



retail performance enhanced

omni-channel retailing

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what if stores become showrooms?

community



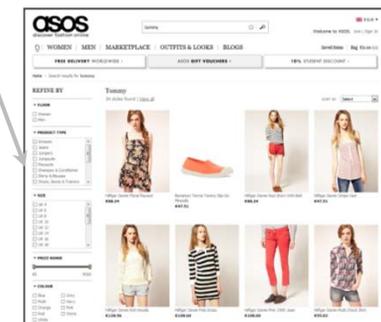
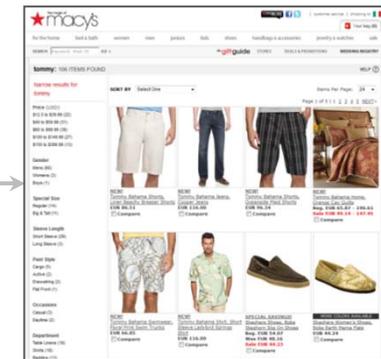
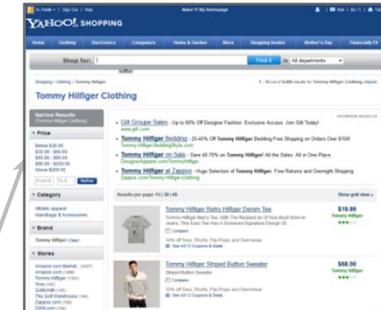
retail



customer



purchase

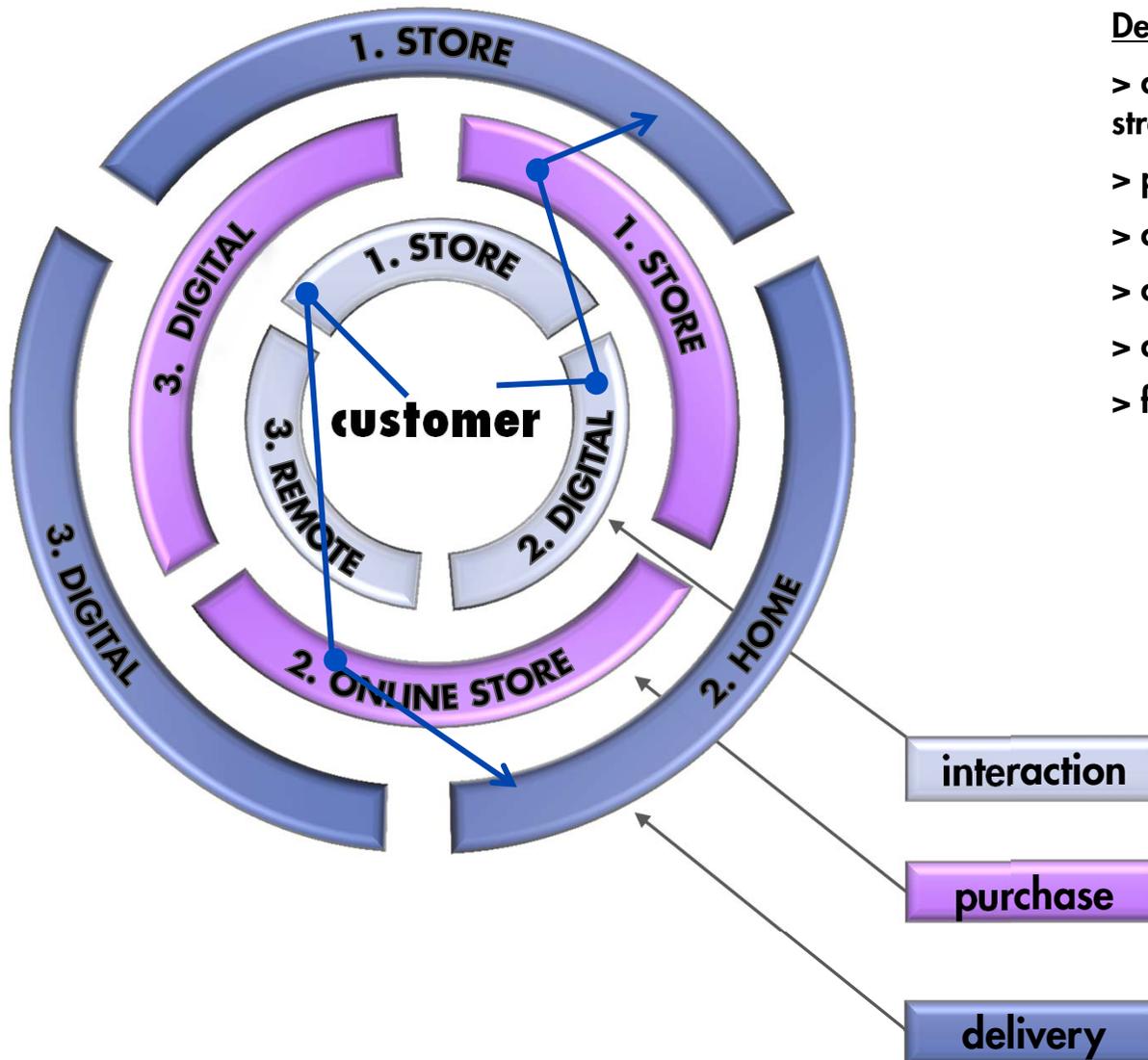


implement the Omni-channel retail strategy

4-step implementation

- 1. Omni-channel strategy**
- 2. multi channel product range**
- 3. integrated brand experience**
- 4. dynamic communication**

1. Omni-channel strategy



Defining the model:

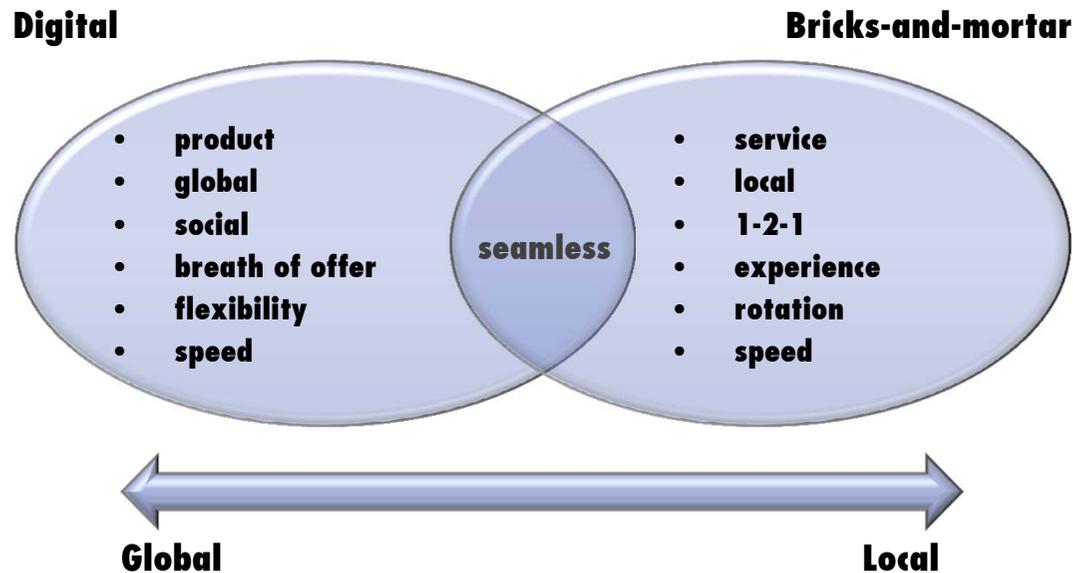
- > omni-channel model and interaction strategy
- > purchase routes
- > communication channels
- > channels differentiation and integration
- > organization development
- > financials and benefits

2. multi channel product range

areas of development:

- > multichannel product strategy
- > price strategy
- > product mix by channel

- > services and unique selling proposition by channel
- > product flows and customer journey
- > seamless multichannel convergence

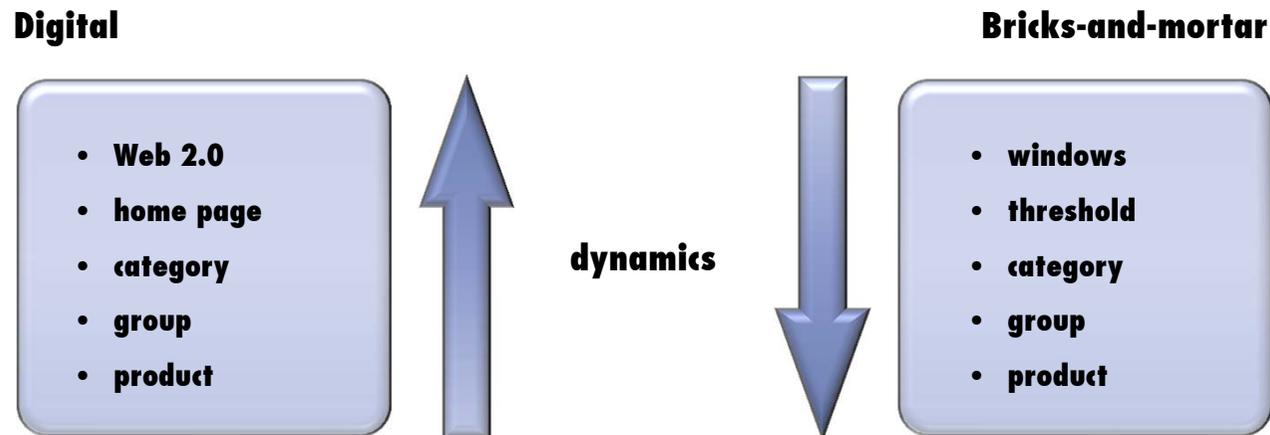


3. integrated brand experience

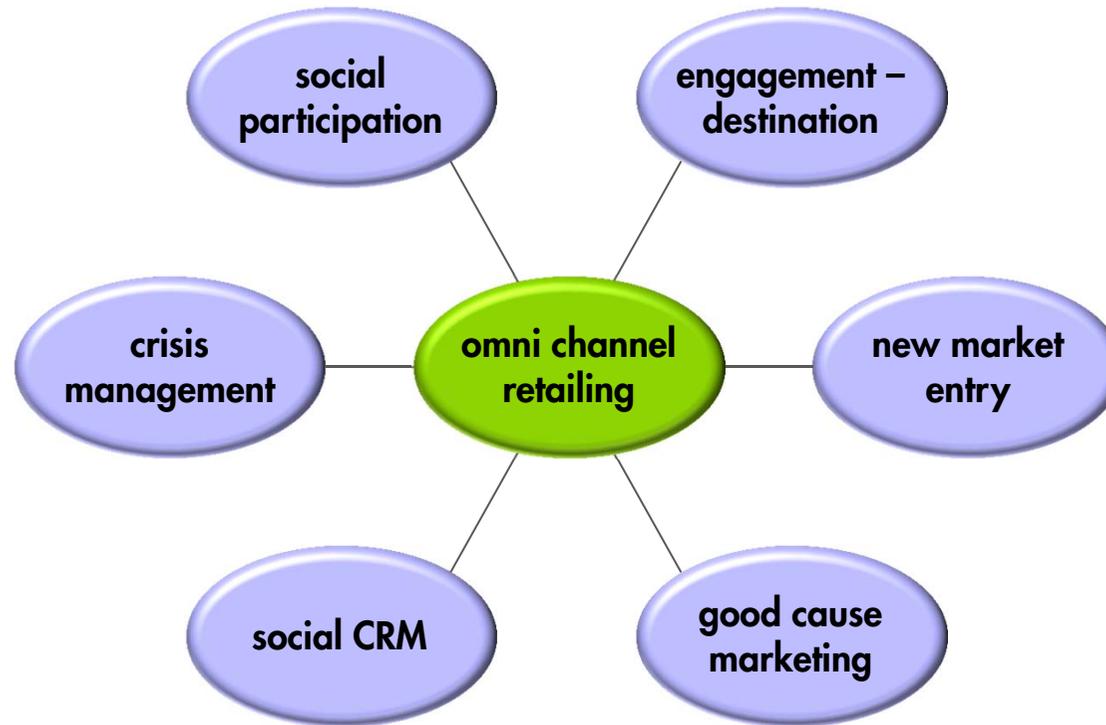
areas of development:

- > institutional communication
- > functional journey
- > emotional journey
- > promotional journey

- > dynamics of communication
- > frequency of updates by channel
- > events and promo calendar
- > visual merchandising and display techniques



4. dynamic communication



the benchmark: Next

<u>Net sales</u>	2012	2012	2011	'12 vs '11
	£m	% of sales	£m	%
Total	3,506	100%	3,454	2%
Retail	2,191	63%	2,222	-1%
Directory - online	1,089	31%	935	16%
Other	226		296	

→ £200m click & collect

<u>Op. profit</u>	2012	2012	2011	'12 vs '11
	£m	% of sales	£m	%
Total	615	17,6%	583	6%
Retail	324	14,8%	329	-2%
Internet	263	24,1%	222	18%
Other	29		32	

Ispira profile

Ispira Ltd is a retail service company providing vision, guidance and profitable delivery in multichannel retailing, retail merchandising, store marketing, retail intelligence, web2.0 community-centric retailing, retail makeovers. With offices in London and Rome, it operates in competitive environments delivering retail strategy, retail merchandising, store marketing, retail intelligence, digital marketing, multichannel communication projects. We operate in 6 main areas:

1. Strategy and innovation

- > strategic assessments, retail strategy, market position, competitive benchmarking, new format start-up, brand extension, due diligence, multichannel communication strategy
- > business model evolution, retail and business innovation, integrated multichannel development, time to market reduction, community based business model

2. Retail Best Practice

- > implementation of best practice methodologies and tools customized to client's business model
- > assortment structure plan, sales management, store grading, multichannel allocation, market reaction, in season actions, markdown maximization, partner seamless integration, market feedback

3. Retail experience

- > design of new retail formats, shop in shops, corners and furniture, in store communication, visual merchandising techniques, seasonal manuals, windows creativity and design
- > Turn key assistance: creativity, artworking, manufacturing, installation, manuals

4. Multichannel

- > multichannel range integration and shopping experience harmonization
- > personalized assortment, navigation routes and interactive filtering. Conversion from seekers into browsers into shoppers. Integrated physical stores, websites and mobile touchpoints
- > on-line visual merchandising, multichannel synergy, integrated promotional calendar. From social content to shopping

5. Market Intelligence

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

6. Training and systems

- > Training sessions on key retail areas: range planning, range management, visual merchandising, customer service motivation. Multiclient workshops
- > Proprietary Range planning software; developed from our experience; converts the sales budget in to a shopping list by range segment, price band

Team and experience

- > We have a team of strategists and retail experts who have worked with some of the world's most successful retailers in the US, UK and Italy.
- > Some of our clients include:

Adidas	Emporio Armani	Luisa Spagnoli	Peuterey
Alessi	Ferragamo	Malo	Piazza Italia
Armani	Fila Sport	Marella	Piazza Sempione
Autostrade	Fornarina	Marlboro Classics	Porcelanosa
Benetton	Geospirit	Marzotto	Prenatal
Binda	Geox	Miroglio	Promod
Boots	GoldenPoint	Mondadori	Replay
Bottega Verde	Gruppo Pam	Motivi	Sia
Caractere	HMV	Natuzzi	Sixty
Carrefour	Hugo Boss	Oltre	SunCapital Partners
Coin	ICC	Optissimo	Terranova
Compar Bata	Iceberg	OVS - Oviessa	The North Sails
Cortefiel	Imaginarium	Ozwald Boateng	VF Corporation
DBApparel/Dim	Intesa BCI	Panorama	Zara
Domus Academy	La Martina	Parah	Zucchi

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