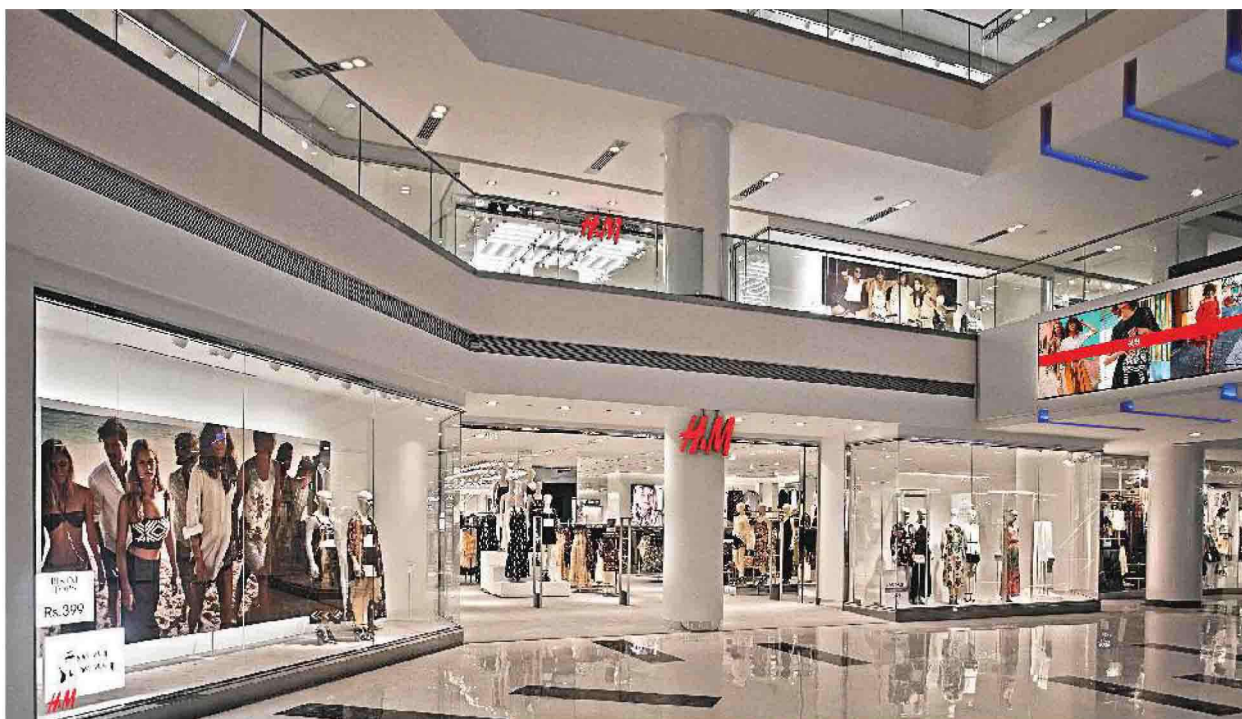


# FUTURE READY

How some leading retailers are changing today, for their consumers of tomorrow

## H&M INDIA



**T**he H&M customer would continue to be fashion conscious and even more aware of global trends and fashion. The customer would be more far more evolved than s/he is today and would have more access to information and awareness levels would be higher.

“We cater to the fashion conscious customers all across the country and believe that we will continue to do so with our product

offerings. We have also launched H&M online in India this year and have an omni-channel approach for the ease of our customers. We see great potential to open more stores in India, the number and time frame will be determined by a number of external factors. All the stores follow the global guidelines and will continue to do so,” informed Janne Einola, Country Manager, H&M India Retail Pvt. Ltd.



► Janne Einola, Country Manager, H&M India Retail Pvt. Ltd.

## MCDONALD'S INDIA



Anyone who's been to a McDonald's recently, whether at a food court or a drive through, must've noticed the transformation that the outlets have undergone. Everything about the look and feel, the menu and the service is different. One notices technology being adopted intelligently and interestingly. There are self-ordering kiosks to break the queue. There is a noticeable change in experience as well as efficiency. The menu is healthier and more nutritious (more dietary fibre, less oil, salt and calories), more varied and innovative. In fact, McDonald's has recently launched the rice menu.

And the changes continue...all in line with the changing profile of the consumers. "Every brand has to stay relevant to consumers, not just today but even tomorrow. We are using our foundational work around supply chain and our knowledge of food technology to ensure that people feel good about eating food when they

visit a McDonald's," said Amit Jatia, vice-chairman, Westlife Development.

There is significant change on the food delivery side as well. From ordering via a phone, McDonald's moved to an app, which contributes 50% of the business.

Realising the consumers' shift towards a sustainable way of life, McDonald's has successfully transitioned from plastic to eco-friendly and biodegradable alternatives such as paper, wood and corn starch for spoons, stirrers, knives, forks, cups and lids.

"We are going to redefine the way consumers consume food at a QSR through McDonald's starting with the technology," he declared. Soon, customers will be able to customise their food. Ordering is set to get more sophisticated and hassle-free too. Where one will be able to order in advance via the app, scan the QR code generated at a kiosk and then get the order served at the table. Payments will get more seamless and easy.



► **Amit Jatia, vice-chairman, Westlife Development**

McDonald's terms this as 'Experience of the Future' (EOTF), and is planning to convert several of its outlet to this format. In addition, it plans to almost double its current number of outlets to 500 over the next three to five years to get closer to the consumer.

A development worth mentioning is at the back-end. McDonald's is the first company in the Indian food industry to recycle its used cooking oil into biodiesel for powering its refrigerated supply delivery trucks.

## TIMEZONE



The leading family entertainment chain, Timezone, is taking big steps to be ahead of the curve on delivering an unmatched guest experience. The parent company - The Entertainment and Education Group (TEEG) that operates 260 venues in seven countries, has repositioned its stores in India to deliver a very modern, inviting and social guest experience that is best in class when benchmarked with venues across the world.

Consumers are valuing experiences more than products and the trend will pick up in the coming years. Experiences that are social and that can be had together with family and friends. "Family Entertainment Centres, like Timezone, provide the ideal venue for that special, bonding time; enjoying each other's company and connecting with each

other through enjoyment and play," shared Sonaal Chopra, Group CEO, TEEG. He informed that Timezone is going through a major revamp, based on consumer feedback, that is not just limited to games but extends to guest service, store design, products, brands and guest engagement. It is a constant process of listening to consumers, being proactive in making the changes, which has the group get over 50% marketshare in developed markets like Australia.

The Next Generation Timezone destinations feature modern elements which appeal to guests of all ages and genres. With a holistic customer experience in mind, seating arrangements have been provided within the store for the families to sit and relax while the kids are playing.

Special attention has also been



► Sonaal Chopra, Group CEO, TEEG

paid to lighting and noise levels, to ensure a comfortable visit, plus, the fun process of ticket collection to redemption has been made even more fun by adding more 'Ticket feeding Machines'. There are plans to introduce mobile-POS to recharge cards. "Instead of the customers going to the counter, the counter will come to them," Chopra informed. 😊