



**Apparel Export Promotion Council**  
Apparel House, Gurgaon

*AEPC/F&E/823/ER*  
*2<sup>nd</sup> January, 2013*

**Request for Pre-Bid Preparation Proposal**

AEPC intends to conduct a study for developing a 'Virtual Marketing Model for Retailing through E-Commerce', for which the Council invites Pre-bid preparation inputs in the form of suggestions on the 'Terms of Reference' for the subjected study from interested management consultants from India and abroad, having significance experience of research and consultancy in the area of e-commerce platforms, e-commerce development, e-retailing and virtual marketing.

The objectives of the study along with methodology are given in annexure-1. The proposals / suggestions are invited for formulation of Terms of Reference for the study and subsequently conducting the study after appointment of consultants (to be finalized separately by Tender procedure at a later stage).

The interested consultants may send their inputs to the undersigned through email or snail mail.

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**A Study on “Development of a Virtual Marketing Model for Retailing through E-Commerce”**

**About AEPC:**

Apparel Export Promotion Council, Ministry of Textiles, Government of India is the nodal agency for the promotion of readymade garments from India. Council is a crucial link between the Indian garment exporters & global markets. Its tremendous success can be measured from the fact that Council is having more than 7000 apparel exporters as its members who contribute 3% of the world trade in clothing and more than 8% of India’s total exports.

**About the Study:**

**AEPC wants to conduct a study for developing a ‘Virtual Marketing Model for Retailing through E-Commerce’ for apparel exports from India.**

**Objectives of the Study:**

The objective of the study is to develop a document which could be used as a guide to Apparel Manufacturers & Exporters to start E-Commerce or Online Retailing in order to proceed for a ‘Business-to-Business’ (B2B) profile to ‘Business-to-Customer’ (B2C) profile, while not leaving the B2B profile.

**Terms of Reference:**

1. To study the process of e-Retailing or e-Commerce in USA, EU and provide a benchmark analysis vis-à-vis e-Retailing or e-Commerce from India.
2. To present the business model of top ten online ‘e-Commerce Companies/Catalogue Companies’ across the globe for Apparel products and their SWOT analysis of success.
3. To provide a comparative analysis of online ‘Catalogue Companies’ in U.S., E.U., & Asia and thereby provide a platform for International brand building.
4. To provide a SWOT (Strengths, Weaknesses, Opportunities & Threats) Analysis of the e-Retailing from India.
5. To provide the analysis of Customer Relationship Management (CRM) used by industry majors and suggest the best practice in CRM including warranties.
6. To find out a prospective partner in logistic & distribution partner for selected short-listed Indian companies to market Indian brands through E-commerce
7. To identify international e-commerce sites for JV with Indian Companies e.g. Amazon, Jabong, etc.

**Deliverables:**

A Guidance Document

The report should also include detailed Methodology, Factors to be studied and time frame for such study. The inputs may also be given on the terms of reference (as enlisted above).

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