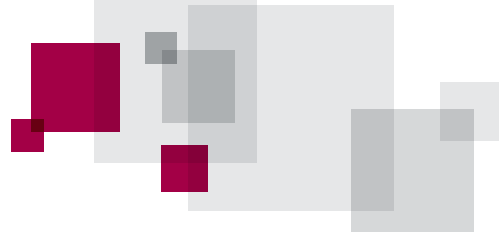


CASE STUDY

## JUST IN VOGUE

.COM DOMAIN NAME HELPS  
GIVE LUXURY RETAIL CHAIN  
A COMPETITIVE EDGE

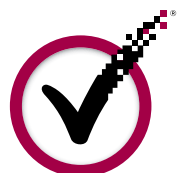




## CASE STUDY

# CONTENTS

- 1 MAKING ITS PRESENCE FELT  
.COM CONNECTS WITH CUSTOMERS
- 2 .COM CAN HELP ATTRACT POTENTIAL VENDORS  
.COM HELPS GIVE A COMPETITIVE EDGE





## CASE STUDY

# .COM DOMAIN NAME HELPS GIVE LUXURY RETAIL CHAIN A COMPETITIVE EDGE

The success of Just in Vogue - a luxury retailing company - provides a classic example of how good domain knowledge and strong customer focus can help enable a Company to secure a prominent position in the market. The lifestyle retail chain primarily focuses on premium products such as watches, jewellery, perfumes, cosmetics and writing instruments. While jewellery and watches were the Company's key product categories at the time of inception in 2004, the Company has gradually and successfully expanded its product categories to include perfumes, cosmetics and writing instruments and, more recently, leather accessories. Today, the retail chain houses nearly 50 international/national brands in its 18 outlets spread across 10 cities, giving a wide choice in terms of brands, fashion and price. The Company, headquartered in Mumbai, recorded a turnover of Rs 410Min FY09 and employs approximately 150 people.

### MAKING ITS PRESENCE FELT

Just Lifestyle Pvt. Ltd., primarily targets consumers who are 20-45 years old and who are well-educated and professional individuals with high disposable incomes. "We were aware that the customers in these segments are essentially internet savvy and search the net before making any major purchase decision," stated Mr. Ashok Sinkar, CEO of Just in Vogue. "Having a Web site therefore assumed significance as it would serve as an effective medium of communication with our target customers. Moreover the Web site is a direct reflection of our aspiration of how to serve our consumers better," he explained. "Another purpose behind creating a Web site was to provide company-related information to the vendors with whom we deal with on a regular basis. Any information that the Company wishes to communicate with its vendors can be done with ease through a Web site. Further, new vendors - domestic as well as international - who are on the lookout for prospective retailers to sell their respective products - can be made aware of Just in Vogue's existence through the Web site," he noted.

### .COM CONNECTS WITH CUSTOMERS

Mr. Sinkar explained the Company's domain name strategy: "Our prime objective was to have a domain name that would enable us to connect with our target customers. Since our Company mainly deals with international brands and has plans to set up shops abroad in the future, we also wanted a domain name which would enhance our visibility in the global market. Just in Vogue turned to the VeriSign .com and .net Domain Name Registry service, and the choice of a .com domain name seemed the most appropriate since it was one of the most popular. Apart from being recognisable, a .com domain name is also easy to remember and search on the internet."

### SOLUTION SUMMARY

Luxury retailing company, Just in Vogue, turned to VeriSign .com and .net Domain Name Registry service for a domain name that would help establish a strong connection with its customer base and help it gain recognition beyond national borders. The .com domain name has aided the Company in bringing in more customers and ringing greater sales for the Company.

### INDUSTRY

Retail

### CHALLENGES

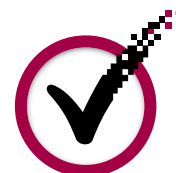
- Wanted a domain name that was popular and easily recognisable
- Since the Company mainly deals with international brands, it needed a domain name that transcended geographical boundaries

### SOLUTION

VeriSign .com and .net Domain Name Registry Services

### RESULTS

- A .com domain name is popular
- A .com domain name has a good marketing appeal and helped give the Company a competitive advantage
- A .com domain is advantageous, because it is easy to find on the internet





## CASE STUDY

Just in Vogue registered its domain name, [www.justinvogue.com](http://www.justinvogue.com), with an accredited registrar listed on the VeriSign .com and .net Domain Name Registry. The VeriSign .com and .net Domain Name Registry is the authoritative registry for .com and .net domain names. VeriSign manages relationships with more than 150 ICANN-accredited registrars who submit over 100 million domain name transactions daily.



### **.COM CAN HELP ATTRACT POTENTIAL VENDORS**

Mr. Sinkar strongly believes that the .com domain name has enhanced the visibility of the Company, and this is evident from the increased inquiries from vendors and customers. “For instance, we recently received inquiries from vendors in Italy and Spain who were trying to locate potential retailers to represent their brand in India,” he recalled. “The Web site has also been instrumental in bringing in more customers. Following referral of the Company by satisfied customers, potential customers have been able to easily locate retail outlets of the Company in their locale with the help of the Web site. This has aided in bringing in more customers and ringing greater sales for the Company,” he stated.

“The .com domain name has enabled us to connect with our target customers and enhance our visibility abroad. We believe that we made the right choice by using VeriSign .com and .net Domain Name Registry service as it has helped to serve our customers better, and we ourselves had a great experience using the service.”

Mr. Ashok Sinkar, CEO,  
Just in Vogue Pvt. Ltd.

### **.COM HELPS GIVE A COMPETITIVE EDGE**

“It is difficult to quantify the return on investment from choosing a .com domain name”, but as Mr. Sinkar noted, “we are witnessing some returns in terms of time and cost savings. The virtual tour option available on our site enabled a vendor in Italy to view our entire retail outlet in India. That vendor further expressed an interest in making its brands available in India through our shop.” Mr. Sinkar believes that “the .com domain name certainly has a good marketing appeal and has given the Company a competitive edge.” He concluded, “we believe that we have made the right choice by using VeriSign .com and .net Domain Name Registry service as it has helped to serve our customers better, and we ourselves had a great experience using the service.”

To learn more about how a .com domain name can help boost profits for your business, visit us at [www.BeALeaderWith.com](http://www.BeALeaderWith.com)

Case study developed in partnership with Dun & Bradstreet Information Services India Pvt. Ltd.

©2009 VeriSign, Inc. All rights reserved. VeriSign, the VeriSign logo, the Checkmark Circle logo, and other trademarks, service marks, and designs are registered or unregistered trademarks of VeriSign, Inc., and its subsidiaries in the United States and foreign countries. All other trademarks are property of their respective owners.

