E-Commerce

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Featured Article
*E-COMMERCE IS
REDEFINING
THE ROLE OF
HR MANAGERS*

WeChat

Mr Prateek Lal
Founder- FloChat

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ABOUT US

OUR VISION

"To nurture thought leaders and practitioners through inventive education"

CORE VALUES

Breakthrough Thinking and Breakthrough Execution

Result Oriented, Process Driven Work Ethic

We Link and Care

Passion

"The illiterate of this century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn." - Alvin Toffler

At WeSchool, we are deeply inspired by the words of this great American writer and futurist. Undoubtedly, being convinced of the need for a radical change in management education, we decided to tread the path that leads to corporate revolution.

Emerging unarticulated needs and realities require a new approach both in terms of thought as well as action. Cross-disciplinary learning, discovering, scrutinizing, prototyping, learning to create and destroy the mind's eye needs to be nurtured and differently so.

We school has chosen the 'design thinking' approach towards management education. All our efforts and manifestations as a result stem from the integration of design thinking into management education. We dream to create an environment conducive to experiential learning.

MESSAGE FROM THE DIRECTOR

Dear Readers,

It gives me great pride to introduce SAMVAD's edition every month. Our SAMVAD team's efforts seem to be paying off and our readers seem to be hooked onto our magazine. At WeSchool we try to acquire as much knowledge as we can and we try and share it with everyone.

Prof. Dr. Uday Salunkhe
Group Director

As we begin a new journey with 2017, I sincerely hope that SAMVAD will reach new heights with the unmatched enthusiasm and talent of the entire team.

Here at WeSchool, we believe in the concept of AAA: Acquire Apply and Assimilate. The knowledge that you have acquired over the last couple of months will be applied somewhere down the line. When you carry out a process repeatedly it becomes ingrained in you and eventually tends to come out effortlessly. This is when you have really assimilated all the knowledge that you have gathered.

At WeSchool, we aspire to be the best and to be unique, and we expect nothing but the extraordinary from all those who join our college. From the point of view of our magazine, we look forward to having more readers and having more contributions from our new readers.

SAMVAD is a platform to share and acquire knowledge and develop ourselves into integrative managers. It is our earnest desire to disseminate our knowledge and experience with not only WeSchool students, but also the society at large.

Prof. Dr. Uday Salunkhe,
Group Director

FROM THE EDITOR'S DESK

Dear Readers,

Welcome to the October Issue of SAMVAD for the year 2017!

SAMVAD is a platform for "***Inspiring Futuristic Ideas***" and we constantly strive to provide articles that are thought provoking and that add value to your management education.

With courses pertaining to all spheres of management at WeSchool, we too aspire to represent every industry by bringing you different themes every month. We have an audacious goal of becoming the most coveted business magazine for B-school students across the country. To help this dream become a reality we invite articles from all spheres of management giving a holistic view and bridge the gap between industry veterans and students through our WeChat section.

The response to SAMVAD has been overwhelming and the support and appreciation that we have received has truly encouraged and motivated us to work towards bringing out a better magazine every month. We bring to you the October Issue of SAMVAD which revolves around the theme of "**Budget**".

We hope you read, share and grow with us!

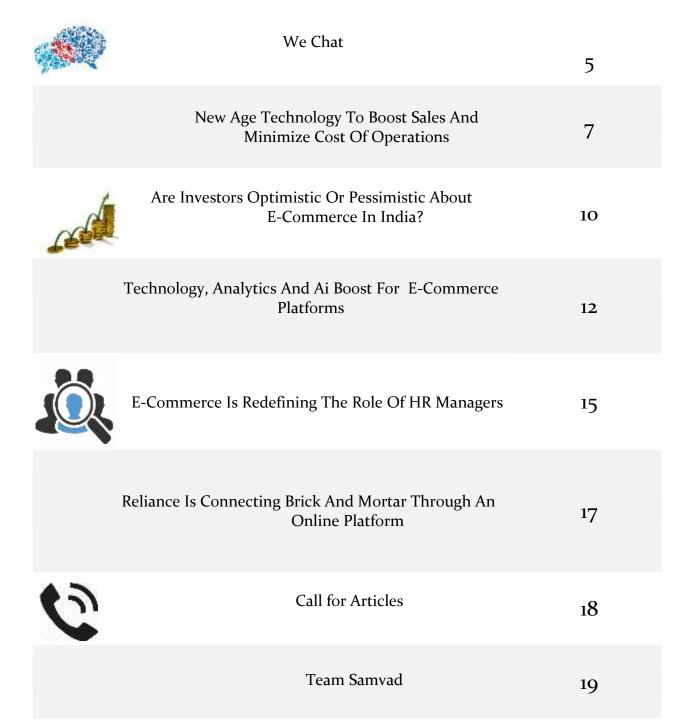Hope you have a great time reading SAMVAD!

Best Wishes,

Team SAMVAD.

"The difficulty lies not so much in developing new ideas as in escaping old ones."

John Maynard Keynes.

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SAMVAD

WECHAT

Mr Prateek Lal

Founder- FloChat

Team SAMVAD

1. To be away from your dear ones and still be able to click a selfie with them is like a dream come true, how did the idea of teleport app come to your mind?

   Changing the premise of the problem usually gives a whole new perspective to what we can do with it and how we can completely change the paradigm for the given problem. Currently, everyone is focusing on camera capabilities to change the way people take pictures, from 2 mp cameras to 20 mp cameras. But what they are forgetting is that this only changes the quality of the picture, not the way we take them, we still need to be with the person to create a memory with. But WHY? When you ask the 5 Why's you realize that we just didn't try to push our selves further? And we did, hence the solution.

2. You have over 10 years of work experience ranging from Sales, Product Development, Product Management and Business Strategy. How did these varying experiences help you in Product Design?

   I think the core of all the roles was to connect to the consumer at a deeper level, to empathize and understand their journey through the area of the problem we were trying to solve. I strongly believe that its impossible to build a disruptive product without a Huge consumer insight and the ability to empathize with the user.

3. What were the challenges and the thought process while building it?

   Path to true disruption is always filled with Naysayers and Non-believers, they will find every way to ensure your idea or concept doesn't see the light of the day, so there is always a constant resistance one needs to fight and bring them all on board to ensure that you not only build what you have envisioned but also transfer your vision to others.

4. In this era of digitalization, do you think that e-commerce is taking over retailer's business?

   I think of it in a completely different way. Retailers are getting more and more convenience for themselves and their consumers if they choose to adopt e-commerce in their existing business. Earlier digital solutions were built only for larger organizations but we now see they are available for every shop around the corner from reconciliation to payments and it's only going to benefit them in the long run.

5. What is the best way to market your product and reaching the target segment?

   There is no right answer to this question, what one needs to do is try multiple ways and see what sticks to their business and connects with their audience. Usually finding places where your customer

touchpoints are higher increases the probability of them getting through their users. Once they try your product your ability to take feedback and go back to them with iterations and build a stronger bond will be the key to getting users and keeping them.

6. What advice would like to give students wanting to pursue a career in this field?

Don't give up, Its always more fun on working on your dreams rather than other peoples.

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OPERATIONS

NEW AGE TECHNOLOGY TO BOOST SALES AND MINIMIZE COST OF OPERATIONS

Manvendra Panwar, IIM Kashipur EPGP

Last decade has been revolutionary as we have witnessed a big shift in sales and operations pattern in almost every commercial sector. Innovation in Technology changed the way successful companies do the business and it remained the key driver to their success. It doesn't necessarily mean they have done gigantic radical changes to their processes but the small innovative changes either in the product, process, service, and market set them apart and give them the competitive advantages.

Innovation is nothing but a slight useful deviation. Technology provides that shift and companies are seeing profitability by adopting them. Sadly, many conventional companies are still using traditional approach for sales and operations, leaving their staff on a fighting combat.

New age technology, often called booster of the Information age, is responsible for the creation of knowledge base society surrounded by high tech economy. It is formed by capitalizing on computer micro-miniaturization advances. Machine Learning, AI, Digital Marketing/Sales, Data crunching, Data scaling, Data Security, Data cleaning, Data Warehouse, Elastic Throughput, big data, Storage capabilities, statistical & prediction modeling and cloud bring a lot of innovative changes to cut down the operating expenses and hence increase the profitability.

Sustainability is another key consideration companies should know before the adoption of new technology by asking themselves what they actually do and make a mandatory checklist what are they trying to achieve, how much cost

is involved in new technology shipment, installation, implementation, training and other support activities. If it does not improve the efficiency and throughput of the process then it must be kicked out of the process otherwise companies will end up having a bottleneck somewhere in the process.

Companies should keep one more thing into consideration that ultimate goal of a business is not to make process efficient or increase the productivity but rather it is profitability. The dominating factor to increase profitability is throughput, operating cost and inventories. High throughput rate, low operating cost, and inventories are always made business efficient and profitable.

The biggest challenge for E-commerce is to identify the cost-saving opportunity alongside an improvement in the quick and quality transportation of goods. Technology can solve this to an extent by identifying transports modes, transport service types, logistic planning, relocation of hubs, monitor employee and vendor performance, predictable demand and match supply chain capabilities.

Fig(a)

Google map and GPS improves the performance of delivery operations while statistical and predictable models identify the transports modes and service carries by optimizing transport network using multiple algorithms. Automation, six-sigma and lean provide the competitiveness to the business and match the market demand that can be sensed using machine learning. Data Science is also a vital capability to analyze the large bunch of data helps in targeting the right customers and positioning the brand accordingly. Some analytical databases such as Microfocus Vertica, PostgreSQL, Teradata, and Greenplum provide that hardware scalability over the cloud to store huge amount of data which is later used by analytical as well as prediction engine for processing & analysis of data to develop actionable insights that accelerate decision making with limited resources. This storage capability brings the economy of scale.

Other than minimizing operating cost that we have discussed so far, technology brings a lot of competitive advantage in sales. The major bottleneck can be identified and challenges become attainable and feasible by using technology. Some of the biggest challenges are discussed in brief with a hypothetical model based on cloud, big data, Kafka to streamline data, analytic engine and dashboard to capture the customer experience, enforce market research to increase sales and engage employee to improve productivity.

Fig(b)

Capturing Customer Experience:

1. To know how well a Company/Brand/Product/Product Mix/Service is doing.

2. Capturing the experience of customers at each stage of Purchase Journey.

3. Brand choice, research before buying (Pre-purchase customer thinking), online/in-store buying experience, and post-purchase customer satisfaction, and Net Promoter Score (Customer Loyalty Matrix - How good he is to recommend a product or service).

4. Customizable surveys/Polls/Facebook/Twitter/Other sources to capture the experience of the customers. 5. Identifies points where engaging and listening to customers will be effective and designs customer specific surveys. 6. Customizable dashboards for reporting to analyze trends and insights.

High-level architecture that can be visualized as a pipeline of data as it transforms into information, insights, and decisions.
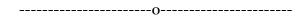

Fig(c)

Enforcing Marketing Research: - 1. Capturing the perception of customers about existing/new products and/or services. 2. Capturing the perception of customers about the place of service. 3. Testing new product or service features with customers before launching. 4. Understand feelings and thinking of customer about new product and services from existing competitors. 5. Enabling Segmentation, Giving insights for Targeting and Positioning about existing/old products/services.

Work on intrinsic factors to scale up productivity and efficiency using the same model.

Employee Involvement:- 1. Capture and understand the voice of employees using employee engagement. 2. Tech device interacts more closely with employees - Capture the unsymmetrical organizational goals and employee's personal goals and vice-versa. 3. Customizable dashboards for reporting to analyze trends and insights.

CONCLUSION

Today's business world has seen a lot of technological disruptions than ever before. Companies should target tech investment to minimize operating costs and improve sales. Moreover, they should learn from their competitor on how to improve sales with technology or build an innovative system by investing in R&D to conquer the challenges and create a differentiated unique value to their product. It can be difficult to say which tool a company should go for but you can sense it by looking at the examples and success achieved by the competitors or by other sector's companies.

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FINANCE

ARE INVESTORS OPTIMISTIC OR PESSIMISTIC ABOUT E-COMMERCE IN INDIA?

Rohit Khanna, International Management Institute (IMI), New Delhi

The global e-commerce market has shown rapid growth in the last few years. The adoption of technology along with growth in digital payments has helped the operations to become more reliable, scalable and efficient. India's e-commerce growth is anticipated to sprout to US$ 200 by 2026 with an expected CAGR of more than 30%. The country's internet economy which is majorly backed by e-commerce is expected to touch US$ 250 billion by 2020. Currently, there are more than one million transactions per day in e-commerce retailing.

The e-commerce businesses can adopt Marketplace model or Inventory-led model. In a marketplace model, e-commerce marketplace works as a digital stage for merchants and consumers without store housing the products. They offer shipment, delivery and payment help to merchants by binding up with logistics companies and financial partners. The examples of these are Shopclues, Naaptol etc. In the Inventory-led model, online shoppers select from among products owned by the online shopping company. The examples of these are Yepme, Jabong etc.

The major drivers of any investment are industry growth, market size, team capability and action towards goals. The investors also use valuation methodologies that provide differing perspectives while evaluating businesses under consideration. The investors tend to assess the quality of business, uniqueness of business model and analyze key economic variables.

Initially, many of India's blue-chip PE firms were reluctant to invest in E-commerce but are now looking for new opportunities in this sector. The major reasons to shy away from investments were a failure of multiple foods and grocery delivery start-ups and the rising dominance of Amazon and Flipkart in India. The US online retail giant Amazon has invested approximately $1 billion in its e-commerce operations in India during the calendar year 2017. The investors also doubted the capability of the e-commerce industry to expand to the needs of Tier 2 and Tier3 cities which composed of 100-200 million customers. There has been a similarity in the majority of the e-commerce businesses in India and the absence of any new innovation made investors pessimistic in this sector. The customers are not loyal to anyone e-commerce company as there is no switching cost in the midst of intense rivalry among these companies. The high bargaining power of customers made investors reluctant to invest in one particular e-commerce company. There is a high threat of new entrants as there is no cost in setting up an e-commerce website.

Moreover, the slow maturity of e-commerce business than expectations drove many investors away from this industry. They also realized that these companies are nowhere near to reach breakeven and hence not a good time to invest in these kinds of start-ups. They were also skeptical about the benefits of the fast pace of mergers (Flipkart acquired Myntra, Jabong, Letsbuy etc.) to the end customers.

However, with the expansion of e-commerce in different cities and regions, the investors have started feeling little optimistic to invest in e-commerce start-ups. The Government initiatives like Digital India, penetration of internet in smaller regions and favorable FDI policies have helped the investors to establish their trust in the e-commerce industry. The government of India has allowed 100% FDI in B2B E-commerce. In India, Private equity and venture capital investments in the e-commerce sector touched a record US$ 11.2 billion in the first half of 2017, a 41 percent growth over 2016. The recent increase in the digital literacy of country has helped in the inflow of investments in e-commerce sector which has helped new players to set up their base for business. According to IBEF data on e-commerce, the first half of 2017 witnessed start-up funding deals of above US$ 100 million which accounted for 68 percent of investments during the period. In March 2018, Softbank invested $450 million in e-commerce arm of PayTm.

This optimistic nature of investors towards e-commerce business is expected to continue as this sector provides a lot of opportunities in India. The e-commerce industry has been squarely influencing the micro, small & medium enterprises (MSME) in India by providing means of capitalizing, technology and training and has a complimentary cascading output on further industries as well.

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MARKETING

TECHNOLOGY, ANALYTICS AND AI BOOST FOR E-COMMERCE PLATFORMS

Grisha Dhingra & Nikhil Puri , Shri Ram College of Commerce

E-commerce, a term which has made a big mark in the business industry within a short time span, is an act of performing the commercial activities of selling and purchasing through technology over the internet. Technology driving the whole industry highly correlates with the growth of the industry with technological advancements. Operations of an e-commerce industry depend heavily on the technology whether be it in the form of online payment (electronic funds transfer), business platform (website and its graphics), customized user experience with the help of data analytics, customer relationship management through AI bots and many more. Continuous development in the area of technology, data analytics, and artificial intelligence makes the e-commerce business, a dynamic continuous line of work.

Technology has given a clear edge to boost the e-commerce industry in the past few years and allowed the leaders in the industry and its marketers to gain a comparative advantage over the brick-and-mortar businesses. This has been possible through the efficient and effective use of the advancements in Data Analytics, artificial intelligence, Internet of things etc. Collecting data has become easier with the advent of e-commerce, social media and web-browsing; and this data is extensively being used by marketers to predict trends regarding customer preferences by tracking their online browsing pattern. This can get them a fair idea of customers' inclination towards certain products. Also, this data can be used to optimize the pricing according to the preferences, needs and past buying behavior of the customer.

Amazon, one of the e-commerce giants uses Hadoop, a native analytics platform for curating and analyzing data. Amazon is known for providing a customized homepage on their application and website to each customer that lands on it. The past searches and buying behavior of every customer is used to provide them with a better and bigger range of products to choose from. This helps Amazon to provide customers with a unique shopping experience and gain an edge over the others.

Source:https://www.webdesignerdepot.com/2009/10/an-analysis-of-the-amazon-shopping-experience/
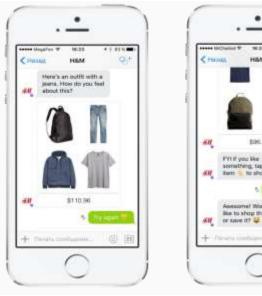
Forecasting the demand has always been one of the key issues for businesses, which can now be easily handled with predictive analysis determining the factors affecting the demand for a particular product. Merck, the globally-known biopharmaceutical company has been efficacious in using the power of AI in the forecasting the demand and adjusting the supply chain and the order quantities according to that. Geographical and demographical data is also of great use when it comes to determining local taste and preferences along with customization according
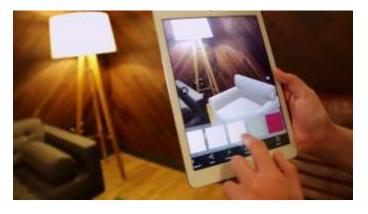
to the demographic attributes such as age, gender, occupation, education level, income level etc. All this data, is gold to the marketers as it helps to perform coherent market segmentation and targeting the right audience with the right product at the right time. This can change the marketing scenario from B2C and B2B to B2I i.e., Business to Individuals.

Artificial intelligence is providing a medium to ensure brand loyalty and consumer satisfaction through handling customer relationship via chatbots, one of the most popular and making the changes in Customer relationship management allowing the companies using them to have a competitive advantage. According to Oracle, almost 80% of the businesses want chatbots by 2020. Not just this, the tool is expected to cut the business cost by $8 billion by 2022. Chatbots have changed the way one looks at customer support. Not only text, but these chatbots can recognize the voice and interpret it through natural language processing algorithms. This makes them more desired by the modern marketers and big e-commerce players. Flipkart, another giant in the e-commerce industry created a bot under Project Mira which could talk to the shoppers while they are shopping. Being a programmed software it provides easy, continuous, intelligent and more personalized 24*7 customer service which tends to make the whole consumer-business interaction experience better.

Apparently, the biggest challenge that has been with conducting e-commerce was to make it more of a realistic experience for the buyers as nothing is present in the physical form in front of them before making any purchase decision. However, technology has brought up the solution to this in the form of VR and AR i.e., Virtual reality and Augmented reality. Usage of this technology can make the process more experiential with positively affecting the user engagement with the product and hence with the brand. It has been predicted that the VR will alone grow to be a $4 billion industry by the end of 2018. Incorporating VR could make the whole shopping experience more immersive in the e-commerce sector and help the companies overcome the biggest disadvantage of lack of physical touch. For instance, IKEA the Swedish multinational which has sold furniture for years in brick-and-mortar shops have now used the Augmented reality in a way that could help the company to grow bigger in no time. The customers, instead of going to the shop can open the application on their smartphones and choose and place the furniture wherever they envision it inside their house.

Source:
https://commons.wikimedia.org/wiki/File:Augmented_Reality_for_eCommerce.jpg

71% of the total number of shoppers worldwide in 2017, believe they would grab a better deal online with a better overall experience compared to shopping in high street stores.E-commerce industry is said to be one of the most fast paced growing industry and this can be contributed to the fact that technology is continuously developing, catering to the ever-changing customer needs. The e-commerce industry has

rolled out the red carpet when it has come to accepting innovations in the technology used in order to make the overall experience better for the customers and increasing the revenues at the same time. Possibilities seem limitless for marketers and businesses in general in the industry and the world might witness, new age technologies overpowering the traditional methods while creating a new experience altogether.
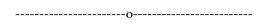
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HUMAN RESOURCES

E-COMMERCE IS REDEFINING THE ROLE OF HR MANAGERS

Ravina Kotian,PGDM(2017-19), Prin. L. N. Welingkar Institute of Management Development and Research, Mumbai

In today's context, the role of HR has significantly evolved from its traditional function. A traditional HR professional was expected to be a technical expert, and dictated the "rules" and told managers what was and was not permitted, based on policy and procedure. Today, the new expectations for HR are for the department to be more participative, providing recommendations based on technical and legal expertise and proactively guiding the company's strategic mission. Whereas the traditional role of HR was to ensure stability and consistency, the new HR professional is required to position the organization for constant growth and change.

When it comes to the E-commerce, it is driven by IT which is constantly growing and evolving due to technology. It is also very competitive space to be in. 'E-commerce' by itself is more an of the platform where business from multiple industries come together to sell on a common online platform. Thus, in an e-commerce setup, HR professionals require knowledge about varied industries along with IT. HR managers especially need a thorough understanding of what their core business is and how it is linked to multiple businesses that sell on the common online platform, their talent landscapes and the way people from these industries map onto the e-commerce ecosystem. This requires HR managers to manage a talent pool with multiple skill sets and specializations in a very dynamic environment. Not only are they needed to be tech savvy, but by getting involved along with the tech teams or reaching out to passive candidates on social media—they have to become true strategic business partners.

Dynamism and unpredictability being other aspects of this industry, bring in their own set of challenges for HR. Where other industries are able to predict resource requirements months in advance, in the e-commerce industry the predictability could be as low as a couple of weeks. This requires a very nimble and aggressive recruitment team and strategy to keep up with the demand.

One of the major challenges for the e-commerce industry is that it doesn't have a readily employable workforce. This means it has to employ people who are the closest fit, then train them, make them conducive to the new environment and also constantly motivate them to be able to retain them for the longest period. Since e-commerce has to usually borrow talent from other sectors, molding them in the new environment is a must and skill development and training programmes are prerequisites for new hires. In fact, a learning culture has to be ingrained in the scheme of things.

Building an organizational culture for a successful adoption of digital technologies such as the Big Data analytics, Internet of Things and mobility requires everyone in the organization, from leaders to front-line employees, to work in an open and transparent way. It's hard for an organization to undergo a digital transformation if the culture is built around silos. Thus, cultural change needs to be addressed before the transformation process can begin. Thus, keeping the policies as transparent as possible is a key ingredient of HR in e-commerce. This makes the employees feel relaxed and enjoy their job responsibilities. An open and transparent work culture can make

people give their best without any bottlenecks. The flow of information or knowledge transfer has to happen 'on the job' for any newcomer, and very importantly, people should have the freedom to express their thoughts freely from day one.

Also, the e-commerce industry works 24x7, 365 days, which means that the workforce is on the job round the clock. Hence, HR in the e-commerce sector has to be on their toes! HR in this sector is no longer defined by pre-determined office hours. It is the duty of HR to support them with everything that keeps them motivated since these employees work round the clock. Additionally, flexibility also becomes a key attribute of the e-commerce work culture. The focus is not on monitoring the employees, but on ensuring that the workforce gets a conducive environment to exhibit their true potential. In today's times, many of the e-commerce companies are not employing a monitoring tool to capture the attendance or time sheet of the employees. "From employee-friendly maternity benefits policies to an environment promoting workforce flexibility, with no time or location constraints, what were traditionally thought to be superfluities, are now being viewed as hygiene factors," says, Vishalli Dongrie, senior director and head of human capital consulting, Deloitte.

In essence, HR professionals in the e-commerce domain have differentiated themselves from the rest. By being up on their toes round the clock, collaborating with the tech and testing teams to best understand the requirements, and bringing out company-wide alterations to the policies and plans, HR professionals today stand mighty tall as the strategic partners of the business. However, just these factors mentioned, do not completely describe the role of HR in the e-commerce sector. In fact, it's just the tip of the iceberg. As the story unfolds, it becomes apparent that people policies and management in this business have to be completely refurbished, revamped and be unprecedented. As a sector, e-commerce is poised for massive

disruption with the advent of advanced technologies like Big Data, Machine Learning, Deep Learning, Chatbots and more. Only time will only tell how the role of HR is going to be evolving in the ever so changing domain.

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GENERAL MANAGEMENT

RELIANCE IS CONNECTING BRICK AND MORTAR THROUGH AN ONLINE PLATFORM

Komal Bhoria, Shailesh J Mehta School of Management, IIT Bombay

Image 1- Source- Logic Serve digital (Link Below)

Image 2- Source- Retail franchise India (Link Below)

"In India, people simply like to go out with family and friends and spend time in discovering something new!"

As rightly pointed out by the CMO of Acer, the population that turns out to be a frequent buyer in e-commerce space and proves out to be

beneficial to the companies is meager in comparison to the penetration of the Internet and smartphones across remote areas. Therefore, the business is bound to lie among a few giant players until it spread out across geographies.

So, what made the Telecom disruptor to look for rather profitable avenues and try their luck in the entirely new segment. In 2013, when Reliance Retail made the announcement of connecting retail with multi-channels and starting talking about marketplace model, experts believed that the probable reason could be raising equity from foreign funds, since in retail it's not entirely backed by Government of India, whereas in E-commerce with marketplace model, FDI policy favors 100% foreign investment. Retail space is eluded in terms of funds and registering huge debts over the years as per the financial statements of major players in retail. Now, with the increased penetration in the market through Reliance Jio Network, the company can capitalize on the huge databases of more than 135 million valid customers and real-time tracking of their daily life with the latest technologies. Speculations have been made that in order to increase the online customer base, Reliance will offer coupons that can be redeemed at local Kirana stores leveraging on the penetration it has captured in the country. One way to look at it would be growing with the unorganized sector and making them one of the prominent stakeholders in the entire process of capturing remote areas which other e-commerce giants failed to capitalize since 70% of Indian population stays in the rural areas. On the other hand, while providing goods at reasonably lower prices make them addictive to shopping seasonably during such hyped discounts. Also,

the online platform is famous for providing services at similar prices which might be competitive for their existing retail outlets present across metropolitan cities. The fear of creating a red ocean strategy and overlapping of certain customer base among retail and e-commerce might lead to eating up on their own share in the market. As per industry experts, online platform is famous for convenience, variety, and affordability- but since Reliance will be issuing digital coupon codes for a particular brand to their buyers that can only be redeemed at local shops, they will be losing on other two important facets namely convenience and variety, which an informed consumer might not like the idea of buying only during discounts.

With recent developments in their e-commerce strategy, Reliance has launched AJIO.com in the fashion space with its presence across all Reliance Trends outlets but majorly targeted shoppers with high margin and selective fashion sense. They have adopted the dual e-commerce model where general merchandising as well as encompassing a vast range of fashionable goods implying the marketplace model. Reliance has included an exclusive range of items in its online portfolio to lure high margin customers with foreign brands as well as a vast variety of local brands. Before deploying itself into the electronic products and online grocery, Reliance plans to leverage upon 1,50,000 small and medium-sized vendors and more than 3,000 Reliance retail outlets for logistics and operations efficiency required for the online platform.

Seeing such developments, Retail, as well as the e-commerce sector, have geared themselves up before the sudden disruption as in the case of Telecom sector. Future group CEO Kishore Biyani ushered Retail 3.0 strategy where online retail will converge with the brick and mortar retail outlets to cater to the needs of today's consumer. Following the trend, Flipkart may buy 7-8% stakes in Future Group while Amazon has bought 5% stakes in Shoppers Stop to counter the dwindling margins and showcase their capabilities to blend with the concept of Retail and e-commerce for the innovation. Nonetheless, both the sectors have made

significant expansion in the opposite directions to see the unforeseen- in which Reliance has played a major role and now everyone is eagerly waiting to see the innovation or the disruption it might bring for the organized as well as the unorganized sector in the recent future.

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CALL FOR ARTICLES

We invite articles for the November 2017 Issue of SAMVAD.

The Theme for April month- **"Fashion"**

The articles can be from Finance, Marketing, Human Resources, Operations or General Management domains.

You may also refer to sub-themes on Dare2Compete.

Submission Guidelines:
o Word limit: 1000 words or a maximum of 4 pages with relevant images.
o Cover page should include your name, institute name, course details & contact no.
o The references for the images used in the article should be mentioned clearly and explicitly below the images.
o Send in your article in .doc or .docx format, Font size: 12, Font: Constantia, Line spacing: 1.05' to **samvad.we@gmail.com. Deadline for submission of articles: 30th October, 2017**
o Please name your file as: <Your Name>_<title>_<section name e.g. Marketing/Finance>
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-Jean-Paul Ago, L'Oreal CEO