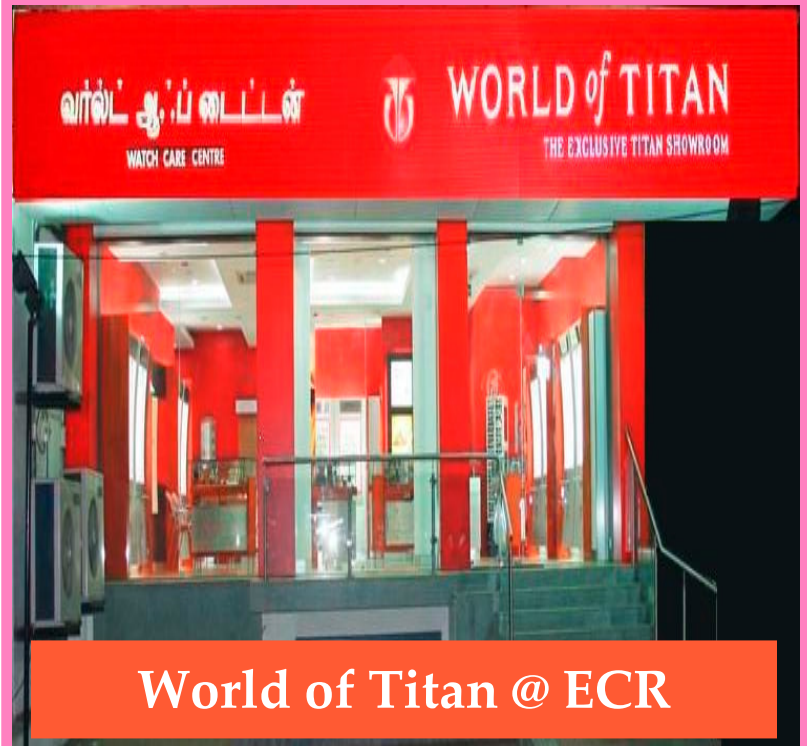


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World of Titan @ ECR



Levis & Reebok Store @ R. K. Salai

editorial team

dayana george

gomathy

karthik

sasikumar



A GROUP BECOMES A TEAM WHEN EACH MEMBER IS SURE ENOUGH OF HIMSELF AND HIS CONTRIBUTION TO PRAISE THE SKILL OF THE OTHERS

- NORMAN S HIDLE

Europa Connect

New Project...

The journey continues..... another milestone in Europa Success Story....

We are glad to inform you all that we are coming up with another new store at Nanganallur, with a built up area of 1300 sq. ft. It is likely to be launched in the month of June 2009.

Target Achievers

The only question to ask yourself is, how much are you willing to sacrifice to achieve this success?

- Larry Flynt

Target Achievers for the month of Mar 2009, come lets give them a big round of applause, coz they deserve it

Maximum Target Achievers

Peter England – Factory Outlet	Velachery
Europa Discount Store	Kottivakkam
Europa Discount Store	NM Road
Europa Discount Store	Guindy
Europa Discount Store	Vadapalani 2

Minimum Target Achievers

Adidas Store	Velachery
Adidas Store	Spencer Plaza
World of Titan – Service	Velachery
World of Titan – Service	Kottivakkam

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New Joiners



Name	Designation	Location	DOJ
Niju P. Johnson	C.S.A	Fastrack Store – Annanagar	1 st Mar 2009
E. Azeemullah	C.S.A	Adidas Store – Spencer Plaza	6 th Mar 2009
D. Daniel	Showroom Manager	Europa Discount Store – Valasaravakkam	7 th Mar 2009
K. Aathilingam	Tailor	Levis, Pepe Jeans Factory Outlet – Velachery	10 th Mar 2009
P. Harikrishnan	C.S.A	Levis, Pepe Jeans Factory Outlet – Velachery	12 th Mar 2009

New Store

New Store

Help....Help....Help....!!!! Hey people..... What should it be called..... we are struggling for words to describe and express our happiness....

Europa Group Milestone.....

The management is proud and glad to inform you that we have opened another Europa Discount Store at Valasaravakkam....

This new discount store caters the customer requirement in the vicinity of Valasaraakkam, Porur, Saligramam and vadapalani.

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MD's B'Day

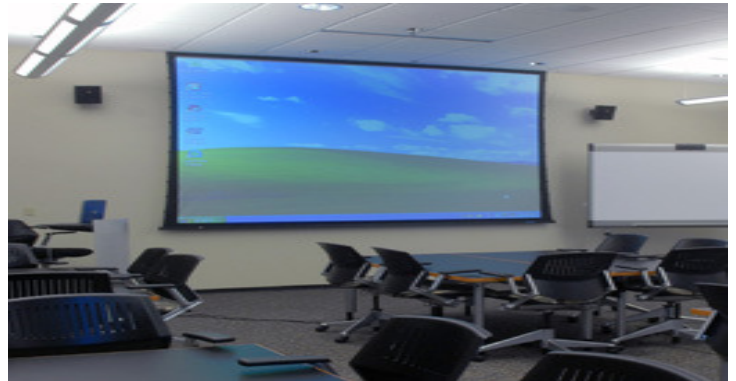
On the 20th of March at corporate office we celebrated our MD's B'Day.



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Training @ Europa Group

Training
on the go!
走



Program for the month

Name of the Program	Date	Day	Venue	Trainer
Induction	7 th Apr 2009	Tuesday	Hall of Excellence	Dayana George
Basic Etiquette & Selling Tips	15 th Apr 2009	Wednesday	Hall of Excellence	Dayana George
Systems Training (SHOPER)	16 th Apr 2009	Thursday	Hall of Excellence	K. Narayanan – Sys Dept
Credit Card Acceptance	21 st Apr 2009	Tuesday	Hall of Excellence	Mr. Jaikar - Citibank
Adidas Product (Technology) Training	22 nd Apr 2009	Wednesday	Hall of Excellence	Dayana George
SPTS	23 rd Apr 2009	Thursday	Hall of Excellence	Mr. G. Sugumar - Consultant
Audit Induction	24 th Apr 2009	Friday	Hall of Excellence	Dayana George
Customer Delight	28 th Apr 2009	Tuesday	Hall of Excellence	Dayana George
Team Bonding (Module)	30 th Apr 2009	Thursday	Stores	Dayana George

Happy Birthday to you... Happy Birthday to you...

Birthday Buddies



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Name of the Employee	Designation	DOB	Location
V. Kumar	Accounts Executive	1 st April	Corporate Office – Accounts Dept
K. Sahadevan	Tailor	3 rd April	Europa Discount Store – NM Road
A. Muthuvappa	C.S.A	6 th April	WOT – Spencer Plaza
A. Manikandan	C.S.A	7 th April	Europa Discount Store – OMR
G.B. Rathinakumari	Trainee – Store Manager	10 th April	WOT – Spencer Plaza
D. Benjamin	C.S.A	11 th April	Reebok Store – R.k Salai
B. Ren Kumar	C.S.A	12 th April	Adidas Store – Spencer Plaza
M. Anbalagan	Service Technician	13 th April	WOT – Spencer Plaza
G. Jaishankar	Sr. Assistant Admin	14 th April	Corporate Office – Admin Dept
A. Kasinathan	C.S.A	14 th April	Reebok Store – R.k Salai
Manoj S. Rohra	C.S.A	15 th April	Europa Discount Store – Guindy
E. Palani	C.R.O	16 th April	WOT – Kottivakkam
P. Michael Raj	Tailor	17 th April	Europa Discount Store – Velachery
L. Umamaheshwaran	Service Technician	17 th April	Fastrack – Anna Nagar
M. Velu	C.S.A	18 th April	Levis Store – Spencer Plaza
V. Thirupathi	C.R.O	20 th April	WOT – Velachery
L. Mohammed Irfan	C.S.A	23 rd April	Levis Store – R.K. Salai
A. Shakila Banu	C.S.A	23 rd April	Levis Store – R.K. Salai
A. Sahera Banu	C.S.A	23 rd April	Levis Store – Spencer plaza
N. Harish Kumar	C.S.A	26 th April	Reebok Store - Kottivakkam
C. Leema Rose	Service Receptionist	27 th April	WOT – Spencer Plaza
S. Vijay	C.S.A	28 th April	Adidas Store – Nungambakkam

Retail Learning

Continued from the last issue.....

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VM in India

VM in India is still in its nascent stage. Unlike the western countries, where VM receives highest priority in commercial planning of a product, the Indian industry understands and practice of the concept of VM is inadequate.

A shirt nicely hung from a rod in the casual section could be worth Rs.499 or more but when the same shirt is being dumped in a huge bin, it depicts sale and the shirt's value can be down to Rs.150 or so. Similarly, a single perfume bottle kept in a decorated window with focal lights shows that it is exclusive and expensive while if the same perfume is kept in the shelf with lot of other perfume bottles, then that perfume loses its exclusiveness and becomes ordinary and inexpensive. Now, that's the power of VM!!!

In the current day and age, VM has become increasingly significant with more and more international design trends entering the Indian market and Indian retailers need to raise their standards to fight this growing competition.

- **Key Aspects**

- Visual merchandising covers a lot of aspects:

- Store floor plan
 - Store windows
 - Signs
 - Fixtures

- **Store-floor plan:**

Store layout, a plan designating the use of all space in the store, including aisles, fixtures, merchandise displays, and selling areas, is a major aspect of retail design because of its powerful influence on customer traffic patterns and purchasing behavior.

A good store layout helps the customers to browse easily through the store without any 'butt-brush' effect.

- **Store windows:**

Exterior visibility for customers traveling by foot or by automobile is essential. Thus, window display of the store needs to be eye-catching. The object of the window is to motivate you toward a closer look at the merchandise and to plant the yearning to buy.

The window tells a story that is constructed much like a news article in that it employs the age-old "five Ws"-who, what, why, when, where.

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- **Signs:**

Signs in the store guide the customer through various departments and facilities present in the store so that they won't find any difficulty in roaming and browsing through the store.

- **Fixtures:**

Fixtures are furniture items that hold and display the majority of the store's merchandise. Basic types of fixtures that any retail store can consider are wall shelves, floor standing shelves, pedestals, tables, glass showcases for precious merchandise like Jewellery and watches, hanging fixtures, face outs, waterfalls, rounder and so on and so forth. The idea is to let the customer spend maximum time inside the store and browse through the entire merchandise.

Fixturing is one of the difficult subjects to address because every store has different needs to show its merchandise. The style of fixture you choose should reflect the store's image.

- **Final note:**

A good display helps in giving the customer ideas about usage of the merchandise. The stores can either follow a concept of similar product merchandising or cross mix merchandising wherein a number of unrelated products are displayed to create an interesting visual story.

The retailers should follow a 30-45 day cycle of changing their store's VM. The reason is that repeat customers usually visit an establishment after a gap of about that many days. Stores should follow a VM calendar which gives a date wise schedule of themes a store will follow through the year as per events, festivals, product launches etc. Planning a good display needs creativity and ability to visualize designs and displays three dimensionally.

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Careers @ Europa Group

“Climbing to the top demands strength, whether it is to the top of Mount Everest or to the top of your career.” - [Dr. A.P.J Abdul Kalam](#)

Success always comes when preparation meets opportunity” - [Henry Hartman](#)

Following are the vacant positions to be filled, please refer your friends/
acquaintance to get rewarded

- [Customer Service Associate – Showroom Sales](#)
- [Showroom Manager](#)

your
bright
future