



Brief Corporate Profile



Our lineage

Brief Background

The promoters of Veritaz come with a heritage of Retail & Textiles Background. With the above experience of running various enterprises in these verticals & industries, the promoters set out to create Veritaz Ventures Advisory Pvt. Ltd. A company largely involved in M&A, Implementation and Advisory activities. This company is backed by strong Project Management & retail experience with people established in their fields with prior industry knowledge.

The company had also funded Retail Businesses and had established a Retail Consultancy practice to implement Retail Projects PAN INDIA in the Private Sector.

Among its activities it is also currently undertaking Retail and interior Projects in the Apparel, Lifestyle and Textile spaces in Tamil Nadu and Delhi(NCR) and is working with PVT. And Govt. (PSU's) entities.



Our lineage ...cont.

- The company is commissioned to capture the opportunity in the fields of :

Advisory

- Retail – Market Study and Positioning
- Consumer Products
- Branding & Brand Development
- Office & Store Interiors
- Mergers & Acquisition
- Strong focus on Government
- Projects

Project Execution

- Retail Roll out and Expansion of stores across the country
- In-store Merchandising and branding



About Us

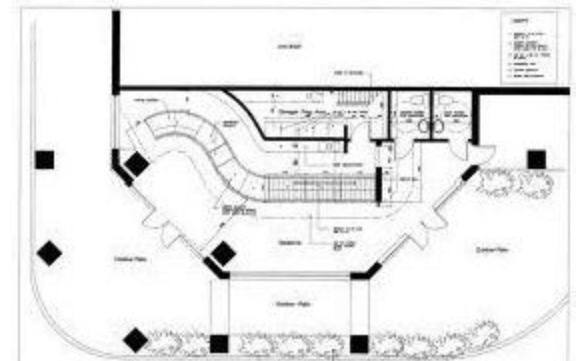
- We are a boutique Retail Advisory & Project Delivery & Execution company formed by professionals with a consolidated experience of more than 40 years. With our strategic partners and *consortium*, we operate in the following sectors:

- Office & Commercial Interiors
- Retail
- Consumer Products
- Branding & Brand Development
- Infrastructure
- Mergers & Acquisition
- Strong focus on Government Projects



Services

- Office, Commercial & Operations Interiors
 - Design & Concept Development
 - Office Interiors Execution
 - Retail Interiors Execution
 - Complete capability from design to execution
 - Strong Project Management



Services

- Retail & Consumer Products
 - Entry Level, Sustenance & Growth Strategy Development
 - Business Planning
 - Implementation Planning
 - Operations Optimization
 - Store Design
 - Merchandize Planning
 - Sourcing
 - Launch Planning & Hand holding
 - Store Interiors Execution
 - Branding & Brand Development
 - India Entry Strategy



Services

- Branding & Brand Development
 - Brand Strategy
 - Brand Development
 - Market Study & Due Diligence
 - Change Management
 - Brand Implementation



Store Renovation Case Study: Government PSU

- Renovated 22 stores of XYZ Corporation wherein the following was our scope of work
 - **Rebranding & Logo development**
 - Developed and conceptualized the new logo with Design Team , from Design to Execution
 - **Store Design & Concept Development**
 - Designed entire 24, 000 sq. ft. across different states to create a unified look & feel of commercial establishments including development of new store concepts and range planning for optimal space utilization and displays.
 - **Store renovation**
 - Turn key project
 - Simultaneous roll out of execution across states
 - Execution through modular fit outs and on site local restoration & repair
 - **Project Management**
 - On ground and remote project management experience with dedicated teams
 - Roll over of site to site execution every 45 – 50 days from handover to completion.
 - Primary utilization of Hub & Spoke model for material handling and project execution

Store Renovation Case Study: XYZ Corporation Locations

Madurai (Tamil Nadu)

Ooty (Tamil Nadu)

Neyveli (Tamil Nadu)

Trichy (Tamil Nadu)

Tilak Nagar (New Delhi)

Gopinath Mkt (New Delhi)

M G Road (Bengaluru, Karnataka)

Rajaji Ngr (Bengaluru, Karnataka)

Attur (Tamil Nadu)

Salem (Tamil Nadu)

Kumbakonam (Tamil Nadu)

Mayavaram (Tamil Nadu)

East of Kailash (New Delhi)

Shankar Road (New Delhi)

Karpagavilas (Tamil Nadu)

R S Puram (TamilNadu)

Ranchi (Jharkhand)

Indore (MadhyaPradesh)

Peelamedu (Tamil Nadu)

Cuddalore (TamilNadu)

Sivaganga (Tamil Nadu)

Nagarcoil (TamilNadu)

Tamil Nadu

New Delhi

Karnataka

Madhya Pradesh

Jharkhand

Typical Case Study: Store Moderization

BEFORE



Typical Case Study: commercial Merchandising pre-modernization



BEFORE



Typical Case Study:

INTERIM



Store Renovation Case Study: XYZ



AFTER



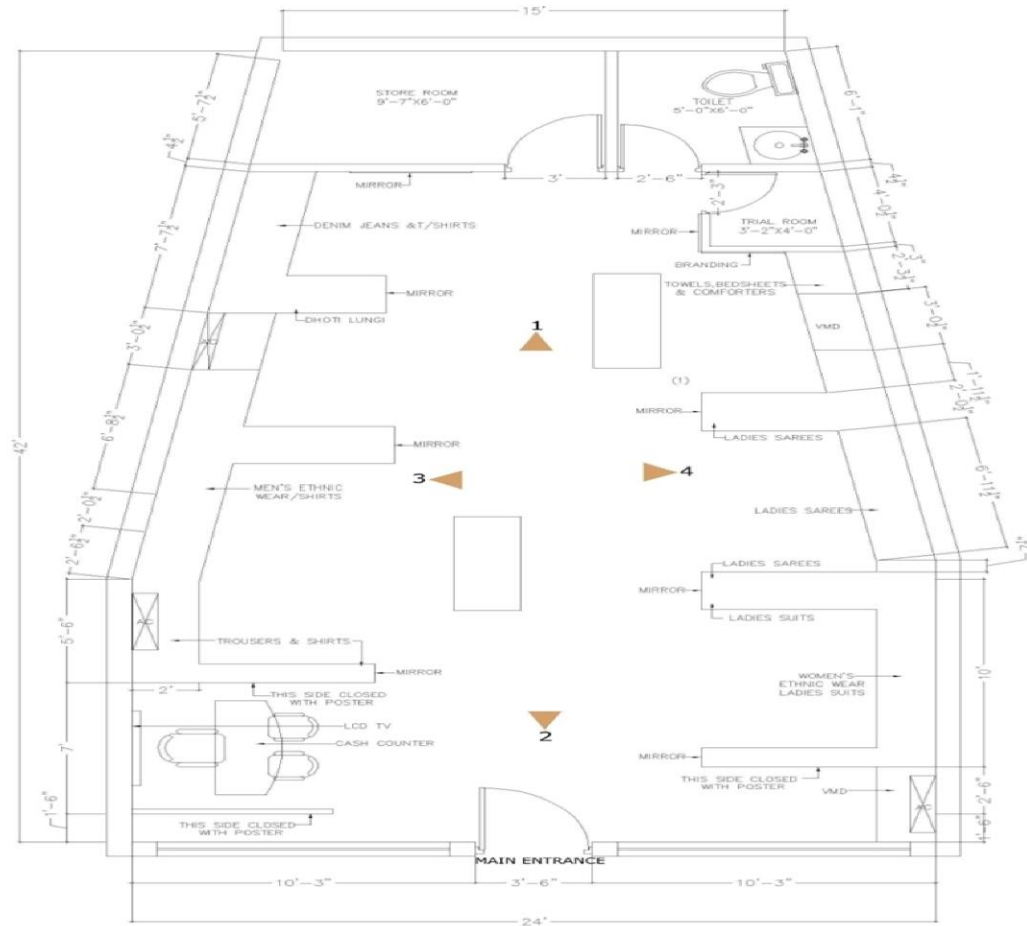
AFTER



Drawings For XYZ Showroom : -

Option :- 1

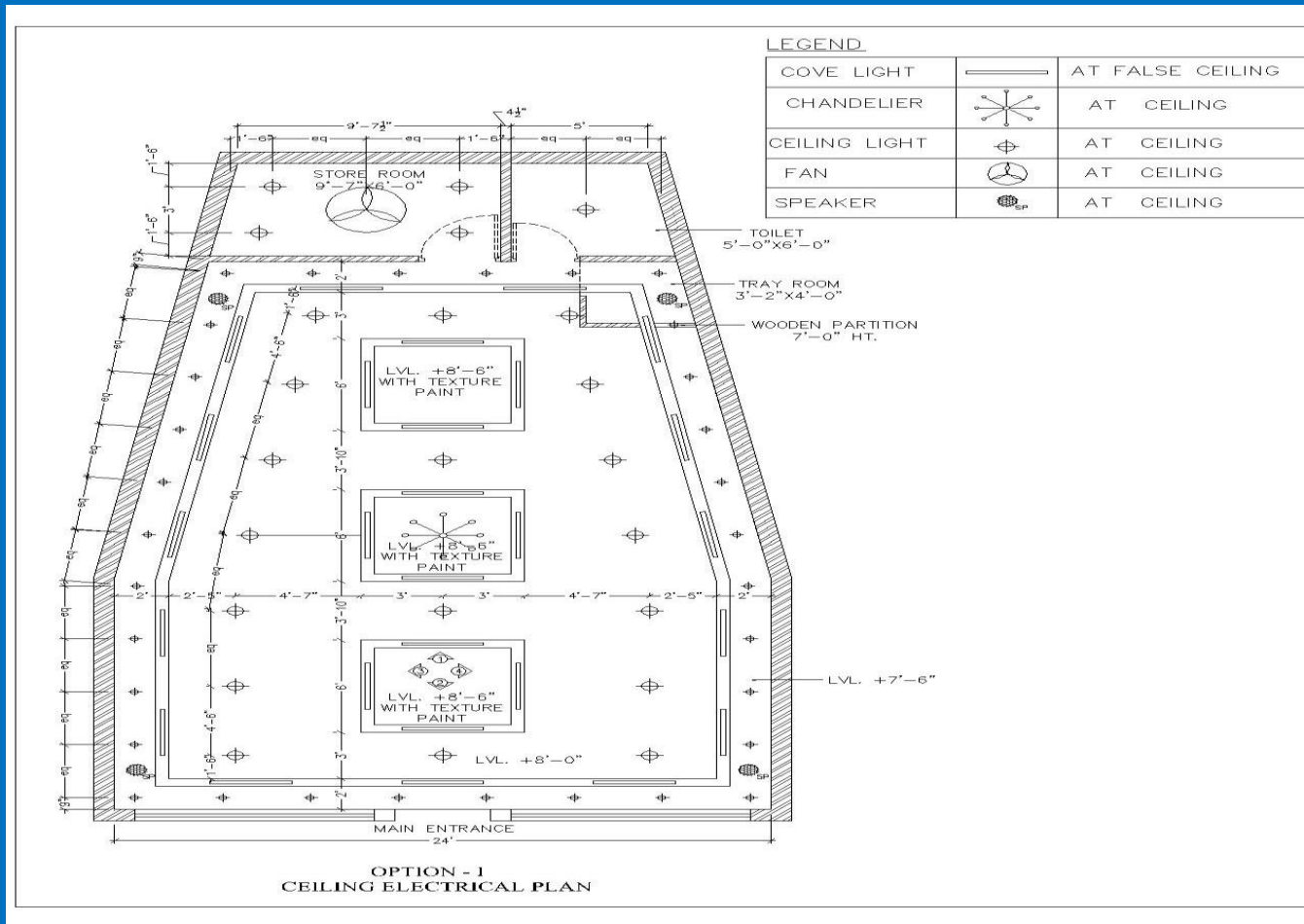
Layout Plan



NTC STORE LAYOUT PLAN (OPTION-1)

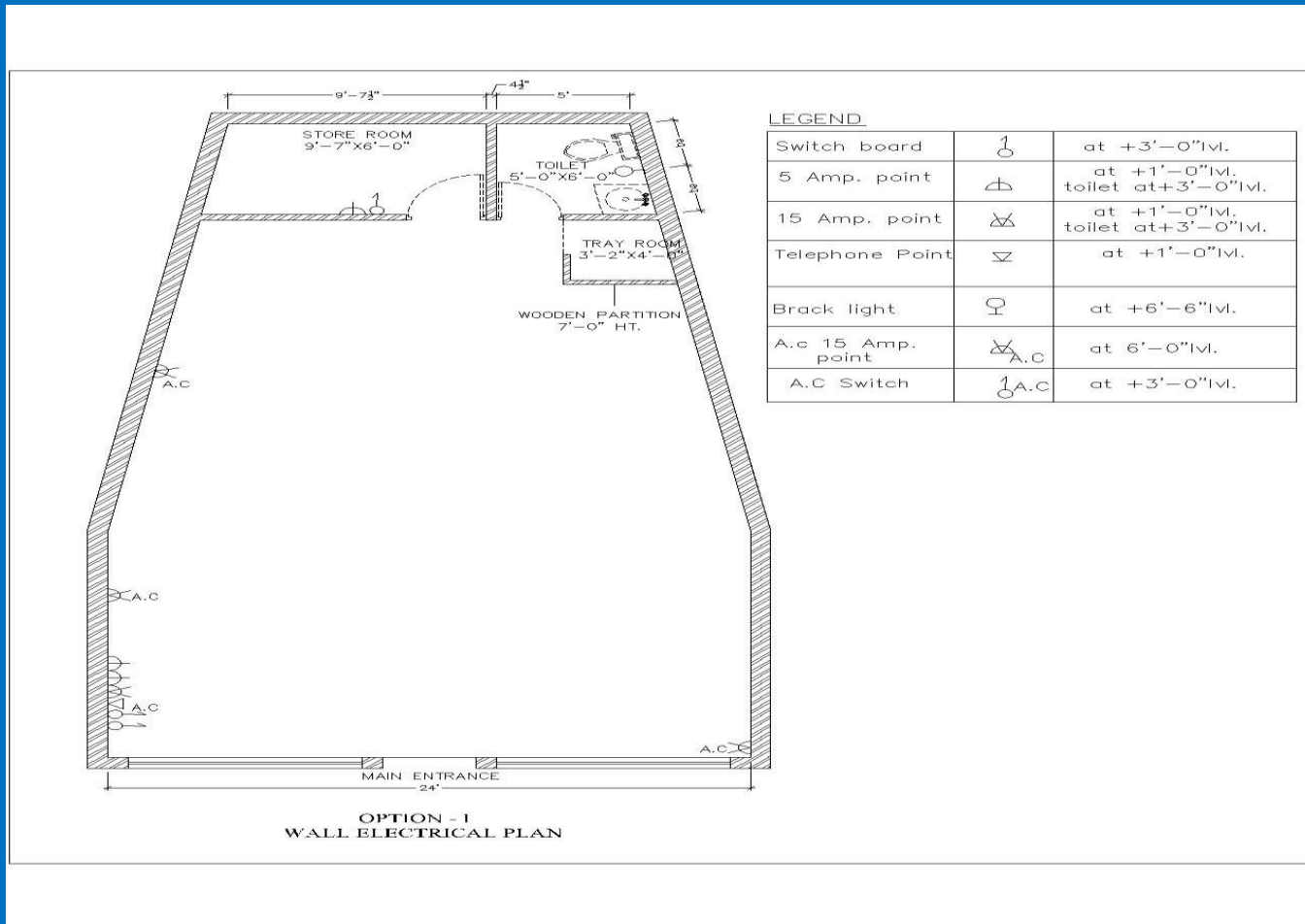
Option :- 1

Ceiling Electrical Plan Same



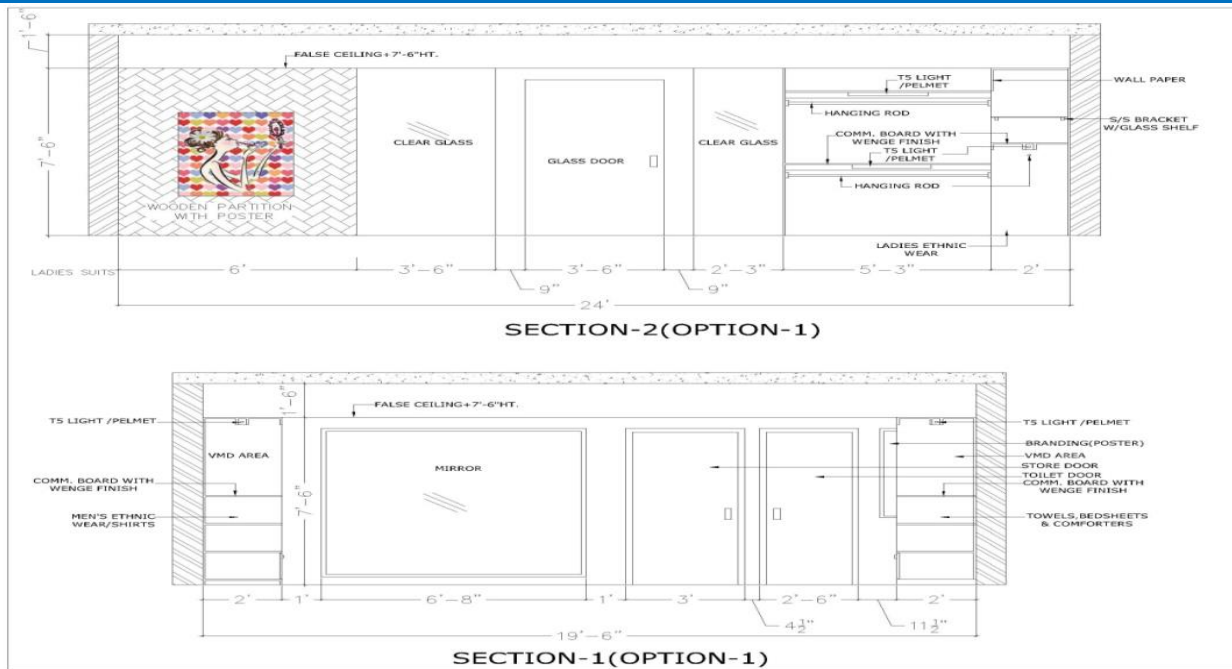
Option :- 1

Wall Electrical Plan



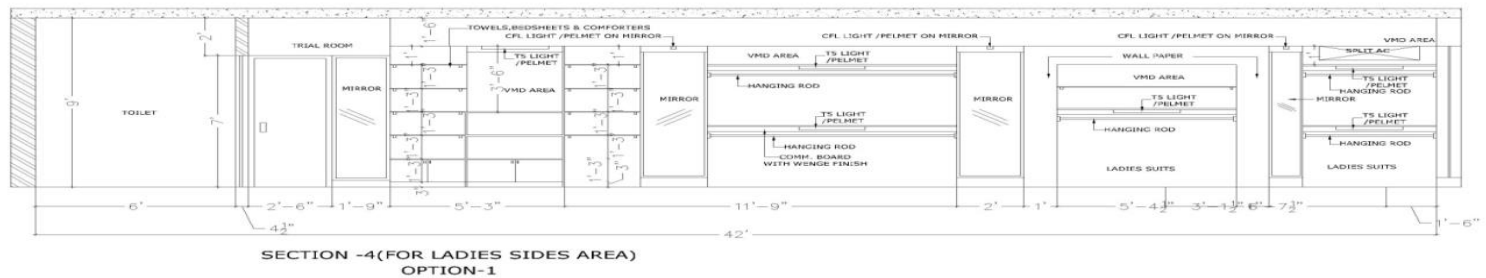
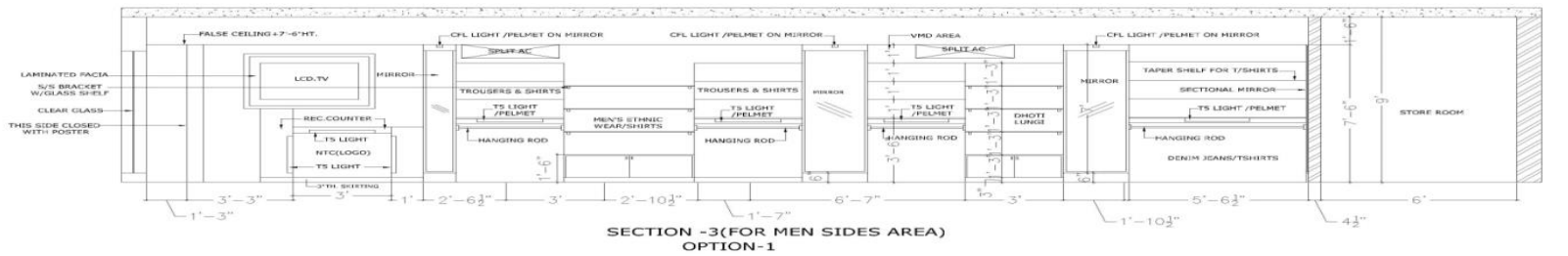
Option :- 1

Section 1 & 2



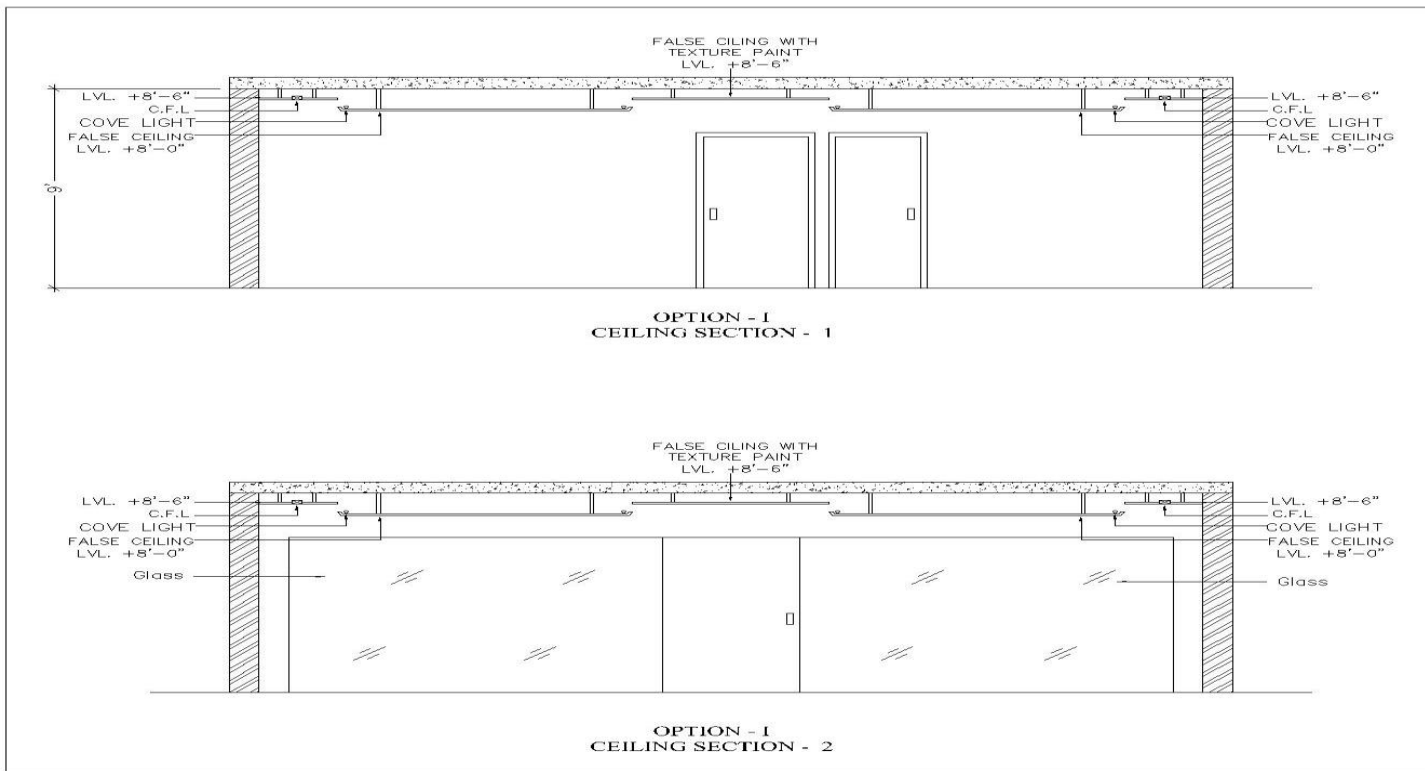
Option :- 1

Section 3 & 4



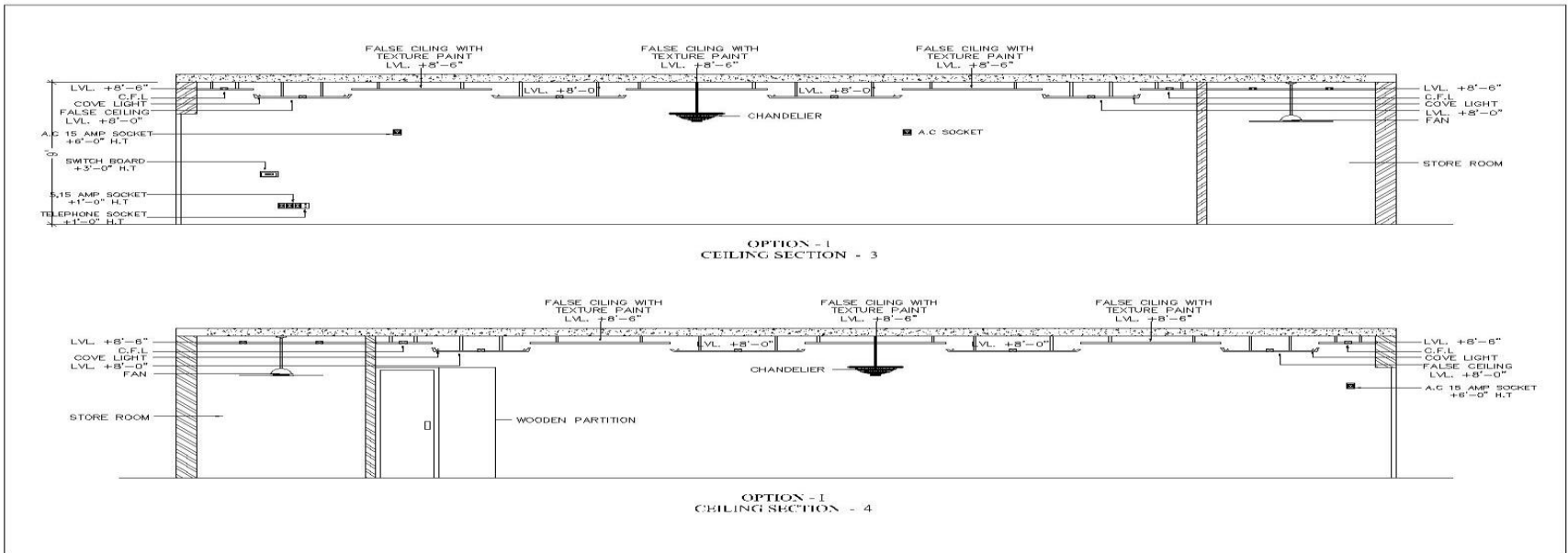
Option :- 1

Ceiling Section 1 And 2



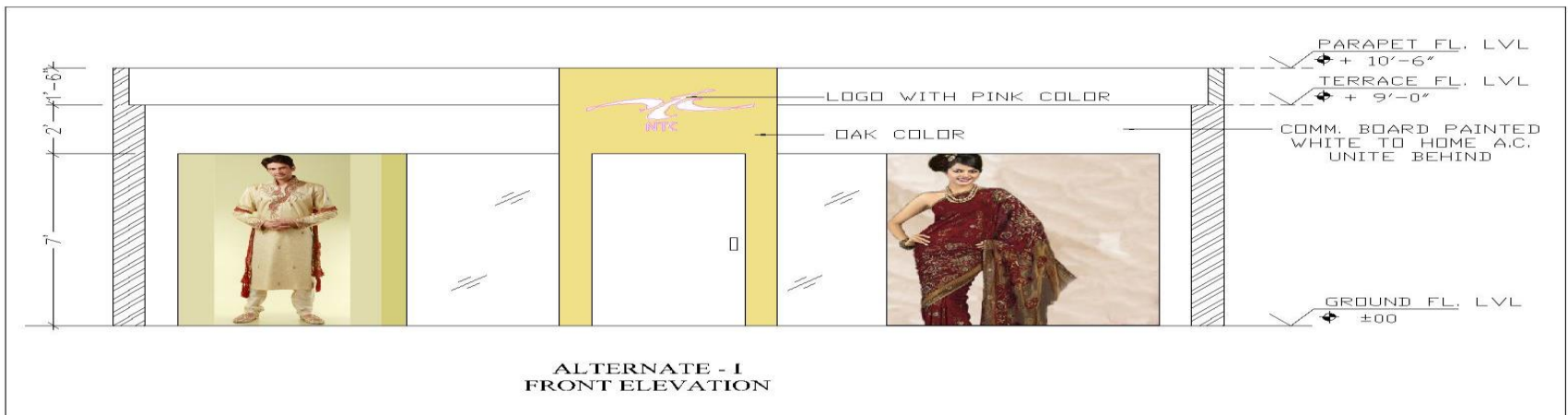
Option :- 1

Ceiling Section 3 And 4



Option :- 1

Front Elevation

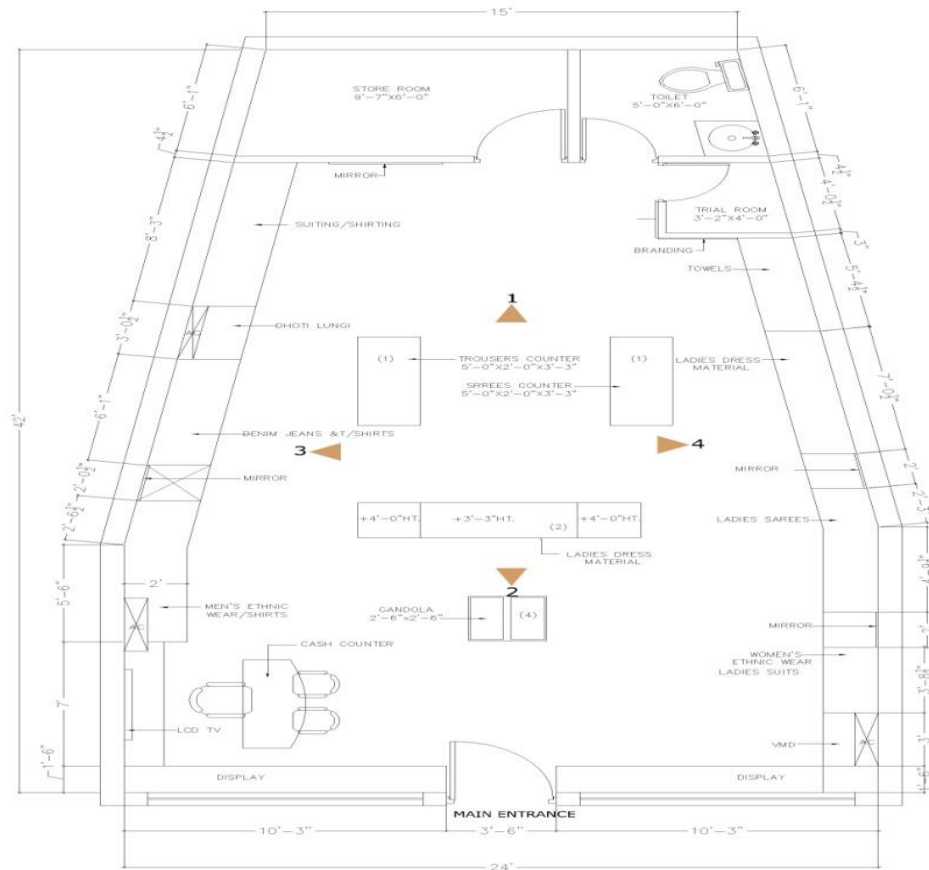


Option :- 1

3D Visual For Showroom



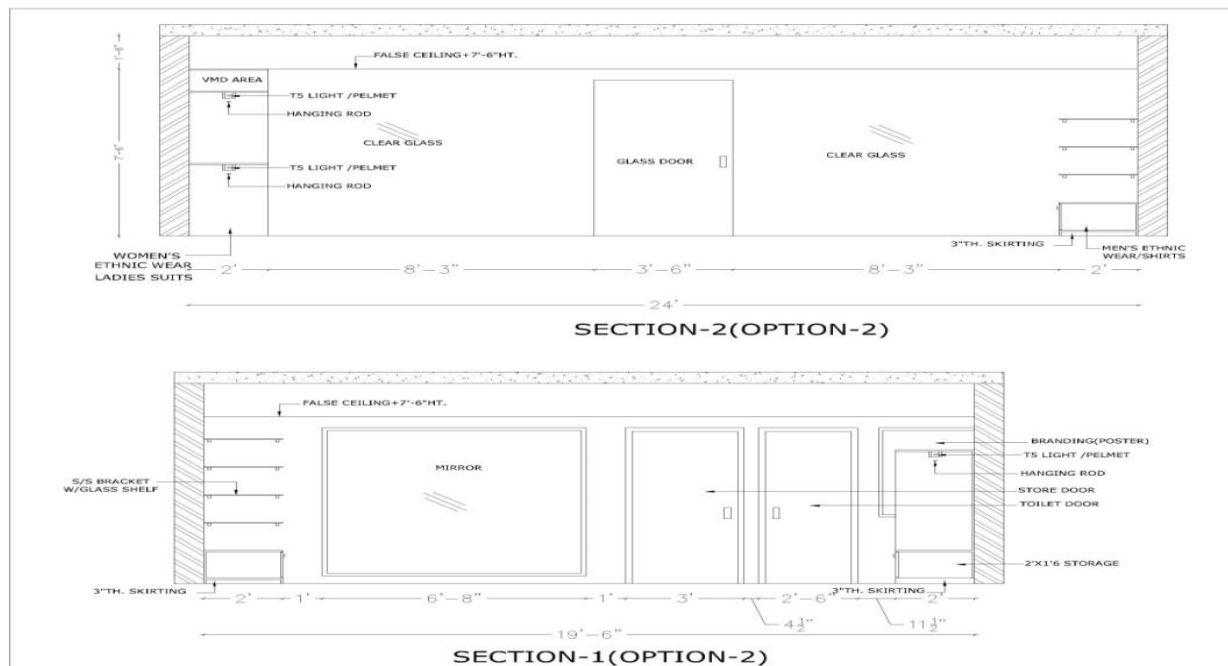
Option :- II Layout Plan



NTC STORE LAYOUT PLAN (OPTION-2)

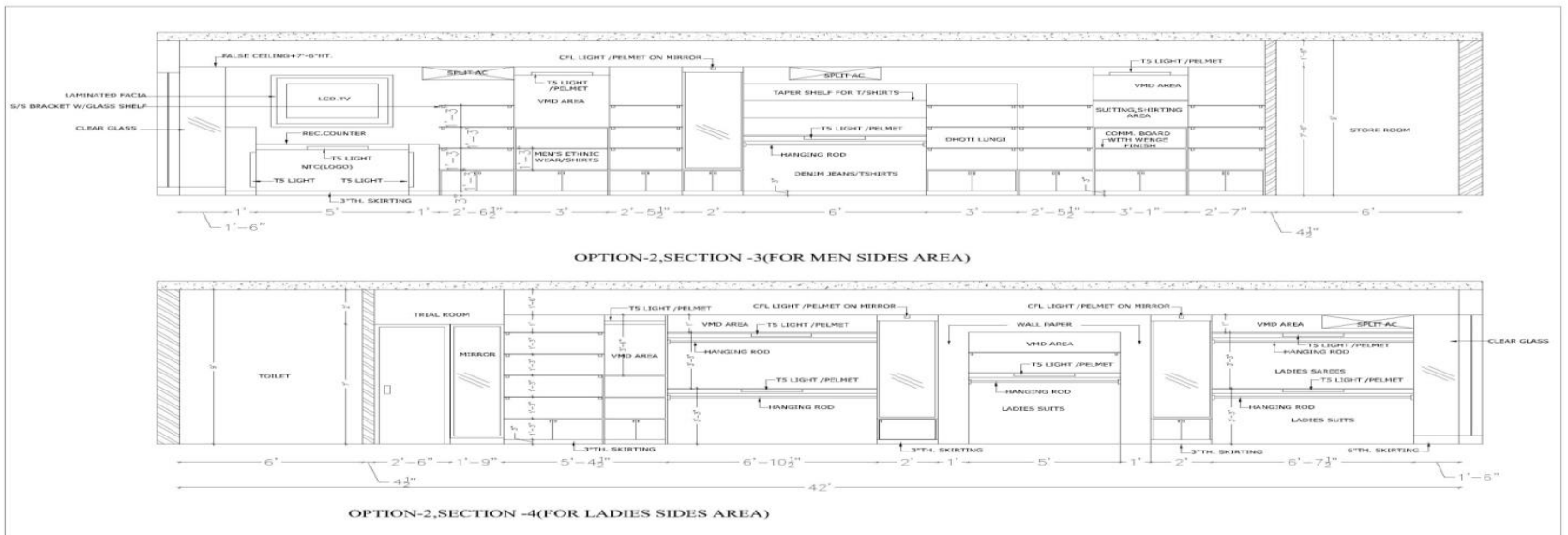
Option :- II

Section : - 1 And 2



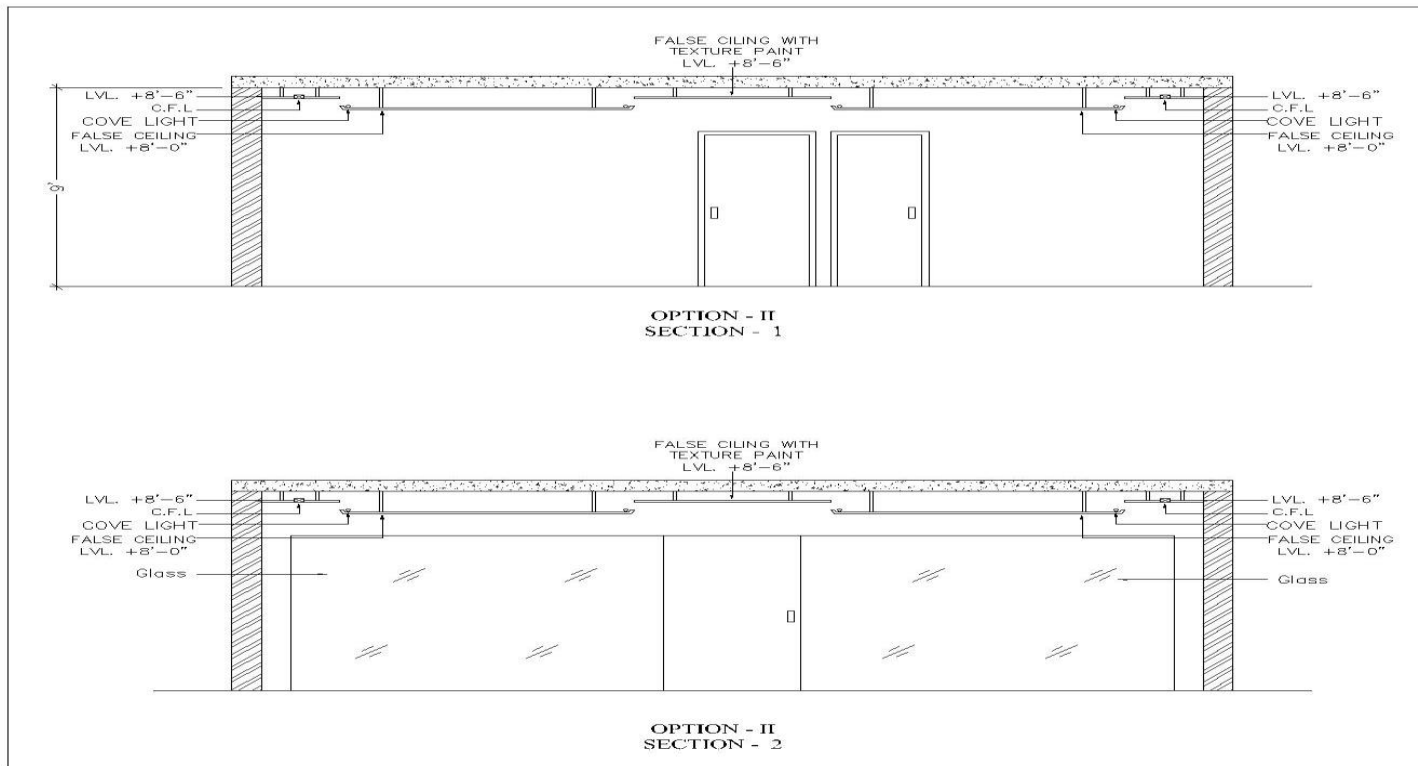
Option :- II

Section :- 1 And 2



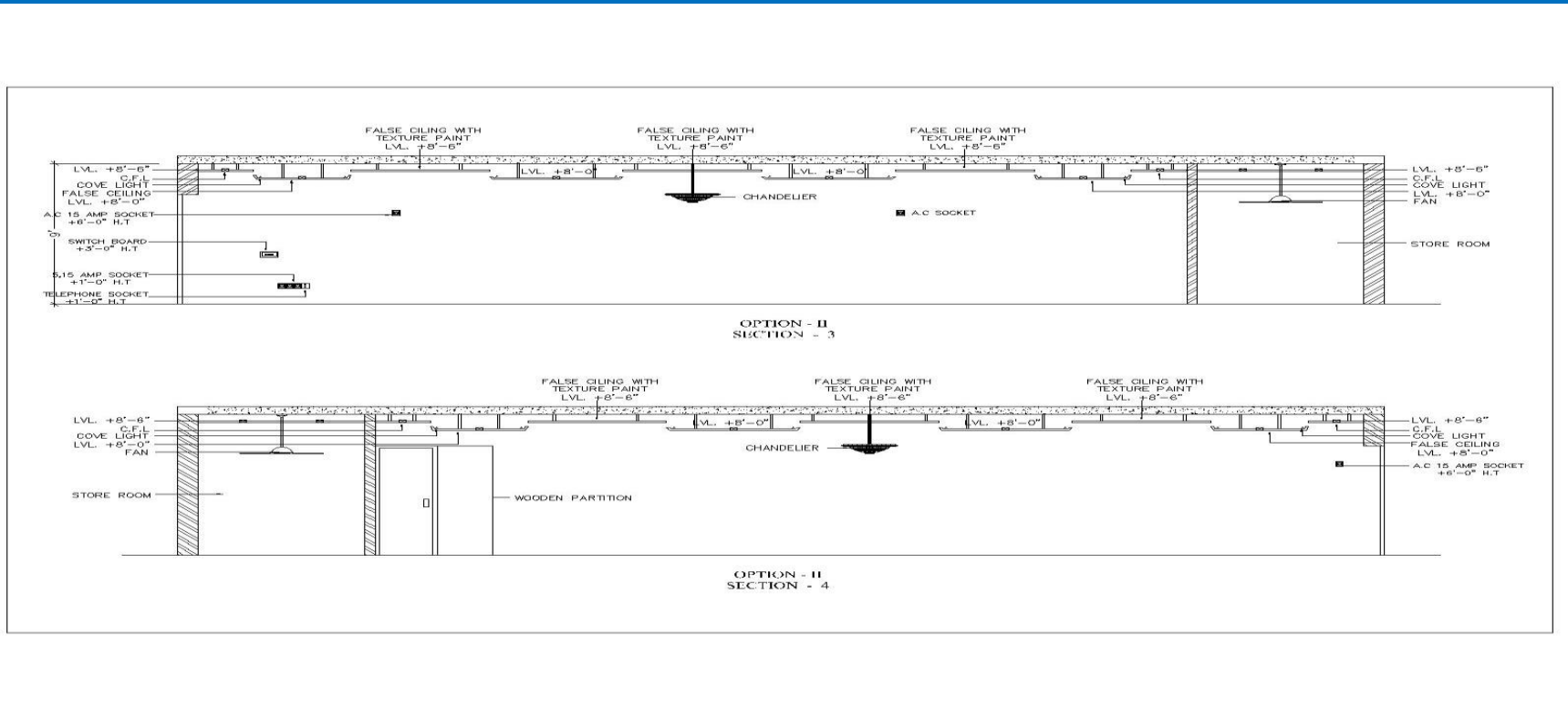
Option :- II

Ceiling Section 1 And 2 Same



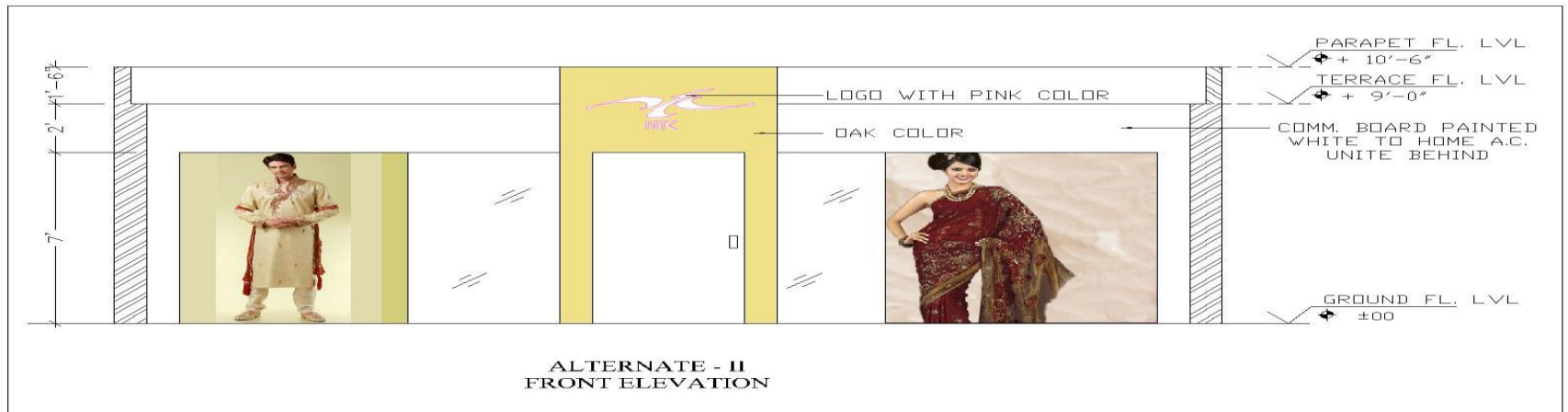
Option :- II

Ceiling Section 3 And 4 Same



Option :- II

Front Elevation



Wall paper



Wall paper



FLOORING



Racking System With Light



Typical Enclosure



Mirror On Fascia of Panel



Sarees on Decorative Bracket



Ethnic Wear Display



Merchandize Plan
for
Store Renovation

XYZ Product Mix*

- Fabrics
 - Suiting
 - Shirting
 - Ladies Dress Material
 - Dhoti/Lungi
- Readymade Garments
 - Shirts
 - Trousers
 - T-Shirts
 - Denim Jeans
 - Men's & Women's Ethnic Wear
 - Sarees
- Others
 - Bedsheets & Comforters
 - Towels

* *Some products have been added based on strategic sourcing capability*

XYZ Store Option Plan

Product Category	Styles	Options	Sizes	SKUs	Form of Display
•Fabrics					
–Suiting	60	1	1	60	Rolls
–Shirting	50	1	1	50	Rolls
–Ladies Dress Material	40	1	1	40	Rolls
–Dhoti/Lungi	10	1	1	10	Rolls
•Readymade Garments					
–Shirts	20	1	5	100	Packed
–Trousers	2	5	7	70	Packed
–T-Shirts	2	6	5	60	Packed
–Denim Jeans	2	4	7	56	Packed
–Men’s & Women’s Ethnic Wear	4	3	5	60	Packed
–Sarees	30	2	1	60	Packed
•Others					
–Bedsheets & Comforters	40	1	1	40	Packed
–Towels	4	8	3	96	Packed

XYZ Store Space Plan

<u>Category</u>		<u>% Space</u>
• Fabrics		50%
– Suiting		15%
– Shirting		15%
– Ladies Dress Material		15%
– Dhoti/Lungi	5%	
• Readymade Garments	30%*	
– Shirts		7%
– Trousers		5%
– T-Shirts		4%
– Denim Jeans	6%	
– Men's & Women's Ethnic Wear		5%
– Sarees		3%
• Others		20%*
– Bedsheets & Comforters	12%	
– Towels		8%

* Space between these categories is interchangeable as per requirement

NOTE: This is a standard plan and specific plans will be developed for each store

Thank You!

