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## Chaudhary Group forays into retail

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### Appoints Beyond Squarefeet its consultant

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#### HIMALAYAN NEWS SERVICE

KATHMANDU: The Chaudhary Group (CG)—the first Nepalese Conglomerate with over 40 Companies under its umbrella—has geared up for their entry into the retail sector business in Nepal with their chain of supermarkets.

The group has appointed Beyond Squarefeet Advisory Pvt Ltd, an Indian consulting firm, as their handholding advisory for the project, steering the retail entry strategy for the group. Beyond Squarefeet will be involved in the Retail entry strategy for the group along with planning of store formats, layouts, designing of the supermarkets, creating of the merchandising mix, planning strategy, branding etc. Beyond Squarefeet along with the group is currently in the process of developing the final business plans for the new retail chain.

According to Ashish Sharma, chief executive officer of the group, CG is entering in retail business to strengthen its business network. "Our entry into retail is a forward integration of our various businesses. Since we already have the knowledge of the consumers through our FMCG business, we are sure that it will help us to deliver the expectations of the consumer," he said.

The organised retail in Nepal is still at a nascent stage with very few players in the market. The organised retail sector of Nepal is about less than one per cent of the retail trade.

"Having been part of the learning curve of the Indian retail industry for over two decades, we feel that our learnings from India would be well utilized in setting up a retail chain in Nepal as most of the socio-economic trends are similar," said Susil S Dugarwal, chief mall mechanic at Beyond Squarefeet.

Dugarwal has been part of many retail start-ups including brands such as The Kemp Fort, Shoppers Stop, Varsha Lifestyle, Haiko supermarket, The loft, Culture Shop, The Loot and others. This retail chain is slated to be the CG's first retail venture.

Here on, the group plans to set up an entire chain of supermarkets within the next five years, under CG Retail Pvt Ltd.

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