



P R A G M A
ANALYSIS • STRATEGY • INNOVATION

Profit Improvement and Business Enhancement Services for Retail





About Pragma

Strengths

- leading consultancy specialising in revenue enhancement for consumer and retail businesses
- established 20 years
- UK and international experience across 20 countries
- investigative methods delivering superior knowledge of customer requirements and investment targets
- a unique approach combining detailed market/consumer analysis and business plan forecasting with retail operations expertise
- 18 professionals, with sector expertise and technical skills

Sectors

- retail
- leisure
- health and beauty
- automotive
- property
- travel

Skills

- trading and performance analysis
- operational review and benchmarking
- customer and market insight
- brand analysis
- market and positioning evaluation
- competitor analysis
- product and merchandise mix evaluation
- store portfolio evaluation
- marketing strategy
- original customer research (qualitative and quantitative)

Selected retail case studies



L.K. Bennett

Store performance

Analysis of performance metrics within stores and concessions to identify reasons for over and under-performing units.

Pragma identified new store opportunities, whilst also recommending a strategy for cost savings.

October 2008



Cotswold Outdoor

Multi-channel usage, marketing and branding

Detailed research to understand current Cotswold customer segments and multi-channel behaviour patterns. Analysis of this research and recent marketing activity helped Cotswold to develop a clear brand strategy across all marketing strands.

Following Pragma's work, Cotswold Outdoor changed their window and advertising programme to better appeal to customers.

September 2008

Selected retail case studies



BrightHouse

Customer behaviour

Comprehensive survey of BrightHouse customers to best understand motivations and behaviour.

Our initial work was used to help in the sale of BrightHouse. We have since been retained to continue our customer focused work.

BrightHouse continues to trade successfully with recently announced profit increases of 60% LFL year on year.

2006 – ongoing



American Golf

Performance improvement

Analysis of business to identify factors leading to sales decline.

Recommendation of effective strategies to reverse the decline and restore revenue growth. American Golf achieved sales uplift of 17% LFL within 12-months of the Pragma work, in a very challenging overall marketplace.

October 2006

Retail situations we have advised on

Fashion

A|Wear
Crew Clothing
East
Ede & Ravenscroft
Fat Face
Gerard Darel
Gieves & Hawkes
Jack Wills
La Senza
Monsoon
Morgan
Moss Bros
White Stuff

Footwear & Accessories

Accessorize
Claire's Accessories
Faith
Fiorelli
Hotter Shoes
Jane Norman
L.K. Bennett
Modalu
Radley
Tanner Krolle

Health & Beauty

Amphora
Black & Lizars
Dove Spa
Penhaligon's
SK:N
The Hospital Group
The Sanctuary Spa

Food

Morrisons
Ramstore (Russia)
Sarawat (Saudi Arabia)
Valintatalo (Finland)

Food & Beverage

EAT
Prêt-a-Manger
Smollensky's
Starbucks
Tampopo
The Food & Drink Group

Jewellery

Ernest Jones
Fraser Hart
H Samuel
Warren James

Home

Betterware
BrightHouse
Brinton's Carpets
Harveys
IKEA
Robert Dyas
Ryness
Stroy Depo (Russia)

Sports/Outdoor

American Golf
AS Adventure (Belgium)

Bever Zwerfsport (Netherlands)
Cotswold Outdoor
Musto

Automotive

Autobytel
Hyundai Car (UK)
Inchcape
Kwik-Fit
Lex Vehicle Leasing
Mercedes Benz
Micheldever Tyres
Subaru (Australia)
Think
Toyota (Hong Kong/Singapore)

Other Retail

Alpha Retail
Disney Travel Retail
Hamleys
Nuance
Omar Effendi (Egypt)
Pets at Home
Poundland
Tate Modern
The National Trust
The Natural History Museum
The Paper Mill Shop
The Tussauds Group
T J Hughes
Vodafone (Egypt and Romania)