

## RETAIL & CONSUMER PRODUCTS

The world of consumerism is a highly competitive field wherein retailers constantly strive to create an impressive image in the minds of the consumers. In response to rising consumer needs, retailers and consumer products manufacturers constantly need to develop innovative strategies to attract more business. The focus is on upgrading business models constantly so as to adapt to the uncertain market environment.

Meraki is a boutique consulting firm in the field of Retail, Consumer Products & E-tailing, providing a comprehensive set of services that respond to the diverse needs of this sector.

Our expert team of consultants assists you in formulating market-driven and consumer-friendly strategies to boost your business prospects. We follow an unparalleled approach that involves studying consumer insights and focuses on concrete business outcomes that lead to total customer satisfaction. Our retail and consumer product expertise presents you with a competitive edge by supplying corporate strategies and execution capabilities.

We conduct extensive research so as to deliver services that best suit your business needs.

### SERVICES WE OFFER IN RETAIL, CONSUMER PRODUCTS & E-TAILING

#### SERVICES

- BUSINESS STRATEGY
- START-UP ASSISTANCE
- PERFORMANCE ENHANCEMENT
- CAPITAL ADVISORY
- CONSUMER INSIGHTS
- MARKET ASSESSMENT
- PARTNERSHIP ASSISTANCE
- BUSINESS MODELING
- START-UP ASSISTANCE
- MARKET & CATEGORY ASSESSMENT
- CONSUMER INSIGHTS
- PRIVATE LABELS STRATEGY
- PERFORMANCE ENHANCEMENT
- B2B OPPORTUNITY
- CAPITAL ADVISORY
- START-UP ASSISTANCE

## Industry Segments We Serve

Our team of consultants possesses years of expertise in providing appropriate solutions to every genre of business. We have served, and still continue to serve, a variety of market segments which include:

- Consumer Products Companies
- FMCG
- Food and Grocery
- Electronics, Durables, IT, and Communications
- Apparel, Footwear, and Accessories
- Home Improvement
- Health and Beauty
- Indian and International Retailers
- Cash & Carry
- Departmental Stores
- Hypermarkets
- Rural Retail
- E-tailing
- Specialty Retail
- Supermarkets
- Non-store Formats
- Private Equity Firms and Financial Institutions
- Retail Service Providers
- Information Technology
- Logistics Companies
- Products/Services Suppliers
- Warehouse Companies
- Real Estate Companies
- Shopping Mall Developers
- SEZ Developers
- Mixed-use Developers
- Government Organizations
- Developmental Bodies and Public Sector Undertakings