

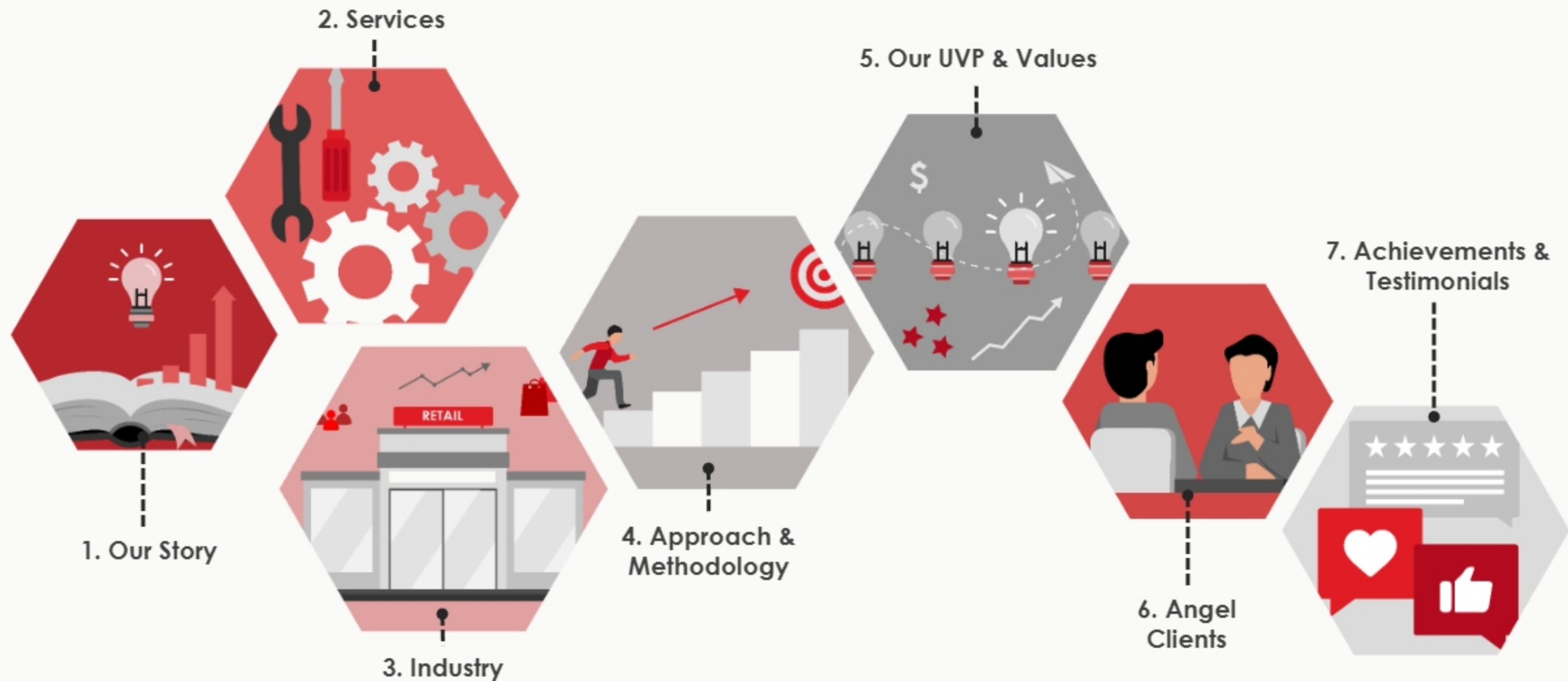


YOUR[®]
RETAIL
COACH

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

One who loves to read between the numbers.

His analytic skills help us evaluate the best amongst the worst bets.



SERVICES



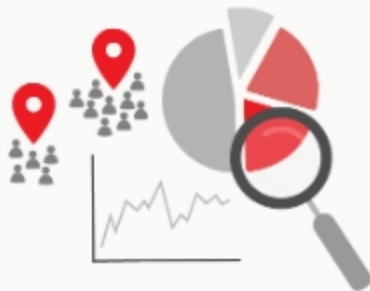
SOP DESIGNING



FRANCHISE DEVELOPMENT



BUSINESS PLAN



MARKET RESEARCH



BUSINESS MODEL & STRATEGY

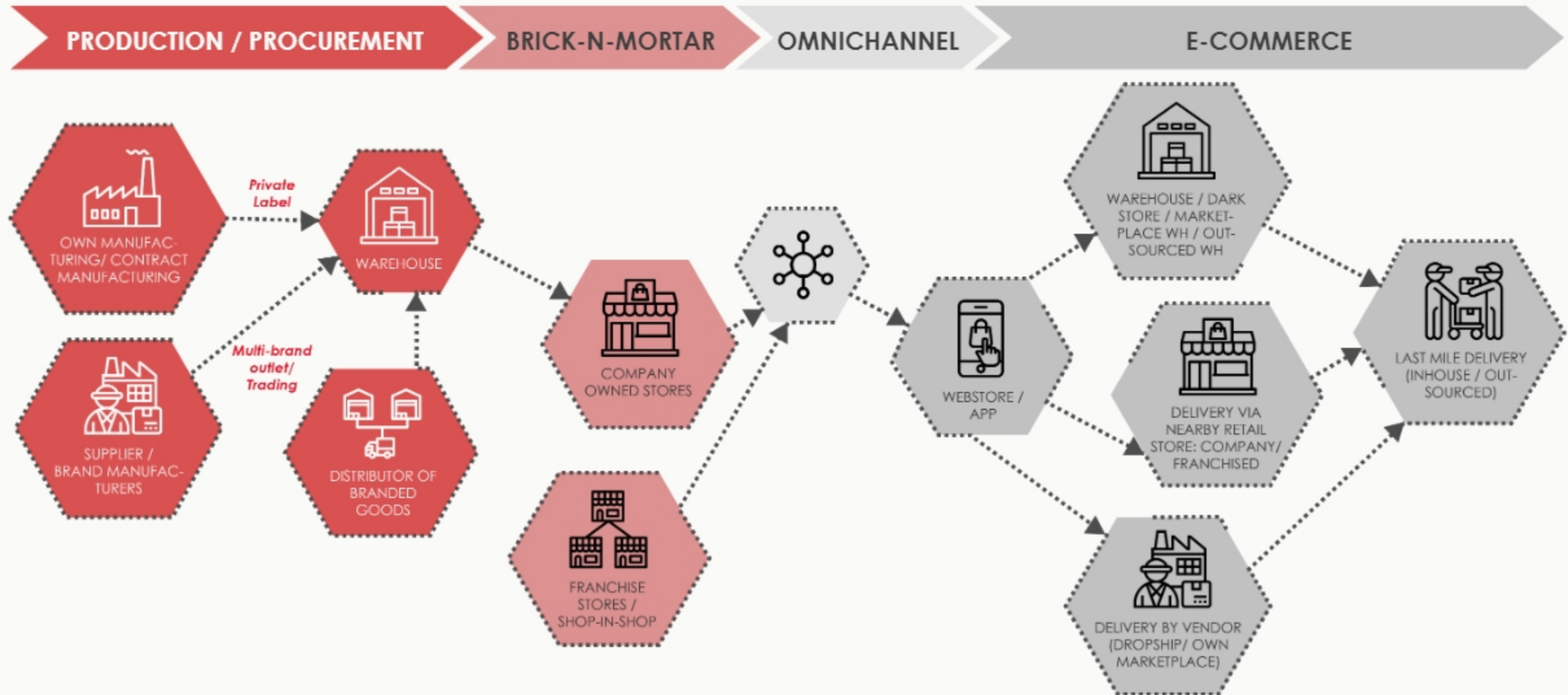


RETAIL STARTUP



LINE OF BUSINESSES WE CATER

RETAILERS



FUNCTION EXPERTISE

RETAIL FUNCTIONS



01

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

E-COMMERCE FUNCTIONS



02

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

SUPPORT FUNCTIONS



03

- Admin
- Accounts & Compliances
- HR
- IT
- Legal

INDUSTRIES WE CATER

PRODUCT VERTICALS



01

- 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



02

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

E-COMMERCE VERTICALS



03

- 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?



OBJECTIVE
TO BE ACHIEVED

DEVELOPMENT

STARTUP

GROWTH

EXPANSION

MATURITY

CONSULTING SERVICES

- Business Model, Strategy & Critical Path-way
- 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

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

CONSULTING SERVICES

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

IMPLEMENTATION SUPPORT SERVICES

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

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.



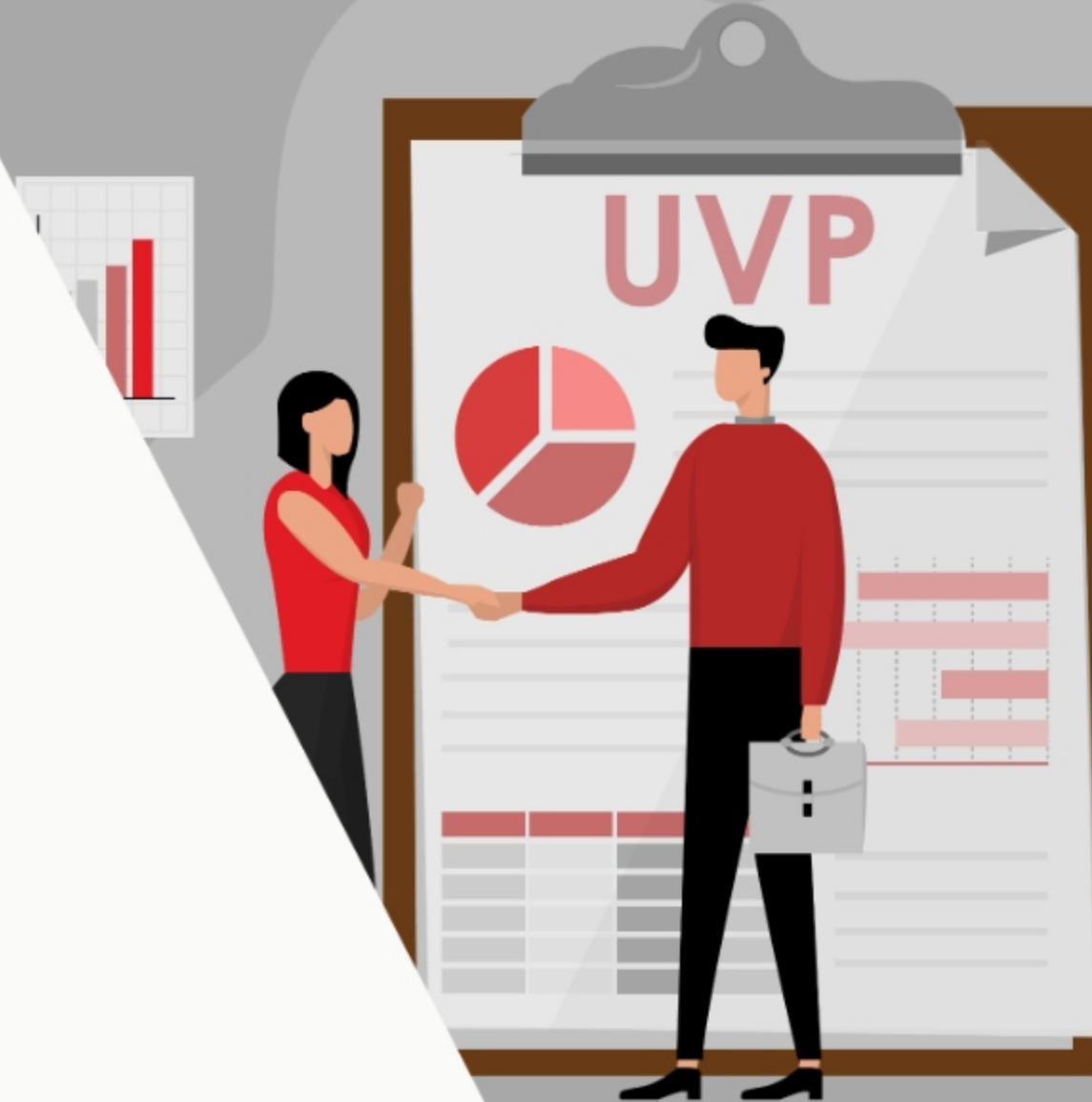
Post completion of project: Advisory on Queries related to scope delivered is provided with no hesitation



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



ANGEL CLIENTS

SMALL AND MEDIUM ENTERPRISES



BNP PARIBAS



JD Designs
a creative new vision



MAHAVIR WORLD



MAEER'S
MIT INSTITUTE OF DESIGN



the KURT icompany



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

ADITYA BIRLA



GRASIM

"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

raymond

"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>

Just Casuals

"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/>



**YOUR[®]
RETAIL
COACH**

THANK YOU

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