SRCC CHAPTER

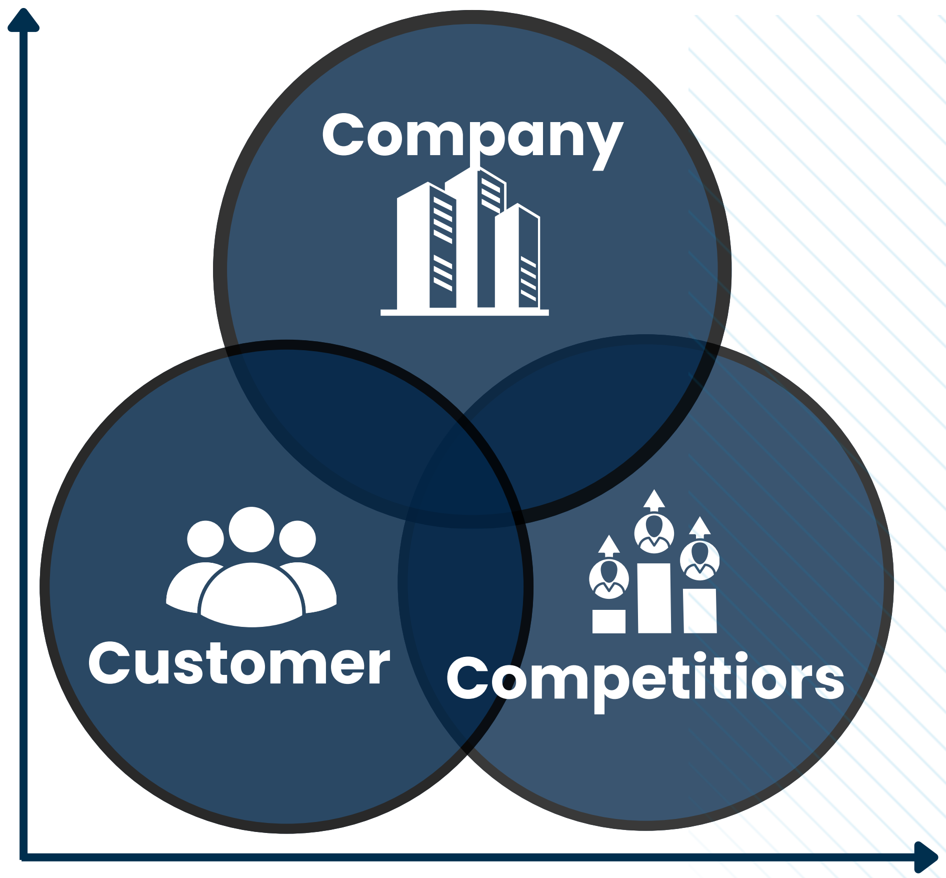
FRAMEWORK COMPENDIUM

A deep dive into

3C Framework

Into the mind of Consumer, Company and Competitior.

3C FRAMEWORK



OVERVIEW

Developed by Kenichi Ohmae, the 3C Framework helps organizations design strategies by balancing three elements — Company, Customer, and Competitor — to achieve long-term success.

The framework's core objective is to create superior value for customers while efficiently using internal capabilities and outperforming competitors.

The "strategic fit zone" lies where a company's strengths best meet customer needs better than competitors, exemplified by Amazon's logistics and customer-centric model.

Toyota demonstrates the framework through its lean production system, delivering reliability and efficiency that resonate with customer expectations and outperform rivals.

CUSTOMER

- Defines what the business truly stands for — its strengths, vision, and unique edge.
- Turns internal power (brand, innovation, people, scale) into market advantage.
- Example: Reliance Retail blends physical reach with Jio's tech muscle to create JioMart's powerful hybrid ecosystem.

COMPANY

- Defines who the business serves and what drives their choices.
- Focuses on understanding needs, emotions, and everyday habits.
- Example: Netflix reads millions of viewing patterns to deliver hyper-personalized experiences that users can't resist.

COMPETITOR

- Defines who the business is up against and how to stand out from them.
- Studies rival strengths, gaps, and market shifts to stay one move ahead.
- Example: PepsiCo watches Coca-Cola closely but differentiates through bold brand positioning and snack diversification.

3C FRAMEWORK

RELIANCE RETAIL: 3C ANALYSIS

Analysing how 3C components will interplay and decide the fate of Reliance Retail in this industry

COMPANY

- Operates **India's largest omnichannel retail network**, seamlessly blending offline stores, JioMart, and Ajio under one ecosystemsharing inventory, logistics, and data in real time.
- Leverages massive **backward integration** from sourcing and private labels (Reliance Smart, Trends, Good Life) to in-house logistics giving unmatched control over cost and quality.
- Uses **data intelligence from Jio and JioMart** to predict demand patterns, personalize offers, and optimize assortment across 18,000+ stores.

CUSTOMER

- Caters to every income segment, from daily **essentials to luxury fashion and electronics** capturing the entire consumer wallet under one umbrella.
- Builds **trust and accessibility through local kirana** partnerships, regional assortments, and flexible payment options.
- Uses **loyalty programs like MyJio Rewards** and personalized digital campaigns to keep engagement high and retention strong.

COMPETITOR

- **Competes across multiple sectors** - retail (DMart, Big Bazaar legacy), fashion (Zara, H&M), and e-commerce (Amazon, Flipkart)
- Its **phygital model (shared inventory + omni-presence)** reduces delivery time and capital waste-a massive advantage others can't replicate easily.
- With **deep supplier relationships, private labels, and kirana digitization,** Reliance Retail has built a **moat** of reach, data, and efficiency unmatched in Indian retail.

STRATEGIC TAKEAWAYS

Integrated Ecosystem Advantage: Reliance seamless blend of offline stores, JioMart, and Ajio enables real-time inventory, logistics, and data synergy.

Cost and quality control: Deep backward integration through private labels, sourcing, and in-house logistics drives cost leadership and quality assurance

Data-led personalization: Insights from Jio and JioMart enhance demand forecasting,assortment planning, and customer engagement.

Comprehensive market research: Serves all income segments through diverse retail formats, kirana partnerships, and strong loyalty programs.