

Retail

Projects
Concepts
Solutions

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Introduction

We strive to be a powerful Retail Management resource. Available to any company seeking high levels of expertise and experience in retailing matters, to be drawn on whenever the client needs support or guidance.

We believe in clearly outlining our objectives, setting ourselves targets, quantifying the successes and benefits to our customers.

The Retailer's objective is to offer support to our clients in a direct hands-on way, working as part of the clients team inputting high levels of experience, guidance, training and technical ability.

As we are based in Scotland this is our core market. We do have experience of working and work in most of the UK's major retail centres including central London.

Top calibre retail experience is expensive to employ, often over stretched during periods of development and expansion and under utilised in periods of level trading.

We can support your management and staff in a very positive way, as we are not seen to be a threat or in competition to their position, but a benefit.

The Retailer allows companies to draw on this management resource when required, receiving the best advice and progressing their project without diverting manpower time and resource from their core businesses. We are not a hit and run organisation. Our objective is to build an understanding of our clients aims that will allow us to maintain an on-going relationship and use this as a resource that will be to their benefit as and when required.

In whatever we do it is our mission to be innovative. Retailing is a vibrant, fast moving and ever changing business, where you only get one shot at today's sales. Tomorrow is another target to be achieved. Sayings such as "stand still and you go backwards" and "he who hesitates is lost" seem appropriate. Retailing is all about achieving today's sales while planning for the future. Companies who look back to last year or even further while budgeting and planning constantly baffles us. Success is ahead of us.

Getting Started

When a business or organisation comes to us with a need, our first procedure after our initial conversation is to establish where the area where we will be working in sits within the current trading procedures and future aspirations of our new client. Good news here right from the start. This initial process is free. This overview is essential before embarking on specific projects. We would then normally break down the task into practical and manageable projects, allocating a timescale, and then supplying the necessary support. With our system benefits arrive early in the process.

Management & Support

Short of management time?

Major project falling behind?

Require confidential work done on your behalf?

Security problem?

Require retailers prospective?

Thinking of computerising?

Wish your own brand developed, launched and established?

Require more sophisticated management information?

Require an injection of pace?

Need a critical eye and unbiased opinion?

Require a non-executive director?

Focussed management plus staff training required?

Individual manager requiring remotivated?

E-commerce confused?

Whatever the problem, The Retailer can supply extra resources and expertise that makes the difference that at worst avoids failure, and more likely brings better, more positive results sooner.

It is a recognised fact that when you employ new management the maximum benefit is in the first 12 months as they down load their experience into your business and inject new enthusiasm, as time goes on most adopt a maintenance role. You can experience the peak of benefit each time you engage The Retailer as we come to each project fresh and unburdened with any prejudices. When the project is up and running you may take the benefits without having to maintain expensive management costs for a maintenance role. In short our input is there for as long as you need it and for no longer.

Services

We provide Retail Expertise of the highest level for your organisation when you need it most, allowing your retail business to realise its full potential without diverting the resources of your senior management and staff. We can tailor a bespoke package to suit your needs from our extensive range of services.

RETAIL OPERATIONS:

Sales floor daily operations and procedures. Product merchandising. Window display. Selling procedures. Branch administration. Product and cash security. Customer service and loyalty. Sales targeting. Staff management.

RETAIL ENVIRONMENT:

Retail concepts development. Retail environment design. Stock display. Customer flow. Point of Sale. Working environment. Window display. Lighting. Development of the recreational and theatrical elements of the modern Retail environment. Project Management of architects and shop fitters. Management of specific shop fit projects.

SPECIALIST SERVICES FOR ARCHITECTS AND PRODUCT DEVELOPERS:

We have often found in the past we are asked to become involved in projects at a late stage when our input often requires the reworking of existing plans and changing prior works, this resulting in additional costs and delays to the projects. Our involvement at the earliest possible stage can be highly beneficial to the Investor, Developer and Architects our input focuses on the operational impact of the plans and layouts, removing any barriers or adding items that will allow best practise.

Areas where we can often be of assistance are;

Customer Flow, Service Points, Staff Distribution, Changing Areas, Stock Holding Requirements, Specialist Fixturing Requirements, Stock Access & Movement, Stockroom Requirements, Waste Management, Sourcing & Assessment of Point of Sale & Back Office Systems, Establishing & Proving Operation Budgets & Forecasts, Pre Opening Management.

HUMAN RESOURCES:

Retail management structures. Staff recruitment, selection and interview. Job descriptions. Induction courses. Management and Staff training. Production of training and retail operation manuals. Staff audits and appraisal. Management and staff development programmes. Disciplinary and dismissal procedures.

PRODUCT:

Customer profiling. Buying procedures. Range structuring. Product sourcing. Design, development, sourcing and marketing of own brand ranges. Product sponsorship. Suppliers' partnership development. Distribution and fulfilment.

MARKETING AND MEDIA:

Marketing and advertising planning, above and below the line. Product and image promotion. Design and Production of exhibition units and retail displays. Direct marketing programmes. Catalogue Design and Production. Customer Newsletters. Public relations. Mail order and wholesale sales.

SUPPORT SYSTEMS:

Management information systems. Sales reporting. Computerised stock management. Automatic stock re-ordering. Automatic stock replenishment. Central distribution. Electronic point of sale fund transfers systems. Range Structuring.

E-COMMERCE:

Practical web advice. Entry level trading. When to start and how to get started. Integration into business structures. Daily management. E-product range development. Cash clearance. Service providers. Fulfilment and Distribution. Web site maintenance. A guarantee that plain English will be spoken at all times.

Training

Our concept in training is that we produce highly targeted Training Programmes designed specifically for your needs, either for groups or individuals. No need to sign up anymore for Training Programmes that at best may be of only 60% relevance to your situation. Wherever possible our courses are done in situ and with specific reference to your product alone. There follows two examples of the types of course we run.

Retail Sales Staff Training

Retail Sales Training Course (2 - 3 days) for staff in direct contact with customers. The majority of retail sales are made or lost by those at the sharp end of the business. The sales floor. The killing ground. *Do your staff really know how to sell?* Or are they self-taught, using years of experience, picked it up from others, naturally friendly or a born salesman. The next time you see a sale being made, ask the salesperson how they did that and why did the customer buy the item. If they tell you it was their sheer skill and sparkling personality or more likely ask you what do you mean. Consider this course.

We will teach your staff how to approach and engage the customer, progress the sale, overcome objections, close the sale and ensure the customer returns. The next time you ask that question your staff will know exactly at what point the sale was secured and what motivated the customer to buy. Or, why the customer did not purchase. Priceless information for management.

Normally we have experience of between 5% and 20% increases in sales achieved by salespersons returning from this course, that's from day one. Understanding the selling procedure also builds confidence, self-esteem and job satisfaction.

Retail Branch Managers Training

One of the most difficult positions to arrange meaningful training for is the independent Branch Manager. Usually managers go to Head Office, a hotel room in their area or are sent off to a training branch to learn procedures.

The Retailer comes to their own branch and works with them on the ground from opening until after closing. We do not address company procedure; you will already have a manual for referencing these items. We will address time management, staff management and motivation, establish priorities, raise awareness of targets and the importance of achieving them, assist with the

Planning of daily, weekly and monthly disciplines. Job delegation and areas of responsibility.

Every course we conduct will be different, responding to the individual needs of the branch and the manager. Retail Branch Management can be an isolated job, often being hundreds of miles from their Senior Management in head office. Sending in The Retailer shows support for the branch and interest in the manager's individual development.

You will have a revitalised manager recharged with new ideas and procedures, they will be eager to try. Remember the single most significant factor that differentiates the performance between branches is the quality of local management.

Retail Branch Staff Management and Motivation Training

We find that retail managers often arrive at the position through differing routes. Often efficient in procedures and secure in product knowledge. The area they are often under trained in or find difficult is the management and motivation of their staff. We offer a one-day course that provides the practical approach-taking managers through the disciplines of recruitment. Interview. Induction. Training. Motivation and introduction to our own secret weapon - the empowering personal agenda.

Visual Merchandising and Store Layout Training

Assist Managers and Staff in understanding the benefits of an organised approach to Store Layout and Display. Also cover some of the stimuli that make's customers buy. Training concentrates on Customer Perception and focuses on the companies approach to visual merchandising. We believe Retail is constantly evolving, therefore more than in the past, Retailers must create an exciting store design with innovative Merchandising techniques to make people want to get out of there homes and into the shops.

Buying Administration Training

We offer support and training to Buyers and Buyer Managers concentrating on organisation, efficiency and best practices. Range Design and Development can be undertaken as ongoing support or alternatively we offer one-day course in basic Buying techniques and Range Planning. As this is an extremely important part of any Retail business we tailor this course to your specific needs and work together to strengthen and define your Buying department.

Support in Catering Matters

Modern retailing often includes an element of catering and vice versa.

The Retailer can provide practical operational advice and assistance to organisations as well as to individuals in the hotel, catering and restaurant market. The company's portfolio focuses on performance and service delivery improvement and the strengthening of business results.

Key areas of expertise include:

Reviewing catering operations in order to identify service and quality inconsistencies

Providing practical solutions and expert recommendations

Assisting in restaurant concept development and concept appraisal

Planning of Marketing and Promotional activities.

Strategic planning and Budgeting

Hotel and catering project and pre-opening management

Conducting a mystery guest programme

Conducting operations training need analysis and developing training plans

Profit and turnover assessment as well as yield management

Investors In People implementation

Establishing service standards of performance

Hands-on management and a close client relationship guarantee an efficient and productive service. Expert skills and specialist knowledge are based on extensive international management experience.

Concepts

The concepts part of our business is very much at our instigation.

Being involved in many aspects of retailing and associated business we are constantly looking forward to where the markets are going and to what opportunities will develop.

Once a project is identified we will research and develop the idea until we are satisfied it is viable. We then take the concept to the company or brand we think best placed to exploit its full potential. We remain involved during planning and trial stages assisting the client until the decision is made to roll out the concept. It is at this point we sign off the project to the client.

Our concepts business ensures we remain focused on the future and wider market, knowledge that is invaluable in our day-to-day business when looking after our client's interests.

What Does It Cost To Recruit The Retailer?

Our cost is your perception of our worth related to results.

Due to the diversity of business we cannot quote a fixed hourly or daily rate and therefore, ongoing projects are quoted for at the time of instruction. Prior to commencement we will ensure you are aware of the charge for each project. Our charges are plus out of pocket exceptional expenses at cost and you will be given a statement of these each month, at no time will you be in doubt as to what our services are costing.

It goes without saying that the object of the exercise is to ensure the benefits in time far outweigh our costs. We understand that if you are to continue to use us, this must be the case. We believe in setting targets and while we can give no guarantees, we like to set out our objectives at the start of each project and try to quantify our client's benefits at the end. We are happy and confident enough to be judged by our results.

Contact us at any time. Details on the attached card. We will be pleased to meet for an informal discussion without commitment as to where we can be of benefit to your organisation.

Thank you for taking the time to read our presentation.

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