



Retail management and marketing

Independent retailers

PETER MCATEER:

We want this to be a great place for people to come and buy who want to feel good about it and we want them to recognise that we share the values of caring for the planet, caring for the people within the planet and that we can all thrive together by better communication, by creating a level playing field where everyone can get access to the marketplace. So quite literally, a villager in India, South America, Africa will sell to a local vendor who will then take it a few miles away to the next vendor and so forth before it gets to the tables of a western furniture shop or western high street shop. These things have gone through multiplicital sales increases and none of that is getting back to the person who's created the original product. I have been in situations in Embu das Artes in Brazil where I had a conversation with a guy called Mario. He burst into tears when I described what we trying to do and he said this was manna from heaven. He said, we've got in this marketplace, people creating artworks that they are selling to the gallery right next to them and receiving 5% of the final price. They are then having to go to the gallery to beg for money to buy milk to feed the kids. So it's this fundamental lack of access to market and inefficient market place that we are trying to attack.

TANIQUA BENNETT:

Quite a lot of the things that we do demonstrate that in terms of going out and looking for business and for opportunities. So for example we are about to launch the brand as a trail run in Sephora Stores in France, Italy and Spain. And that's just us literally sitting down and saying where are the opportunities for the brand. They haven't approached us but let's approach them. Let's show them the gap they have within their stores and how we can actually fill that. We had to identify some of the places that we thought were good for the sleek make up brand to be positioned in the future and you do that in various ways looking at unemployment rates, brand saturation, things like that, the whole economic trends of that country. Brazil came up as one of our top priorities that we should be looking at for the positioning of the brand. So we already planned out that we would approach Brazil for research purposes in 2009, it was scheduled that it would be in the third quarter and we would go there and have a look at what's going on in the market.

DR FIONA ELLIS-CHADWICK

How has bar code technology affected retailing? What's the big impact of bar codes

ANDREW OSBOURNE:

The big impact is the amount of data they can generate, because previously before bar codes, you, in a self service store you would have prices on all the items but no more than that, so when it came to the point to sell the check out operator would key the price, if you were lucky key a department code you would have virtually no information on what was being sold, so with scanning what that enables is the identity number to be captured so you know exactly what products are selling, so you can know what the consumers are buying, what products they like, what products they don't like, you can start to tailor your range to meet what they need crucially you know what your selling through the point of sales so you know which items you need to replenish that starts to enable you to automatic re-ordering and all kinds of information about how successful a promotion is, how successful a new product is enables you to take much better decisions on product ranges, and about promotions and about prices and about discounts and so on.

JAMIE MURRAY WELLS

People come to us, sure, for cost saving, I mean anywhere you go on the web you're going to find, you know, great savings, people come to expect that our customers tell us they save on average 68% over the high street you know spend so I think value's a big part of that, but value you know in our business comes in lots of different ways and we like to offer great value

by offering an unparalleled service and the ability talk to a dispensing optician whenever you want to have a free consultation over the phone so whether its online or offline you know I think the job of a sort of cutting edge web business like ours ,dealing with a very high touch product like glasses, is to continue to innovate and to find ways of getting customers comfortable with buying online. You know to be able to use all those web tools of filtering and navigation and spend as long as you want you know looking around our shop with thousands of different models without the pushy sales men looking over your back, the ability to have a home trial and a money back guarantee, you know all of these different aspects of our service are we feel what encompasses the over all value proposition and makes us a more preferable service to the high street .