urban BRAND RETAILING

THE POWER RETAIL SYSTEM.

PHASE I

RETAIL CONCEPT
Development of the brand retail strategy

RETAIL STATUS
Documentation of current retail status.

RETAIL TARGET
Formulation of retail target strategy. Results are documented in a "Retail Concept Manual".

PHASE II

RETAIL DESIGN
Design of brand presentation at the POS

RETAIL FIT
Brand universe at the POS is designed on the basis of the brand identity:
- Branding
- In-store design & development
- Category management
- Visual merchandising
- Window display design
- Communication at the POS

Results are documented in a "Retail Fit Manual".

PHASE III

RETAIL IMPLEMENTATION
Implementation of brand retailing

RETAIL PERFORMANCE: POS
Results of the retail design process are integrated into the brand presentation at the POS. Performance check: implementation of retail design in test shops.

RETAIL PERFORMANCE: ORGANISATION
The retail department within the company is built up and the appropriate process flows formulated. Results are documented in a "Retail Performance Manual".

PHASE IV

RETAIL CARE
Training and coaching for the brand retailing process

RETAIL TRAINING
Training tools are formulated and documented in a "Retail Training Program".

RETAIL COACHING
Personnel receive coaching on the basis of the "Retail Performance Manual".

PHASE V

RETAIL CONTROLS
Monitoring of the brand retailing process

RETAIL CHECK
Process flows already introduced are checked and adjusted where necessary.

RETAIL PILOT
Implementation of "Retail Pilot Tools":
- Retail planning
- Retail cost-effectiveness
- Retail success monitoring at the POS

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