



**SRI LANKA RETAILERS' ASSOCIATION**

Driving Retail Excellence

**ANNUAL REPORT & ACCOUNTS**

**2016-2017**

# **SRI LANKA RETAILERS' ASSOCIATION**

## **Office Bearers for 2016/2017**

<b>President</b>	- Mr. Hussain Sadiq
<b>Vice President</b>	- Mr. Sidath Kodikara
<b>Vice President</b>	- Mr. Murali Prakash

## **Executive Committee**

Mr. Hussain Sadique

Mr. Sidath Kodikara

Mr. Murali Prakash

Mr. Infiyaz Ali

Mr. Charitha Subasinghe

Mr. Dinesh Perera

Mr. Ajith Amarasekara

## **Founder Convener & Head of Business SLRA**

Mr. Leonard Michael Perera

**Secretariat:**

**The Ceylon Chamber of Commerce  
No. 50, Navam Mawatha  
Colombo 02.**

## Members of the Association

### ***Founder MEMBERS:***

Abans  
Avirate  
Bata Shoe Company  
Cargills Foods Company  
Cool Planet  
Cotton Collection  
Damro  
Dankotuwa Porcelain  
DI Ceylon Leather products  
DSI  
Exclusive Lines  
Fashion Bug  
Hameedia  
Healthguard Pharmacy Ltd  
Harcouts Pharmacy (Pvt) Ltd  
Jagro  
Kandy Selection  
Kapruka  
Keells Super  
Laugfs Supermarkets  
Metropolitan Telecom Services  
Mlesna  
Mydeal.lk  
No Limit  
Perera & Sons  
Shirtworks  
Singer Sri Lanka  
Softlogic Retail  
Stone n String  
Swarnamahal Jewellers  
The Factory Outlet  
Thilakawardhana Textiles  
Vision Care  
Vogue Jewellers  
Wow.lk

### ***General Members***

Dilmah  
Laugfs Petroleum(pvt)Ltd.

# Report of the Association for the period April 1, 2016 to March 31, 2017

## Brief History of the Association

### Formation

Sri Lanka Retailers' Association (Guarantee) Limited was incorporated in 2016 as a Company Limited by Guarantee. SLRA currently represents 9 Retail sectors which are: FMCG; Clothing, Fashion & Jewelry; Shelter & Housing; Household & Consumer Durables; Footwear & Accessories; E-Commerce; Mobility; Entertainment, Restaurants & QSR; and Healthcare & Wellness, and comprising of 30+ leading retailers.

The Sri Lanka Retailer's Association (SLRA) entered into a MOU with Ceylon Chamber Of Commerce on 29th of September 2016, to provide the Association's secretarial services, other required services, support, co-operation and assistance to achieve the Association's objectives and goals. The MOU was signed between the Ceylon Chamber of Commerce and the Sri Lanka Retailer's Association.

The objective of this Association is to harness the resources of the Organized Retail industry to a common platform to promote and facilitate the futuristic Innovation, Growth and Global outreach. SLRA has an ambitious Vision to "Achieve Retail Excellence" and it strives to be the 'Voice of the Retail industry in Sri Lanka'.

The common objective of the Association is as follows;

- ★ *Facilitating clear Policy on the Retail industry*
- ★ *Be Catalyst for Budget proposals*
- ★ *Develop the Retail Trade in line with the Development (Key stakeholder) changes of the Country.*
- ★ *Bring in Uniformity to Standardization.*
- ★ *Create an image as a preferred industry for employment.*
- ★ *Developing the Retail industry expertise in people.*
- ★ *Instill Global Best Practices in the Retail Industry*

SLRA hopes to organize and engage in retail based programmes, seminars/ training sessions in a bid to provide knowledge for both employers and employees currently involved in the retail sector, paving the way for global outreach and acting as a stepping stone in establishing Sri Lanka Retail in the International arena.

## Membership

The Association consisted of 35 members during the period January 2017 to December 2017.

The following changes took place during the period under review.

### Executive Committee

President Hameedia	-	Mr. Husain Sadiq
Vice President Cargills( Ceylon ) PLC	-	Mr. Sidath Kodikara
Vice President Laugfs Supermarkets	-	Mr. Murali Prakash
General Secretary Healthguard Pharmacy	-	Mr. Infiyaz Ali
Treasurer Keells Super	-	Mr. Charitha Subasinghe
Asst. Secretary Abans PLC	-	Mr. Mr. Dinesh Perera
Asst. Treasurer Swarnamahal Jewellers	-	Mr. Ajith Amarasekera

## Activities for - 2016/2017

### ▪ SLRA SIGNS MEMORANDUM OF UNDERSTANDING WITH CEYLON CHAMBER OF COMMERCE

The Sri Lanka Retailer's Association (SLRA) entered into a MOU with Ceylon Chamber Of Commerce (CCC) on the 29th of September 2016, to provide the Association's secretarial services, other required services, support, co-operation and assistance to achieve the Association's objectives and goals. The MOU was signed by Ms. Dhara Wijayatilake, CEO of the Ceylon Chamber of Commerce and Mr. Hussain Sadique, Chairman of the Sri Lanka Retailer's Association.

### ▪ SLRA PARTNERS WITH COLOMBO CHRISTMAS STREET 2016

A Hi street type, up market Carnival style ambiance street was created in the heart of the city having a variety of foods, trade, gifts, hampers, variety of new products and entertainment and fun fair, titled as Colombo Christmas Street organized by the Ministry of tourism and Religious Affairs together with the Colombo Municipal Council in partnership with Sri Lanka Retailers' Association (SLRA), was a joint initiative between SLRA and the Ministry of Tourism to encourage young retail in the retail industry. This event was held from 22nd December until Christmas Eve of 2016.

This project in collaboration with the Tourism Ministry is a stepping stone to SLRA for its proposal to launch Sri Lanka's first ever Shopping Festival in September 2017, which would be similar to those held in Dubai, Malaysia and Singapore. SLRA is immensely grateful for the Government of Sri Lanka for allocating a sum of Rs. 50Million from its National Budget for 2017 on behalf of this project which is headed in reading as 'Colombo Fair'

### ▪ RETAIL ACADEMY

One of the main concepts behind forming this Association was to further promote and nourish the retail industry in Sri Lanka, by means of launching a Retail Academy in the coming years. This facilitates educating the retail sector employees with the latest trends in the local/global

market, and also acts as the foundation of knowledge for individuals who are interested to work in this sector.

To act as a stepping stone towards this initiative, SLRA hopes to organize and engage in retail based seminars/ training sessions to provide knowledge for both employers and employees currently involved in the retail sector.

The key goal of SLRA in forming such an academy is to enhance retail man power in Sri Lanka.

- **SENSEI PROGRAMME**

SLRA will organize this program under the umbrella of the envisaged Retail Academy. This will be organized in partnership with Sensei Lanka, who has agreed to design and conducted this program with a 03 month post follow up session. Prior to the commencement of the workshop, SLRA will officially launch the Sri Lanka Retailers' Academy. Mr. Suresh Sebastian, the Retail Academy Project Chairman will launch the Retail Academy and speak about its objectives of developing retail professionals.

This auspicious event will be graced by several of the Executive Committee and Founder Members of SLRA.

- **RETAIL LEADERSHIP EXCELLENCE PROGRAMME**

A program for a 3 month duration with a 3 day workshop; 2 day in-class training and 1 day excursion training program is designed by Ranjan De Silva to cater to this in order to nourish the retail skills and knowledge of the executive and middle level employees in the retail sector. This was held from 22nd to 24th May 2017 at Movenpick Hotel, Colombo.

The sessions in the workshop will be enriched with knowledge and experience shared by top retailers in Sri Lanka and the identified individuals are Messrs. Rohantha Athukorale, Krishan Balendra, Asoka Pieris, Murali Prakash, Hussain Sadique, Nasser Majeed, Nalaka Umagiliya and Dulith Herath.

The workshop organizers are desirous of attractive over 50 individuals for this programme.

- **MEMBERS' FELLOWSHIP**

A gathering of SLRA members will be held on the 5th May 2017 and is scheduled to be held at Colombo Courtyard in the presence of Hon. John Amaratunga as the Chief Guest, together with Mr. Dinesh Weerakkody and few other invitees from the Ministry of Tourism.

▪ **SRI LANKA RETAIL FORUM**

SLRA organized will organize its first ever Sri Lanka Retail Forum which will be the first and foremost retail forum organized in Sri Lanka and also it is one of the flagship events SLRA has lined up for year 2017. The Retailers' Forum will take place on the 12th and 13th of September 2017 at the Cinnamon Grand Hotel, focusing on addressing areas that will take the retail industry forward in Sri Lanka.

The Retail Forum will focus mainly on the emerging trends of retail both locally and globally, and will concentrate to find answers to current burning issues in the industry and share innovative best practices of retail. This forum will be graced by top local and international retail expert speakers and invitees from across the globe who shared their industry knowledge with the local veterans.

SLRA representing all leading retailers, are convinced that the Forum will be an event of immense benefit to the entire retail industry in Sri Lanka.

The Ceylon Chamber of Commerce, who act as the Secretariat of SLRA will undertake the management of the entire Forum from conceptualization to complete event management and the post-forum feedback. An agreement in this regard will be signed between SLRA and The Ceylon Chamber of Commerce on 5th May 2017 at the Ceylon Chamber of Commerce premises. Mrs. Dhara Wijayatilake, CEO of The Ceylon Chamber of Commerce and Mr. Hussain Sadique, Chairman of SLRA will sign this agreement on behalf of the two parties.

▪ **SLRA MEMBER LOYALTY PROGRAMME**

As means of providing benefits to all SLRA members, the Association will introduce a membership loyalty program where all employees working in every SLRA member company would enjoy those benefits. SLRA is currently in the process of finalizing this initiative and all members would enjoy these benefits no sooner the project is completed.



Mr Mehraj Sally, Group Director/ CMO of Mydeal.lk heads this initiative together with a few other SLRA members.

- **COLOMBO INTERNATIONAL SHOPPING FESTIVAL**

In a bid to make Sri Lanka a Retail hub, SLRA will organize the first ever shopping festival in Sri Lanka that would have a dedicated time period during the year where tourists will visit Sri Lanka primarily for shopping thus establishing Sri Lanka as a shopping hub and attracting a new segment of tourists to Sri Lanka.

During this period other tourists already in Sri Lanka too would be offered opportunities to buy products and these will include products traditionally purchased by tourists visiting Sri Lanka.

The Project Chairman of this event, Mr. Asoka Peiris together with other SLRA members are working in collaboration with the Ministry of Tourism Development and Christian Religious Affairs and other key stakeholders to make this project a reality.

- **NEWSLETTER**

The Association published its Newsletter (Volume 1) First quarter issue in January 2017.

The Newsletter was circulated to all members and was available on the website of [www.slra.lk](http://www.slra.lk).

## Outlook for 2018/19

2018/19 is going to be an exciting year for retail!

With the consistent growth in GDP fueled by the Tourism and the Service Sector the Retail industry is poised to take off! This GDP growth, coupled with the GDP per Capita that is set to exceed USD 4000, augurs well for the Sri Lankan Retail Industry.

It is important to recognize the impact the retail industry growth has on the GDP growth of the country. Considering the fact that almost 1/3 of Sri Lanka's GDP, with sales volumes exceeding US 31Bn, is comprised of the economic activities of the retail Industry, it is an essential component in the development of the country.

The coming year is going to see many facets of retailing changing. These changes will play an important role in development of the country. Retailing standards, consumer experience, choice, store formats, and much more will continue to improve during the next year.

A key catalyst for change in brick and mortar retailing will be the emergence of new malls in Sri Lanka. Shopping experience and shopping habits will certainly change with approximately 2.5Mn Square Feet of new mall space being added in the next 2 years.

The emergence and growing dominance of technology in retail will be yet another catalyst for change in the retail dynamics of Sri Lanka. Advancement in automation, data analytics and e-commerce is set to further improve and enhance consumer experience.

In this backdrop of rapid change and growth the SLRA aims to play the vital role of synergizing the efforts of all retailers as a whole. SLRA will be a significant contributor and stakeholder in the development of the retail industry.

With the solid foundation laid in establishing SLRA's reputation in FY 16/17, it is now time to further strengthen and consolidate the Association. In this respect, the SLRA will be embarking on some key initiatives to sustain and grow the retail industry:

- Organizing the 2nd Retail Forum to further the industry's knowledge in Sri Lanka.
- Organizing the Colombo International Shopping Festival, in partnership with Sri Lanka Tourism, to further stimulate the industry and gain recognition as a shopping destination in the region.

- The two events will set the stage for SLRA to plan and execute our milestone event- The Sri Lanka Retail Show®. This ambitious event aims bring together suppliers, investors, designers, consumers in a total retail emersion experience.
- Working closely with the Government Stake Holders to further improve and advance the Sri Lankan Industry.
- Improve and expand its membership base to accommodate participation of regional retail associations.

All of this and much more are planned for the coming years.

To execute the above initiatives effective the SLRA also aims restructure and expand its Executive Committee

## **Circulars**

The Members were alerted on the following subjects through circulars: -

- Notice of the SLRA official launch
- Subscriptions for 2017/2018
- SLRA Supplement ads

## **Secretariat**

The Ceylon Chamber of Commerce provided secretarial service to the Association during the period under review.

## **Accounts**

M/s. K P M G Ford Rhodes, Thornton & Co. were elected auditors of the Association. The Audited statement of the Accounts of the Council for the period 2016/2017 is annexed.

*By order of the Committee*

***Gillian Nugara***  
***For Secretary***