

# TOURISTOR

by Piasi Sinha

## LOCATION

Mani Square, 2nd Floor, Kolkata

## RETAIL SIZE

2393 sq ft

## STORE BRIEF

The store retails fashionable footwear, bags and accessories for men, women and kids. Apart from the in house brand, the store also offers footwear range from prominent Indian and international brands like Lee Cooper, Fila, Portland, Tracer, Converse, Wilson, Disney, Hi -Tech, Levis, Lotto and Red tape.

## PRODUCT PROFILE

Footwear, bags & accessories for men, women and kids. The price ranges between Rs 149 to Rs 4500.



Ved Vyas Chhabra, MD

## DISPLAY CAPACITY

SKU 750 approx.

## USP

It is a one stop shop for leather and non leather shoes, bags and accessories. The store boasts of offering a wide range of designs for all kinds of budgets- economic to premium and designs for all age group.



## RETAIL DESIGN INITIATIVES

Designed to reflect a classy Italian theme, the store interior reflects two shades- frosty white and orange. To make the interior look more interesting, the footwear range has been displayed individually as per the collection. Appropriate lighting further accentuates the décor. Overall, the store gives out a comfortable and warm feel to its customers. The shoe racks are crafted in wood and metal.



Photos : Arnab Mitra

## SHOPPER'S FEEDBACK

Customer Name	Sumit Das	
Age	19	
Profession	Student	
On Touristor	The brand is very much qualified	
On pricing	Very much reasonable	
Product rating	6 out of 10	
On varieties and styles	Style is very much appreciated	

Customer Name	Ritesh Roy	
Age	26	
Profession	Branch Manager	
On Touristor	The collections are unique	
On pricing	Low pricing that suits my budget & pocket	
Product rating	High comfort, 7 on 10	
On varieties and styles	Modern, trendy & feel confident after wear	

Customer Name	Priyam Tiwari	
Age	19	
Profession	Student	
On Touristor	Because they offer varieties & within our price specifications	
On pricing	affordable with quality	
Product rating	comfortable & long lasting,	
On varieties and styles	There is a mix of both uniqueness & innovation	