



SPENCER'S: OMNICHANNEL RETAIL IN THE AGE OF ECOMMERCE

- Sanjiv Goenka, Chairman, Spencer's Retail Limited

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Shashwat Goenka, Head – Retail and FMCG at RP

future as traditional brick and mortar stores alone could not fuel the next leg of growth given the evolving preferences of the young consumer.

Goenka reflected on the many changes that had been made in the past few years, including revamping of the store layouts and a redesign of their website and mobile application channels for a seamless customer experience across platforms. Spencer's had turned positive at the Earnings Before Interest Tax Depreciation Amortization (EBITDA) level the previous financial year. Goenka was confident that it would report its first ever annual positive profit after tax (PAT) this financial, and they would be able to continue investing in their omnichannel strategy.

Was the steady pace of development in their online platform enough? Or did they need major investments in