

Home > > Retailers Must Understand Consumer Behaviour



Retailers Must Understand Consumer Behaviour

July 3, 2018 0 comments @sourcecorp Pvt Posted 31+ 0 0 0 0 0

TWEET SHARE +1 LINKEDIN

Roca India managing director KE Ranganathan was in New Delhi a couple of days back to launch the artistically designed bathroom collection Artitude (Art+Attitude). In an exclusive interaction with Sourcing Hardware, he shared his advisory to channel partners for achieving retail excellence

Renovation

Timely renovation of retail outlets is extremely important. Take the example of the finest hotels. They compulsorily renovate their interiors every five years or so to provide a pleasant experience to their customers. After all, today, retail is all about customer experience. I often use this analogy to get across my point to Roca channel partners. You should renovate your outlets and upgrade your displays every three years, I tell them.