



International Retail

Javelin Group helps retailers and brands to plan, implement and optimise their omni-channel strategies to accelerate international retail growth.

The specialist skills of our team across the retail value chain, from source to customer, enables us to deliver a differentiated approach.

We deliver clear strategic direction and practical advice for retailers and brands who are embarking on international retail for the first time, as well as those with existing international operations. Our approach typically supports three phases of international retail expansion:

PLAN

1. International retail market prioritisation: Which markets? Priorities? New vs existing?

- Compare retail markets to assess where the best opportunities lie, based on the 'accessible' size of the opportunity and the relative ease of entry
- Critical to the market evaluation is our unique insight into the key drivers of success in individual markets and the challenges retailers have faced

2. International omni-channel retail market entry: Which models? Channels? Size of opportunity?

- Market positioning, localised assortment and pricing strategies
- Operating model(s) selection (licensing, concession, marketplace, franchise, joint venture, outright ownership)
- Appropriate retail channel mix (stores, ecommerce or omni-channel)
- Realistic sales opportunity and growth trajectories

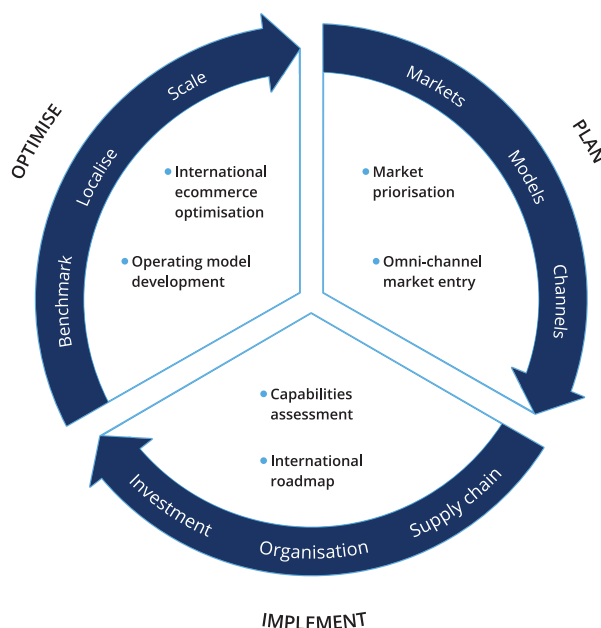
IMPLEMENT

3. International retail capabilities assessment: What capabilities? Partners?

- Understand system enablers for chosen models, channels and markets
- Define supply chain, logistics, customer service processes and infrastructure required
- Outline ownership structure, governance and identify partners

4. International retail roadmap: How to execute? Where to invest?

- Demonstrate the business case and deliver a realistic financial plan
- Construct international roadmap including implementation steps



OPTIMISE

5. International retail operating model development: Future omni-channel approach? How to build profitable scale?

- Re-define optimal retail model(s) for new and existing markets to realise international potential
- Consider role for digitally-led expansion e.g. pure-play ecommerce, online marketplaces
- Outline necessary evolution of commercial and operational model to drive sustainable profitability
- Introduce best practice partnership management

6. International ecommerce optimisation: What localisation drives conversion? Central vs. local management?

- Benchmark ecommerce KPIs and customer experience by market vs. best practice
- Identify critical areas of localisation based on market differences and customer demographics
- Quantify sales impact of localisation recommendations and outline strategic roadmap

Contact

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