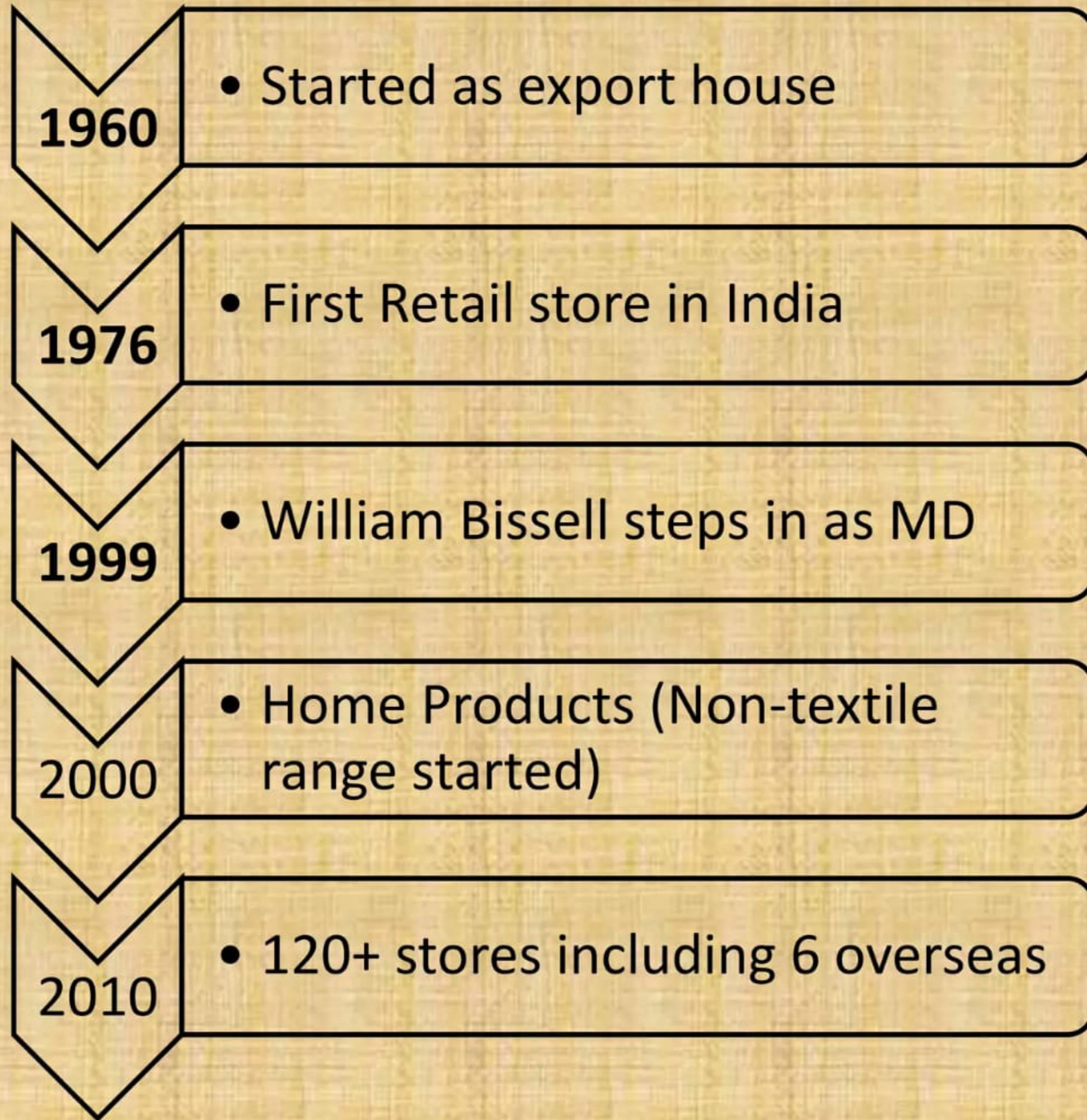


*fabronia*

# Journey Begins with John Bissell..



# Legacy Continued By William Bissell..

Vehicle for Marketing the Vast and Diverse Craft

Traditions of India



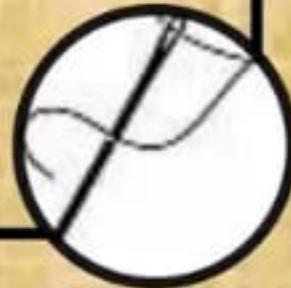
# Product Mix

WIDTH

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- Women's wear
  - a) Indian
  - b) Western
- Men's wear
- Accessories
- Infant, Kids, teens
- Upholstery and curtains
- Bed linens
- Table and bath linens, floor coverings

Garments



- Furniture,
- Lighting,
- Stationery,
- tableware,
- Cane Basket
- Selection handicraft utility.

Home  
furnishing



- Cereal
- Grains
- Pulses
- Spices
- Sugar
- Tea & Coffee
- Honey
- Fruits
- Preservers & Herbs

Organic

organic

- Soap
- Shampoo
- Hair Oil / Pure Oil
- Moisturisers
- Body Scrub
- Face Pack
- Hair Conditioner
- Special Skin Care Products.

Body Care



# **Unique Business Strategy.....**

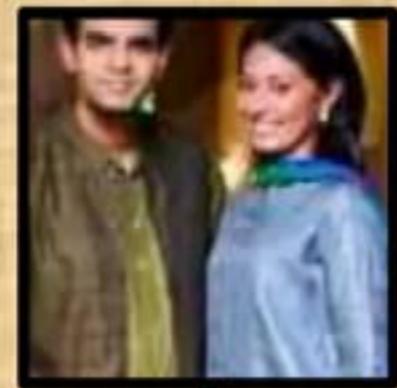
- Inclusive Business
- Creating jobs in the rural sector
- Supporting & Educating the weavers/Artisans
- Community Owned Companies ( COC Model)
- Turning weavers and artisans into shareholders

# S-T-P



## Segment

- Textile
- Indian Traditional & western Outfits
- Non – Textile
- Organic Food
- Furnishing
- Body care Products



## Target

- All age Group
- Urban Cities
- ( higher Middle Class Group)
- Up Market Locations

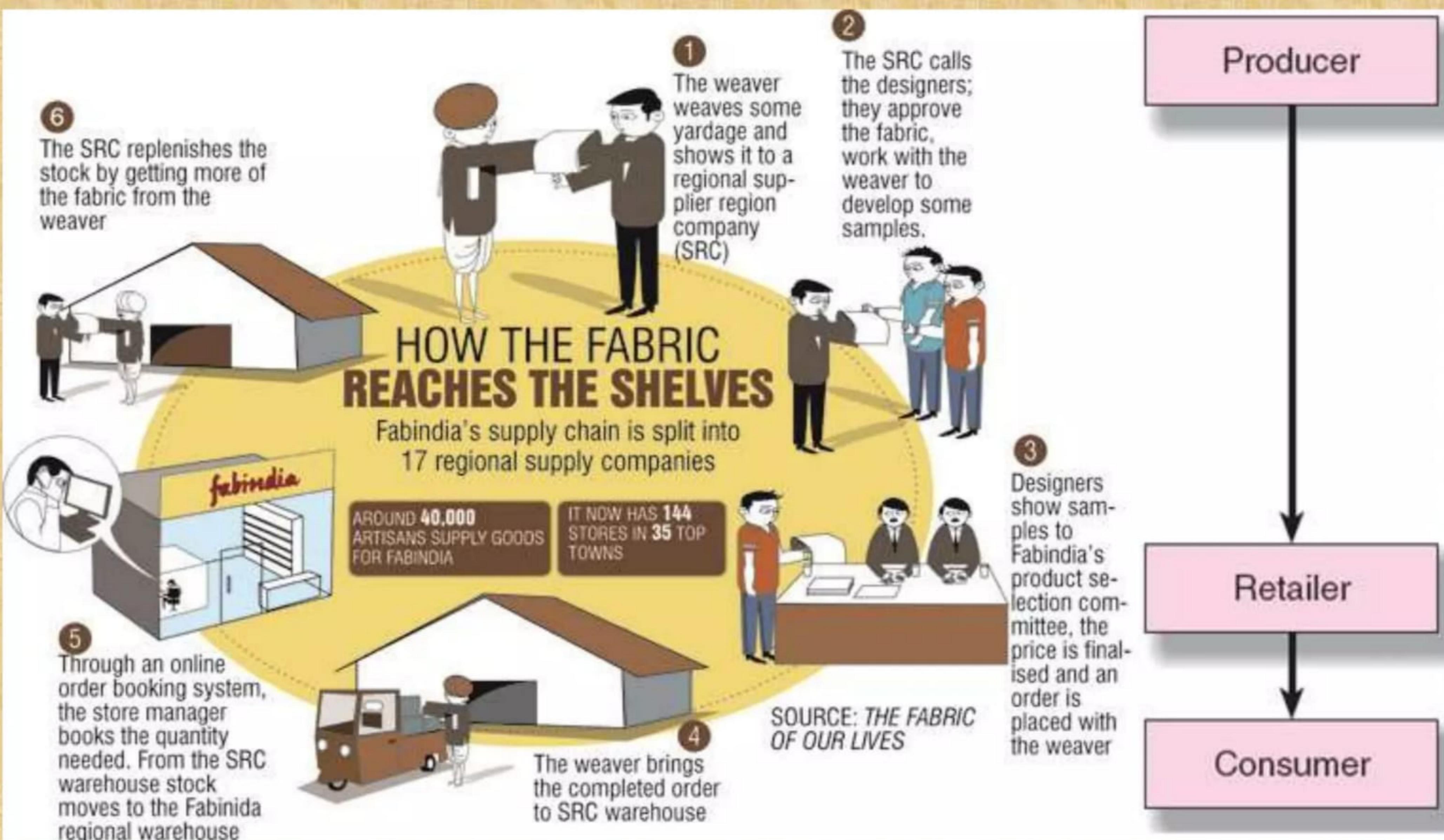


## Positioning

- Medium Priced for Affordable for Upper Middle Class
- Customer Friendly employees
- No pressurizing on sales

# Supply Chain

Fabindia Manages a Direct Effective SRC with more than 40000 Weavers & Artisans



# Marketing Mix

## PLACE

It has 187 stores location across India.

Increasing coverage internationally

Differentiates its store according to the product's stored.

## PRODUCT

Handmade products, quality and style is maintained

Wide range of products i.e. from garments to organic food

Supports artisans. This is a very strong customer value leveraged by FABINDIA

## PRICE

“Value for money”

Competitive Pricing

Affordable by all

## PROMOTION

Traditionally relied on word of mouth advertising.

Product speaks for itself and this strategy has uphill now worked very well

Coffee Mornings

# Growth of Fabindia

Year	2012	2013	2014
Revenue (in Cr.)	484	542	604.5
Profit (in Cr.)	40	43	54.4
No. of Branches	148	158	175

As on 2015 :

Fabindia has 187 retail stores across India, 2 stores in Singapore and 1 store each in Bhutan, Dubai, Italy, Nepal, Malaysia and Mauritius.

# Challenges Ahead for Fabindia

- Quality Assurance & Delay in Orders
- Increasing Labor cost
- Low price fake handlooms
- Spiraling real estates price
- Facing competition
- Infusion of Funding
- Teen Spirit

# Implementation

- Educating Customers
- Closely working with Artisans
- Introduction of Shareholding
- Focusing in Tier II cities
- Online shopping
- Make brand visibility