

## In this Issue

	<i>Page No</i>
<i>From the HR desk</i>	2
<i>Target Achievers</i>	3
<i>New Joiners</i>	4
<i>Training @ Europa Group</i>	4
<i>Birthday Buddies</i>	5
<i>New Offers</i>	5
<i>Retail Learning</i>	6
<i>Careers @ Europa Group</i>	7



**Fastrack Store – Anna Nagar**

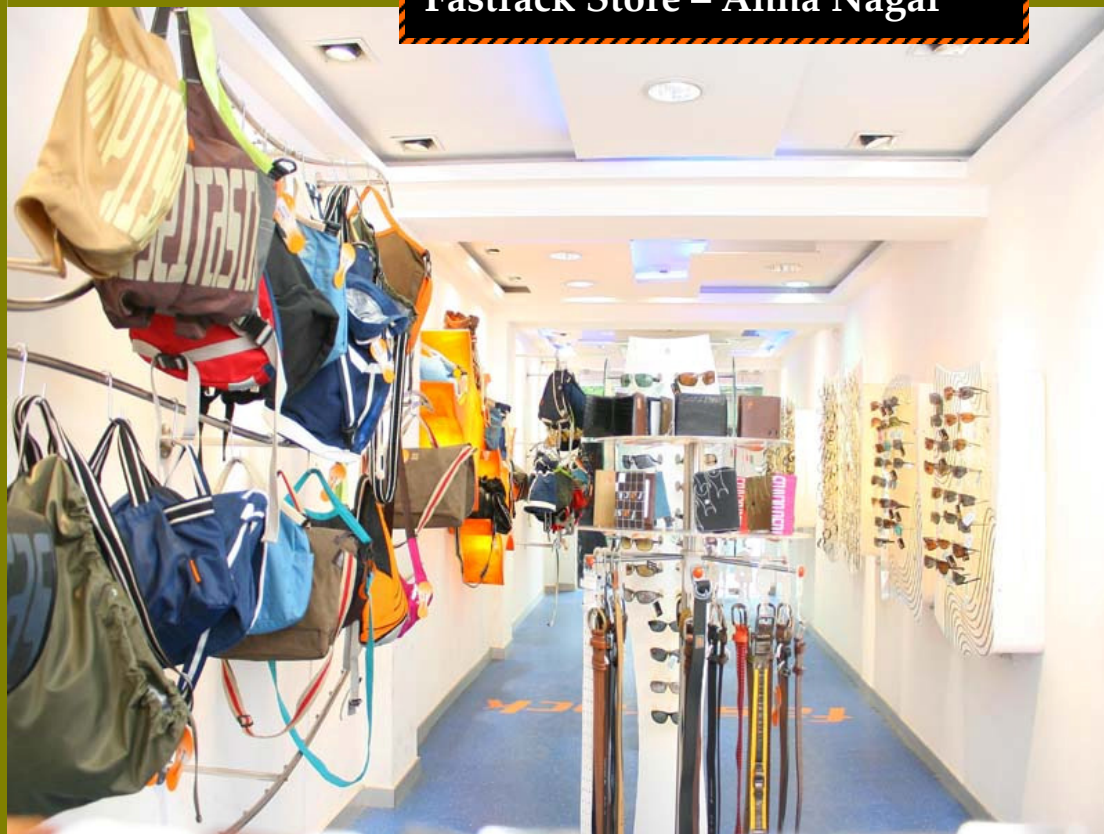
## Editorial TEAM

Dayana George

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WHEN IT IS OBVIOUS THAT THE GOALS CANNOT BE REACHED,  
DON'T ADJUST THE GOALS, ADJUST THE ACTION STEPS."

- CONFUCIUS

### Treat your staff to a smile, win productivity

Have you been facing performance issues with your team? What do you think you should do to overcome your worries? According to expert advice, the first thing you must do is to remove the frown from your face and replace it with an attractive smile!



According to research, the simple act of being nice towards your employees has a dominant impact on their productivity. Along with the smile try saying or doing something nice that brightens their day. A small compliment can go a long way in making people feel happy and energetic. So when you smile, your employees smile too. Smiling employees have more fun, work harder, get along well with their coworkers and as a result are more productive.

**Harry Paul and Ross Reck:** Stated that “Employees regulate the amount of effort they are willing to put into their jobs based upon how they are being treated”.

Managers in general are too preoccupies with performance numbers that they completely ignore paying positive attention to their employees. If you believe the more tightly you control your team, they harder they will work, you are absolutely wrong.

In reality, micromanaging your employees actually brings down their productivity. You’re tightening of controls, signals to your people that you don’t trust them enough. In the absence of trust, employee will not put in their best efforts. When your equation with people improves, numbers will automatically go up.

Smile and do the following to motivate your employees to work harder:

- ❖ Show them that you have faith in their abilities and let them understand that you are on their side.
- ❖ Focus on their needs. Understand their concerns and address their needs promptly.
- ❖ Reach out to your people and work alongside in order to understand the issues they face.
- ❖ People crave for appreciation. So, make it a point to compliment your employees for jobs well done.
- ❖ Listen to what your people have to say and actively seek their opinions on things that matter to them. It shows you care for them. When employees feel valued they will be only too willing to give more than 100 percent to their jobs.
- ❖ Turn work into fun. By introducing a bit of laughter and smiles you can make routine jobs more interesting.

### Conclusion:

A smile does not cost you anything. On the other hand it brings loads of benefits to you. It makes you likeable. Also your smile makes people around you feel good about them. Happy employees are undoubtedly the most productive ones.

When the entire workplace is characterized by communicable excitement, it translates into a win-win for everyone – for you, your team, your customers. So, Keep your frown aside and smile your way to success.

Hoooooraaayyy..... You guys always Rock!!!.....

Hats off!!!

Together we rocked this year Diwali Sale....

The Management is proud and sends a special congrats to **MBO-1 Division Stores** for achieving their **October month targets far beyond the set Targets** and did the **All Time Highest Sale** ever. **HR Team** and the entire **EUROPA** family wish you all to achieve the same in the months and years to come.

### *MBO 1*

<i>Store Name</i>	<i>Location</i>
Europa Discount Store	Velachery
Europa Discount Store	NM Road
Europa Discount Store	Kottivakkam
Europa Discount Store	Guindy
Europa Discount Store	Valasaravakkam
Europa Discount Store	Vadapalani
Europa Discount Store	Nanganallur
Europa Discount Store	OMR
Peter England Factory Outlet	Velachery
Europa Jeans Factory Outlet	Velachery



Team Members of our  
**Europa Discount Store  
Velachery**

Celebrating their  
Victory in achieving  
the

**“All Time Highest  
Sale”**

### *MBO 2*

<i>Store Name</i>	<i>Location</i>
Samsonite Factory Outlet	Velachery

# Europa Connect

## EBO

<i>Store Name</i>	<i>Location</i>	<i>Store Name</i>	<i>Location</i>
Levis Store	Pondy Bazaar	Adidas Store	Velachery
Reebok Store	R.K. Salai	Adidas Store	CCC
Adidas Store	Spencer Plaza	Fastrack Store	Anna Nagar

## NEW JOINERS

<i>Name</i>	<i>DOJ</i>	<i>Designation</i>	<i>Store Name &amp; Location</i>
B.Karuna Moorthy	1-Oct-09	C.S.A	Europa-Vadapalani 2
G.Krishna Kumar	3-Oct-09	Assistant-Audit	Corporate Office – Audit Dept
K.L.Haseeb	4-Oct-09	C.S.A	WOT - Spencer Plaza
V.Md.K.Abdul Rahman	4-Oct-09	C.S.A	WOT - Spencer Plaza
M.Gangatharan	7-Oct-09	Executive-Systems	Corporate Office – Systems Dept
G.Srinivasan	8-Oct-09	C.S.A	Levis Store – Spencer Plaza
H.Moin Basha	13-Oct-09	C.S.A	Adidas Store - CCC
K.Sridharan	14-Oct-09	Assistant-Audit	Corporate Office – Audit Dept
S.Ajas	18-Oct-09	C.S.A	Europa Discount Store - Guindy
R.Srinivasan	18-Oct-09	Tailor	Europa Discount Store - Guindy
Andrew Antony	22-Oct-09	C.S.A	Europa Discount Store - Velachery

## TRAINING @ EUROPA GROUP

### Program For the Month

<i>Program Name</i>	<i>Date &amp; Day</i>	<i>Time</i>	<i>Venue</i>	<i>Trainer</i>
Induction	5 <sup>th</sup> Nov 2009 Thursday	9.30 am – 1.30 pm	Hall of Excellence	Dayana George
SPTS Training	9 <sup>th</sup> Nov 2009 Monday	9.30 am – 11.30 am	Hall of Excellence	Ms. Sujatha – MIS Executive
Basic Etiquette & Selling Techniques	11 <sup>th</sup> Nov 2009 Wednesday	9.30 am – 12.30 pm	Hall of Excellence	Dayana George
Induction	12 <sup>th</sup> Nov 2009 Thursday	9.30 am – 1.30 pm	Hall of Excellence	Dayana George
Credit Card Acceptance	17 <sup>th</sup> Nov 2009 Tuesday	10.30 am – 12.00 pm	Hall of Excellence	Mr. P. Jaikar – Citibank
Basic Etiquette & Selling Techniques	19 <sup>th</sup> Nov 2009 Thursday	9.30 am – 12.30 pm	Hall of Excellence	Dayana George
SPTS Training	20 <sup>th</sup> Nov 2009 Friday	9.30 am – 11.30 am	Hall of Excellence	Ms. Sujatha – MIS Executive
SHOPER Training (CSA / Store Incharge)	23 <sup>rd</sup> Nov 2009 Monday	9.30 am – 1.30 pm	Hall of Excellence	Mr. Narayanan – Officer Systems
Induction	26 <sup>th</sup> Nov 2009 Thursday	9.30 am – 1.30 pm	Hall of Excellence	Dayana George
SPTS Training	27 <sup>th</sup> Nov 2009 Friday	9.30 am – 11.30 pm	Hall of Excellence	Ms. Sujatha – MIS Executive

# Europa Connect

## BIRTHDAY CELEBRATIONS

Name	DOB	Designation	Location
S. Moinuddin	1 <sup>st</sup> Nov	CSA	Adidas Store - CCC
Aswathi. R. Nair	1 <sup>st</sup> Nov	CRO	Titan - Spencer
Dayana George	3 <sup>rd</sup> Nov	Officer – Talent Management	Corporate Office – HR Dept
G. Saravanan	3 <sup>rd</sup> Nov	CSA	Adidas - Velachery
Bharath Kumar, E.	6 <sup>th</sup> Nov	CSA	Reebok - R.K Salai
H. Vasu	10 <sup>th</sup> Nov	CSA	Adidas - Spencer
A. Firdouse Usmani	14 <sup>th</sup> Nov	CSA	Europa Discount Store - Velachery
B.Karthick	21 <sup>st</sup> Nov	CSA	Corporate Office - Audit Dept
S. Sujatha	24 <sup>th</sup> Nov	Executive - MIS	Corporate Office – Retail Operations
Andrew Antony	25 <sup>th</sup> Nov	CSA	Europa Discount Store - Velachery
Deenadhayalan, N.	28 <sup>th</sup> Nov	CSA	Adidas Store – Spencer

## NEW OFFER

### @ our All Brand Factory Outlet Velachery

**NOW OPEN**

**DIWALI OFFER**

**BUY 1 GET 1 FREE**  
**BUY 2 GET 1 FREE**

Branded Formals | Shirts | Trousers | T-shirts

**ALL BRANDS FACTORY OUTLET**  
Velachery 100 Feet Road, (Next to World of Titan)  
Ph : 2255 0896

### At our Samsonite Stores in Velachery & Kottivakkam

No compromise on Quality International Warranty

Samsonite **AMERICAN COLLEGE**

**OUTLET SALE**  
**FLAT 40%**

ECR : Kottivakkam (Near IBP Petrol Bunk) Ph : 4358 7626  
VELACHERY : 100 Feet Road (Next to World of Titan) Ph : 2255 0895

### Across our Levis Store

**Buy now**  
**Pay later**  
**in 3 EMIs**

NO SWEAT  
NO HIDDEN CHARGES  
NO INTEREST

Powered by  
**HDFC BANK**  
CREDIT CARDS

### @ our Europa Jeans Factory Outlet Velachery

**Levi's**

**JEAN SALE**

**25% OFF**

**Pepe Jeans LONDON** **Lee**

**BUY 2 TAKE 1 FREE**

**Europa Jeans Factory Outlet**  
VELACHERY : 100 Feet Bye Pass Road, 2255 4642

### Across our Adidas Store

**ADIDAS FREE KICKS**

TAKE YOUR FIRST FREE KICK FOR RS. 2100. GET A SECOND KICK FOR RS. 4000 & A THIRD FOR RS. 3500!

YOU BETTER NOT FORGET TO TAKE YOUR FREE KICKS BEFORE YOU WALK AWAY FROM HERE!

**EUROPE**

WATCH YOUR FAVOURITE ADIDAS

**WOW**

WIN A SONY WIRELESS WALKMAN WORTH RS 4,990. OR

**500**

**ADIDAS GIFT VOUCHER**  
WORTH RS 500

## Across our Europa Discount Stores

Buy 2 get 1 free in Louis Philippe, Van Heusen and Allen Solly

Pepe Jeans – Buy 2 get 1 free

Levis Jeans – 25% discount

Euro Casual / Sprint / Influenz (Shirts) – Buy 2 get 2 Free

Classic Polo – T Shirts & Shirts – Buy 1 get 20 % off (or) Buy 2 get 1 free

## At our Europa Discount Store – OMR

**Shoes:** Lee Cooper, Provogue, ID, MB and Paduka – **Buy 1 get 1 free**

## RETAIL LEARNING

### 20 Ways to become a Highly Successful Retail Manager

Way 1 - Know the Customer and Practice excellent Customer Service

Way 2 - Train the Staff

Way 3 - Lead by Example

Way 4 – Motivate your subordinates

Way 5 - Coach Continuously

Way 6 - Manage Time Well

Way 7 - Communicate Well

Way 8 - Be Honest and have Integrity

Way 9 - Be Accessible any time

Way 10 - Manage Performance of Staff

Way 11 - Mentor and Develop People

Way 12 - Praise and Reward your subordinate whenever appropriate

Way 13 - Demand Operational Excellence

Way 14 - Promote Growth

Way 15 – Be Energetic, Ambitious and Enthusiastic

Way 16 - Develop a Flair for Visual Merchandising

Way 17 - Ensure all Interaction are Productive

Way 18 - Work Smart for Results

Way 19 - Strive for Both Quality *and* Quantity

Way 20 - Take Action

### Careers @ Europa Group

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

- Customer Service Associate – Showroom Sales
- Showroom Manager