



# Ispira profile

- **Strategy and Innovation**
- **Retail Best Practices**
- **Retail Experience**
- **Omni-channel**
- **Retail Intelligence**
- **Training**

Ispira Ltd

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# about us

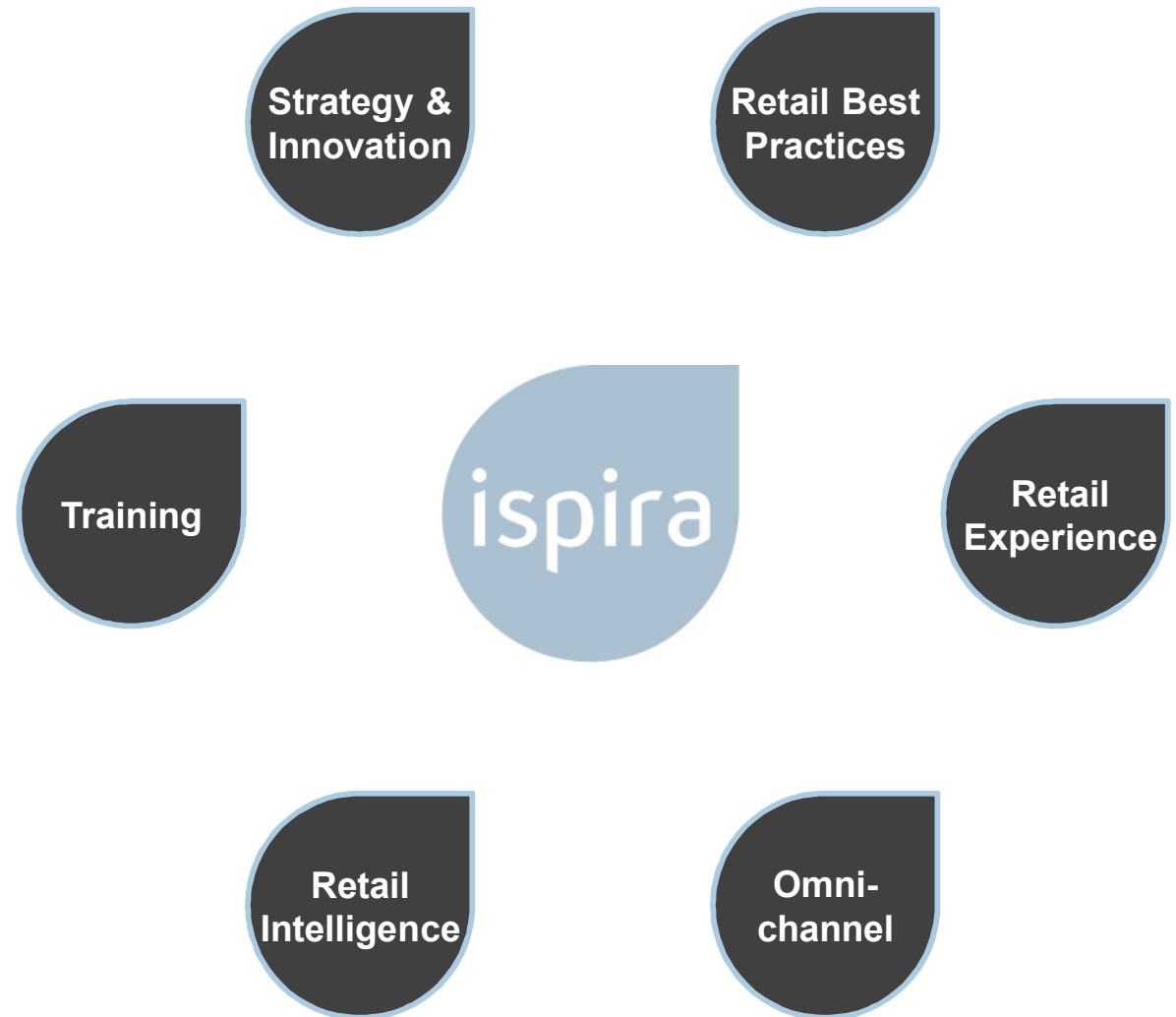
ispira

Ispira Ltd is a retail consulting practice providing vision, innovation and profitable delivery in omnichannel retailing, retail strategy, retail merchandising, retail experience, store marketing, retail intelligence.

With offices in London and Rome, we operate in competitive environments supporting the development of successful business models.

- We operate in 6 areas:
  1. Strategy and innovation
  2. Retail Best Practices
  3. Retail experience
  4. Omnichannel
  5. Market Intelligence
  6. Training

**Ispira: Passionate About Retail**





# Team and experience

- We have a team of strategists, retail experts and creative team who have worked with leading international retailers in highly competitive markets. Some of our clients include:

Brand				
Adidas	Coin	Hugo Boss	Miroglio	Porcelanosa
Alessi	Compar Bata	Iceberg	Mondadori	Prenatal
Allsaints	Cortefiel	ICC	Motivi	Promod
Armani	DBApparel/Dim	Imaginarium	M&S	Replay
Autostrade	Domus Academy	Intesa BCI	Natuzzi	Salsa
Benetton	Emporio Armani	KappAhl	Nespresso	Sia
Binda	Ferragamo	Koton	Optissimo	Sixty
Bonprix	Ferrari	La Martina	OVS - Oviessse	Springfield
Boots	Fornarina	Luisa Spagnoli	Ozward Boateng	SunCapital Partners
Bottega Verde	Geox	Malo	Panorama	Terranova
Camper	GoldenPoint	Marella	Parah	The North Sails
Caractere	Gruppo Pam	MCS	Peuterey	VF Corporation
Carrefour	HMV	Marzotto	Piazza Italia	Zara

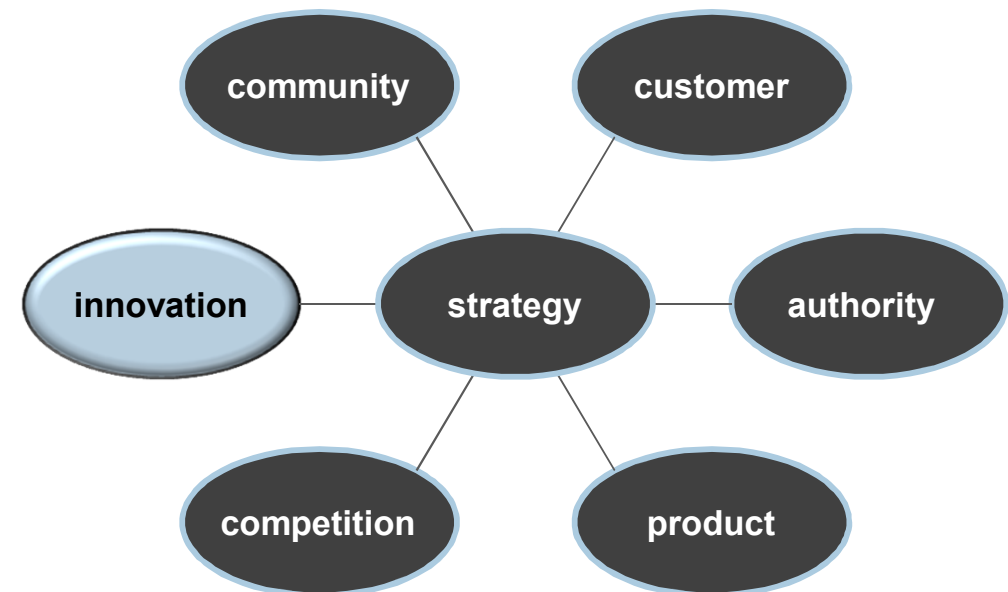


## Ispira 6 key areas

# 1. Strategy and innovation

We have developed extensive experience in developing innovative and profitable business models for brands, retailers, financial institutions. Ispira is committed at delivering non-conventional strategic support in:

- vision
  - business ideas
  - omnichannel evolution
  - creation/evolution of retail concepts
  - range evolution
- due diligence
  - company value
  - turnaround
- market scenarios
  - market position
  - brand portfolio optimization
  - brands scouting
- strategic assessments
  - performance
  - retail experience
  - competitive benchmarking
- operational assessments
  - time-to-market reduction
  - category management



**“The impossible is often the untried.” (J. Goodwin)**

## 2. Retail Best Practices

Ispira delivers innovative and effective Buying & Merchandising Best Practices tailored to Client's business model, operational requirements and internal constraints. We work with the internal team to improve and link:

- tools: retail planning quantitative tools
- processes: methodology, timing, speed of execution, mobilization
- organization: cross-functionality, collaboration, communication

We are engaged Ispira to:

- develop retail planning strategy
- synchronize internal activities
- develop quantitative tools and algorithms
- support product forecast
- identify performance drivers
- improve internal business intelligence
- define role & responsibilities
- associate KPIs to each level in the organization



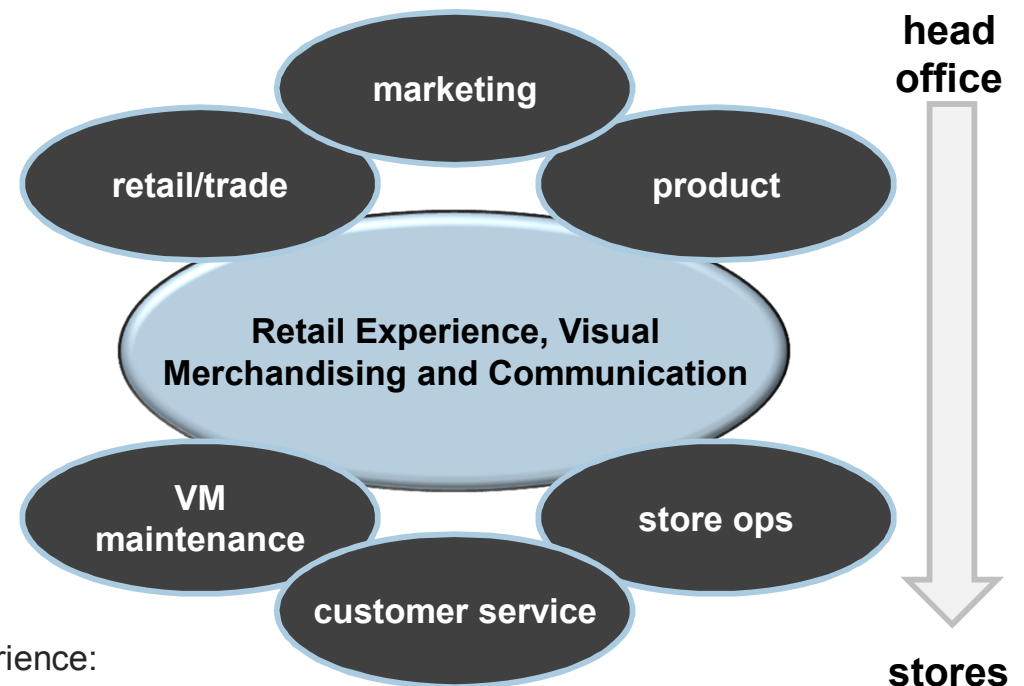
**“The best way to predict the future is to create it.” (P. Drucker)**



# 3. Retail Experience

Ispira Retail Experience projects deliver innovative solutions bridging strategic brand objectives with trade and final customer expectations. Areas of support:

- brand authority
- evaluation of VM and Visual Communication standards
- space planning, product adjacency
- product role and rate of sale
- engaging product stories and themes
- development of retail calendar
- seducing product display
- delivery of VM Toolbox
- link of VM with head office operations



We benchmark, measure and improve the KPIs of the Retail Experience:

- VM Drivers
- display density drivers
- performance drivers
- customers drivers

# 4. Omnichannel retailing

We bring unique approach to deliver brand authority, seamless customer experience, consistent product treatment, dynamic and bespoke communication in all distribution channels and social media

Ispira's areas of delivery:

- omni-channel model and interaction strategy
- multichannel range integration
- seamless shopping experience
- conversion from seekers into browsers into shoppers
- integrated physical stores, websites and mobile touchpoints, social media
- on-line visual merchandising
- integrated retail/promotional calendar





# 5. Retail Intelligence - 6. Training

- **Market Intelligence**

- > Quantitative support to trading strategy; market position, range and space productivity, range structure, price architecture, multichannel assortment benchmarks, display density. Retail experience, mystery shopping
- > Trading strategy and range planning guidelines, price position, points of parity, points of differentiation. Multichannel product offer guidelines. Retail oriented consumer research

- **Training and systems**

- > Training sessions on key retail operations: range planning, range management, visual merchandising, customer service motivation. Multiclient workshops. Delivery of VM Toolbox to head office and retail team
- > Proprietary Range planning algorithm developed from our experience; converts sales budget into a shopping list by range segment and price band

Range  
Structure

Price  
Architecture

Product mix

Assortment  
Structure Plan

Omnichannel  
delivery

Offline vs  
online

In-Season  
Dynamics

Retail  
Calendar

Visual  
Merchandising

Visual  
Communication

Customer  
Conversion

Product  
Threshold

VM KPIs

Store audit

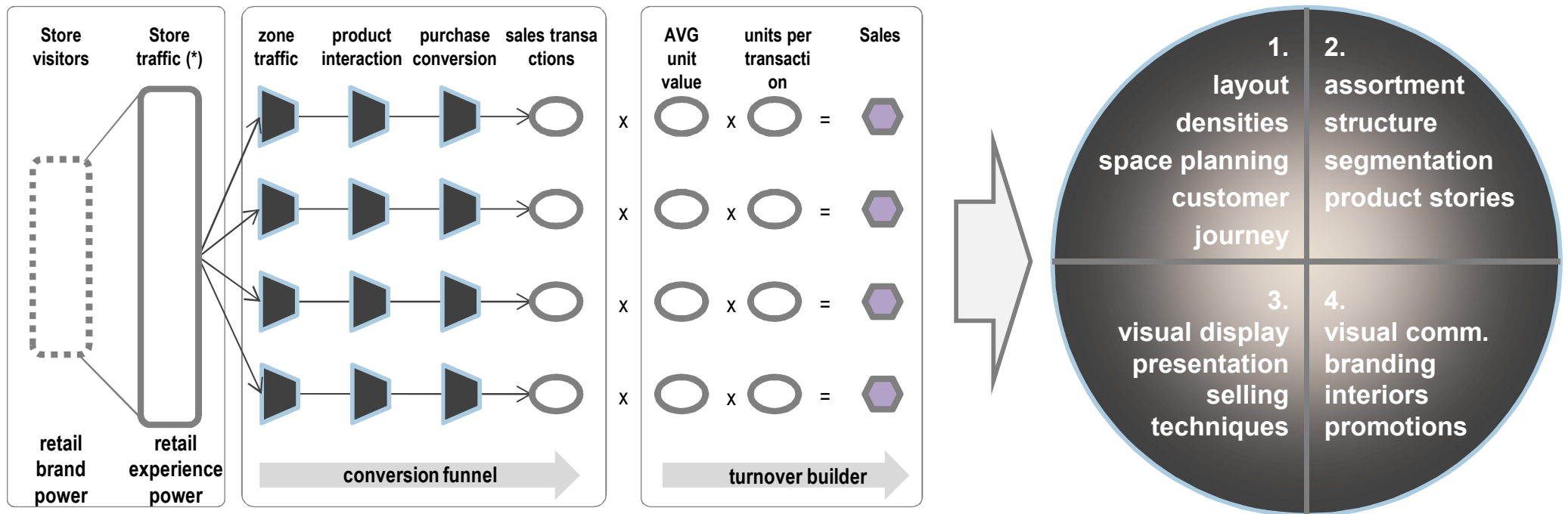
Store marketing





# In-store analytics

- Ispira combines technology to expert advice to improve retail experience and store ROIs
- Store Analytics tells a retailer what is happening in its stores, shows which store performance KPIs need to be improved in those stores and activates root cause interpretation of the actions that can be taken
- With Ispira' approach store analytics activates root cause interpretation of quantitative measurement. Root Cause Analysis is driven by data, best practice benchmarking, expert advice to develop Best Practice Action Plan. Best Practice Action Plan delivers the improvements that can be measured with Store Analytics



the new KPIs

root cause analysis and action

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