theo paphitis RETAIL GROUP

Passionate about retail

Supporting Multiple Brands & Driving Sales

Michael Errington

Ryman Stationery

Ryman stationery EST. 1893

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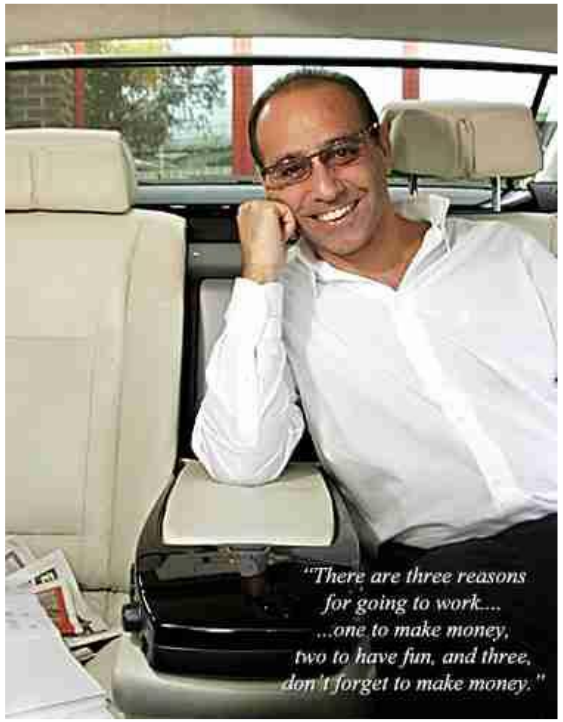
WHO ARE WE?

1893



1995

2001

partners
THE STATIONER

Stationery Box

2007

Ryman
stationery EST. 1893

2008

WHO ARE WE?

Boux AVENUE

2011

Robert Dyas

2012

WHO ARE WE?

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Boux AVENUE

Robert Dyas

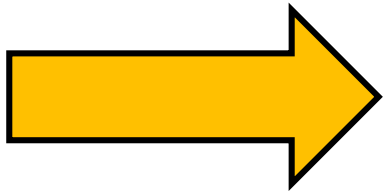
How we got here

WHERE NEXT?

Ryman CONNECT

Robert Dyas CONNECT

Boux AVENUE CONNECT



theo paphitis RETAIL GROUP CONNECT

What do we need?

- Ease of use
- Ability to work cross brand
- Ability to view all brands at once
- Colleagues in each brand feel it is 'their' system

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GROUP VIEW

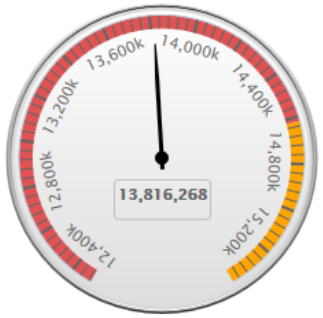
BOUX AVENUE KPI

Boux Sales

Value: £231294
Target: £378000

ROBERT DYAS KPI

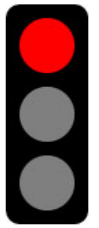
1. Gross Sales Vs Target



Target: 15390000

RYMAN KPI

2. ATV Vs. Target



Value: 436

3. Hot Product Units

BOUX AVENUE NEWS +

ROBERT DYAS NEWS +

RYMAN NEWS +

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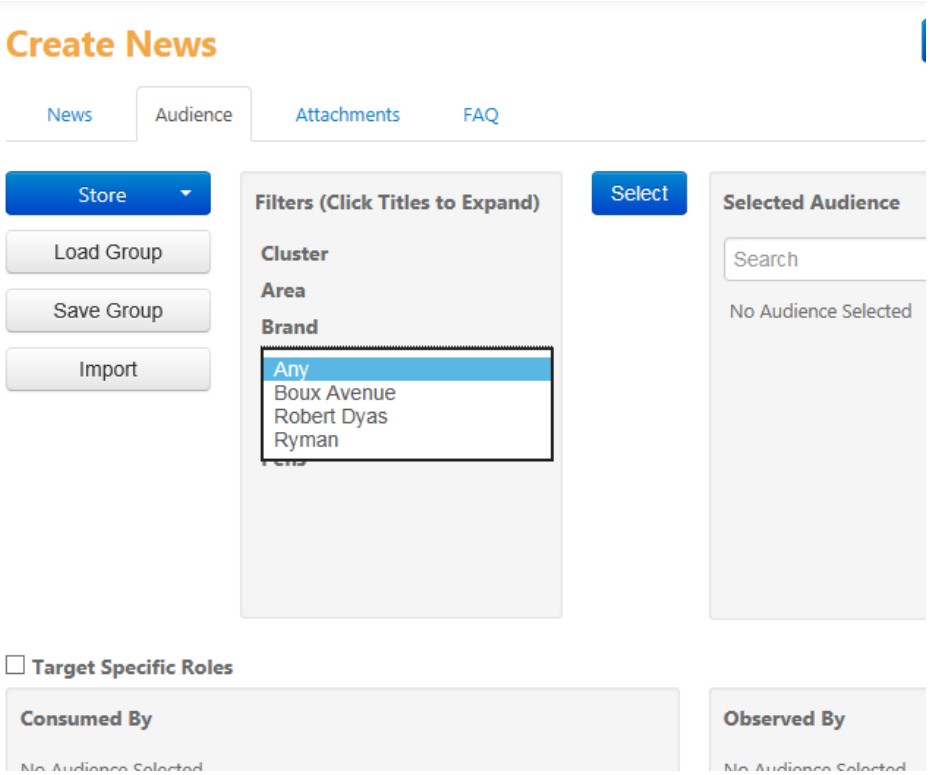
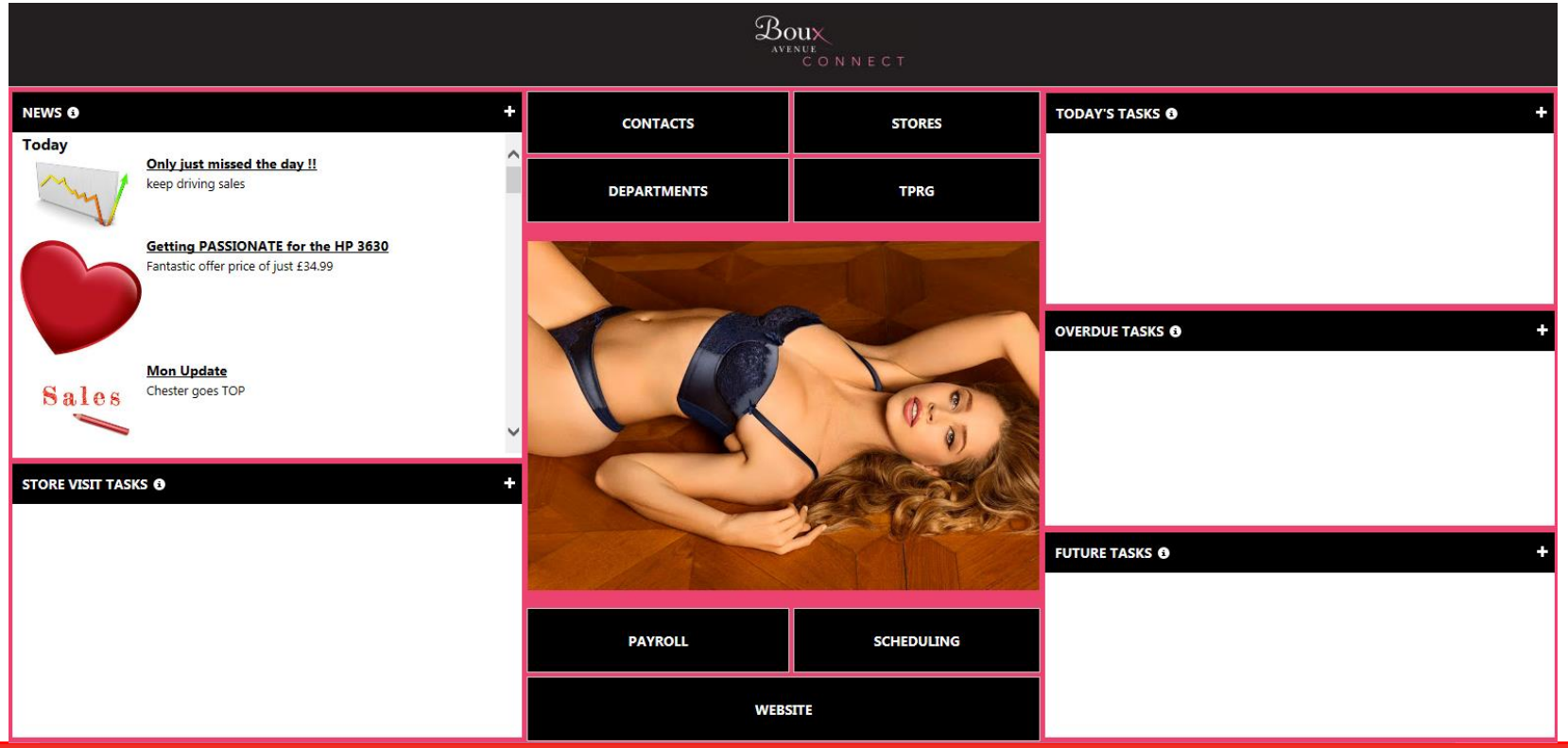
COLLEAGUES WORKING ACROSS BRANDS

- ALLOWS COLLEAGUES TO EASILY MOVE BETWEEN BRANDS
  - SIMILAR SYSTEM IN ALL BUSINESSES
- GROUP COLLEAGUES HAVE JUST ONE LOGIN
  - COMPLETION OF VISITS/ASSESSMENTS
  - REVIEW OF STORE & BRAND COMPLIANCE
  - ISSUING OF TASKS/NEWS ITEMS
- SUPPORT STORE TEAMS BETTER
  - INCIDENT/ACCIDENT REPORTS
  - ORDERING



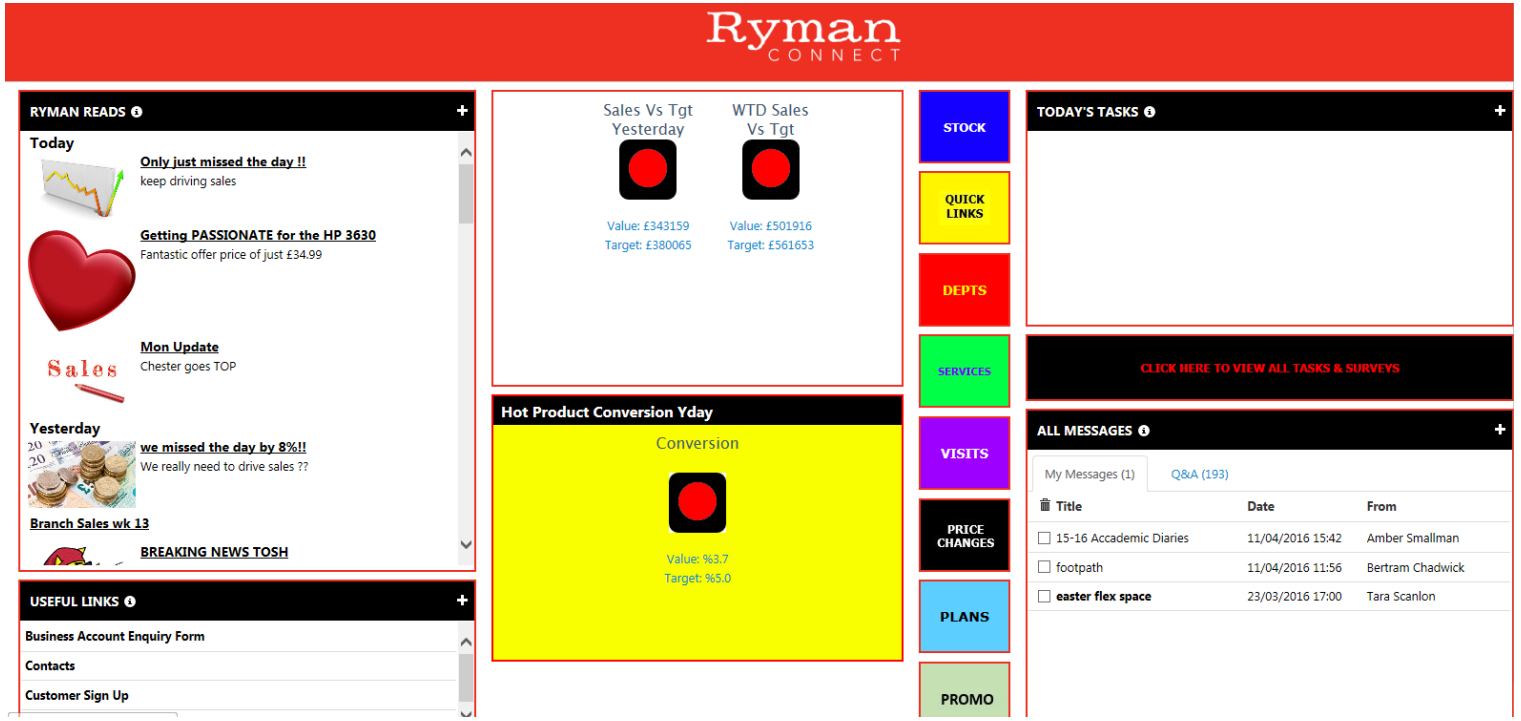
Capitalise on similarities, Support Differences

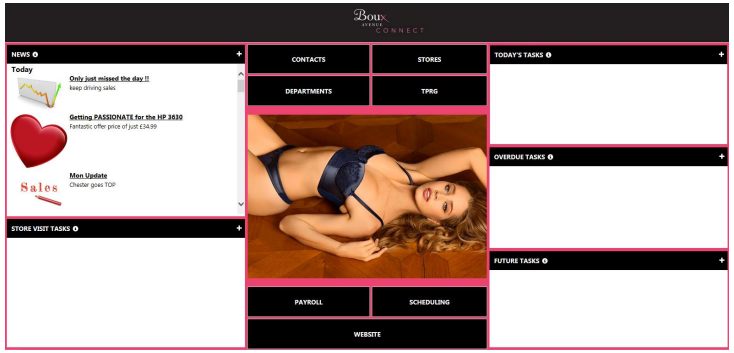
- Easy to share policies/best practice across all brands – No inconsistency
- Each brand can personalise the look and feel



CAPITALISE ON SIMILARITIES, SUPPORT DIFFERENCES

- EASY TO SHARE POLICIES/BEST PRACTICE ACROSS ALL BRANDS – NO INCONSISTENCY
- EACH BRAND CAN PERSONALISE THE LOOK AND FEEL





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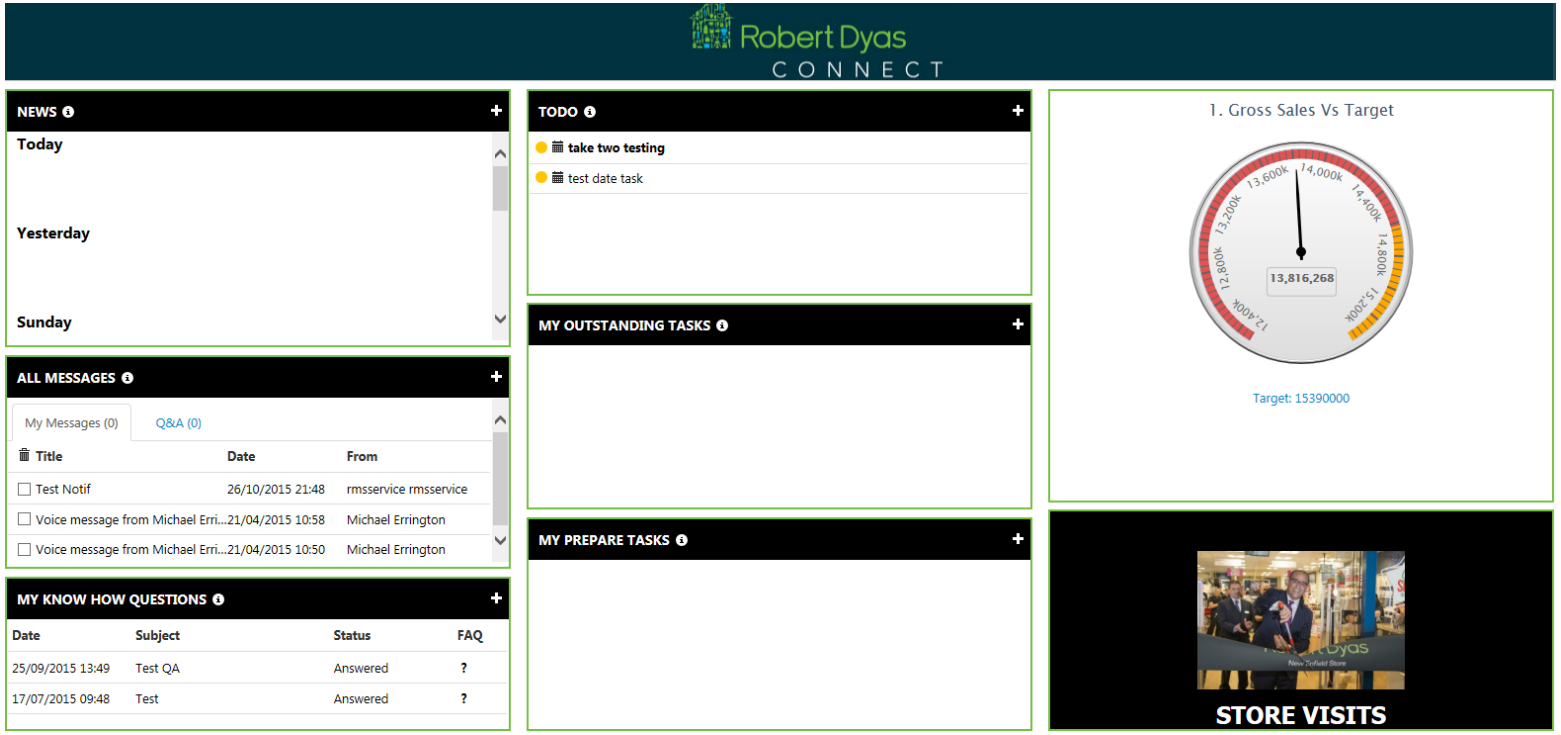

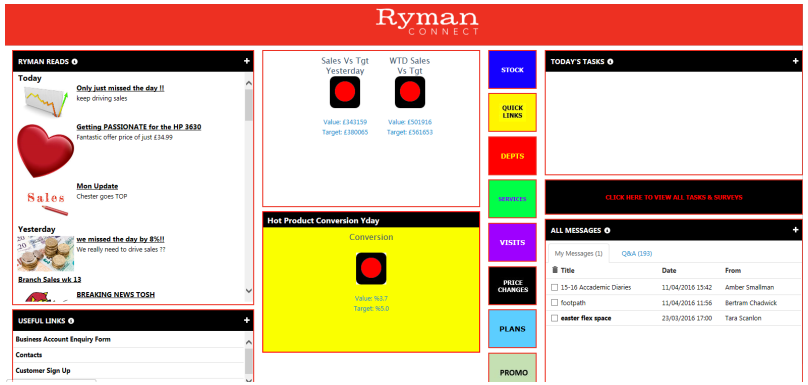

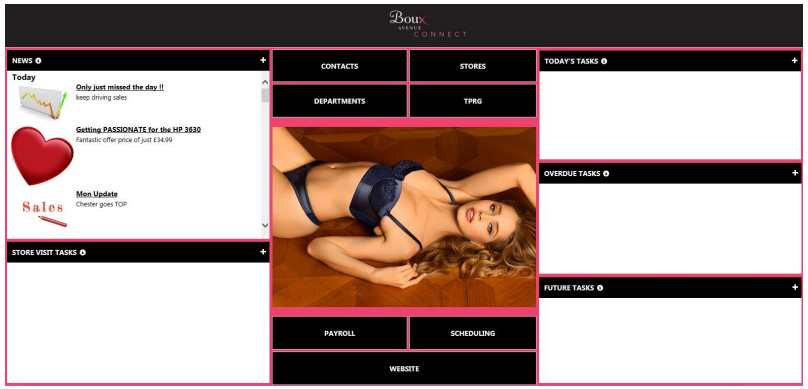

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Capitalise on similarities, Support Differences

- Easy to share policies/best practice across all brands – No inconsistency
- Each brand can personalise the look and feel
- Each brand only sees information that is relevant
- Publishing rights specific to each brand
- Time Saving – Only create forms/visit types/surveys once

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What's Next?

- Further permissions based on brand
- Simplify Views based on Brand
- Auto Identification of Branded Comm's

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Ryman stationery EST 1872

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The Opportunities

- Maximise new product launches
- Support commerciality remotely
- Share best practice
- Measure It, Manage It, Improve It
- Drive Competition

New Product Launches

NEW PRODUCT LAUNCHES

Ryman CONNECT

RYMAN READS

Today

Only just missed the day !!
keep driving sales

Getting PASSIONATE for the HP 3630
Fantastic offer price of just £34.99

Mon Update
Chester goes TOP

Yesterday

we missed the day by 8%!!
We really need to drive sales ??

Branch Sales wk 13

BREAKING NEWS TOSH

USEFUL LINKS

- Business Account Enquiry Form
- Contacts
- Customer Sign Up

Sales Vs Tgt Yesterday	WTD Sales Vs Tgt
Value: £343159	Value: £501916
Target: £380065	Target: £561653

NEW IN STORE FOR THE HOLIDAYS

Dig to find the dinosaur DNA and then bring it to life with any smartphone or tablet!

WATCH THE VIDEO BELOW TO FIND OUT MORE!

STOCK
QUICK LINKS
DEPTS
SERVICES
VISITS
PRICE CHANGES
CONNECT HELP
PROMO

WHAT'S NEW - CLICK HERE TO FIND OUT!

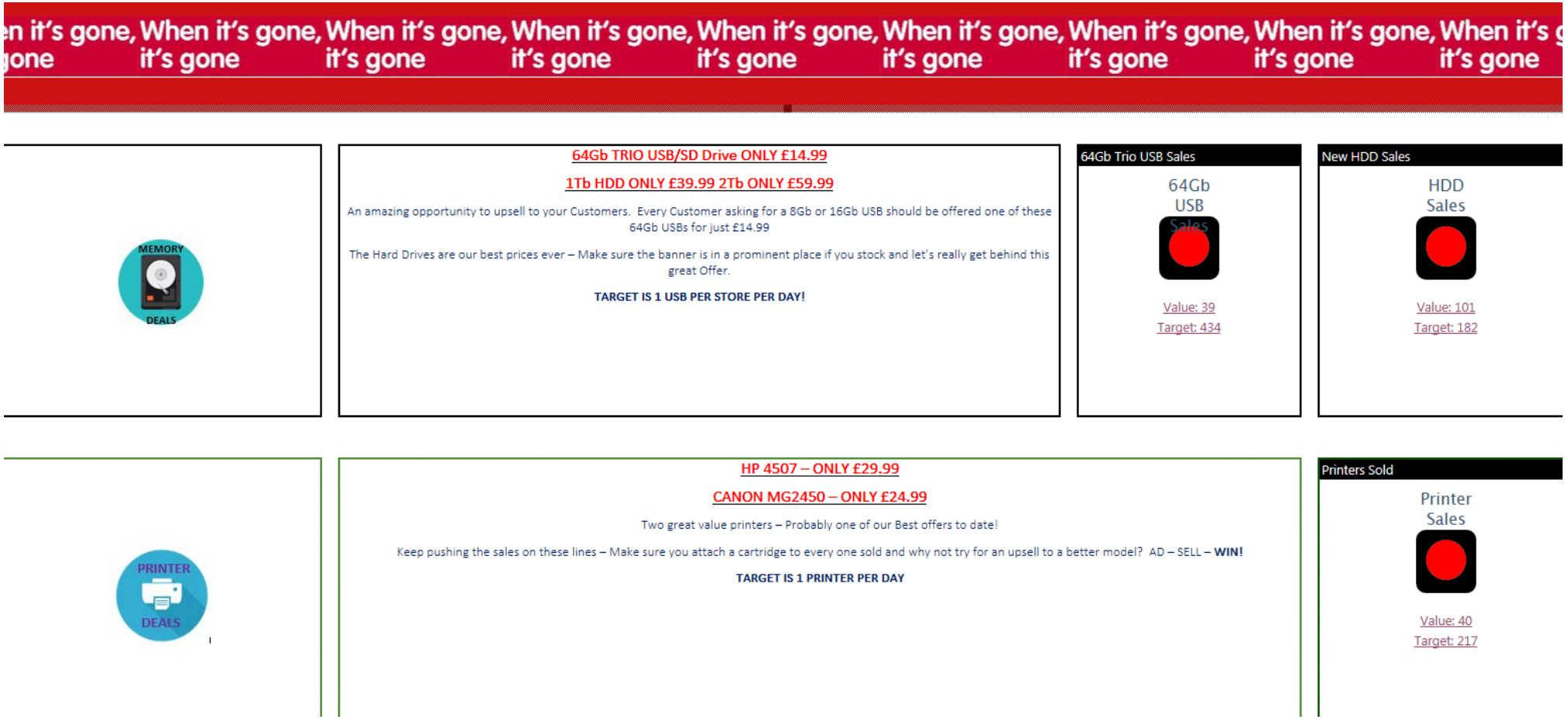
CLICK HERE TO VIEW ALL TASKS &

ALL MESSAGES

My Messages (1) | Q&A (193)

Title	Date
15-16 Accademic Diaries	11/04/2016 15:42
footpath	11/04/2016 11:56
easter flex space	23/03/2016 17:00

MEASURE IT, MANAGE IT, IMPROVE IT



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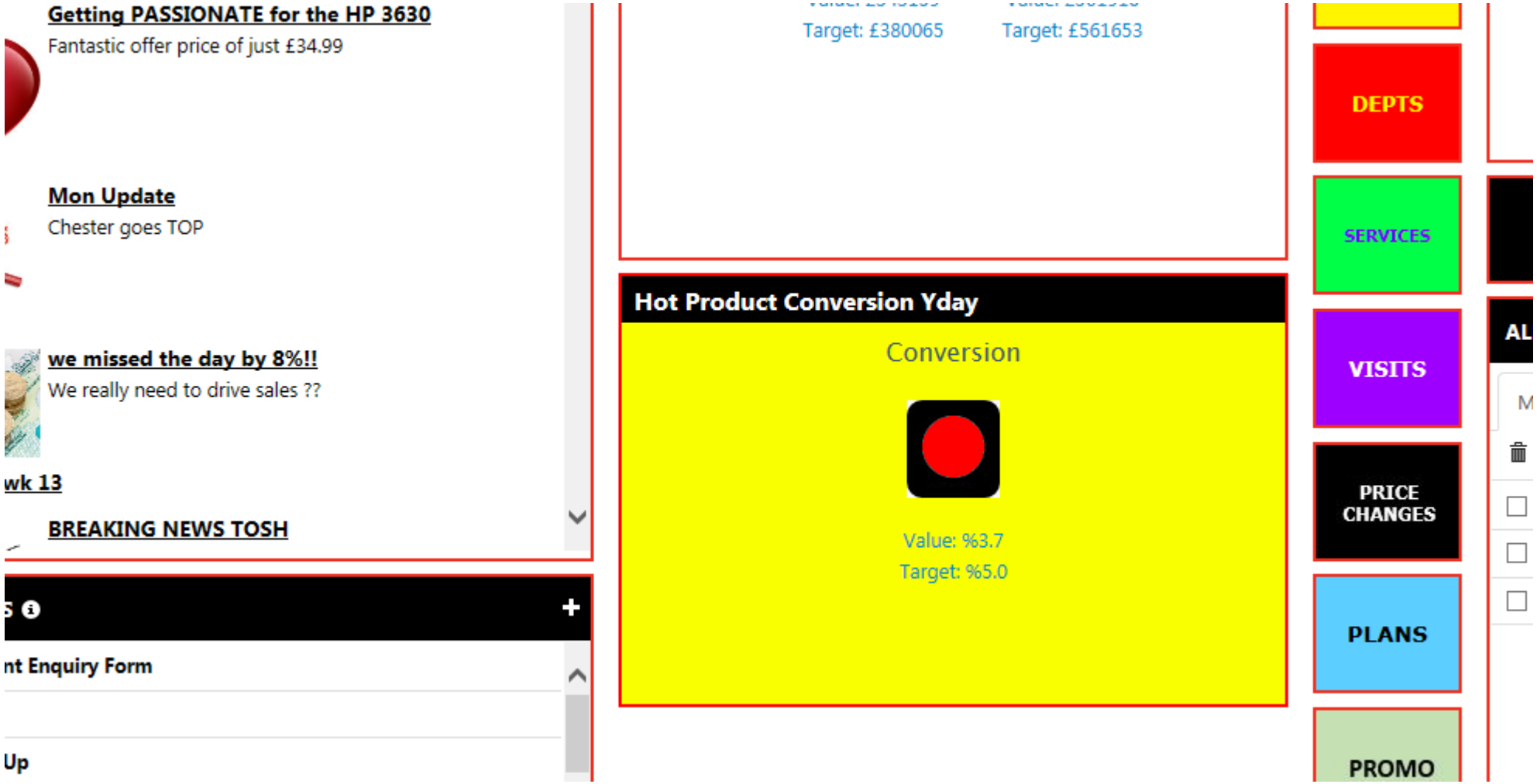

SUPPORTING COMMERCIALITY REMOTELY

Task - P6 Promotion Window Photos

— Updated by Michael Errington TPRG on 29/06/2016 at 00:01

Summary | Q&A | Audience | Compliance | Audit

With the launch of your P6 Promotion in Store please upload photos of your window displays so that your SOM can review them.

Upload clear images of your wndow displays

Deadline: Weds 8th June

Name	Type
1078 (Baker Street)	File folder
1169 (Barnet)	File folder
1189 (Banbury)	File folder
4010 (Ashbourne)	File folder
4095 (Aldershot)	File folder
4108 (Abergavenny)	File folder
4201 (Barnstaple)	File folder
4202 (Barrow in Furness)	File folder

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SHARING BEST PRACTICE

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Weekly Trading Report

Top 10 vs Budget **Bottom 10 vs Budget**

Communications Center

Message | Reference | Drive | Forms

+ HR Documents
− **Printer Passion**
- ☐ 28-06-2016 11:12 michaelTPRG-Window Display
- ☐ 28-06-2016 11:11 michaelTPRG-WIGIG Stack

Name	Ref	Date	Attachments
Abergavenny	4108	06/06/2016 14:57	6 ☑
Aldershot	4095	08/06/2016 08:41	2 ☑
Ashbourne	4010	07/06/2016 12:28	8 ☑
Baker Street	1078	07/06/2016 12:21	1 ☐
Banbury	1189	08/06/2016 12:09	2 ☐

Sales Feedback

What were your successes last week?

Did you do anything locally to drive sales last week

— If so please provide detail - You may help the business uncover its next WINNER

DRIVE COMPETITION

THE PROUD FAMILY

Rank	Club	Value (£m)
1	Manchester United	1,060.4
2	Arsenal	942.9
3	Chelsea	510.5
4	Tottenham Hotspur	436.3
5	Manchester City	401.1
6	Liverpool	352.2
7	Newcastle United	275.8
8	West Bromwich Albion	126.9
9	Sunderland	121.8
10	Everton	112.3
11	Fulham	108.7
12	West Ham United	104.3
13	Aston Villa	102.5
14	Stoke City	94.9
15	Norwich City	90.1
16	Swansea City	64.8
17	Queens Park Rangers	59.9
18	Reading	58.0
19	Southampton	57.5
20	Wigan Athletic	42.8

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"Make Money . . .
Have Fun . . .
& Don't forget to
Make Money!"

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