

Answer to Q1.

- The overall **customer base** of Reliance Retails will increase.
- Metro AG's goods inventory will **diversify** and **upgrade** JioMart's online stores.
- The **brand value** of Reliance will attract more retailers for the foreign and newer company Metro AG which may also help in onboarding of SMEs, kirana stores.
- The **ground network** of already established 31 Metro AG warehouses will help boost sales of Reliance goods.

Answer to Q2.

- Reliance Retails may introduce a **credit card** system for SMEs and kirana store owners which if used by retailers to buy goods from any Metro AG warehouse with a slight change-it can introduce an optional credit card system (Retailers with that card will get goods at a discounted price) and can also eliminate the risks associated with carrying hard cash.
- Reliance can enter in the **HoReCa** industry as it will have the backing of Metro AG as a wholesaler.
- Reliance may expand their retail business **offshore** especially in Germany either on their own or they can sign a deal with German branch of Metro AG to setup a similar **chain business**.
- They may offer any retail startup to open a store in any of their newly developed societies for which Reliance will manage the transportation cost while the store will share its profit with Reliance.\*\*
- Reliance Retails can use a part of those specific Metro AG warehouses which are located in the main region of cities (and not the ones located on the outskirts) or construct a joint building with these warehouses for opening retail stores which will eliminate the transportation cost completely for these stores while the retail store will have to share a portion of its profit with Reliance.\*\*

\*\*(A very rough idea with probably many complications and loopholes because I don't know much about business).

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