



## IMMERSION EXERCISE – 2

# FASHION RETAIL

## Redefining the Role of Multi-Branded Fashion Retail in a Digital World

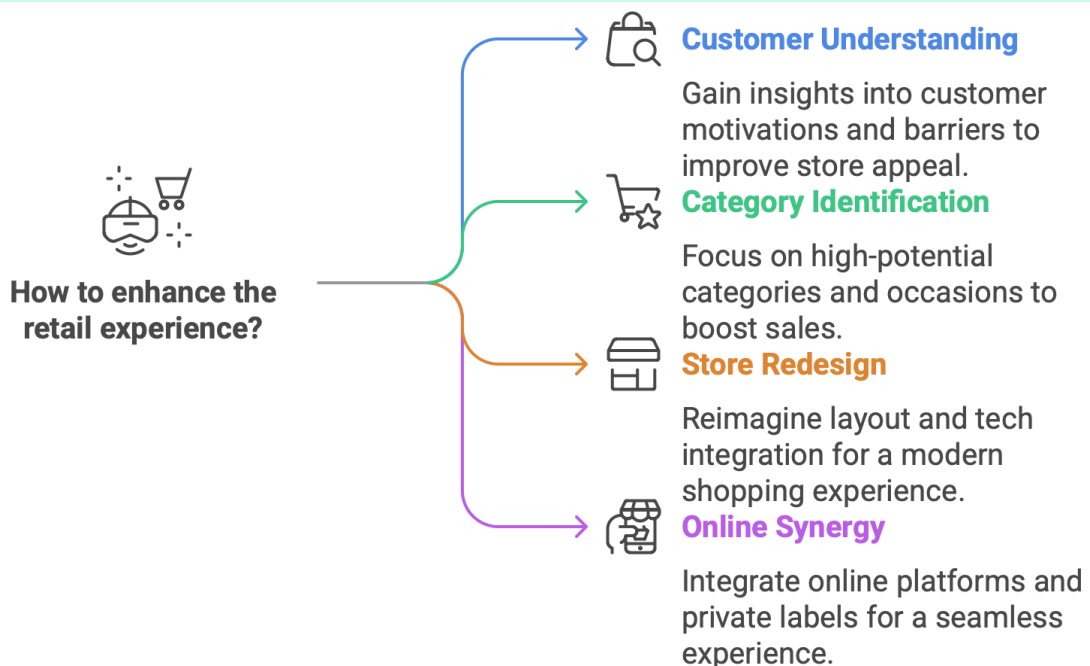
Pantaloon is a legacy name in value fashion retail with a large national presence. However, it faces existential questions as e-commerce and q-commerce formats reshape how consumers discover and buy fashion, especially for utility and impulse needs.

### Key Challenge

What is the future role of a large-format, multi-brand store like Pantaloon, and how can it differentiate itself in a world of endless online options?

### Strategic Question

What should be the in-store and omni-channel experience that makes Pantaloon a destination for discovery, curation, and delight?



## DEFINING YOUR STRATEGY



GLOBAL GYAN  
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**Who is the Target Customer?**

**What does the customer Value?**



**Who is the Competitor?**

**Alternatives?**  
**Substitutes?**



**What is my Value Proposition?**

1. Attractive to customers
2. Unique vs competitors

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## WHAT IS STRATEGY?



GLOBAL GYAN  
LEADERSHIP ACADEMY

WHO IS THE  
CUSTOMER  
(SEGMENT) THAT WE  
WANT TO WIN



PRICE, COMMERCIAL  
MODELS, TCO,  
TERMS



THE OFFERING  
(PRODUCT / SERVICE  
/ FEATURES /  
BENEFITS)



DISTRIBUTION AND  
SALES MECHANISM;  
SUPPLY CHAIN;  
CHANNELS



COMMUNICATION /  
AWARENESS  
CREATION /  
BRANDING /  
MARKETING



WIN THE  
CUSTOMER

ATTRACTIVE

CHOICES  
WE MAKE

UNIQUE

BEAT THE  
COMPETITION

