



CLIENT STORY | DEVELOPING A RETAIL PROPOSITION FOR AN INTERNATIONAL COFFEE AND DONUT BRAND

Region :
INDIA

Consulting Services :
PROPOSITION DEVELOPMENT

CLIENT SITUATION

- The client is an Indian conglomerate holding the regional franchise for a highly popular pizza brand and has recently acquired the franchise to set up and run outlets for a global leader in coffee and donut retail
- The client invited Avalon Consulting to assist it in defining the brand positioning and translate the same into a retail proposition

OUR APPROACH

- Avalon Consulting identified a product proposition for the brand in India based on a competitive mapping of the existing market combined with findings from a large sample size quantitative research study
- Consumer segments most likely to subscribe to the intended product proposition (all day part high variety quick service restaurant) were selected and an extensive focused group discussion program was implemented to understand the finer aspects of the consumer behaviour in the context of the retail environment
- Avalon Consulting then mapped consumer needs through various parts of the day and across consumer segments to understand common product-service needs and emotional drivers
- These were then mapped to options of archetypes that would represent the brand and for each archetype the retail proposition was described - to include service behavior ambience and other retail elements
- Out of this, one archetype was selected and profiled in detail. The branding and communication team at the client then took over in translating this to the first store design and operations

OUR RECOMMENDATION/ IMPACT

- Avalon Consulting worked closely with the client on this twelve week engagement involving regular brainstorming workshops and research and analysis presentation
- This enabled the collective team to evolve a distinct and competitive proposition that has stood out in the market and tastes early success
- The client is in the process of undertaking a large scale brand launch since the store rollout has attained a sufficient scale
- The project has enabled the client to consistently replicate the retail experience in every store