



## Retail management and marketing

### *The future of retail management*

#### **Niall O'Keefe:**

I think the first thing to say in terms of where we'll be in the next five years is customers will be at the heart of business. If you don't listen to what customers want you don't stay in business so that's absolutely right and the first thing customers want is fantastic service and that continues to be a focus for us and I know it will be in 5 and 50 years it's just fundamental, is how you service customers and the experience you give them. Moving forward then I think what we've seen in society in the last 10 years is technology changing ever more quickly and advancing ever, you know incredibly quickly so we'll see a lot of blurring between the internet, between stores, between the call centres that's going to be, continue to change but undoubtedly customers will always want to come into stores like this to try the fantastic technology that we've got and see it first hand, that I don't believe will ever change.

Customers expectations are very high, every time you go into a store, are there TVs, yeah so you'd need advertising there, yeah you would. I need to text customers as they walk up to stuff, yeah I would. If someone walks past a Café Ritazza or an Uppercrust on the station, would it be good to text them so it goes, half price Uppercrust now, 5 minutes, 2 minutes, buy it instantly. Yeah we'd want to do that and so we do. Every way of talking to people nowadays would invent, that means we have 40 designers, they're from film, they're from digital, they're software management. There are brand specialists; we've got some advertising people. There's people who have worked on, it's diverse and you put them together, you make them work together.

#### **Bruce McLachlan**

There are two key trends I think, which are already happening now and which we will see increasing in the next 10 years. The first is integration with other marketing disciplines. I think we've seen an increase in the last 2 years of the number of brands, that are forward thinking brands who want PR and advertising to work hand in hand or PR, advertising and marketing and digital communication to work hand in hand, I think that's going to become the norm increasingly and I think you'll see a number of agencies either forming close alliances or even merging or working more closely together and Nelson Bostock for example are already part of the Creston group which offers direct marketing services, retail services so kind of it's a group inside, an inside group of companies who can deliver an integrated offer to clients. That's going to become increasingly important. The role of digital will only increase, although we've talked a lot about social media, about the opportunities offered by digital channels it's still really in its infancy. There's been some debate about whether those channels should be owned by advertising, they should be owned by PR, they should be owned by marketing. There is a good argument for PR being at the forefront of that channel because it deals with consumers and that ultimately has always been the role of public relations. As we move forward, digital will be just another part of the PR mix, it already is to some extent now by forward thinking companies, I think that will become the norm within the next few years.

#### **JAMIE MURRAY WELLS:**

We're going to be going online for much more of the day than we used to, I think innovations like the Ipad are going to make it you know, much less necessary to use pen and paper to have paper out there, I think that having a web presence in whatever form it is, is just going to become a part of your daily life pretty much the whole time and I think there's going to be a lot more work in terms of GPS so I think we'll see a lot more, you know everyone's carrying round GPS chips at the moment in their phone but we're not using them really, I think people have an innate desire to want to know where each other is. I think you know, companies like Google are producing latitude, that's not had much take up but I think understanding where people are is going to be quite key. I think in e-commerce, I think we're going to see, basically

I think nothing is now sacred to the high street, so I think anything that requires you know tailor made, custom made, anything that says those things on is now also the domain of the internet so I think that's going to be interesting, I think also as people get older we're going to see a much more of a mature population using the web in a way that they potentially don't at the moment so I think you know focusing on health care, focusing on products that are related, that become more important as you get older is an interesting angle to go in. Also I think we're going to see, I think we're going to see a shaping up of entire business models. The way that clothes are brought to marketing for example, the way that designs make it through to the high street, the way, the way we think about you know when we buy a product, so do we buy wine when it's in the store or do we buy wine in a barrel. I think we are interesting concepts that the web, business models that the web inspire entrepreneurs to start you know rethinking as it were. So I think the evolution of the internet is going to bring with it a whole new set of changes. You know web 1 was essentially about replicating online, high street experiences online. Web 2 was maybe about social utilities you know I think the next generation of websites is going to be about you know looking at entire business models slightly the same as the way glasses direct has done and basically you know producing new more customer oriented, more engaged more custom made products online.

**JAYNE POWELL:**

Our way forward is thinking what's the next best thing we can do to help the environment. So we decided maybe one of the ways we should go is what we call green abuild because people, they've got products in their houses so they should start thinking about their houses as well, again a lot of people can't afford solar panels or they can't afford that but there are certain things they can do, boring things that people don't see like insulation. I mean people think oh I'd like a wind generator on my house but that will probably only probably light 3 or 4 light bulbs whereas insulation is far more important so were emphasising on that a little more about the green abuild side of houses.

**ROGER PETITT:**

We've only got to look around us at the moment to see there's huge problems with unemployment here, there's been the banking crisis, there's huge problems coming in China. China has artificially controlled its environment, that has kept prices down but unfortunately that's now spilling out to the people who work there and they are seeing that the price of apples has gone up from 5 renminbi to 15 renminbi, the cost of fuel, the cost of transport. All that is spilling out and therefore wage rises are coming, commodity prices are going up. I'm not sure China will be the most competitive place, it will still be very competitive over the next 10 years, what we will see is factories looking to retrench perhaps maybe closer to home where they don't have such high shipping costs, such long league time, and they won't be following the model of the likes of Zara, you know H & M where they are manufacturing close to home.

**THEO PAPHITIS:**

We've got China, we've got India, we've got certainly Brazil, we've got many other countries that are developing, and they're middle classes, people with disposable income and the disposable income of the nation growing quite rapidly. They will fuel the market for retail, for, for domestically for them, but it'll be export for us and that's why we have to, we have no choice but to become, look at global interest if we want to grow. I think the level of growth within our domestic markets are limited, historically we can see they are limited but certainly around the world there is still a huge amount of growth still to come.