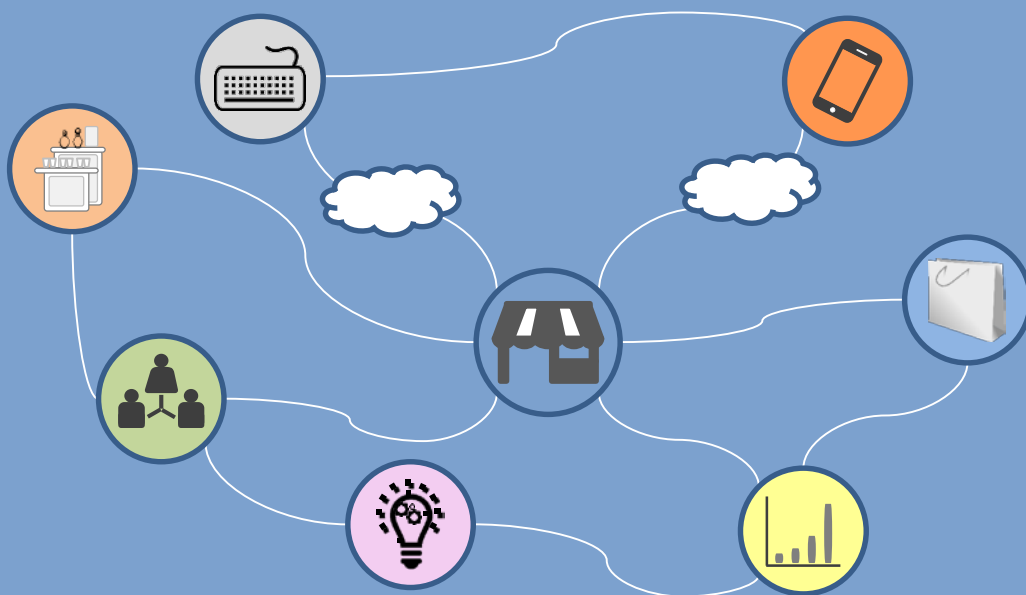
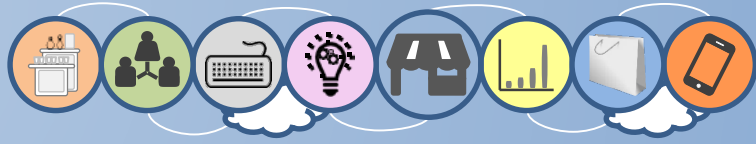


Excellence through Retail Operations

integrating head office & store retail functions for more attractive and commercially successful stores



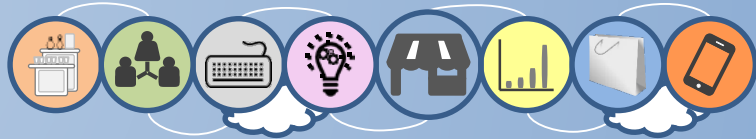
Interactive
Workshop on
international Best
Practices for retail
professionals



Overview & Objectives

- Evolved retailing requires effective integration of a broad spectrum of skills to deliver innovative, attractive, differentiated and profitable retail experience.
- Value creation for final customer is often obtained by the integration of different disciplines:
 - from visual merchandising to buying & merchandising
 - from space planning to store design
 - from VM tools & guidelines to the retail & promotional calendar
 - from retail analytics to augmented customer service
 - from collaborative organization to omnichannel in-store integration
- Our 2-day Retail Integration workshop is focused on all areas of Best Practice delivery of attractive & profitable stores achieved through seamless integration between head office and field functions.
- The workshop is designed to be relevant and to engage delegates together from different retail businesses however it can be personalised and delivered for single companies. The material is fine tuned according to the audience, the sectors and the role of attendees.
- Our programme provides operative and professional benefits to
 - Retailers
 - Brands
 - Shopping centers and factory outlets
 - Manufacturers

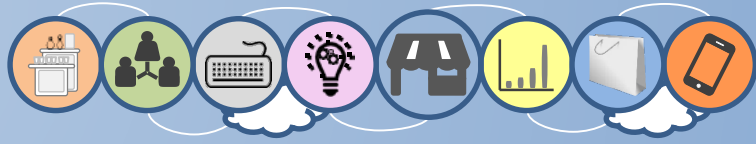
are you looking for a bespoke workshop for your company? Write to us for customized programme and agenda – info@ispira.com



Overview & summary agenda

- Typical departments attending are buying & merchandising, category managers, marketing, store marketing, visual merchandising, space planning, business innovation, key accounts, store operations, human resources, customer experience, business intelligence
- Our sessions combine formal presentations, discussions and exercises to ensure that delegates gain the full benefit of applying the principles to their own businesses
- Our agenda covers the following subjects:

Key Issues	Workshop subjects
➤ Which targets and how much product?	<ul style="list-style-type: none"> • P&L, Seasonal budget, KPIs • Space planning and assortment structure planning
➤ How to group and create product propositions in stores?	<ul style="list-style-type: none"> • Product stories • Buying & merchandising
➤ How to improve the shopping experience in stores?	<ul style="list-style-type: none"> • Store layout & the customer experience • Creating store theatre and delivering the emotional experience
➤ How to create retail innovation?	<ul style="list-style-type: none"> • Augmented Retail Experience • Retail Analytics and continuous improvement
➤ How to create attractive and commercial store dynamic?	<ul style="list-style-type: none"> • Visual communication & product information • Retail Calendar & sales promotion integration
➤ How to make it work in your business?	<ul style="list-style-type: none"> • Retail operations & organisational structure • Evolved tools for boundaryless organizations



Day 1

Buying & Merchandising, Assortment & Space planning

9.30

Speaker and delegate introduction

Introduction to retail strategy, planning & category management

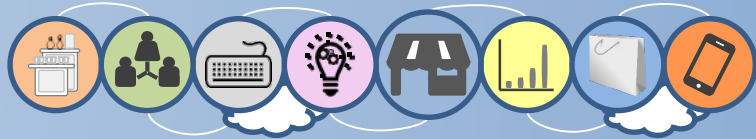
- The essential fundamentals of retailing
 - Market position
 - Store P&L
 - KPIs
 - Store formats
- What we learn from best practice stores
 - Retail Strategy & brand proposition
 - Omni-channel & location strategy
 - Retail Planning
 - Assortment structure and organizational links
- Category Management
 - Category roles
- Monitoring the cause effect relation
- **11.00 - Coffee break**

11.20

Space planning and assortment structure planning

- Principles behind space & assortment planning integration
- Buying for space
- Breakdown of assortment by category and collection
- Range structure leading to display criteria
- Square metres and linear metres
- Space conversion - sqm to linear metres
- Space blocks & product stories
- Store grading and assortment grading
- KPI measurement related to space
- Planning a multi-category store

13.00 - Lunch



Day 1

Buying & Merchandising, Assortment & Space planning

14.00

Product stories and buying & merchandising

- Principles of buying, merchandising and assortment planning
- Product stories from a customer perspective
- Product story grouping:
 - Categories, heroes, collections and silhouettes
 - Killer categories
 - Combined & coordinated categories
 - Lifestyle inspiration stories
- Combining the commercial & the visual:
 - Using image makers, best sellers, basic and high/low margin product
 - Creating display patterns for end-use and fashion
- Building commercial assortment:
 - Assortment structures – department & category option width: price, colour & size architecture
 - Visual criteria - colour, size, style, fashion position and end-use
 - Assortment dynamics – product story flow
 - Delivering ratios of image makers & best sellers
 - Identifying Added-value drivers

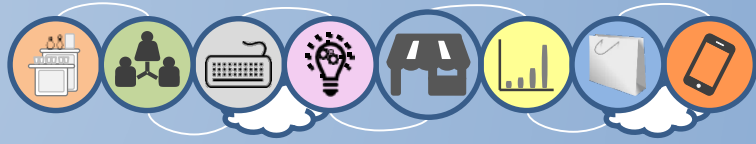
15.30 - Coffee break

15.50

Store layout & the customer experience

- Creating a commercial layout
- Varieties and combinations of store layouts
- Departmental and category location planning
- Creating power walls, focal points and strike zones
- Maximising the first 1/3rd of the store
- Identifying and maximising the customer experience
- The dynamics of the store layout
 - Rate of sale and managing stock density
 - Product story planning and re-merchandising
 - Reaction to stock and weeks cover
- Store layouts & personalised journeys
- Shopper missions, customer journeys, touch points and emotional triggers
- VM developing customer touch-points within the store
- Store analytics to understanding customer experience behaviour

17.30 - Finish of day 1 – wrap up



Day 2

Store experience, retail calendar and promotions in a multi-channel world

9.30

Creating store theatre and emotional experience

- The brand box & the dynamic content
 - The brand box - the setting of the stage
 - Important considerations of a store design
 - Lighting, ceilings and flooring
 - Using colour, focal points and internal walls
 - Fixtures for commercialism and brand
 - Service areas – tills and changing rooms
 - Store fascia and windows
 - Store design strategies and refreshment; ROI
- Dynamic content - creating theatre and experience
 - The real nature of Visual merchandising
 - Important considerations of dynamic content
 - Display rhythms, balance and techniques
 - Busts, mannequins and props
 - Product interaction
 - Technology displays – explaining the product
 - VM display – making the product look good
 - Use of wall height for different corner formats
 - Service model & delivery
 - Staff skills & training

11.00 - Coffee break

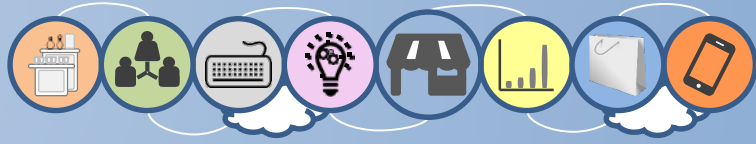
11.20

Augmented Retail Experience

- Linking head office to store with advanced tools
 - Digital devices to support customer experience
 - Delivering product strategy and offering alternative shopping opportunities
 - Full delivery of campaigns and store marketing
 - Empowering store staff
- Analysing customer behaviour: retail analytics
 - Customer behaviour
 - Innovative KPIs
 - Shopping funnel
 - Linking performance drivers to improvement actions

12.20

Visual communication & product information



Day 2

Store experience, retail calendar and promotions in a multi-channel world

12.20

Visual communication & product information

- Communicating the brand
- Visual communication in an omni-channel world
- Store graphics and online integration of graphics
- Use of graphics in marketing campaigns.
- Creating a graphics hierarchy
- The functional journey, emotional journey and the promotional journey
- Communication hierarchy
- Colour, fonts and elements of visual communication
- Do's and Don'ts of graphics and POS delivery
- Rules on different use of graphics by store grade and location
- Rules on the dynamic of graphics - when to change them
- Appropriate use of different graphic elements
 - Environmental graphics to create atmosphere
 - Brand graphics, logos
 - Product information & pricing
 - Service messages - online, returns etc...

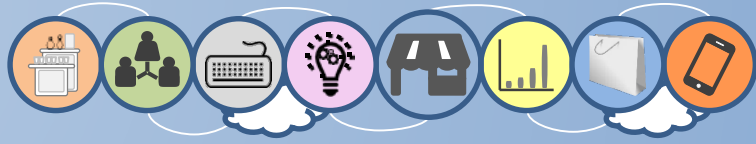
13.15 - Lunch

14.15

The Retail Calendar integrated with campaigns and commercial promotions

- Modern principles of a retail Calendar
- How to create a retail calendar
- Channel strategy for core, occasional and new customer groups
- Dynamic content development
 - Retailer inspired events
 - Seasonal event opportunities
 - Opportunist events
 - Impulse events
 - Promotions
- VM and stores as part of the marketing calendar
- The new product dynamics
- Promotional calendars - prime & price promotions
- Maximising sales, margin and gross profit with promotions
- Appropriate promotional mechanics
- Sales & markdown strategy and delivery
- Promotional activity through seasons

15.45 - Coffee break



Day 2

Store experience, retail calendar and promotions in a multi-channel world

16.00

The Retail Delivery Toolkit, processes and organisational structure

- How to make stores work
- The appropriate Toolkit
 - VM Guidelines booklet
 - Formal training document, Store Planning documents
- Dynamic communications:
 - VM Guidelines
 - Seasonal guidelines
 - Ongoing informal training
 - Dynamic communication
- Rules & Regimes
 - Daily and weekly tasks
 - Best seller merchandising
 - Stock control & sales monitoring
- Store staff structure roles & responsibilities
- Compliance or Education?
- Remote technologies - mobiles, tablets and cameras
- Retail structures – roles & responsibilities
- Retail integration between disciplines
- From “boardroom” to “stockroom” integration

17.15

Evolved tools for boundaryless organizations

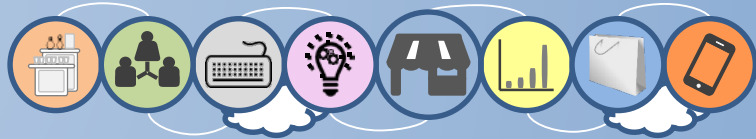
- Social media based platforms
- Managing internal projects with interactive team communication
- Evolved rewards for store staff

17.30

- *Finish of day 2 – wrap up*
- Workshop summary

all sections to include:

- *international best practice examples*
- *discussions & exercises*
- *assessment of client current situation & opportunities*



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