



Our approach to Retail Experience

- **paths to purchase**
- **store dynamics**
- **growth of customer base**
- **product display empowerment**

Ispira Ltd

90 Long Acre, WC2E 9RZ, London, UK
t: +44 (0) 207 903 5385 follow on twitter
e: info@ispira.com - www.ispira.com

Ispira Ltd

piazza del Popolo, 18 00187 Roma, Italia
blog.ispira.com - t: +39 06 3671 2395
e: info@ispira.com - www.ispira.com

about us

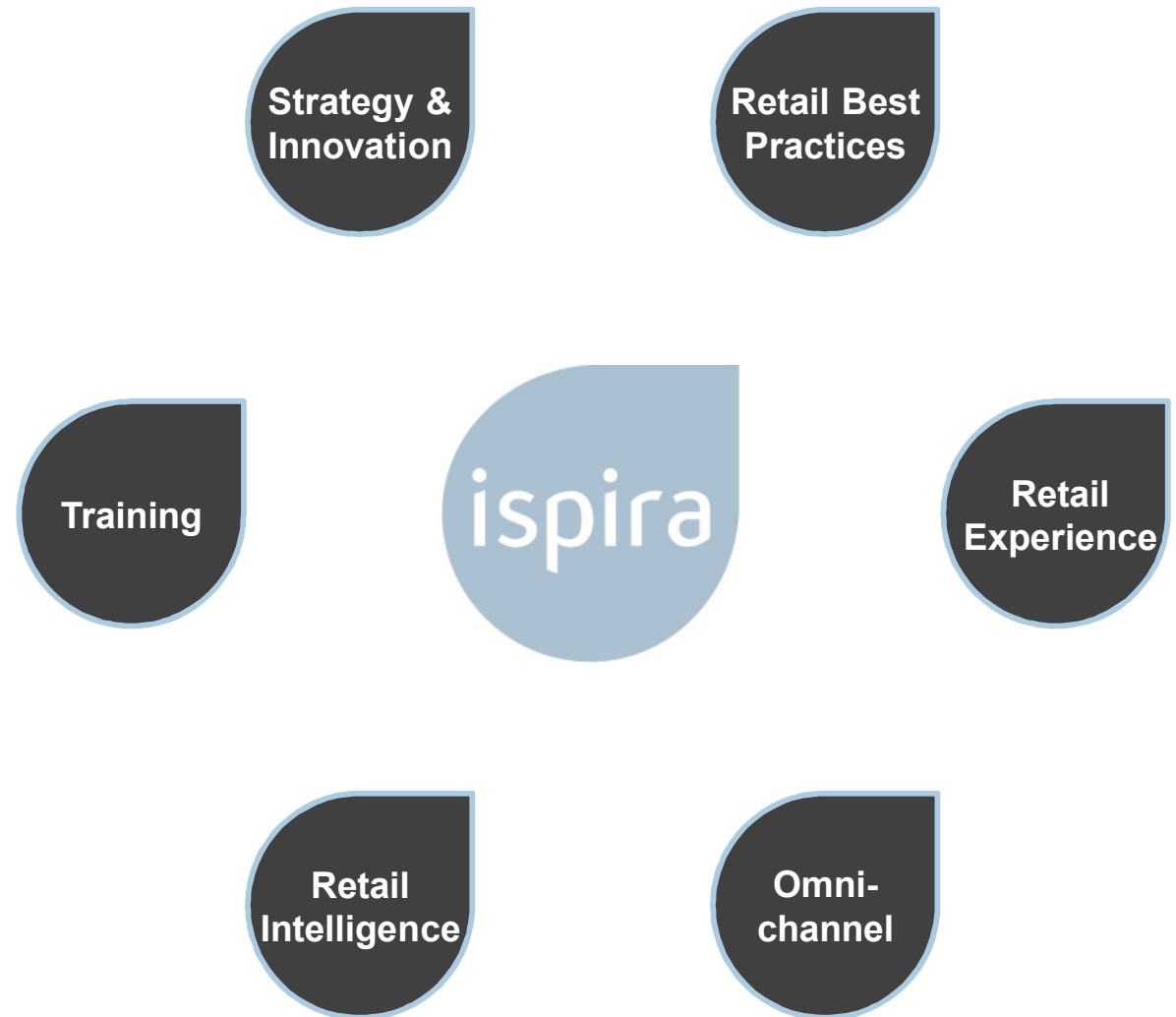
ispira

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



Retail Experience

Mastering Retail Experience

Ispira Retail Experience projects deliver innovative solutions linking strategic brand objectives with commercial targets 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

Our approach...

- We bring together the different elements of the retail experience to build engaging, innovative, customer oriented retail delivery by focusing on 4 major areas:

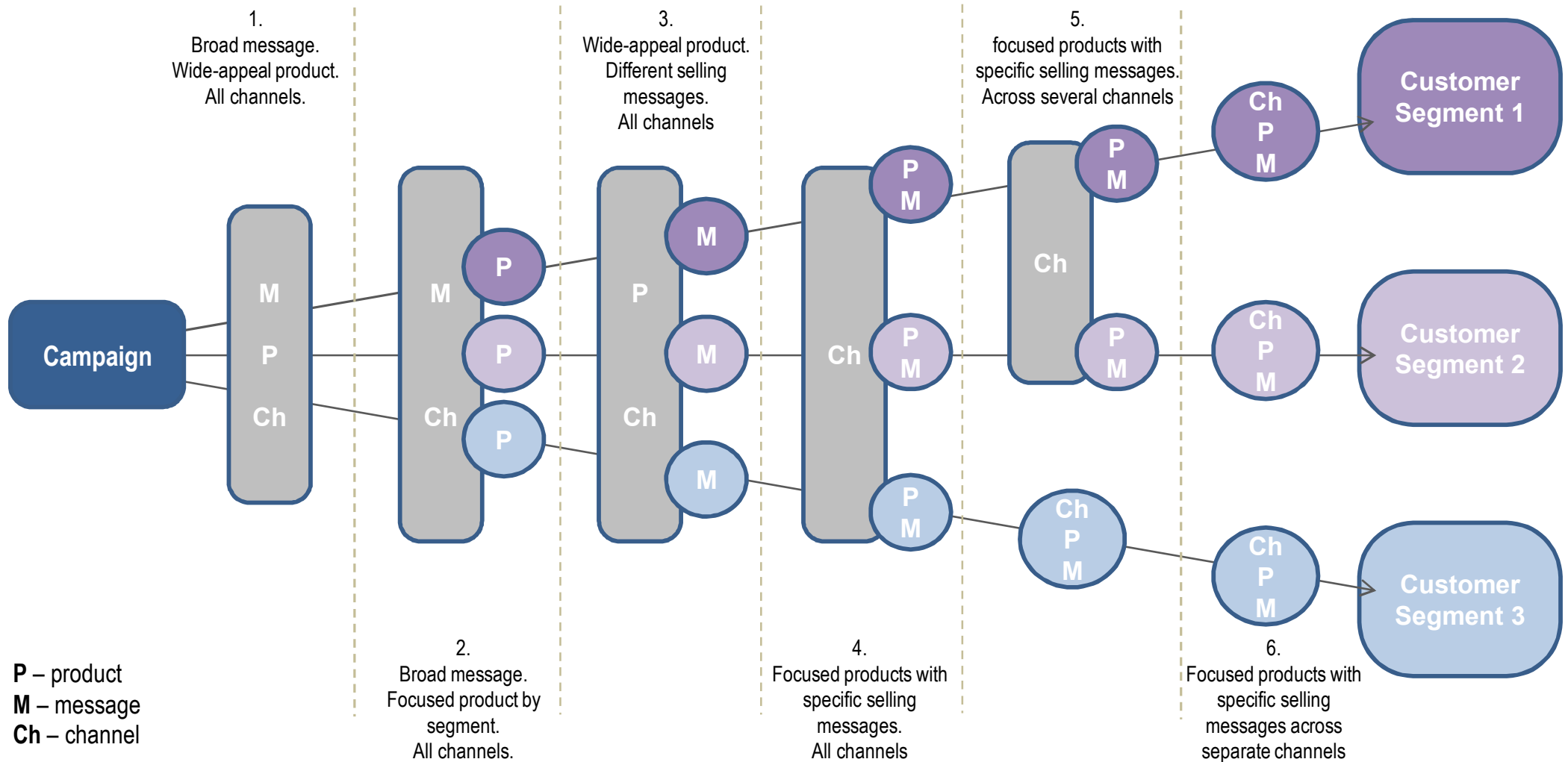


- 1. extend paths to purchase**
 - reasons of purchase
 - impulse vs planned
 - local vs non local
 - B2C vs B2B
- 2. Improve store dynamic**
 - events, promotions
 - Seasonality, local initiatives
 - innovation, launches
 - layout, adjacency
- 3. Extend customer base**
 - local vs non local
 - gift
 - style, end use
 - seducing visitors
- 4. Empower product display**
 - visual merchandising techniques
 - product grouping
 - link to assortment plan
 - communicate product secrets



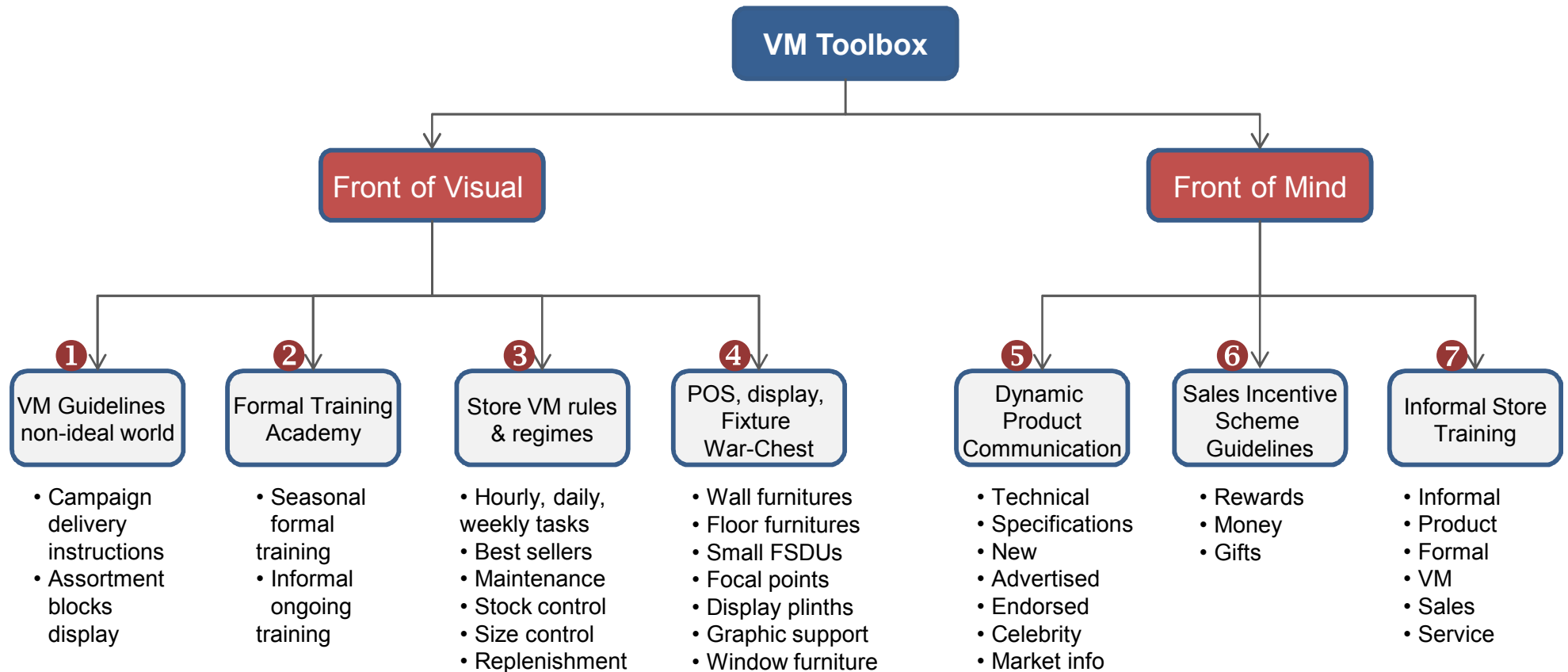
... to improve language and tone of voice...

- We use Product, Message, Channels to target key customer segments consistently to retail brand and financial objectives



... and to customize our clients' VM Toolbox

- We deliver comprehensive VM tools, KPIs, training material for both head office and store staff to develop commercially driven, reactive retail organization



We define the retail experience KPIs

- Ispira combines commercial expertise and creativity to identify improvement opportunities and develop action plan
- KPIs are critical to measure performance, set retail experience targets, check results

Typical VM Drivers		
Space allocation by	<ul style="list-style-type: none"> • Department • Category, Style 	<ul style="list-style-type: none"> • Products vs Services • Brand vs Private label
Linear Metre allocation by	<ul style="list-style-type: none"> • Department • Category, Style 	<ul style="list-style-type: none"> • Products vs Services • Brand vs Private label
Space primeness	<ul style="list-style-type: none"> • Department • Category, Style 	<ul style="list-style-type: none"> • Products vs Services • Brand vs Private label
Option Density	<ul style="list-style-type: none"> • Options/m2 • Options/LM 	
Units Density	<ul style="list-style-type: none"> • Options/m2 • Options/LM 	
Unit depth	<ul style="list-style-type: none"> • Units/option 	
Display	<ul style="list-style-type: none"> • Type of display (frontal, lateral, etc.) • Number of facings 	<ul style="list-style-type: none"> • Symmetry, asymmetry, number of levels
Promotions and events	<ul style="list-style-type: none"> • Space allocation • Linear metre allocation 	<ul style="list-style-type: none"> • Link from window to store • Number of options and units
Layout & adjacency	<ul style="list-style-type: none"> • Chain and connection of departments • Role by department 	



We define the retail experience KPIs

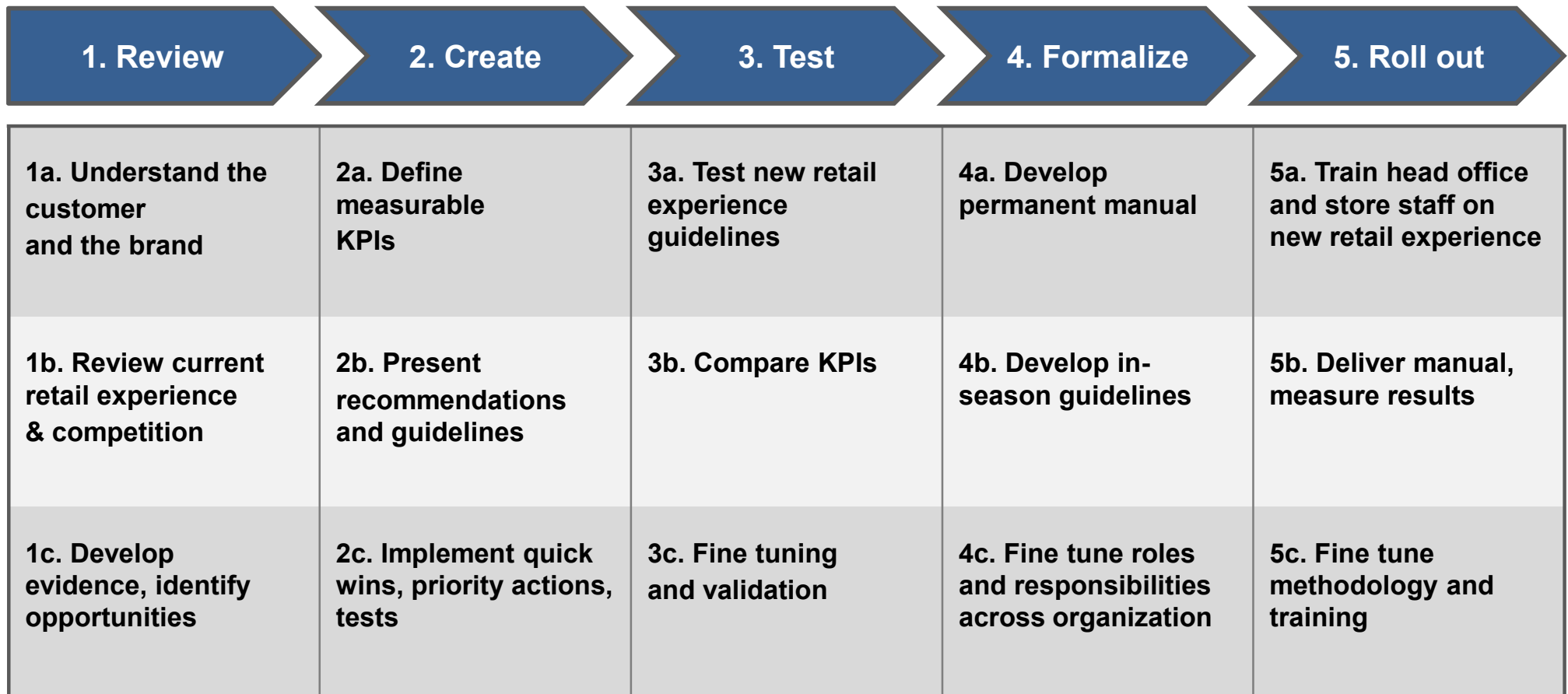
- We develop comprehensive as-is and to-be analysis, produce actionable retail intelligence to drive innovation and measure ROIN on store marketing initiatives

Typical VM Drivers		
Sales, quantity, margin	<ul style="list-style-type: none"> • Department • Category, Style 	<ul style="list-style-type: none"> • Products, Services • Durable vs high rotation products
Rate of sale – units per week	<ul style="list-style-type: none"> • Style • Option 	
Assortment Performance 'densities'	<ul style="list-style-type: none"> • Sales/m2 and LM • Gross Margin/m2 and LM • Unit/m2 and LM • Gross margin/unit 	<ul style="list-style-type: none"> • Price/unit <ul style="list-style-type: none"> • Full price/unit • Sale price/unit • Cost per unit
Store Performance 'densities'	<ul style="list-style-type: none"> • margin/m2 • Store cost/m2 • Unit/ticket 	<ul style="list-style-type: none"> • tickets/m2 • visitors/m2 • tickets/visitors



5-step approach to retail experience

- We operate in 5 areas according to clients requirements. Get in contact with us to discuss areas of support and improvement opportunities



Ispira Ltd

United Kingdom

90 Long Acre
WC2E 9RZ, London
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Italy

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www.ispira.com



blog.ispira.com



info@ispira.com



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