

## The Retailing Group

The retailing group concentrates on the creation of brands using TICOP Model (Trends, Ideas, Concepts, Opportunities and Patterns) which identifies exceptional but highly specialized niche retailing opportunities that can be economically replicated in local and international markets.

Activities of this group have produced several brands and innovative concepts ranging from home based retail franchising to co-branded space in large retail stores. Each brand is linked to the Sasi Foundation by means of a royalty/usage fee based on donation of the intellectual property to the foundation.

A private test marketing effort for dzires concept to sell handicrafts products. One of our retail concepts is Indus Valley social retailing network through Trunk Shows. Many products that have been identified under this brand include hand made rugs, and various household items.