1. "E-tailing is a new concept in India and online retailing is a tedious task here?" Comment on this statement.

Ans: The general definition of E-tailing is 'Electronic retailing - E-tailing' includes the sale of goods and services through the Internet. Electronic retailing, or e-tailing, can include business-to-business and business-to-consumer sales and Online shopping web sites for retail sales direct to consumers.

Online shopping (sometimes known as e-tail from "electronic retail" or e-shopping) is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a webbrowser. Alternative names are: e-webstore, e-shop, e-store, Internet shop, web-shop, web-store, online store, online storefront and virtual store.

The online retail market has evolved and grown significantly over the past few years. Asia Pacific is emerging as the fastest growing region for online retail with China showing tremendous potential. In India online retail or e-tailing market represents a very small fraction of the total retail India, but holds immense business potential driven mostly by growing internet penetration, increasing usage of smartphones and cost advantage and huge funding by private equity investors. Popularity of Cash-On-Delivery (COD) and rising working women, growing acceptability of online payments, favorable demographics and lack of organized retail market are the other key actors driving the growth of online retail in India.

The digital commerce market in India has grown steadily from $4.4 billion in 2010 to $13.6 billion in 2014. As per industry estimates, the digital commerce market in India is expected to reach $16 billion by the end of 2015 on the back of growing Internet population and increased online shoppers. The following fig 2.8 shows the total online retail market size from 2010 to 2015.

Similarly, there is an almost similar growth trend of e-commerce in the global market. The eMarketer report had predicted that the business-to-consumer (B2C) e-commerce sales worldwide will reach $1.5 trillion in 2014, increasing nearly 20% over 2013. As the e-Commerce players from the US, Europe and Japan are seeing slower growth in home markets; they are increasingly looking to enter developing economies of India, Brazil and China which have forecasted growth rates of more than 20% over coming years. Most popular e-commerce categories are non-consumable durables and entertainment related products.

2. What is retail business intelligence? Discuss the steps which are helpful to move towards advanced customer analytics.

Ans: Retail Business Intelligence is not something new. Retailers have been tapping into data for years now, gaining what is called consumer or shopper insights to improve their performance. They have access to loads of data that comes from multiple data sources: purchase transactions, CRM data, customer loyalty programs, etc.

Now, in the age of the consumer, achieving customer satisfaction and engagement is more challenging than ever. This is an era where consumers are super informed. They want to know everything, and in real-time. They expect companies to provide solutions immediately. That’s why retail business intelligence solutions are being used to get a much better understanding of customer behavior and preferences. In this new consumer era, business intelligence for retail is no longer a plus, it's a must-have.

Necto 15 is the most secure, centralized and state of the art business intelligence. It uncovers the hidden insights in your data and presents them in beautiful dashboards powered with KPI alerts and is centrally managed. Necto is leading the retail business intelligence software industry by allowing unique recommendation, personalization, and insight finding technologies that enable users to discover what they need to know and use collaboration capabilities to quickly address the issues found.

Advanced Customer Analytics provides a clear guide to the specific analytical challenges faced by the retail sector. The book covers the nature and scale of data obtained in transactions, relative proximity to the consumer and the need to monitor customer behaviour across multiple channels. The book advocates a category management approach, taking into account the need to understand the consumer mindset through elasticity modelling and discount strategies, as well as targeted marketing and loyalty design.

A practical, no-nonsense approach to complex scenarios is taken throughout, breaking-down tasks into easily digestible steps. The use of a fictional retail analyst 'Scott' helps to provide accessible examples of practice. "Advanced Customer Analytics" does not skirt around the complexities of this subject but offers conceptual support to steer retail marketers towards making the right choices for analysing their data.

3. Seeing the growth of retail industry, it can be safely said that future of MMS is bright in India. Comment upon this statement.

Ans: Seeing the growth of retail industry, it can be safely said that future of MMS is bright in India because although Merchandise Management System (MMS) is a new concept in retail but it is not possible to run retail store especially an organised retail store without MMS. In coming days, it is going to become backbone of any retail store. Technological advancements have made it a major source of information for a retailer but there are some areas where retailer should update his MMS system with growing technology. Following two points will help you to understand the future roadmap for MMS:

1) Sales Promotion

As retailers scramble to get the market share, they demonstrate desperation to get sales with unique promotions which quite a few MMS system struggle to support from a software perspective. With increased number of retailers catering to same catchment area or the same market area with same product they tend to come with offers/promotions that have a rare combination and most of the MMS and POS struggle to support it.

2) Integrated MMS