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The Retail Champion: 10 Steps to Retail Success

Clare Rayner

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The Retail Champion: 10 Steps to Retail Success Clare Rayner

With both small and large retailers collapsing, consumer confidence is at an all time low. *The Retail Champion* provides a practical ten step method showing independent retailers how to map out a unique plan so that they can thrive, even in uncertain times.

Clare Rayner provides the tools, techniques and motivation needed to succeed in the highly competitive retail market. Readers will have access to a range of downloadable resources such as business plan, range plan, promotional plan and cash flow plan templates that allow readers to work along with the ten steps they read about in the book. The steps include:
-Defining the goal and mission
-Deciding on a position
-Identifying the ideal customer
-Creating a range plan
-Implementing a pricing and promotional strategy
-Designing a customer engagement process
-Determining the sourcing and supply chain model
-Planning and controlling business
-Setting up an effective back office

Aimed at small retailers who are serious about growing their business, *The Retail Champion* is equipped with case studies, examples, templates and the knowledge and skills needed to make a retail business a scalable, saleable enterprise.

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