

## **Merchandising**

Thursday 15<sup>th</sup> March 2007

6:00pm to 9:00pm

The Grange, Neasden Lane, NW10 1QB

### **Guest Speaker: Lopa Patel**

Lopa Patel is the Founder of Redhotcurry.com, Britain's Leading South Asian Lifestyle & Shopping Portal. The award-winning site was launched in November 2001 and celebrates Asian life in the UK with an informative collection of in-depth articles on race, culture, entertainment, religion, food, health, ethnic fashion and beauty, all written with a South Asian perspective. The site currently attracts around 40,000 unique visitors and 3 million hits each month.

- What is merchandising? Why is it important and how you can turn it into a business venture?
- Provide an insight on the commercial potential of Bollywood merchandising
- Learn top business tips for entrepreneurs on how to take advantage of this growing market

Bollywood is the Mumbai based Indian Cinema Industry, producing over 900 films per year. In 2006, Global Bollywood revenues generated \$1.5 Billion.

Merchandising consists of:

- Product placement- the use of a product in a film
- Celebrity endorsement- Bollywood stars endorsing a product
- Film memorabilia- products featuring the film name/imagery
- Retail merchandising- retail products inspired by a film.

Film memorabilia was estimated to be worth \$180 million in 2006, but with only 2% from the organised retail sector (98% being illegally pirated).

Bollywood merchandise consists of CD's, DVD's, ring tones, posters, accessories, apparel, memorabilia (mugs, hats etc), toys, digital arts...

Bollywood apparel, currently holds the largest share in Bollywood Merchandise sector.

There are numerous routes to market.

- Retail outlets
- In cine multiplexes
- Exhibitions, fairs, night clubs, Bollywood dance venues, fitness centres
- Party planning format
- Mail order/online

There are a number of threats to merchandisers, these include:

- Long production time
- Piracy
- Complex supply chain
- Lack of coordination between film makers, designers and merchants
- Celebrity endorsement is necessary (leading to higher marketing costs)

### **Lopa's Top Tips**

- ✓ Have a MAIN focus
- ✓ Plan, plan, plan
- ✓ Timing is critical
- ✓ Market the merchandise (in its own right)
- ✓ Budget well
- ✓ STAMINA- be prepared to stay in the long run
- ✓ Learn from your mistakes
- ✓ Identify gaps in the market and exploit those