



LIME 3

SEASON

CASE STUDY

JBIMS • RETAIL • FOODHALL

Co-creating a new retail concept: Foodhall

The Opportunity

Modern retail is becoming increasingly mainstream with value brands like Big Bazaar becoming the point of entry for Middle India. This 'democratization', while representing large scale opportunities, is crowding out the upscale, discerning consumer. This very consumer had earlier adopted modern retailers and provided an engine for growth but has now moved on in every sense. The discerning class, with higher incomes, global exposure and food experimentation habits, (especially when eating out), desires a value added, better quality food assortment and is not unwilling to pay a higher price for better quality and experience.

An opportunity emerges to build an "executive class" in Food retail.

Business Objective:

To create a lifestyle food store for the up market, globally exposed Indian family, staying in urban metros.

Broadly, the targeted customer segments are:

- Senior Corporate
- HNI Business
- NRI/Expatriates

These segments, while dissimilar in SEC profiling, generally display a consistency in Food consumption behavior from a quality, exposure and expectations perspective. They also display similar desires for experimenting with food.

Retail Concept Design:

- Assortment
 - o Staples (dals, rice, spices, dry fruits)
 - o Global stars (cereals, coffee, cheese)
 - o International cuisines (depth and range focus: Mexican, Japanese, others)
 - o Fresh & Frozen (vegetables, fruit, others)
 - o Kitchen
 - Home Meal replacements (Freshly prepared meals, Salads, Juices)
 - Snacks (Dry snacks, Sweets)
 - o delicatessen (Cold cuts, Cheeses & paneers, pickles, chutneys)
 - o Bakery (Breads, pastries, Savories)
 - o Wine & Beer
- Features
 - o Premium look & feel (new age colours, large aisle spaces)
 - o Address (Foodhall Palladium)
 - o Positioning (Discover cuisines, range enabler of experimentation & learning)

However,

there are many customer side queries that need to be answered:

- What constitutes modernity in food What do I do different in food when I'm upmarket
- What do you cook Who cooks How
- Weekday, weekend food. Weekend habits
- Entertaining habits Menu
- How global is upmarket How desi is upmarket

Pilot Foodhall@ Palladium

At Future Group pilot stores are treated as real life market research. Everything in the design is up for modifications and re-crafting based on learning from the pilot.

FOODHALL CASE STUDY

Space Allocation

Category	Area Allocated
Staples	19%
Fresh	16%
International Merchandise	19%
Indian Processed Foods	19%
Kitchen & Deli	13%
Bakery	10%
Wine	4%

Pilot Foodhall@ Palladium

Expectations:

- Develop first hand customer understanding.
- Situational analysis of pilot.
- Scenario ideation of ideal assortment strategy.
- Facets to build reputation/Facets to build commerce.
- Floor plan schema of the next, , sft Food hall.

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