

Document : KTEKRETL.PDF **Title :** Kaytek (www.kaytek.co.in) Services for Retail Outlets

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- 1.0 - Overall Business Strategy Consultation:
 - Extensive Product/Service Concept Validation
 - Retail Outlet Growth Strategy - Business Volumes
 - Consultancy/Training on various External Business Models
 - Consultancy based on Internal Proprietary Models and Frameworks developed by Kaytek.

- 2.0 - Development Of Ongoing Retail Marketing Strategy Elements by combining a standard global framework and our proprietary offerings as follows :
 - Situational Analysis (Organizational Mission, Ownership & Management Alternatives & Goods / Service Category decisions,Self-Assessment)
 - Objectives (Sales, Profit, Image)
 - Identification of Consumers (via different marketing strategies)
 - Development of an overall strategy (identifying the controllable / uncontrollable factors), overall retail plan, financial plan and organizational details plan.
 - Operational Activities (Short Term)
 - Control (Evaluation & Adjustment) to the environment.

- 2.1 - Marketing Research (Both at field level & other sources)
 - Customer Behaviour (Pre-Sales, During-Sales, Post-Sales)
 - Global Retail Management Strategies
 - Competitive Activity Research
 - Scanned Competitive Marketing Communications
 - Newspapers/Magazines
 - Web
 - Competitive Retail Outlets - Analysis
 - Preparation of Brand Positioning Strategy
 - Industry Research - Clippings from News Media

- 2.2 - Branding Consultancy
 - Good Brand Name Characteristics
 - Brand Name Selection Assistance from Multiple Names
 - Domain Name Registration
 - Email Account Registration (same as Domain Name)
 - Search with Indian/USA Federal Trademarks/Canada / Other authorities for Company Name,Logo, Trademark and Copyright protection.
 - Integrating Customer's Complete Brand Experience
 - Company Name, Logo
 - Understanding, Articulating Brand Attributes

- 2.3 - Market Segment Identification
 - Identifying 2 Broad sets of market segments
 - Money Minded ' Customer Segment
 - Experience Enhancing ' Customer Segment

- 2.4 - Marketing Communications Strategy Conceptualisation,Design,Creation Development of
 - Newspaper Insert Flier (Single Color - 2 Page)
 - Key Marketing Communications - Advertising - Newspaper Full Colour Insert Templates for 2 different market segments
 - Full Colour Brochure (foldable in 3 sections)
 - Preparation of Art work
 - Co-ordination with Artist, Photographer and Printer,

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- 2.4 - Marketing Communications Strategy (cont)
 - Interview and Shop Write-up for Press Publication
 - Preparation of Detailed Shop Location Map to assist visitors.
 - In-Store Communications
 - Store Signage for enhanced communication
 - Research and Compiling of Specific Product Information to help understand the merchandise better.

- 2.5 - Co-ordination of Photography of critical items, Selection Of Items Photography - Others (Non-Product Related)
 - Retail Outlet
 - Facilities

- 2.6 - Company Print Communications
 - LetterHeads - Size, Logo, Address
 - Visiting Cards
 - Envelopes
 - Company Newsletter Strategy - Name, Design, Conceptualisation Strategy, Article Content, Preparation.
 - Draft of Recruitment Advertisement for Sales Staff
 - Product Communication
 - Marketing Messages Communication
 - Company Name Communication

- 2.7 - Retail Outlet Showroom Communications
 - Retail Outlet Layout Design, In store signage - Preparation
 - Facia (Name Board - Main Entrance)
 - Facia (Name Board - Other External Facing Facilities)
 - Product Merchandising
 - Area-wise Different Facilities Usage
 - Unique Green-Destination
 - Signage - Shop Facilities - Interiors, Exteriors, Product Related
 - Retail Operations Attribute Model - Analysis Details

- 2.8 - Shop Inauguration Launch Strategy
 - Banners - Supplier Source for Printing, Design, Placement.

- 3.0 - Long Term Internet Strategy / Website Project
 - Creation of standardised response messages.
 - Emailer - Website Not Ready-Apologies - Dissatisfied Visitors
 - Emailer - Invitation to Visit WebSite and Shop for Local Visitors
 - Emailer - Invitation to Visit WebSite for Overseas Visitors

- 4.0 - Direct Marketing Strategies
 - Mailers to different Market segments
 - Customers-who-visited-the-shop-earlier-without-Buying-anything
 - VIP-Customers-interested-in-Product-Categories
 - Introductory Mailers for people to visit Retail Outlet
 - Providing Specialised Resources for Creation of Direct Mailers
 - EMailers to Prospective Employees for Recruitment

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5.0 - Marketing Events - Exhibition Services

- Exhibition Participation Strategy
- Stall Design, Layout, Lighting, Facade, Strategy
- Preparation of Exhibition Display Panels, Signage.
- Training of people
- Manning of Stall personally
- Preparation of Computer Based Presentation
- Post-Exhibition Mailers Design
- Post-Exhibition Follow-up Mailer - General
- Post-Exhibition Follow-up Mailer - Press
- Post-Exhibition Follow-up Mailer - Trade Professionals
- Post-Exhibition Follow-up Back Office activity - Database design, visitors information, etc.

6.0 - Complete company wide policies, systems, forms and procedures

- Preparation of Product Catalog Formats
- Store Visitors Feedback System
- Draft of Proposed Franchisee Agreement
- Draft of Employee Interview Form

7.0 - Product Related Activities

- Merchandising, Research
- Product Codification (includes Categorisation)
 - Creation of Systematic Product Categories, Codes
- Product Attributes Measurement
- Product Photography
- Product Images
- Product Database

8.0 - Specialised Marketing Events Organisation

- Invitation for expansion of showroom facilities
- Linking Outlet Marketing Events to Key Global Events

9.0 - Liason with Outside Agencies in specialised functional areas.

Important : Our Services are delivered via Personal Visits to your facilities and are backed by extensive research as applicable. We prefer to work with customers who share our passion and partnership approach of providing globally competitive and distinct products or services in their chosen segment of operations.

Please Note :

1. All information exchanged between Kaytek and our customers is strictly confidential.
2. Charges for our services would be on actual man-hours spent on your project plus any direct expenses attributable to your project plus all out of Mumbai transport and stay costs as applicable.
3. We strive to minimise all customer project expenses in the best long term interests of the client.
4. All expenses are supported by actual time sheets and expense vouchers.
5. Periodic retainer amounts are paid by the customer to cover ongoing expenses.

For more information on the above, kindly email to kaytek@vsnl.com or visit our website at <http://www.kaytek.co.in>. Your queries, concerns, feedback are most welcome. Thank You.