

# Retail Strategy

for emerging markets

**Adapt or Die!**



# RULE NUMBER ONE

- There *are* no rules



# Only guidelines....

1 Listen

2 Watch

3 Remove the copy/paste button

4 Be brave but not dumb



**Your proposition**

**Future  
relevance?**

**Adaptable?**

**Wanted?**



# Emerging market differentiators (India)

- Age group - 50% population under age 25
- Projected increase in working population
- Increase in double income house holds
- Emerging larger income groups
- Increasing relevance of urban India
- Lack of alternate leisure activity



# Our emerging consumer

- Increase in willingness to pay – if the offering is differentiated
  - **Bottled Tap Water, Mineral Water, Flavoured Mineral Water**
- Convenience - a new mantra
  - **Processed food, ready to eat food, pre cut & packed food**
  - **Differentiated shopping experience for monthly purchase and regular top-up purchase**
- Experimental
- Occasional luxury is good
- Value for Space and Time



## Our new 'spenders'

- Family visitors
- Psuedo shoppers
- The sitters
- The in-store consumer
- The celebs
- The playground seeker



## Other visitors

- The tourist bus
- The picnicker
- The opportunist
- The Gamer
- The competitors
- The authority

