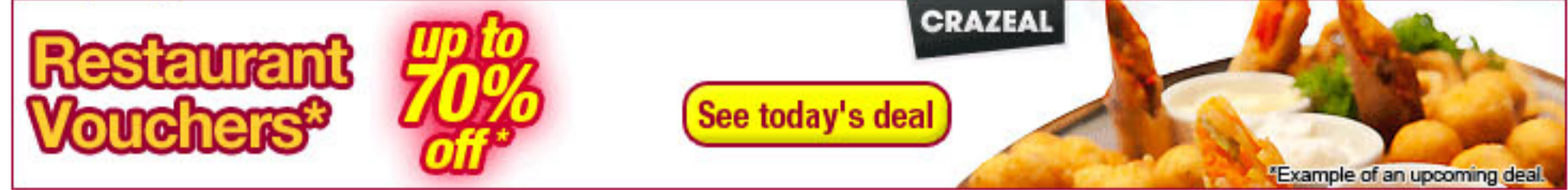


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Nepal's Chaudhary Group all set to enter into retail sector, engages Beyond Squarefeet for advisory services

SME News, Wednesday, Sep 7, 18:07:36 PM IST

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NEW DELHI: Chaudhary Group, a private business conglomerates in the Kingdom of Nepal, is all set to enter into the retail sector with the introduction of their chain of supermarkets.

For the proposed retail expansion project, the company has appointed Beyond Squarefeet Advisory Pvt Ltd as their handholding advisory so as to chalk out the retail entry strategy for the group.

As per the deal, the Beyond Squarefeet will plan the retail entry strategy for the group along with the decision of store formats, layouts, designing of the supermarkets, creating of the merchandising mix, planning strategy, branding, etc.

Currently, Beyond Squarefeet is working with the Chaudhary Group in the process of developing the final business plans for the new retail chain.

Mr Ashish Sharma, CEO, Chaudhary Group, said, "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".

Mr Susil S Dungarwal, Chief Mall Mechanic, Beyond Squarefeet, said, "Having been part of the learning curve of the Indian retail industry for over two decades, we feel that our learning from India would be well utilised in setting up a retail chain in Nepal as most of the socio-economic trends are similar. In the last two decades, we have gone through the entire cycle of retail store set-up and operations."

Tags: Ashish Sharma, Beyond Squarefeet Advisory, Chaudhary Group

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