Renewed Vision
**Client Profile: Vision Express**

A joint venture between Reliance Retail and GrandVision, Vision Express is Europe’s largest optical retailer with a global network presence of over 4600 stores in over 40 major countries. It is determined to offer its customers the benefits of surety, affordability, quality, world-class designs and decades of optical expertise. It’s unique eye wear collections aspire to meet the comfort quotient and eye care needs of every genre.

**Challenge:**

In 3.5 years since starting its operations in India, Vision Express had rolled out 167 stores across 26 cities with Bangalore, Mumbai, Chennai, Hyderabad, Delhi accounting for 100 stores. This expansion was supported by aggressive advertisements and promotions. However, the business performed below par vis-a-vis the expectations.

Vision Express approached Vertebrand to develop a 3-year business and brand strategy to enhance average sales per store by increasing customer walk-ins, conversion rates as well as higher realization per customer.

**Solution**

Vertebrand approached the challenge with a scientifically designed 2-phased approach to address the needs of Vision Express.

In the 1st phase, we evaluated the ‘As-Is’ situation by analyzing the data of mutually agreed upon Performing and Non-Performing stores. We obtained quantitative data through previous research studies undertaken by Vision Express. We arrived at a set of ‘Hypotheses’ addressing the product mix, core TG, customer association with prescriptive eyewear, unmet needs and perception of Vision Express.

In the 2nd phase, we commissioned a deep qualitative research to gain insights about the customer and their relationship with the category to validate/negate the ‘Hypotheses’.

At the end of the engagement, Vertebrand delivered a robust, scientifically evaluated and systematically planned 3-year Business Growth Plan and Brand Road-Map for Vision Express with actionable recommendations for the Brand Value Proposition, Marketing &Communication Strategy and Retail Experience.