



technopak

# retail

credentials

AUG 2017

Retail & Consumer Products  
E-tailing | PE & Investments  
India Entry Strategy | Travel Retail

India's leading consulting firm.....

India's leading consulting firm.....

a trusted advisor for clients across countries.....

a valued partner.....

India's leading consulting firm.....

a trusted advisor for clients across countries.....

## our focus sectors

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retail, consumer products & e-tailing

fashion - textile, apparel & engineering

food services & agriculture

education

India's leading management consulting firm with more than 20 years of experience in working with organizations across consumer goods and services.

Founded on the principle of "concept to commissioning", we partner our clients to identify their maximum-value opportunities, provide solutions to their key challenges and help them create a robust and high growth business models.

# who are we

We have the ability to be strategic advisors providing customized solutions during the ideation phase, implementation guides through start-up assistance, and be a trusted advisor overall.

Drawing from the extensive experience of close to 125 professionals, Technopak focuses on four major divisions, which are Retail & Consumer Products, E-tailing; Fashion (Textile, Apparel & Engineering); Food Services & Agriculture, and Education.



# what we do

**Business Strategy:** Assistance in developing value creating strategies based on consumer insights, competition mapping, international benchmarking and client capabilities.

**Start-up Assistance:** Leveraging operations and industry expertise to 'commission the concept' on turnkey basis.

**Performance Enhancement:** Operations, industry & management of change expertise to enhance the performance and value of client operations and businesses.

**Capital Advisory:** Supporting business strategy and execution with comprehensive capital advisory in our industries of focus.

**Consumer Insights:** Holistic consumer & shopper understanding applied to offer implementable business solutions.



# member of Ebeltoft group

Technopak is a member of the Ebeltoft Group, a network of International Retail Experts with presence in 22 countries. The Ebeltoft Group has provided a gamut of services to the retail sector players, including strategic planning, retail concept innovation, store design, product management etc. in its 20+ years of existence.

The worldwide presence of its members allows the Ebeltoft Group to tap into each member's regional expertise, which is an asset to other members in their global endeavors. The Group's long experience is reflected in the range of the services it offers in the retail consultancy domain, some of which are enumerated below:

- Cross-channel strategies and management
- Retail internationalization and growth strategies
- Retail due diligence and target screening
- Shopper marketing development
- Category management and merchandising
- E-commerce and digital strategies
- POS analysis and optimization
- Franchise development and management
- Supply chain management and operational optimization
- Human resources and sales force training
- Strategic analysis and planning
- New retail concept development
- Retail and product Branding
- Product launch and repositioning
- Store planning and design
- Customer/market research and global research studies
- Site selection, benchmarking and market sizing
- Customer satisfaction and CRM Management
- Mystery shopping programs
- Retail tours and urban revitalization

More information on the Ebeltoft Group may be obtained at: [www.ebeltoftgroup.com](http://www.ebeltoftgroup.com)







select clients



## our leadership team

### **Arvind Singhal**

Chairman  
arvind.singhal@technopak.com

Arvind founded Technopak in 1992 and has led the company to be the thought leader in all the sectors. He has an MBA from the University of California, Los Angeles, USA along with a Bachelor of Engineering degree from IIT-Roorkee

### **Saloni Nangia**

President  
saloni.nangia@technopak.com

Saloni is the President of Technopak. She was earlier heading the Retail & Consumer Products division. Saloni has worked on strategy and implementation in Retail and Consumer Products with clients from India, Asia, Europe, and North America

### **Ankur Bisen**

Sr. Vice President  
ankur.bisen@technopak.com

Ankur is the Sr. Vice President of the Retail & Consumer Products division of Technopak. He brings over 14 years of cross-functional experience in strategy, marketing, and business development acquired while working in India, China, and Europe

### **Amit Gugnani**

Sr. Vice President  
amit.gugnani@technopak.com

Amit is the Senior Vice President, Fashion - Textiles & Apparel and has over 19 years of experience in Apparel manufacturing. He has managed various projects involving entry strategies, business plan, feasibility studies, apparel plant start-up, business process re-engineering, etc. for leading national and international clients

### **Aurobindo Saxena**

Vice President  
aurobindo.saxena@technopak.com

Aurobindo is the Vice President and Head of Education division and has around 15 years of experience in strategy development and operations management. He is an active member of the FICCI School Education Committee and has been associated with CII Special Taskforce on Skills and Education in the past.



retail, consumer products & e-tailing

# presence across segments

..... Industries Where We Have Made a Difference...

## **Consumer Products Companies**

- FMCG
- Food and Grocery
- Electronics, Durables, IT, and Communications
- Apparel, Footwear, and Accessories
- Home Improvement
- Health and Beauty

## **Indian and International Retailers**

- Cash & Carry
- Departmental Stores
- Hypermarkets
- Rural Retail
- E-tailing
- Specialty Retail
- Supermarkets
- Non-Store Formats

## **Private Equity and Financial Institutions**

### **Retail Service Providers**

- Information Technology
- Logistics Companies
- Products/Services Suppliers
- Warehouse Companies

### **Real Estate Companies**

- Shopping Mall Developers
- SEZ Developers
- Mixed-Use Developers

### **Government Organizations & Trade Associations**

### **Development Bodies and Public Sector Units**



### **Business Strategy**

Assisting in developing value-creating strategies based on market and industry insights, competition mapping, International benchmarking, and client capabilities

- Organic Growth Strategy
- Growth through Partnerships, JVs, and Mergers & Acquisitions
- Market Feasibility Study
- Brand Strategy and Portfolio Management
- Competitive Benchmarking and Strategy Development
- Real Estate Planning

### **Performance Enhancement**

Analyzing operations and management of change to enhance the performance and value of client businesses

- Productivity Enhancement
- Merchandising and Category Management
- Sourcing and Supplier Management
- Category Management
- Multi-Channel Management
- Distribution Effectiveness
- Pricing, Promotions, and Range Architecture
- Private Label Programs

### **Start-up Assistance**

Leveraging operations and industry expertise to 'commission' the 'concept' on a turnkey basis

- Project Management
- Sourcing and Buying Implementation
- Organization Design and Creation
- Supply Chain and Logistics
- Retail Operations Framework
- Post Implementation Assistance
- Franchisee Identification
- Innovation and New Product Development
- Distribution Framework
- Marketing Strategy

### **Capital Advisory**

Supporting business strategy and execution with comprehensive capital advisory in our industries of focus

- Mergers & Acquisitions
- Due Diligence – Commercial

### **Consumer Insights**

Applying holistic consumer understanding to offer implementable business solutions

- Shopper Insights
- Trends Insights
- Design and Innovation Insights
- Marketing Communications
- Advertising and Promotions Effectiveness

services we offer in  
**Retail & Consumer Products**



## services we offer in **e-tailing**

# expertise in the sector of e-tailing:

## **Market and Category Assessment**

Based on trade dynamics, competition mapping, and consumer insights, we provide you comprehensive assessment of each category in the online and brick & mortar space for developing value-generating strategies for your business

- Market Size, Growth, and Segments Assessment
- Category Assessment
  - » Category Size and Growth
  - » Category Segmentation
  - » Seasonality Study and Calendar Plan Development
  - » Sizing Standardization
  - » Value Chain Mapping

## **Consumer Insights**

We gather a deep understanding of consumer behavior, opinions, and needs. Through these holistic insights of online and offline consumers we are able to offer effective business solutions and valuable inputs for developing value-generating strategies for your business

- Online Consumer Segments Identification
- Shopping Behavior Analysis

## **Private Labels Strategy**

With a strong understanding of the Indian and international market in the Textile & Apparel space, we have been highly successful in providing various clients with tailor-made solutions. We provide comprehensive support in developing and implementing private labels strategy in the lifestyle and apparel space

- Private Labels Strategy (lifestyle space)
- Private Labels Implementation (apparel space)
  - » Sourcing Centers Identification
  - » Vendors Identification and Evaluation
  - » Vendor Tie-up Facilitation

## **Performance Enhancement**

Based on our experience and understanding of working with e-tailers, we provide the following solutions to assess and improve your fulfillment operations:

- Warehousing Operations and Inventory Control
- Packaging Material Assessment
- Logistics and Delivery Optimization



end to end solutions  
services we offer in **e-tailing**

### **B2B Opportunity**

Through our strong understanding of retail trade dynamics across urban and rural India, we provide effective business solutions and valuable inputs with which to develop strategies for your online B2B business

- Online B2B Opportunity Assessment
- Target Group Identification
- Business Model Development

### **Capital Advisory**

We develop value-creating solutions based on our wide reach, financial expertise, and extensive research capabilities. We help in providing support for formulating business strategies and executing them. The capital advisory services we offer include:

- Commercial and Operational Due Diligence
- Strategic Alliances Facilitation

### **Start-up Assistance**

We develop concepts to meet business objectives and leverage our operations and industry expertise to “commission the concept” on a turnkey basis

#### **A. Concept Formulation**

- Positioning and Target Segments Definition
- Products and Services Definition
- Business Volume Estimation
- Geographic Reach and Fulfilment Model Feasibility
- Operating Model Development
- Financial Planning

#### **B. Implementation Assistance**

- Overall Project Management
- Service Providers Selection
  - » Web design and IT services agency
  - » Marketing agency
- Business Partners Selection
  - » Logistics partner
  - » Payment gateway partner
- Organization Design and Creation
- Beta-site trial run



# exploring opportunities

Services We Offer in **PE & Investments**

## Services We Offer

Retail, Consumer Products & E-tailing | Fashion - Textile & Apparel | Food Services & Agriculture | Education

### **Sector Opportunity Scans, Deal Sourcing, and Identification**

- Sector Scans to identify Trends and Opportunities
- Deal Sourcing and Identification
- Preparation of Partnership/Investment Documentation
- Partner Shortlisting and Deal Closure

### **Deal Evaluation and Execution**

- Commercial Due Diligence
- Business Strategy and Implementation
- Project Appraisals and Feasibility
- Financial Valuation, Negotiation, and Deal Structuring
- Evaluation of Current State and Turnaround Strategy





providing solutions

**India entry strategy**

### **Market Assessment**

Assisting in developing India-specific value propositions based on consumer insights, competition mapping, local trade characteristics, and client objectives

- Market Potential
- Competitive Benchmarking
- Regulatory Environment
- Business Planning
- Marketing Strategy

### **Partnership Assistance**

Facilitating tie-up with a suitable business partner, based on the fit with the business requirements

- Development of Partnership Operating Model
- Identification of Suitable Partners
- Negotiations and Finalization of MOU

### **Business Modeling**

Leveraging market and consumer understanding to recommend a robust long term strategy

- Roll-Out Potential across Geographies
- Product Merchandising Strategy
- Pricing Architecture
- Financial Modeling
- Risk Assessment and Mitigation Strategy

### **Start-up Assistance**

Applying Indian market understanding and industry expertise to help setting up of business

- Organization Design and Creation
- Sourcing
- Location Identification
- Project Management



# Services We Offer

Airports | Metros | Highways and Bus Stations | Railways

## Commercial Strategy

Strategy to enhance non-fare revenue for the operator. This covers:

- Category Mix Strategy
- Revenue Modeling for the operator
- Structuring of Commercial Terms & Conditions
- Tender Management
- Leasing Management
- Fit-out Management

## Mixed-Use Development of Properties

Strategy on how to maximize the usage of land and property which belongs to the operator and is allowed for mixed use development.

- Business Plan for Development
- Overall Positioning Strategy
- Leasing and Tender Management

## Traveler Profiling

Under this service, we conduct a 24x7 timeframe profiling of the travelers and users of the facilities. The tools used include:

- Detailed and scientifically-created questionnaire
- In-depth Interviews
- Focus Group Discussions
- Analysis and Presentation of key findings
- Private Labels Programs

## Property Branding / Environment Graphics

We can provide very specific inputs around building brand for any services as offered by the operator. This will include elements like:

- Brand Identity and Logo Type
- Color Schemes
- Signage
- Other Brand Collaterals

making a mark

...Services We Offer in **Travel Retail**



our successful collaborations in retail, consumer products & e-tailing

leading with thought & creativity

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**Ankur Bisen**

Sr. Vice President

ankur.bisen@technopak.com

Ankur is the Sr. Vice President of the Retail & Consumer Products division of Technopak. He brings over 14 years of cross-functional experience in strategy, marketing, and business development acquired while working in India, China, and Europe

**Madhulika Tiwari**

Vice President

madhulika.tiwari@technopak.com

Madhulika is an Associate Vice President with the Retail & Consumer Products division of Technopak. She brings over 13 years of experience in entry and growth strategy formulation, implementation assistance, market research, due diligence, financial planning, operations, and business consulting

**Pakhie Saxena**

Vice President

pakhie.saxena@technopak.com

Pakhie is an Associate Vice President with the Retail & Consumer Products division of Technopak. She brings over 14 years of experience in growth strategy, execution, operations, business development, market assessment, competitive analysis, business planning, and product & service development

# Technopak's retail team

For further information, please contact:

**Ankur Bisen**

Sr. Vice President

E-mail: [ankur.bisen@technopak.com](mailto:ankur.bisen@technopak.com)

Mobile: +91 9560002461

**Madhulika Tiwari**

Vice President

E-mail: [madhulika.tiwari@technopak.com](mailto:madhulika.tiwari@technopak.com)

Mobile: +91 9886795076

**Pakhie Saxena**

Vice President

E-mail: [pakhie.saxena@technopak.com](mailto:pakhie.saxena@technopak.com)

Mobile: +91 9971666442

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## Technopak Advisors Pvt. Ltd.

Registered Office: 3 Padmini Enclave, Hauz Khas, New Delhi-110 016

208, 2nd Floor, Baani The Address, 1 Golf Course Road, Sector 56, Gurgaon 122 011

Tel: +91 124 454 1111, Fax: +91-124-4541198

Corporate Identification Number - U74140DL1994PTC61818

[www.technopak.com](http://www.technopak.com)

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