



## Calendar Event Marketing for the UK Based Toy Retailer

-Hamleys India

-Dec. 2018.

Reliance brands in India has the exclusive marketing rights for the UK based toy retailer Hamleys.

BuSiBeeS successfully executed Calendar event marketing across 7 Hamleys stores & captured the required primary data.

BuSiBeeS gained in depth understanding of retail management concepts like:

Seasonal Calendar Event Marketing, Store Layout, Planogram, Merchandising & VM, Private Labels, BTL, CRM through experiential learning.

***BuSiBeeS are ready to share the experience & exposure with you, meet them @ BSBS House.***