

TIPS & TRICKS FOR RETAILERS

Cayman Islands Chamber of Commerce workshop

April 28th, 2016



MINISTRY OF
FINANCIAL SERVICES,
COMMERCE & ENVIRONMENT
CAYMAN ISLANDS GOVERNMENT



Unlock Your Retail Potential

1. Introduction
2. Retail operations & Merchandising
3. Customer Experience
4. Social Media Marketing for Retailers
5. Q & A

Introduction to Savage Consulting

Savage Consulting Ltd. is a boutique-consulting firm, specializing in **airport** and **travel retail**, **tourism** and **consumer** industries.

Our mission is to help business owners and organizations maximize their potential. Enhancing the **customer experience**, and developing strategies that increase **profitability** - through proven methodology.

From business intelligence to product analysis through to the marketing and sales...we support your business journey on its path to success.

Our Team



Alexandre Tabacoff



Trina Savage



Samantha Widmer



Carlo Artana

Operations & Merchandising

What keeps retailers up at night?



Why do retailers wake up at night?

- ❑ 69% wake up at night because they don't know what to do to increase their revenues
- ❑ 54% wake up because of cash flow issues

Too much inventory leading to

- Losing margin
- Wasting cash flow
- Making their suppliers rich...

Not enough inventory leads to

- Losing sales
- Losing clients
- Buying at expensive prices

Tip #1: Bring the merchandise to the store displays



Tip #1: Bring the merchandise to the store displays

Why is it important?

- If your storage is full nobody sees it: you must make sure your staff brings products to the shelves, keep it full all the time.
- Retailers can lose nearly half of intended purchases when customers encounter stock-outs.
- Know when to order – give yourself enough lead time

TIP



- Use red and green stickers to put a mark on product displays:
 - : you have back-stock inventory: your staff knows it and replace the sold goods
 - : warning level-stock, you need to buy or bring new goods to the store

Can customers find your best sellers?

91% of customers entering a store do not see what is immediately displayed on the left side.

Tip #2: Best store location for your best-sellers



Tip #2: Best store location for your best-sellers

Why is it important?

- The horse analogy

TIPS

- Look at your store from a customer perspective, identify the BEST and the WORST locations
- Review your store planogram accordingly
- If you don't have a planogram you may draw one, you will use it in the future for stocktakes and calculation of ROI
- Create ways to feature your products effectively...Ex. create a top 10 best selling section in the store, and a “owner's selection of the week” section

IF YOUR INVENTORY DISCREPANCY IS ALMOST 10% or MORE ...THAT IS TOO MUCH.

AN inventory discrepancies BENCHMARK in north-America is 1.48%. Control your inventory constantly to avoid losses and generate more revenues.

Tip #3: Show that something new is happening at your store



Tip #3: Show that something new is happening

Why is it important?

- People will hardly visit your store if they think they already know everything about it
- Good retailers set the trends for their clients: show that you can do it

TIPS

- Change your store window displays every month
- Write promotional messages on your store windows
- Use your end-caps to display new products every month (every week for supermarkets)
- Use your decompression zone as a place to communicate messages or to have a community board
- Use the cash/check-out point as a communication point

Tip #4: Affirm your commitments to your customers



Tip #4: Affirm your commitments to your customers

Why is it important?

- Internet e-commerce is cheaper and is taking you sales
- You MUST react to it, decide, share and maintain strong commitments to your clients

TIPS

- Meet with your staff, listen to their customer feedbacks
- Decide what are your commitments: free home deliveries, prefer ORGANIC or SUSTAINABLE suppliers to others, refund price difference if find cheaper, etc....
- Communicate it everywhere in BIG: store, social medias, flyers, website, etc...



Utilize shelf talkers



+ ?



+ ?

Tip #5: Create bundles with fast + slow moving items



JAVA & Co.

FOLLOWING



Coffee Lovers Artisan Gift Bundle

\$109.95


CHOICE OF COFFEE INFUSED SYRUP

Please select an option

CHOICE OF WHOLE BEAN COFFEE

Please select an option

Gift Message:

 Add to Cart



36

Like this item?

Save it to your Loves to revisit it later.



2

comments

#coffee

#coffeetea

#gourmetfood

#kitchenfood

Details

Tip #5: Create bundles with fast + slow moving items

Why is this an opportunity?

- Every store generates slow moving items
- Decreasing the price is sometimes not the solution

TIPS

- Create special offer packages :
 - Sell 3 best sellers at -x% discount price
 - To get the discount add 3 slow moving items at the package

Tip #5: Create bundles with fast + slow moving items

Example

- John sells very well tennis balls but can't sell tennis wrist bands.
- Tennis ball tubes are sold at \$15 each, 60% margin,
- Each 3-bands-pack is sold at \$12 each, 65% margin.
- Create a bundle as follows:

Article	Retail	Margin	Cost	Bundle Qty	Normal retail	Normal margin %	Package discount	Special offer package	Special offer margin %
Tennis balls	\$ 15.00	65%	\$ 5.25	3	\$45.00		10%	\$40.50	
3 band-pack	\$ 12.00	55%	\$ 5.40	1	\$12.00		25%	\$ 9.00	
Package retail price					\$57.00	62.9%		\$49.50	57.3%

Customer Experience

What's all the hype about Customer Experience?

“ I’VE LEARNED THAT PEOPLE WILL FORGET
WHAT YOU SAID, PEOPLE WILL FORGET WHAT
YOU DID, BUT PEOPLE WILL NEVER FORGET
HOW YOU MADE THEM FEEL. ”

-Maya Angelou



Did you know?

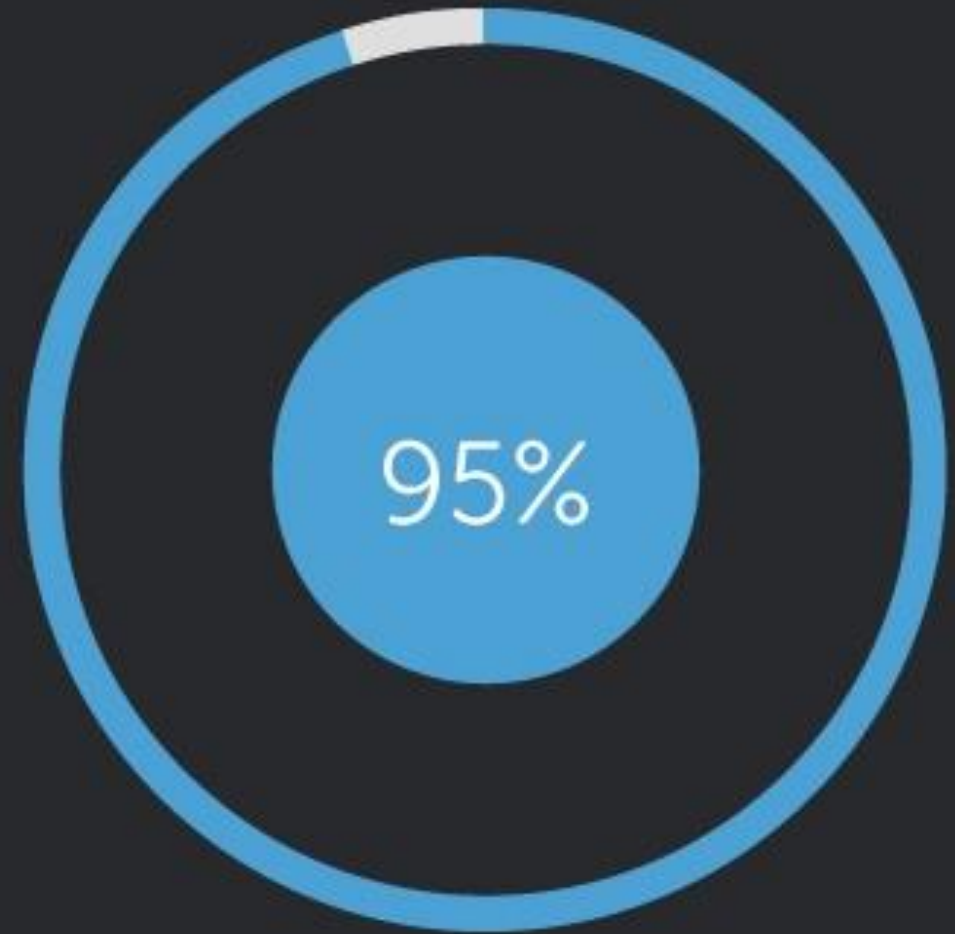
It's roughly 6-7x more expensive to obtain a new customer...



What does it matter?

95%

of dissatisfied customers
tell others about their
bad experience.



Enhancing Your Customer Experience

1. What do people see before they enter your store?
2. What is the first impression when you enter?
 - Atmosphere: lighting, sound, smell etc.
 - Look and feel (Décor, signage, decompression zone, feature display)
 - Greeting from staff?
3. How do customers move in your store? What do they do?
4. What happens when they are ready to purchase? How long does it take?
5. What happens after they purchase?
6. What is your virtual customer experience? Does it match your in-store experience?
7. How do you communicate with your customer outside of the store?
 - Email marketing, personalized communications, social media

The customer of the future...

<https://www.youtube.com/watch?v=ewyTGmAlGgo>

Social Media Marketing

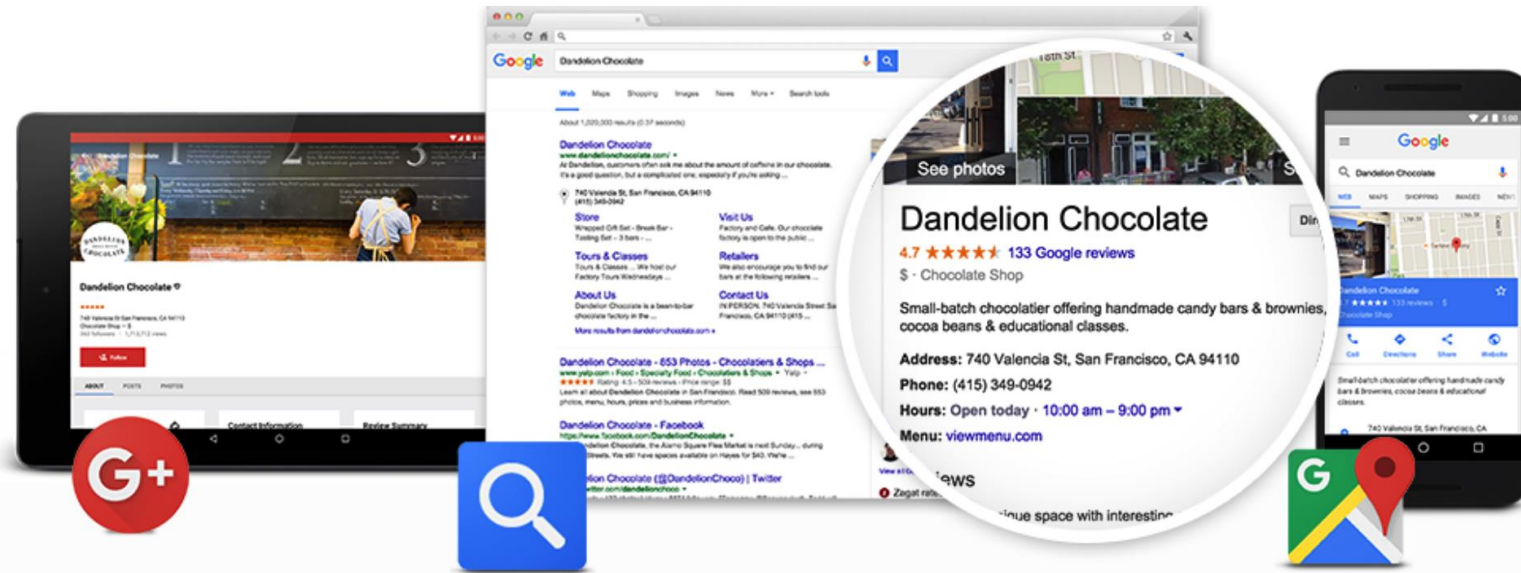
Ask yourself...

1. How are people 'plugged in'?
2. What are the behaviours of my customers?
3. What are the wants and needs of my customers?
4. What kind of relationship to do I want to have with my customers?
5. Are my brand values the same as my customers'?
6. What is my budget and will I allocate to spend on social media?

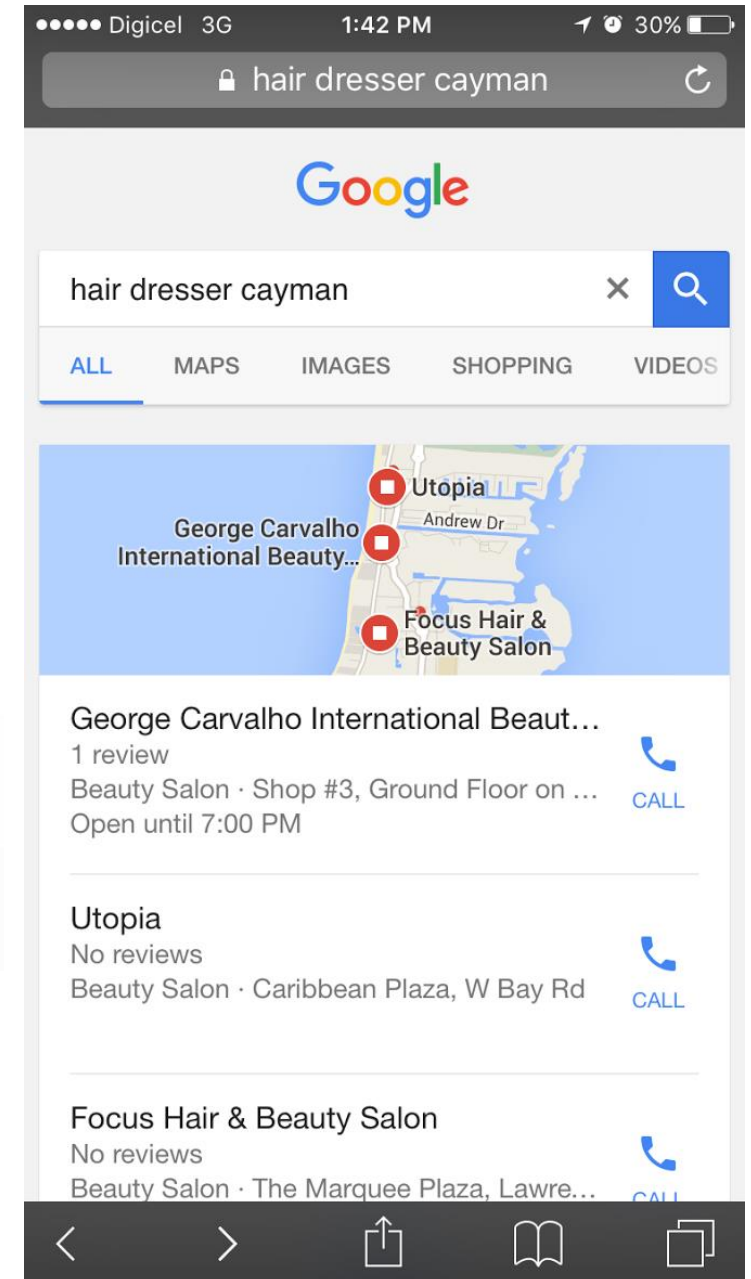


1. Establish an online presence
2. Define your brand identity and online personality
3. Regularly update your social media channels
4. Develop quality content: events, feature sales & promotions online (organic & paid option)
5. Think 'outside the box'
6. Engage the help of a specialist or consultant if you don't have the time or expertise

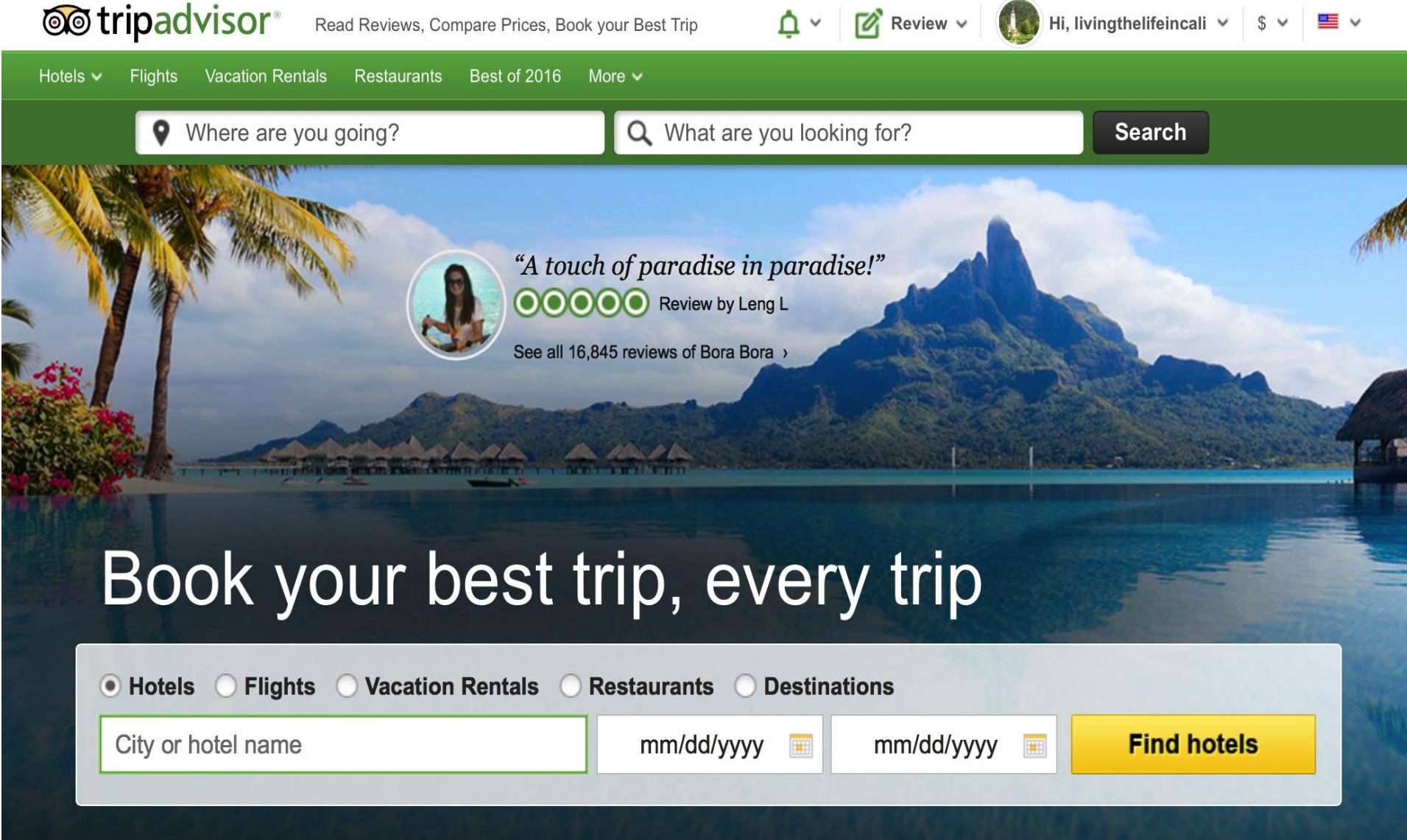
Tip #1: Register yourself on Google



Go to: www.google.com/business

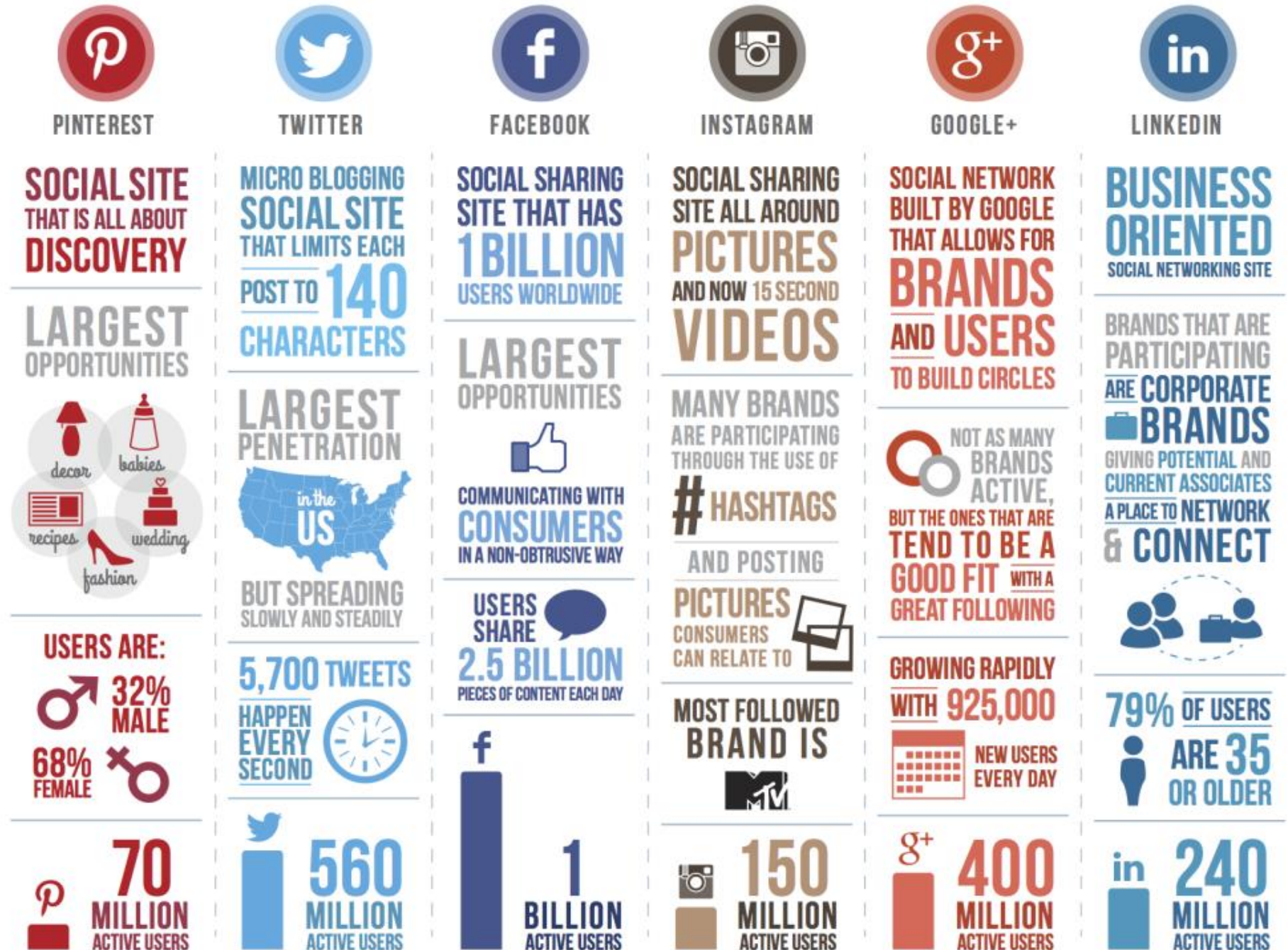


Tip #2:
Register
yourself on
Trip
Advisor
(*select
businesses*)

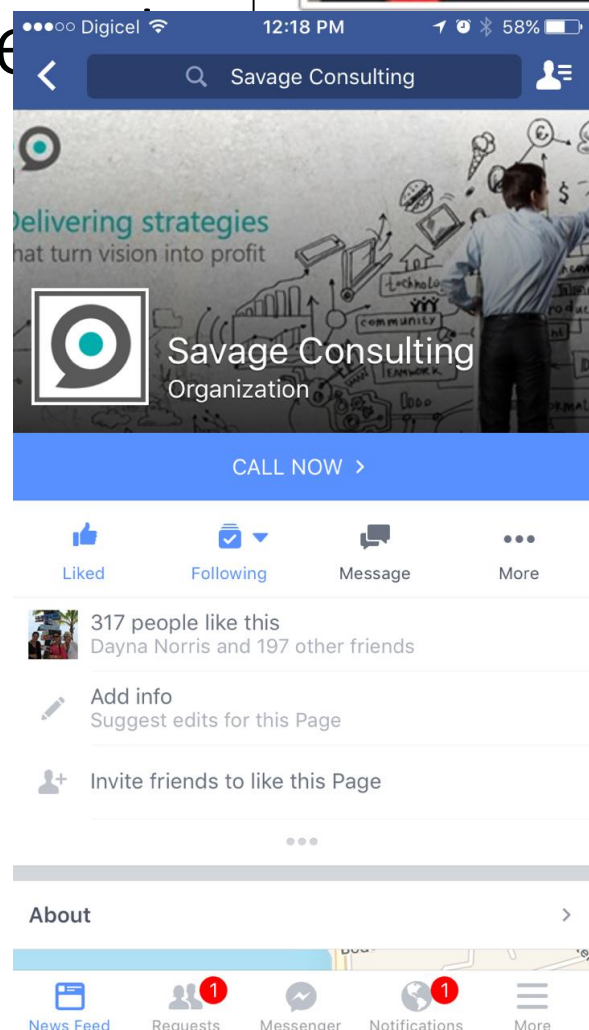
The image is a screenshot of the TripAdvisor website. At the top, the TripAdvisor logo is on the left, followed by the text "Read Reviews, Compare Prices, Book your Best Trip". To the right are icons for a bell, a review button, a user profile picture, and the text "Hi, livingthelifeincali". Further right are icons for a dollar sign and a US flag. Below this is a green navigation bar with links for "Hotels", "Flights", "Vacation Rentals", "Restaurants", "Best of 2016", and "More". Below the navigation bar is a search bar with two input fields: "Where are you going?" and "What are you looking for?", followed by a "Search" button. The main banner features a tropical beach scene with palm trees and a large mountain in the background. Overlaid on the banner is a circular profile picture of a woman, a quote "A touch of paradise in paradise!", five green circles representing a rating, the text "Review by Leng L", and a link "See all 16,845 reviews of Bora Bora". Below the banner, the text "Book your best trip, every trip" is displayed. At the bottom, there is a search bar with radio buttons for "Hotels", "Flights", "Vacation Rentals", "Restaurants", and "Destinations". The "Hotels" option is selected. Below the radio buttons are three input fields: "City or hotel name", "mm/dd/yyyy" (with a calendar icon), and "mm/dd/yyyy" (with a calendar icon). To the right of these fields is a yellow "Find hotels" button.


<https://www.tripadvisor.com/GetListedNew>

Tip #3:
Select the
appropriate
social media
channel(s)
for your
business



Tip #4:
Complete
your About
page in de





Katie Lance Consulting

Marketing Consultant

Liked

Following

Message

...

Timeline

About

Photos

Reviews

More

PAGE INFO

Address	5424 Sunol Blvd Suite 10-233, Pleasanton, California 94566
Start Info	Launched on October 1, 2012
Short Description	I help tech and real estate companies get smart about social media. Go to http://katilance.com - sign up for my FREE content grid and strategy guide!
Long Description	I specialize in social media strategy; working with companies in the real estate and tech space to help them craft the best content and social strategy for their brand. I also work as an advisory role for a few select brands - helping them to properly position themselves in the real estate industry.

Tip #5:
Use a custom
Facebook
image for
your cover
photo



Tip #6:

Post inspiring and motivational images



Give them a
reason to buy

Showcase your
work or talent



Motivate them
to come in and
try your
product

Tip #7: Use Ad Manager to boost your posts

Edit Audience

Custom Audiences ⓘ

Choose a Custom Audience | Browse

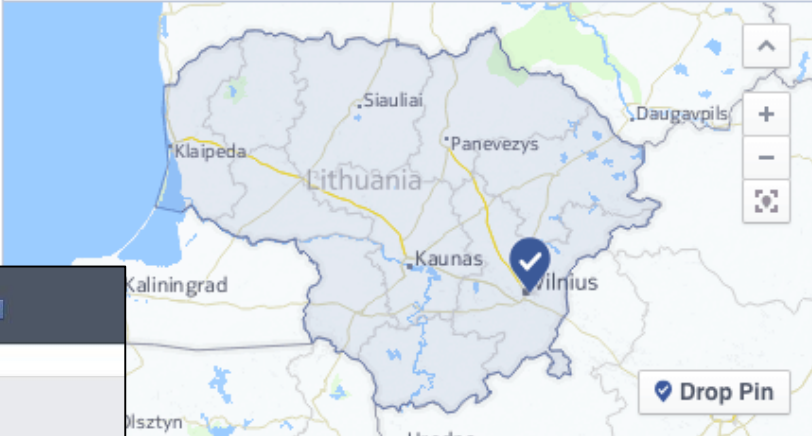
Create New Custom Audience...

Locations ⓘ

Lithuania

All Lithuania

Include ▾ | country, state/province, city, ZIP, DMA or address



Potential Audience ⓘ

Potential Reach: 110,000 people

Targeting Details

Location:
Lithuania

Age:
13 - 65+

Placements:
Instagram Feed

facebook for business


Email or PhonePassword

Log In

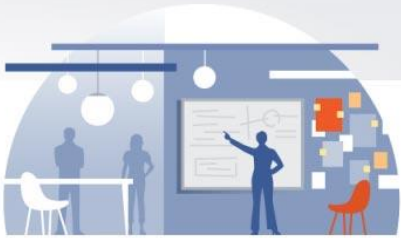
☐ Keep me logged in

Forgot your password?

OverviewHow it worksFAQ

 **Business Manager**

Manage your ad accounts, Pages, apps and the people who work on them



Everything in one place

Manage all of your Facebook business assets like Pages, ad accounts and apps, and let people work on them without sharing login details.

Work faster and better

Reduce the time it takes to set up and manage your assets so you can focus on your business.

Increased control

Clearly see who has access to your business assets, and remove or change their permissions.



Duty Free City

Published by Samantha Widmer [?] · 4 March · 🌐

Michael Kors Sporty Citrus, Sexy Amber, Glam Jasmine EDP 3.4oz/
100ml

Precio Actual \$69.95 Ahorre \$28

Visite una de nuestras 4 localizaciones en San Ysidro, Brownsville,
Hidalgo o El Paso y podría tener su propia experiencia de Duty Free City.
... [See more](#)



70,976 people reached

[View Results](#)



Cayman Villas

Published by Samantha Widmer [?] · 12 March · 🌐

Want to get away for a last minute vacation? 25% off all March bookings at
[Cayman Villas!!](#)

Whether you are a local wanting a weekend away, snowed in by the cold
weather of the north or just need a break from the hustle and bustle... this
deal cannot be missed.

[#caymanvillas](#) [#beach](#) [#sun](#) [#sand](#) [#lazydays](#) [#relax](#) [#escapethecold](#)



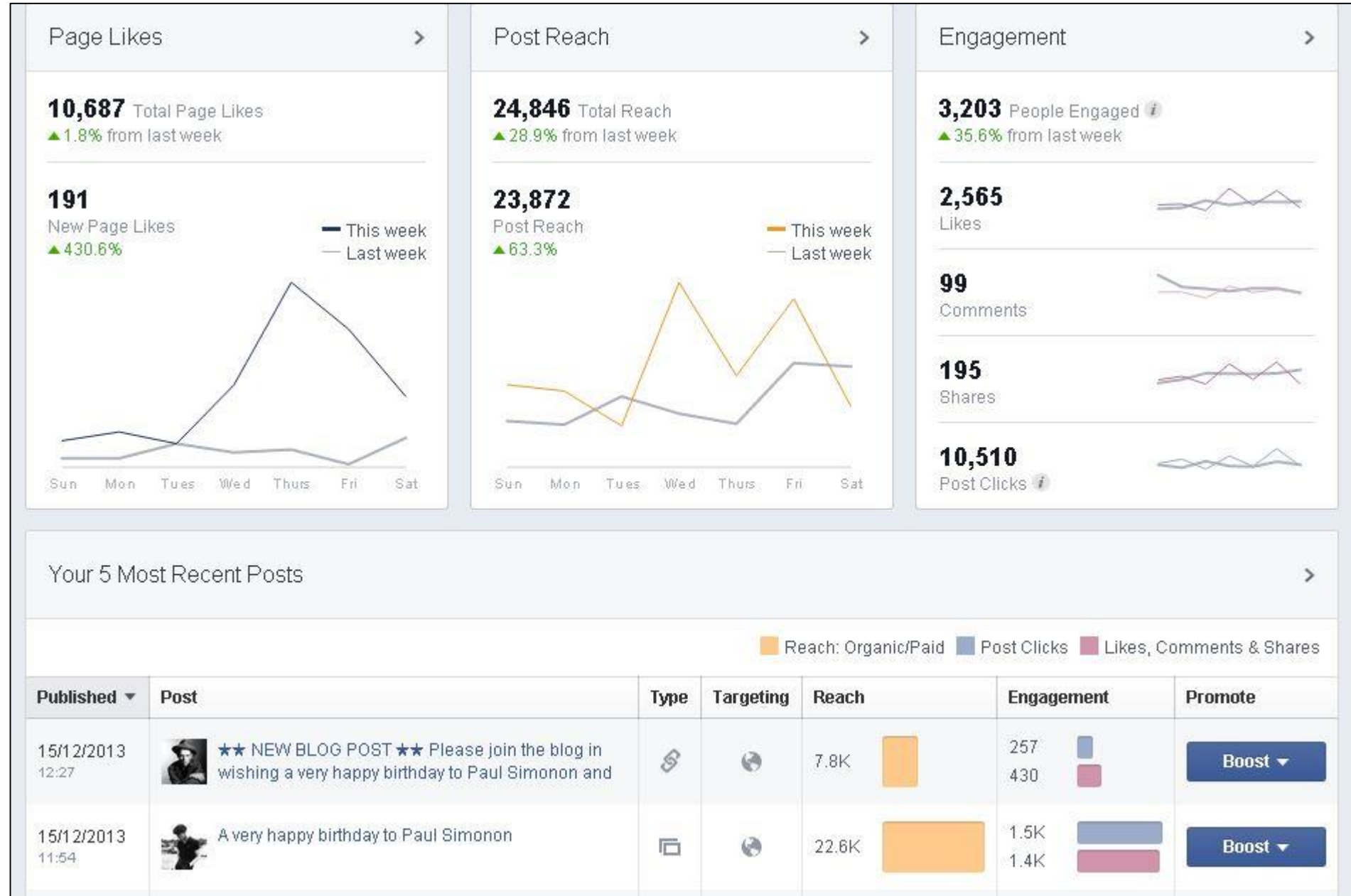
Cayman Villas March Special - up to 25% off villa
rental!

[CAYMANVILLAS.COM](#)

3,159 people reached

[View Results](#)

Tip #8:
Use
Insights to
determine
results and
adapt as
needed



Questions?

LET'S STAY CONNECTED

We'd love to get further acquainted and
explore opportunities to see how we can
grow your business!

Please email info@savage.consulting
or connect with us on social media.