



Retail Strategy

- **Strategy and Innovation**
- **Retail Strategy Financials**
- **Omnichannel, Community, Storyline**
- **Role and Contribution of Business Segments**

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

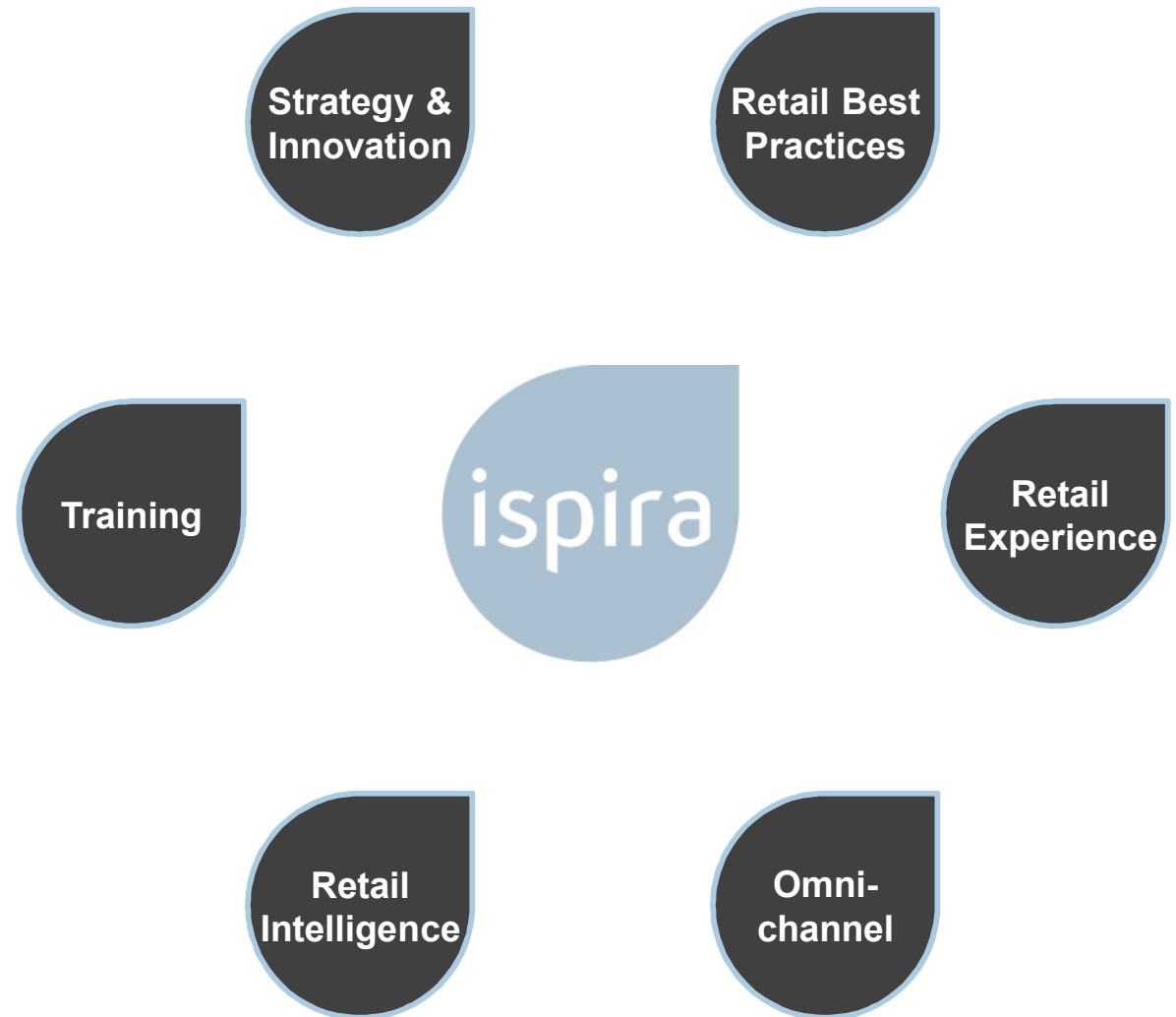
ispira

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

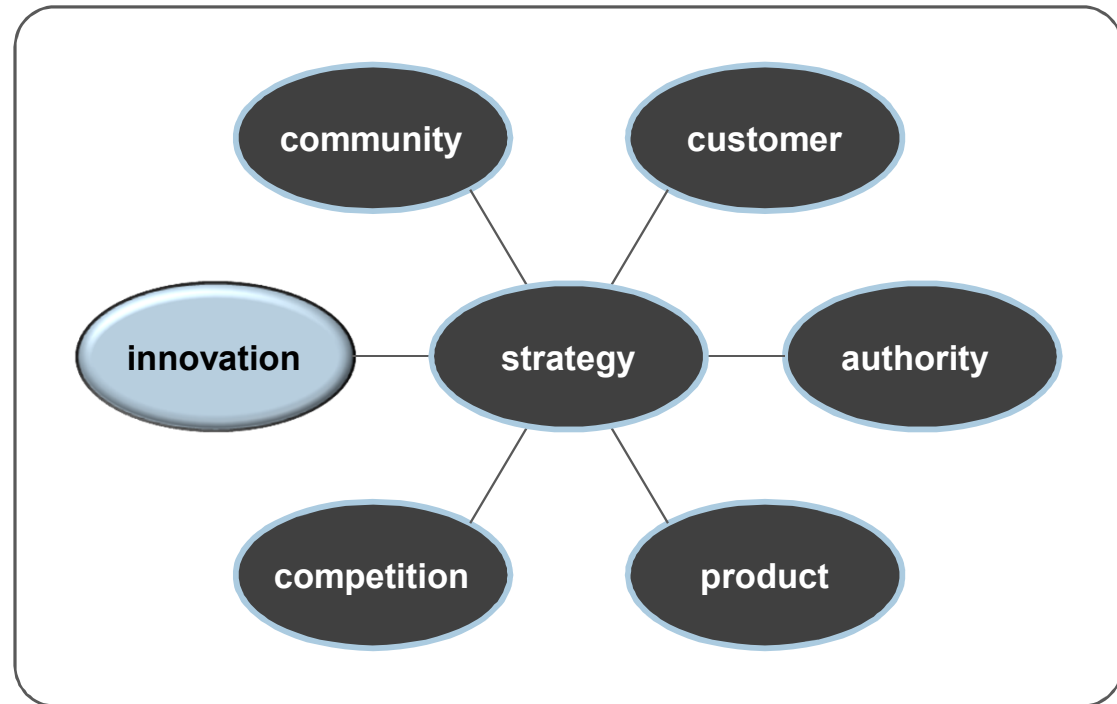


Retail Strategy

Strategy and innovation

We have developed extensive experience in developing innovative and profitable business models for brands, retailers, financial institutions. Ispira is committed at delivering non-conventional strategic support in:

- vision
 - business ideas
 - omnichannel evolution
 - creation/evolution of retail concepts
 - range evolution
- due diligence
 - company value
 - turnaround
- market scenarios
 - market position
 - brand portfolio optimization
 - brands scouting
- strategic assessments
 - performance
 - retail experience
 - competitive benchmarking
- operational assessments
 - time-to-market reduction
 - category management



“The impossible is often the untried.” (J. Goodwin)



Retail Strategy Financials

- **We support business vision and retail strategy with sound financial tools that set objectives, investment scenarios, competitive position. Our team is involved in: due diligence, turnaround, international expansion, market entry, omnichannel development**

KPIs

- › performance drivers
- › Du Pont analysis
- › target drivers
- › internal en external benchmarks
- › target business model

Capex

- › retail cash flow
- › expansion investment
- › overall cash flow
- › return on investment
- › owned vs franchised network

Expansion

- › multichannel business model
- › market prioritization
- › expansion plan by market and channel
- › assortment fine tuning

Product Strategy

- › Unique Selling Proposition
- › range offer distinction
- › product mix
- › style and price position
- › omnichannel delivery

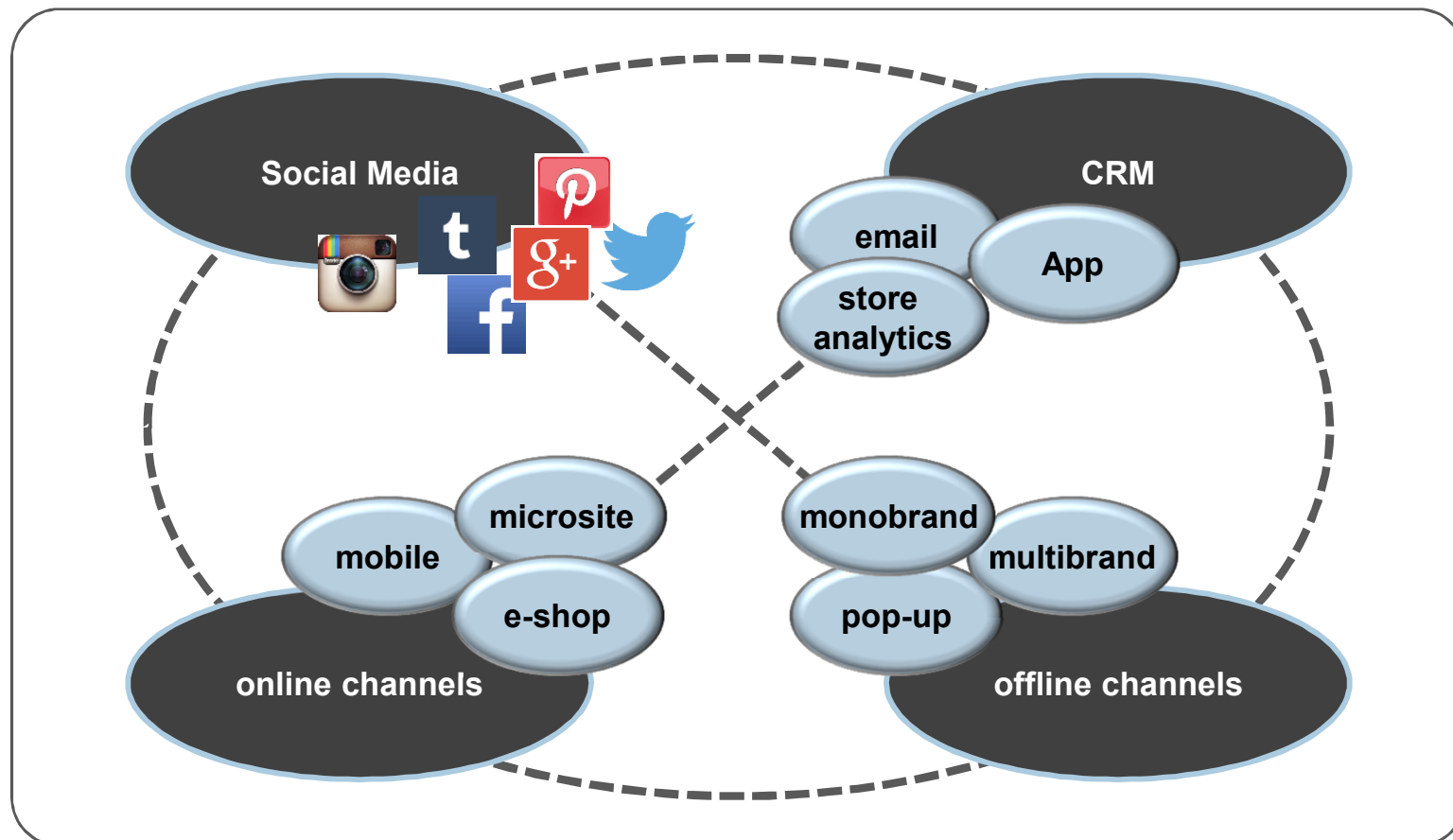
Ispira areas of delivery:

- KPIs and Du Pont Analysis
- profitability benchmarks, retail cash flow
- capex expenditure for owned and franchised expansion
- multichannel expansion, market prioritization
- product strategy, unique selling proposition, style and price position



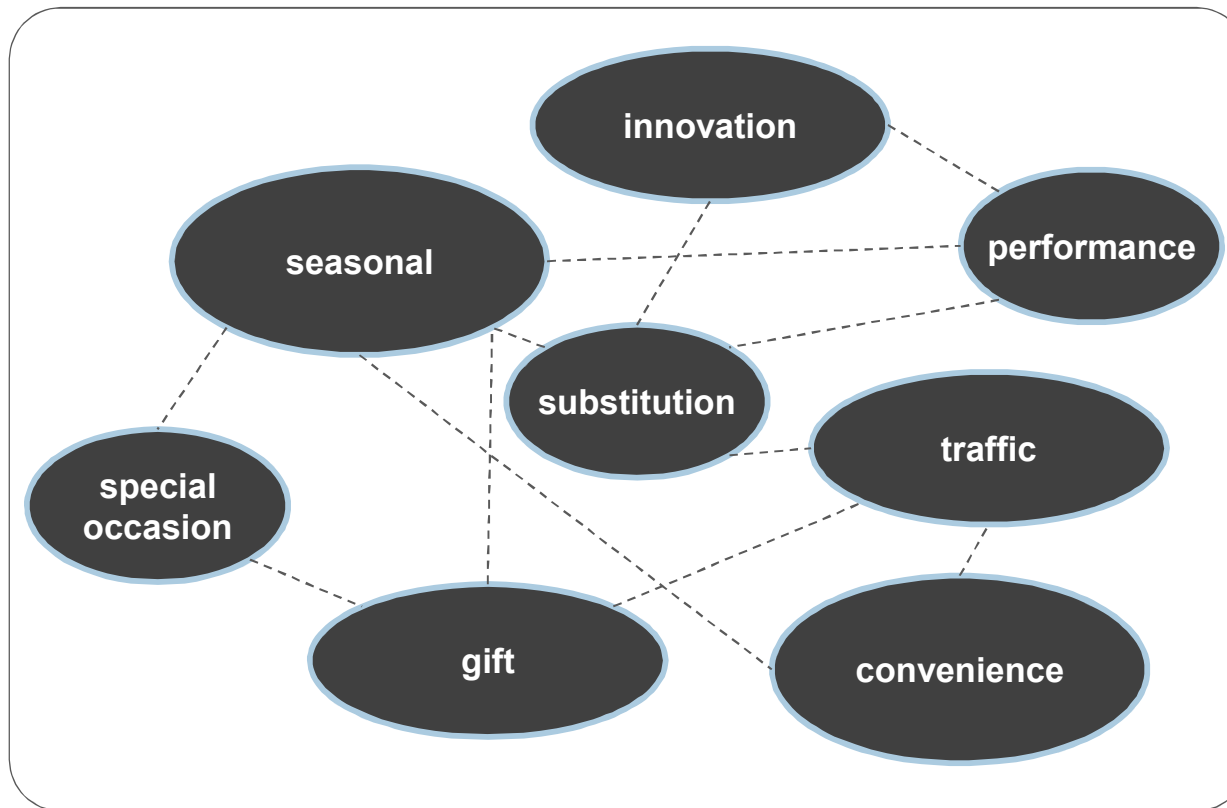
Omnichannel, Community, Storyline

- We build seamless omnichannel business models tailored to our clients' business proposition and market position. Our deliverables include integrated and synchronized communication, structure of story telling to drive traffic and build community, strategic product dynamics, retail calendar strategy



Role and Contribution of Business Segments

- Our projects deliver strategic models that, by explaining how customer expectations are converted into shopping behavior and purchase, conceptualize actual and potential value chain of our clients
- We develop logic and numeric tools to determine the role and the relations among product groups to evolve the retail business model of our clients.



We use experience, quantitative evidence, international Best Practices to develop:

- the dynamic and the evolution of the role over time
- the competitive advantage over product differentiation
- the fundamental components of the value chain over time
- the risks, the threats, the opportunities in the short, medium, long term
- product treatment, communication requirements, retail calendar principles

Ispira Ltd

United Kingdom

90 Long Acre
WC2E 9RZ, London
t: +44 20 7903 5385

Italy

piazza del Popolo, 18
00187 Rome, Italia
t: +39 06 3671 2395



www.ispira.com



blog.ispira.com



info@ispira.com



[@thinkretail](https://twitter.com/thinkretail)