

Henri Davis

Independent Retail Advisor

‘The only thing to do with advice is to pass it on.
It is never any use to oneself’.

Oscar Wilde



Create a Unique Instore Shopping Experience without Breaking the Bank



HOW TO THRIVE

The success factors for retailers remain unchanged, how we do it is different

To thrive retailers must keep their focus on the basics of retailing

As an independent retailer you can do all of these at little or no extra cost:

RETAIL BASICS

Customer first – personal service is key

Location, location, location – be in the right place for your customers

Competition – it's vast and global

Branding – must be controlled

Retailing quality standards – product presentation

Service – the ultimate differentiator

Be seen – advertising and marketing are constantly evolving

Visibility – be on social media, keep it simple and do it well

Product - underpins everything , relevant products for your customers

Supply chain – everything being available on time in enough depth

Why is creating a unique instore shopping experience so important?



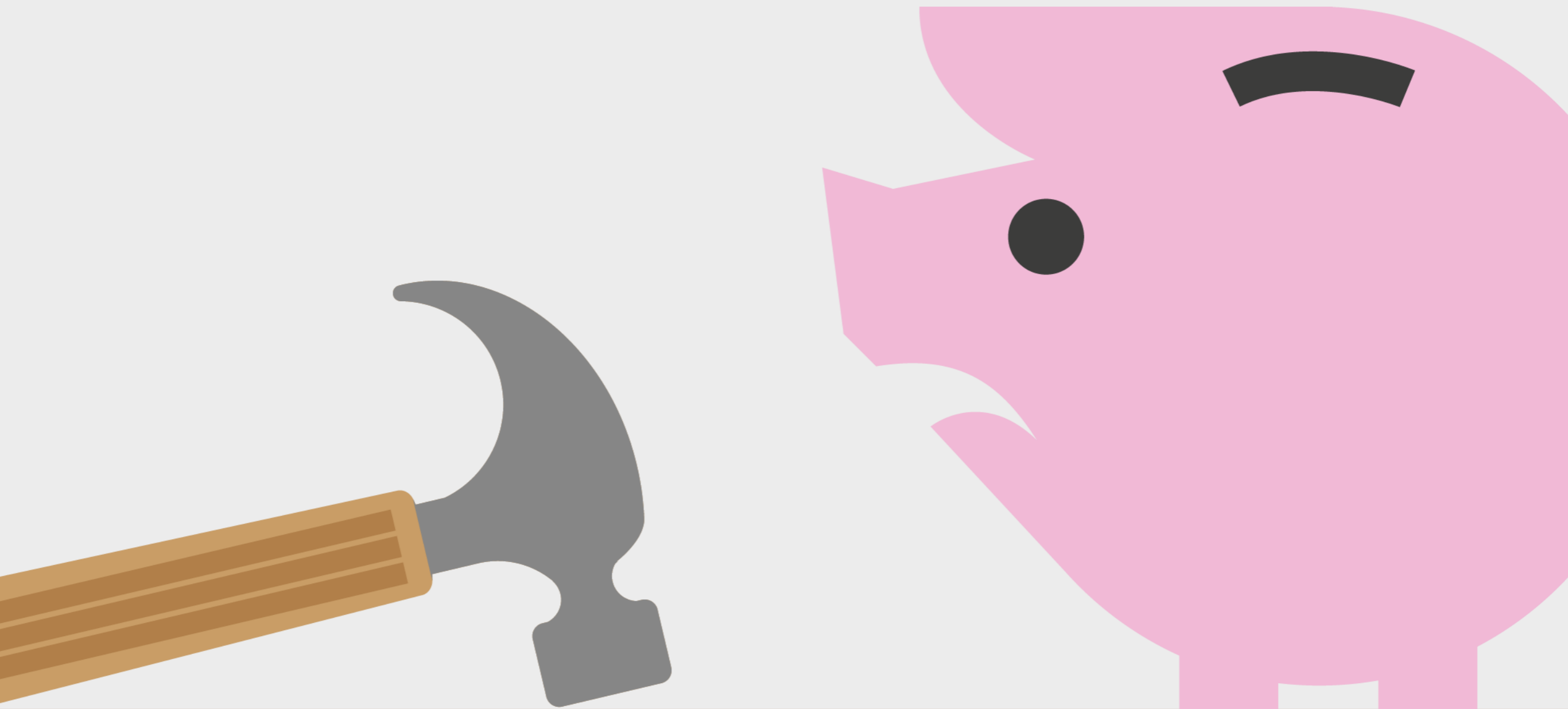
Experiential shopping



Be relevant to your customers



**What can you
afford to spend?**

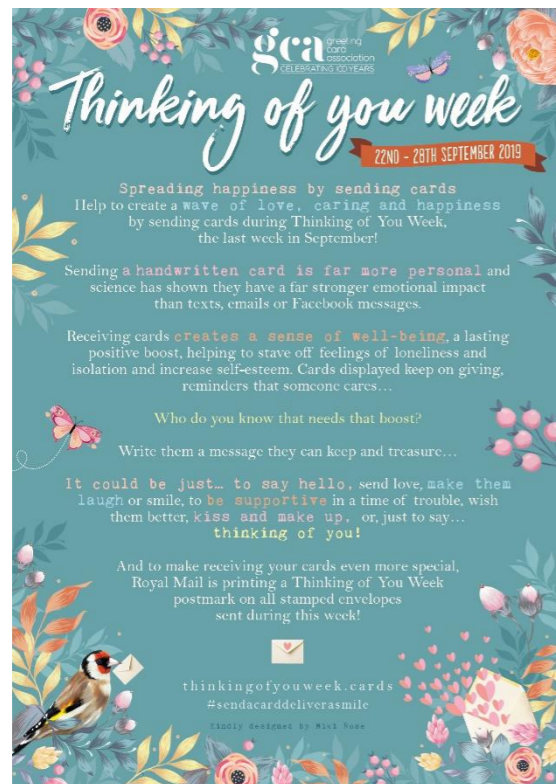


gca greeting card association
CELEBRATING 100 YEARS

22ND - 28TH SEPTEMBER 2019

Thinking of you week

thinkingofyouweek.cards  #sendacarddeliverasmile



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CELEBRATING 100 YEARS

Thinking of you week

22ND - 28TH SEPTEMBER 2019

Spreading happiness by sending cards
Help to create a wave of love, caring and happiness
by sending cards during Thinking of You Week,
the last week in September!


Sending a handwritten card is far more personal and
science has shown they have a far stronger emotional impact
than texts, emails or Facebook messages.

Receiving cards **creates a sense of well-being**, a lasting
positive boost, helping to stave off feelings of loneliness and
isolation and increase self-esteem. Cards displayed keep on giving,
reminders that someone cares...

Who do you know that needs that boost?
Write them a message they can keep and treasure...

It could be just... to say hello, send love, make them
laugh or smile, to be **supportive** in a time of trouble, wish
them better, **kiss and make up**, or, just to say...
thinking of you!

And to make receiving your cards even more special,
Royal Mail is printing a Thinking of You Week
postmark on all stamped envelopes
sent during this week!

 thinkingofyouweek.cards
#sendacarddeliverasmile
Kindly designed by Miss Kate



Thinking of you week

22ND - 28TH SEPTEMBER 2019



BACK 2 SCHOOL

SCHOOL
THINK
STATI
THINK
CE
THINK
JESTER

BOGOF
BACK TO SCHOOL
OFFICE STATIONERY

STATIONERY
3 FOR 2
ON BANNER
RING BINDERS

BOGOF
BACK TO SCHOOL
BANNER DISPOSABLE
PENCILS

BOGOF
BACK TO SCHOOL
BANNER
HIGHLIGHTERS

OXFORD

BACK TO SCHOOL

PORTFOLIOS AND SLIDES 20% OFF

DALER ROWNEY 20% OFF

diary
1718

Clear
PENCIL CASE

Maped
COLOURS THAT JUMP
OUT AT YOU!

Georg
Oil Painting Paper
Papier pour Peinture

GIOTTO
TURBO COLOURS

ATLAS
OF THE
WORLD

OXFORD
MATHEMATICAL
INSTRUMENTS

OXFORD

P.C. Supplies

POST
THIS
WAY







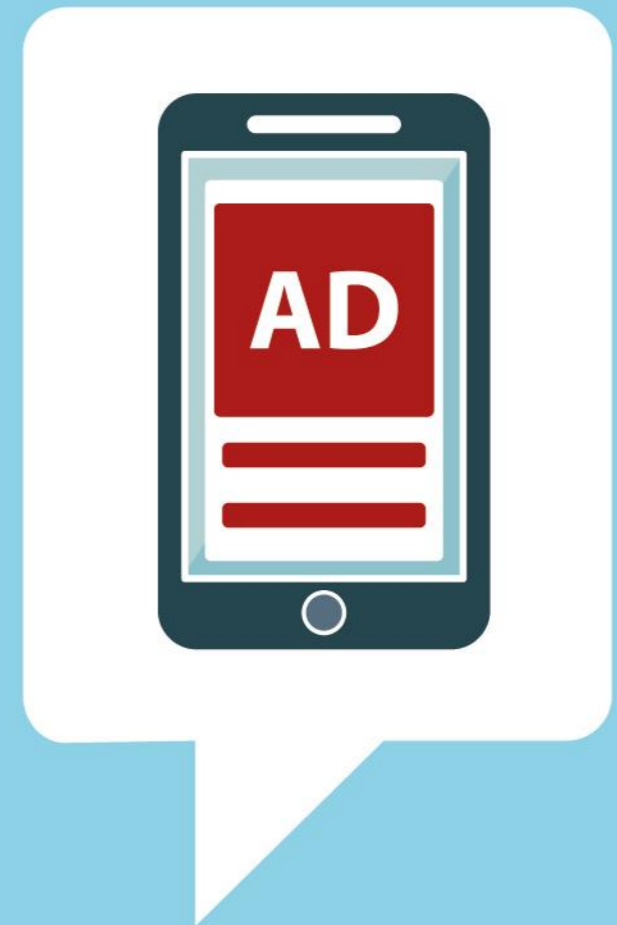








Telling your customers what is happening



The retail principles remain the same

- Customer first – personal service is key
- Location, location, location – be in the right place for your customers
- Competition – it's global think local
- Brand –control it
- Retailing quality standards – product presentation
- Be seen – advertising and marketing are constantly evolving
- Visibility – be on social media, keep it simple and do it well
- Product – is king, stock relevant products for your customers
- Supply chain – everything available on time in enough depth
- Service – the ultimate differentiator, be brilliant

SUMMARY

What is going on during the year either locally, nationally or within your sector you should be involved in?

Would it be relevant to your customers?

How can you get involved ? **PLAN IT IN !**

What space, stock and time can you use to make it happen?

Will your suppliers support you with POS, samples, materials?

How will you publicise it beforehand and at the time?

TAKE THE OPPORTUNITY AND MAKE IT HAPPEN

Thank You

Any Questions

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