



Task :

To implement a Retail Identity Program (RIP) for Tata Shaktee

Objective :

- All the shops should look alike
- To increase the visibility of the brand as well as establish the superiority factor
- To increase the visibility and trigger usability of the product amongst potential buyers
- To help the customer feel the product at the point of purchase, as in any other regular commodity.

Challenge :

- Implement RIP in 18 shops in 49 days spread across 4 states
- Identifying the right shops, managing the logistics and mobilizing human resource across 4 states took 15 days
- Finally we were left with clear 34 days for execution.

Route :

- Choosing the right hub very important for efficient mobilization of resources, managing supreme quality and prices.
- The 4 states being Gujarat, Rajasthan, MP and Maharashtra, the hub chosen was Ahmedabad

Result :

- 18 shops completed within 34 days as per the specifications