COMPANY PROFILE
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OUR STORY

Your Retail Coach (YRC) started in the year 2012 as a general management consulting firm under its parent company Mind-A-Mend Consultancy Private Limited. With positive reviews and feedback, a year later, we took the call to evolve as a retail specialization expert. With further learning and experience in the industry, YRC extended its service portfolio to include Omnichannel & ECommerce specialization in the year 2016.

We have always believed in specialization and innovation and thus, we have always been agile about adopting updated and digital ways of doing business. After having consulted over 500+ retail and eCommerce brands and 150+ B2B companies, which included start-ups, SMEs and multinational conglomerates, spanning across continents, with a success rate of 95%, now we have launched YRC DIGITAL – a service brand of YRC dedicated to digital products & digital transformation consulting.
FOUNDERS

NIKHIL AGARWAL
Chief Operations Officer
A calm and composed personality.
Someone who has mastered the art of SOPs.
MBA in International Business and Finance from the United Kingdom.

DR RUPAL SHAH AGARWAL
Chief Strategy Officer
“Impossible is nothing”.
A proud homeopath by qualification.
She has the pace to drive everybody in the organization.

VARUN SHAH
Chief Finance Officer
Pursued his Chartered Accountancy.
One who loves to read between the numbers.
His analytic skills help us evaluate the best amongst the worst bets.
SERVICES

SOP DESIGNING
FRANCHISE DEVELOPMENT
BUSINESS PLAN
MARKET RESEARCH
BUSINESS MODEL & STRATEGY
RETAIL STARTUP
LINE OF BUSINESSES WE CATER

RETAILERS

PRODUCTION / PROCUREMENT

PRIVATE LABEL

OWN MANUFACTURING/ CONTRACT MANUFACTURING

SUPPLIER / BRAND MANUFACTURERS

DISTRIBUTOR OF BRANDED GOODS

WAREHOUSE

 COMPANY OWNED STORES

FRANCHISE STORES / SHOP-IN-SHOP

OMNICHANNEL

WEBSTORE / APP

DELIVERY VIA NEARBY RETAIL STORE: COMPANY/ FRANCHISED

E-COMMERCE

WAREHOUSE / DARK STORE / MARKETPLACE WH / OUT-SOURCED WH

LAST MILE DELIVERY (INHOUSE / OUT-SOURCED)

DELIVERY BY VENDOR (DROPSHIP / OWN MARKETPLACE)
FUNCTION EXPERTISE

RETAIL FUNCTIONS

• Manufacturing
• Purchase
• Store Operations
• Inventory
• Warehouse & Distribution
• Marketing
• Retail Sales Accounting
• Loss Prevention

E-COMMERCE FUNCTIONS

• Sales Operations
• Order Management
• Inventory Management
• Warehousing
• Last Mile Delivery
• Customer Care
• Digital Marketing
• Technical Support
• E-Commerce Accounting

SUPPORT FUNCTIONS

• Admin
• Accounts & Compliances
• HR
• IT
• Legal
INDUSTRIES WE CATER

PRODUCT VERTICALS

• Fast Moving Consumer Goods (FMCG)
• Pharmacy
• Books | Stationery | Toys
• Distributors & Dealers Industry
• Furniture | Furnishings
• Jewellery | Luxury Goods
• Tyre & Wheels
• Apparel | Clothing
• Electronics | Home Appliances
• Automobile | Accessories

SERVICE VERTICALS

• Gym | Fitness Club
• Salon | Spa
• Hospital | Clinics
• Films | Entertainment | Media
• Restaurant | QSR
• Education | Coaching
• Professional Services
• Warehouse | Supply Chain

E-COMMERCE VERTICALS

• Fashion / Apparel Ecommerce
• Beauty Ecommerce
• Travel/ Taxi
• FMCG/ Dark Supermarket
• Cloud Kitchen
• Marketplace
• Dark Store Franchising
• B2B E-commerce
• Online Delivery Business
SERVICES

AT WHAT STAGE ARE YOU TODAY?

DEVELOPMENT

CONSULTING SERVICES
- Business Model, Strategy & Critical Pathway
- IT System Integration: FRD
- Business Plan/ Financial Plan
- UX Strategy- Website/ App
- Store/ Warehouse Functional Layout Design
- Marketing Strategy
- Software Evaluation, Shortlisting
- Business Legal Agreements (Internal & External Stakeholders)

IMPLEMENTATION SUPPORT SERVICES
- SOP Training

STARTUP

CONSULTING SERVICES
- Standard Operating Procedures (SOPs)
- IT System Integration: FRD/ Software Upgradation
- Franchising
- Business Intelligence Reports/ Analytics
- Business Legal Agreements (Internal & External Stakeholders)

IMPLEMENTATION SUPPORT SERVICES
- Talent Search & Shortlisting
- Process Audits
- Mystery Audits
- SOP Training

GROWTH

CONSULTING SERVICES
- Standard Operating Procedures (SOPs)
- IT System Integration: FRD
- SOP Training
- Process Audits
- Mystery Audits
- SOP Training

EXPANSION

CONSULTING SERVICES
- Standard Operating Procedures (SOPs)
- IT System Integration: FRD
- SOP Training
- Process Audits
- Mystery Audits
- SOP Training

MATURITY

CONSULTING SERVICES
- Standard Operating Procedures (SOPs)
- IT System Integration: FRD
- SOP Training
- Process Audits
- Mystery Audits
- SOP Training

IMPLEMENTATION SUPPORT SERVICES
- Operations Outsourcing (International/ Conglomerates Only)
- Process Audits
- Mystery Audits
- SOP Training

OBJECTIVE TO BE ACHIEVED

BUSINESS SCALE

SME

Large

Conglomerate

Government
APPROACH & METHODOLOGY

APPROACH

• Customized to suit the Client's requirements
• Organized Internal Processes
• One point of contact for the Client
• Project Progress Tracking at every stage

METHODOLOGY

Goals, Timelines & Detailed Scope defined before starting the project to maintain highest level of transparency

Highest Level of Integrity & Information Privacy maintained. NDA signed with all clients.

Act like an Extended Support/ Advisory Team for our clients. Not like external stakeholders.

Post completion of project: Advisory on Queries related to scope delivered is provided with no hesitation
OUR UVP & VALUES

UNIQUE VALUE PROPOSITION WE OFFER

• We understand the customers of our customers: Working in B2C/Retail/ E-Commerce Space since 2012. We understand the general end consumers mindset and behaviour pattern.
• We are a brand behind a brand: We know the pain & efforts required to create a brand. We value our clients efforts and ensure to give our best to make their dreams come true.
• B2C Expertise: Retail & E-Commerce Business Models is what we live in our daily lives. Have consulted 500+ B2C clients till date.
• Our Expertise is Framework: We believe our clients are our mentors and experts of their business. We are facilitators in defining framework within their organisation which helps them run efficiently and grow seamlessly.
OUR UVP & VALUES

VALUES WE FOLLOW

• **Responsibility and Commitment:** We are a young team of experts with high sense of responsibility and commitment levels.
• **Rigid on our Principles and Agile in our Approach:** This has helped us to reach where we are today!!!
• **We love Retail:** We love what we do. We value passion over intelligence.
• **Enjoy the Journey, Success is Guaranteed & Money is the By-Product:** We strongly believe in this, so we usually skip to see our watch while working for our clients, not always though, as we also value time. :)
• **Value Time:** We never skip any meeting, delay work beyond tolerance limits or start late until we face a situation that is unavoidable.
ANGEL CLIENTS

LARGE ENTERPRISES/ CONGLOMERATES

CLIENTS BEING SERVED IN
THE FOLLOWING REGIONS
ACHIEVEMENTS & TESTIMONIALS

ACHIEVEMENTS

• "Top 10 Fastest-Growing Management Companies in India" - Silicon Review Magazine

• A “How To” advisory company for Retail Industry

• Retail Industry-expertise company, not only function-specific expertise
ACHIEVEMENTS & TESTIMONIALS

TESTIMONIALS

"Right from “concept” to “execution” YRC has helped us, so I’m extremely happy. And they have completely supported us in the entire journey."

- Mr. Raj Narayanan, Aditya Birla Grasim Industries

Watch it here: https://www.youtube.com/watch?v=NHkwrDch1gE&feature=emb_title

"I must appreciate YRC’s understanding of the subject, the patience with which they met with all the stakeholders, high level of professionalism & the time lines that they achieved."

- Mr. Varkey Joseph, Raymond Ltd.

Watch it here: https://www.youtube.com/watch?v=GM4cNsokvcl&feature=youtu.be

"I wouldn’t call them consultants; they have been partners to us. Extremely passionate about their job, they have taken immense interest in the project and gotten into all the nitty-gritties and solved a lot of roadblocks in the business"

- Kunal Ahuja, Director at Just Casuals

Watch it here: https://www.youtube.com/watch?v=fAqCd_HuNKU&feature=emb_title

READ ALL OUR TESTIMONIALS HERE: https://www.yourretailcoach.in/testimonials/
THANK YOU

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