

FoodWorld Supermarkets in India

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Date: 1997

Introduction:

Madras, India

August, 1996

In May, we opened our first FoodWorld Supermarket in Madras. We were convinced that such a modern concept would work in India, but the early results have exceeded our expectations. We will be opening two more this month and have plans for over 100 within the next ten years. It is a terrific opportunity!

I am confident overall, but unsettled about a number of issues. After all, this will be India's first national chain of supermarkets. Most people still shop at all the small mom and pop stores which almost completely dominate Indian food retailing. Do we have the formula right? Should we adjust the merchandise mix or the marketing plan? Is the store really large enough to generate excitement, and if not, will suitable real estate be available? Will we be prepared to manage such a large chain and adapt to the different market conditions in different parts of India? Will our people be qualified to manage and operate all these stores?

I would like to think that we have all of this resolved. You see, we have no direct experience in food retailing and no significant modern retailing expertise exists in India. We are inventing things as we go along. Things have to be different here, we can't just copy what is done in other parts of the world.

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