As a part of our research in menswear apparel industry, we are interviewing multi branded outlet owners across India. You have been selected to be a part of it.

We will speak to you only one time in a month for 20-30 mins, and discuss about customer demand. We will also share results and knowledge of our research with you, so that it can help you in running your store and growing it.

Please be assured we will never disclose your responses to anyone, and will only use it at an aggregated level. This is only for our internal research, and we do not want to know exact turnover value, but only want to understand relative growth and changes in market.

Some questions are mentioned below. Please go through them before our call so you can answer them easily.

**Question List:**

1. Introduction about your store and your experience. Which brands do you sell?
2. Month on month sales growth (in %) for:
   1. For the full store, for menswear, and for top wear and bottom wear category.
   2. For the top 5 brands in menswear
3. Discounting for brands
   1. What was the discount scheme, or discount percentage offered on Top 5 brands in the last month?
   2. For how many days did you run the discount schemes and offers for?
   3. What % of sales or inventory was sold through discounted offers last month?
4. Working Capital
   1. What % of stock is current fresh season and what % is old season for top 5 brands?
   2. How frequently do you refill or replenish stock from different brands?
5. Payables
   1. What are the payment terms or collection frequency by the distributor for top 5 brands? Do you get a credit period?
   2. What are the return policies for top 5 brands?
6. What is the average order / bill value per customer?
7. What is the average basket size per customer? (example 2 shirts, 1 jeans)