

CASE STUDIES – RETAIL

Mobile phone stores - *Company N* had been out of the market place for several years and had lost market share to 3 major rivals. They launched a new range of handsets and needed genuine feedback from high street retailers with regard to the perceived saleability. They felt that existing staff/customer relationships may get in the way of genuine feedback and needed independent assessment.



We were appointed for a period of 3 months to call on stores nationwide, meet with managers, assess the genuine commercial potential of the new range of handsets and report back with any observations and recommendations. *Company N* felt that we were the ideal choice because, with no specific market knowledge but plenty of commercial experience, we would have no preconceptions and provide impartial, objective, feedback.

High Street store - *Mrs J* owns a fabric store but found that sales were deteriorating on an annual basis and her once successful business was struggling to cover costs. In addition monthly staff costs were becoming a burden and she was considering redundancies. After our initial review we discovered that in addition to reduced turnover, sale prices had reduced, when her cost of materials had actually increased.



Like many businesses she had blamed online shopping. We suggested that she consider transforming her business and tackled these issues in two ways. Creating an online shopping site, trading through several portals, she was able to meet demand at a reasonable cost and even found her suppliers were able to ship 'white label' direct to her customers, reducing her cost. In addition, we identified that the majority of her shop footfall visited for advice, urgent need and to browse and feel materials. Price wasn't the issue and we were able to increase shop based pricing to return her store to profit, protect her income and avoid any redundancies.

High Street Bank - *Company L* agreed a contract to replace printers and photocopiers in every branch and office location. They intended to use a single supplier but first needed to create an accurate asset register listing and 'tagging' every single machine in over 2000 locations. They needed a business that they could trust to create an accurate nationwide database, using trusted staff to visit each and every branch. Working with a temporary recruitment agency, we established a job specification and person profile and recruited 70 staff that met the criteria. We then coordinated training nationwide. The contract was completed to our client's satisfaction within 3 months.



Equipment hire – *P & T* are qualified sound engineers, had worked at many music festivals, seen their growth and identified an opportunity to launch their own business. Both hard working, they soon realised that the festival season was fairly short and whilst they had many offers of work, they could only accept one each week. In addition, for 8 months of the year, they had no regular income at all. Losing interest and enthusiasm, but having so much tied up in capital equipment, they approached us.



An extensive review of their business highlighted that they had relied on old contacts and word of mouth to generate sales. Because of the informal nature of these relationships, keeping accounts proved difficult, which would provide an obstacle if they wished to fund expansion. Whilst this was adequate when they started up, it was now essential to develop an effective sales strategy. We worked on their strengths and weaknesses, helped them develop a sales presentation and compiled a contact database of all potential contacts, including opportunities for winter trading. Introducing a simple but effective CRM package enabled *P & T* to develop new customer relationships, keep in touch regularly, obtain new referrals on a professional basis and most importantly improve their sales and margin especially over the winter period.

These case studies are a brief example of our experience. Contact us now to see if we can help you. enquiries@positivdevelopment.co.uk