

retail Store chain is a [retail](#) outlet in which several locations share a [brand](#), central management, and standardized business practices. They have come to dominate the retail and dining markets, and many service categories, in many parts of the world. The stores which are in india are called National retail store chain and the store which are outside the India in other countries are called international retail store chains.

Shoppers Stop

Shoppers Stop is an Indian [retail store](#) chain, owned by the [K Raheja Corp.](#) There are 86 stores across 40 cities in India, with clothing, accessories, handbags, shoes, jewellery, fragrances, cosmetics, health and beauty products, home furnishing and decor products. It is founded in 1991 and it had its head quarter at Mumbai. Shoppers stop Has been awarded with "The Hall of Fame" Award and won " The Emerging Market Retailer of the year " award in 2008 by world retail Association , Baecelona.

History

The first store was opened in [Andheri, Mumbai](#) in 1991. The company opened its 22nd store at Lucknow in 2006. In 2007, it entered into partnership with Nuance Group AG, and opened stores in Mumbai T1 and Bengaluru Airports .An e-store(online store) with delivery across major cities in India was launched in 2008, with a smartphone app in 2016.

PRODUCTS OF SHOPPERS STOP

Shoppers Stop Limited is a holding company. The company is engaged in the business of retailing a range of household and consumer products through departmental stores. Its products include apparels (skirts, shirts, kutas, Indian & western wear for men, Women & kids) and non-apparels. Its non-apparel category includes **cosmetics, personal accessories and leather goods, home wares, electronics, books and music.** The company, through its website, Shoppersstop.com, offers international and national brands in men's, women's and kids' apparel; gifts and fashion accessories, such as **ladies watches, men's watches, artificial jewellery, fine jewellery, handbags, fragrances, men's and women's footwear, home furnishing and decor products.**

Famous Brandnames of Shoppers Stop

It has over six private brands namely STOP, Kashish, Life, Haute Curry, Velorio Fratini and Elliza Donatein. It offers First Citizen Loyalty Program for customers. Its application is available on Google Play Store and Apple App Store.

Major achievements of Shoppers Stop

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| 2020 | Shoppers Stop Limited opened its sixth store in Hyderabad |
| 2019 | Bhumika Group associates with Shoppers Stop Ltd. to open at Urban Square, Udaipur |

2017	The company has opened "Bobbi Brown" store at Market City in Pune.
2015	Shoppers Stop wins Quality Excellence Award -Most Admired Retailer of the year.
2013	The company's store located at Inorbit Mall, Vashi has been conferred with "BEST ANCHOR STORE" award, consecutively for the fifth year in continuation.
2016	The company has opened its 21 st store at Lucknow on December 22, 2006.
2003	Became a full-fledged public company on October 6, 2003.
2001	Eight and ninth store launched in Pune & Bandra, Mumbai.
1997	Incorporated as a private limited company.
1995	Second store opened in Bangalore.
1991	First Shoppers' Stop store selling men's wear at Andheri in Mumbai.

Benefits/Characterstics of Shopping with Shoppers Stop

- **SIMPLE SHOPPING**
Whether you shop online or in store or any of the leading third party marketplaces you get the same experience in terms of merchandise, price & service.
- **SECURE SHOPPING**
Shopping on shoppers stop website is 100% safe and secure as they do not store complete details or payment information of your credit/debit card in their system. This information is directly transmitted securely to the bank for payment processing. However, caution must always be taken by the customer while making transactions on any online venue.
- **RANGE OF PRODUCTS AND BRANDS**
They had assort the collection from the best brands, trends, colours, fabrics, patterns to bring you a deep fashion selection wide across Men, Women, Kids, Fashion Accessories, and Home categories.
- **FREE RETURNS**
At Shoppers Stop they follow a policy that is – "We are responsible for what we sell". They offer free and easy returns on most of the merchandise bought online. If you are not completely satisfied with your purchase you can return the items via a courier pick up or exchange them in any of our stores across India.
- **100% ORIGINAL**
They are responsible for what we sell and guarantee the originality of the products. All the products are sourced directly from the brands and carry brand warranty and genuineness certificate.
- **FREE ALTERATIONS**
they offer free alteration at any Store for products purchased on online as well.
- **EXPRESS STORE PICK UP**
shoppers stop provide the facility of express pick up service at the store. Consumer can shop online and collect your order from the nearest or

- preferred Shoppers Stop store as per your convenience.
- **PERSONALIZED SHOPPING AT STORE**

Shoppers stop offer personal shopper service with prior appointment at the store. Consumer can avail the assistance of personal shoppers who are experts to guide you to shop in an exclusive lounge at the store.

- **PERSONAL SHOPPER SERVICE AT HOME**
shoppers stop also provide Personal Shopper At Home service and you can shop from the comforts of your home with prior appointment with assistance from our personal shoppers.
- **PERSONALIZED SHOPPING GUIDE**
shoppers stop provide personalized shopping assistance by following our Style Hub which is curated with latest fashion trends and suggestions.

Shoppers Stop stores have an unparalleled assortment of leading international and national brands in clothing for men, women, and kids, accessories, fragrances, cosmetics, footwear; home furnishing and decor products. The stores aim to provide shoppers a truly international shopping destination.

Shoppers Stop has experienced and professional team that follows practices and systems which are world-class. The associates are passionate about providing the customers the best shopping experience. This vision has helped Shoppers Stop to grow from a single store in 1991 to the largest chain of department stores in India today. At Shoppers Stop the belief is in providing a fantastic shopping experience to the customers and setting benchmarks to gain success