

INTERVIEW: DO U SPEAK GREEN

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City: Mumbai

Company's name: Fusion Clothing Company

Brand: Do You Speak Green

ELABORATE ROUND

BRAND SPECIFIC

1-How has business been this summer? Did it meet expectations and was it better than last year?

2. What are your growth targets for 2011? Are you on track and what strategies have you adopted to meet them?

3- Tell us about your complete product range and MRPs?

4- What is your core 'target audience' in terms of age/income/profession and social group?

5- Festive/Winter 2011 is on its way. Please give us details of your new collection, themes, range for the season? Are you planning to introduce any new range this season?

Small Town: Brands' New Retail Focus

BRAND PENETRATION AND CHALLENGES

6- India is growing through its smaller towns....what is your take on this? Do you think growth now centers around smaller towns and its important for brands to focus on them?

7- What is your presence in big cities vs smaller towns? Are you increasing your expansion in towards smaller towns?

8- What is your brand penetration in smaller towns?

9- Please guide us an overview of the growth, opportunities and challenges in smaller towns for apparel business?

Hints

Opportunities

- 1- Market is still open
- 2- Increasing disposable income
- 3- Brand aspirations are more
- 4- Shopping for clothes is still a past time

Hints

Challenges

- 1- Pricing
- 2- Distribution
- 3- Logistics and supply chain
- 4- Lack of infrastructure
- 5- Challenges from the unbranded segment

10- Would you agree that in smaller towns competition is stronger from the unbranded sector? How are brands tackling it when they spread to smaller towns?

11- Which are the regions and promising smaller towns which are posed for growth? What about your brands focus in terms of regions and cities?

RETAIL SCENARIO AND SALES

12- What is your retail presence? How many EBOs, MBOs and LFS are you currently present in? How much would be the share of earning from each format?

13- What are your expansion plans? What are your plans to explore new markets in India and abroad?

14- What is your ratio of sales between small towns's vs. the big ones? And how is it likely to close in the next 2-3 years?

CONSUMER BEHAVIOUR

15- Tell us about the consumer understanding of fashion and its segments in smaller towns?

16- Consumers in smaller towns still aspire to wear brands so how are you creating your brand's awareness in smaller towns? Tell us about your branding strategies?

17- What is the pace of fashion in big cities and in smaller towns?

18- What is your strategy in terms of designing and pricing for the people in smaller towns?

19- Its value for money that small town consumers seek, so what kind of pricing strategies are you looking at for smaller towns?

20- What is your current turnover and how much is your company gunning in the next 2-3 years?