retailers have envisioned to make their physical stores :</p> <ul style="list-style-type: none"> • Relevant to its customers • Embrace technology • Play a complementary role blending with the online channels for an enriched customer experience • Run with increased cost efficiencies. <p>Further, in the session briefing was done on the pricing strategies of the retailers and how some of them are trying to do it differently from their competitors.</p>

The Online Strategies and In store strategies in Retail Sector are mentioned below stating the different technologies used by companies :-

- **RFID Inventory Management** - RFID or Radio Frequency Identification is a technology that provides wireless identification of people or assets. This makes it possible to track objects within a controlled environment, which may be a warehouse, a hospital, a high-security building, or wherever important valuable assets need to be tracked closely.
- **Walgreen Companies different products** like Mobile Pos for anywhere anytime checkout, Walgreen instore guidance.
- **Nordstorm Concept** for personalized assistant and guided navigation within store.
- **Shopping Cart Advantage and Promotion** - Less cluttered items and reduced cost
- **Virtual Concept incuding**
 - Virtual Store - For reducing shopping time, Done by Tesco Company another example was Adiverse virtual wall Interactive Shoe store by Adidas
 - Concept of Virtual Fitting Room was also discussed.
- **Drop Shipping** - Drop shipping is a retail method in which merchandise is shipped to the customer directly from the warehouse or supplier rather than from the retailer.
- **Connected Market Place**
- **Pricing Strategies** - Such as Wal-Mart's everyday low price (EDLP) pricing strategy promising consumers a low price without waiting and Amazon Prize Comparison.