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STORE OPERATION IN HIGH END WOMEN APPAREL BRAND

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ABSTRACT

A better understanding of strategies to be implemented for the consumption of high end fashion apparels for women is explained in this study. The unprecedented growth of the luxury sector is seen in last two decades. Females are always willing to pay for luxury fashion brands related to their fashion lifestyle and perceived value. Elite class females follow the celebrities and current fashion trends and for they prefer to buy their apparels from high end designer/ fashion brands. This article takes into consideration the factors that have influenced female shoppers and their purchase from high end fashion brands. This research also examines the different effects of implementing the strategies for high end fashion brands on their clientele. This study deepens understanding of strategies made by operation manager/brand relating to high end fashion apparels of females in Delhi/NCR.

Keywords: High end fashion, brands, trends, store operations strategies, females, apparels.

INTRODUCTION

At the point when a client enters in a retail location, his/her shopping knowledge has been widely arranged, from the items they need to purchase, client benefit they get, to the format and outline of the store. Every one of these components which depict the picture of a store are chosen by any of the store staff, who is working in retail operations, or the region of retail worried with the everyday elements of stores.

Retail operations concern the work that each individual staff performs to keep a retail location working. This incorporates both retail salespersons and supervisors in a wide range of retail location groups, incorporating little stores with just a modest bunch of workers and huge chain stores with many representatives. Retail operations encourage the stores to work effectively and faultlessly with no impediments.

"Retail operation administration is the proficient and successful usage of the arrangements and assignment important to

fulfill retailer, Customer, Employees and administration."

A few retailers are executing their comprehensive procedures, enhancing their operational techniques and abilities, and revamping their current stores to enhance deal. Presently they are performing contrastingly with actualizing creative thoughts to beat the contender and to hold their clients. By attempting these endeavors, one can apparently improve the client shopping commonality and increment its customer base. The augmentation of the retail chain or terrific emporium in the nineteenth century acquired more changes store plan and visual showcases. The early retail establishments proceeded with showing stock in intricate and lavish setting. A retail location is a retail foundation which satisfies an across the board assortment of the buyer's close to home and private item needs; and at the indistinguishable time offering the purchaser an option of different stock lines, at variable value focuses, in all item classes. Clear retail establishments are more secretive as markdown stores. Markdown stores as often as possible have focal client checkout territories, all things considered in the front region of the store.

Store operations are worried with amplifying the effectiveness of the retailer's utilization of assets on an everyday premise. Retail location

operation is about changing over assets into deals and benefits. Store operation goes for amplifying deal by giving a tasteful ordeal and powerful administration to clients by making ideal utilization of staff, space and stock. Store operation is about actualizing the procedures and arrangements of the retail business at the store level to augment the benefit.

Store operations could be seen from four perspectives

- 1) Product
- 2) Customers
- 3) Sales
- 4) Space

The 'Product' perspective includes type of merchandise, merchandise planning, merchandise display, etc. The 'Customer' perspective includes customer service, customer relationship, and customer satisfaction. The 'Sales' perspective includes selling process, sales promotions, pricing and discounting policies, etc. The 'Place' perspective will include store and layout design, managing space, fixtures placement, etc.

Activity flow is a sort of action that connections with each other and encourage the store chief in discovering the obligations allotted to his/her down line. From the accompanying diagram we get a reasonable

thought regarding the sort of exercises that are included in store operations.

RETAIL STORE OPERATIONS

ACTIVITIES IN HIGH END WOMEN

APPAREL BRANDS

1. Location and layout planning
2. Customer entry
3. Attending customer
4. Helping customer with merchandise selection
5. Product display and visual merchandising
6. Billing process

1) Location and Layout Planning

Location planning is a very important decision that must be taken by the retailers rationally because this is the decision which cannot be reverted later on. The various factors that should be taken care are:

- Customer
- General Area
- Specific site

Layout of a retail store is also a very important factor. It comprises of the arrangement and placement of various fixtures, merchandise, equipments and other fittings in the retail store. The retailer decides about

the layout according to their luxury store format and clientele. Here the convenience of the customer in the store browsing is also a very important factor that must be considered by the retailer during the layout planning because high end customers prefer a bigger space to move and browse the merchandise.

2) Customer Entry

This is the second factor in the retail store operations process, after getting attracted by the store location and layout the customers enters the store. At the entrance staff footfall of the store is counted for the day so that conversion rate can be calculated which will then used for measuring staffs performance and further for their performance management. This also becomes base for future forecasting in terms of customer loyalty and sales in comparison to the window shoppers. Store ambience also helps in customer entry. Because elite customers like some different music, fragrances like lemon grass etc.

3) Attending Customer

Attending a customer of high end apparel brand is tough because sometimes they are moody. Customers

should be properly greeted by the staff and asking by them about any help and if they refused for the same, then do not bother them. Most of the high end brands prefer sales staff that has good looks as well as good communication skills because it is required for their clientele and brand image as well. Our conversion ratio totally depends upon that how we attend the customer. A good sales person can convert a window shopper into buyer. Proper trained sales staffs use Friedman training to attend a customer which includes AIDA effect. Giving them a good service helps in retaining the customers. And retaining the customer is more important than making the new one.

4) Helping customer with merchandise selection

Customer service in retailing focuses on customer expectations. An intelligent sales staff first identifies the customers profile and their expectations and further helps the customers in selecting the merchandise. Females shopping habits are different from males. They takes time in choosing merchandise Sales staff should explain about the

characteristics, benefits, unique features of merchandise. Sales staff should have the thorough knowledge of the women's apparels kept in their stores. Like how to complement, accessorize that apparel, and about mix and match also.

5) Visual merchandising

Visual merchandising is a mute sales person and also helps the customers in selection of their merchandise. A good window display helps the customers in attracting the customer to enter in the store and in-store display help them to look, try and buy the product.

Neat, clean and an eye catchy display puts impact on customers mind and force them to have a look of that. If merchandise is properly displayed then it is easy for customer to browse the merchandise by their own. Theme display, color blocking is some effective tool of merchandise display which can make any product very special to the viewers. Display theme considered by the visual merchandiser should be according to the brand image and the clientele. As elite customers has different taste and choices.

6) Billing process

Billing process is the final stage of any purchase. Cashier of that particular retail outlet make the final transaction. Sometimes customers keep on waiting at cash counter for their number this further make them irritate. An efficient and skilled cashier can bill the merchandise fast to avoid this. Cashier should also wish the customers and talk to them in a pleasant manner to provide them a good experience of shopping. This practice helps in retaining the customer. Customer should be asked to be a member of brand's loyalty club, through which we can have customer data which further used for customer relationship management.

From this billing process two types of data is obtained one is sales data and other is customer data. We use sales data to evaluate overall performance of the store in terms of sales. All the parameters of sale like conversion rate, basket size, sales per staff helps to measure the selling skills of any staff. On basis of that training to the sales team is provided. Data received on sales basis helps in analyzing the sales trends by sold merchandise which is

required in preparation of merchandise plan to maintain the stock level and for forecast to next season by retail merchandisers.

Other data which includes customer information is used for promotion purpose by customer relationship department. Customers of high end apparel brands love to be a card member and want to avail some exclusive services/benefits provided by the brand. This department sends them some seasonal gifts and at the time of new arrivals also sends them the mailers and brochures. When sale time or any promotion event is going on then calls are made to them for information.

CONCLUSION

The conclusion of the research paper is that store operation strategies are very important for high end women apparel brands. As the clientele of these brand is different and believe in exclusivity. To maintain the brand image and that exclusivity a retailer should keenly observe the execution of all the operational activities. From opening till closing of the stores, all operation activities takes place and these activities decides about customer entry, sale, and conversion. By making proper

operation strategies and implementing them, we can improve our customer service, which further help in retaining the customer. Because retaining the customer is very important in competitive environment.

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