

Q3 2018

# retail times

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## THE VERY LATEST IN RETAIL TECHNOLOGY

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MJ Flood Technology are committed to enabling all retailers, irrespective of size digitise. Digital strategy is not a one size fits all approach, different and unique customer journeys and customer experiences means in a lot of cases a blended approach will be required.



**MJ Flood Technologies Connected Retail team is launching its new Digital Retail as a Service suite of products.**



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Welcome to the Summer edition of Retail Times. The fine weather we are currently experiencing will be helping consumer sentiment and ultimately sales, but as all retailers know, it is difficult to win, there is either too much snow or too much sun!

For those of you who attended the Big Retreat, I hope you found the new format exciting and beneficial and took some positive improvements to your business. On behalf of the Retail Excellence team thank you to all our members who contributed to a very successful event and a big thank you to all our supply partners, big and small

and we look forward to seeing you in 2019!

The big focus for this coming quarter is the 2018 Awards and we are delighted to be partnering with AIB Merchant Services. While the Awards are now closed and some of the best stores in Ireland are now in the frame for glory, this year's process promises to deliver a real opportunity for retailers to learn not just from best in class but also how to make good things better and come up with real solutions to integrating digital technology and enhancing the customer experience. I wish every one of the entrants, a record number for the Awards, every success during this exciting journey and I am certain you will all learn valuable insights to help improve and support your team and business.

And to keep up with the pace of change in Digital Technology, an important date for your September diary is the Retail Excellence eComm Conference, where there will be a blend of work class digital specialists and retail leaders, along with a cross section of leading Irish based experts and retailers.

We held a successful cross party Oireachtas meeting in May, led by our new CEO, Lorraine Higgins, and we have been working hard to convince policy legislators to focus on supporting Irish Retailers, particularly by trying to have an even playing field when it comes to on line shopping, particularly from outside of the EU and are asking for the introduction of legislation to ensure that all VAT and Duties that are due, are legally enforced.

Let us all look forward to continued growth in Irish Retail over the summer months, and while things have stabilised for many retailers the growth is modest at best and the challenges remain and the Retail Excellence team are here to help you meet and overcome these challenges, don't hesitate to contact them.

Best regards,

**JP Kennedy**

Managing Director, TileStyle  
Chairman, Retail Excellence

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# Retail news

## LARGEST EVER RETAIL RETREAT ATTENDANCE



Over 2,000 delegates attended the annual Retail Excellence Retail Retreat.

Retail Excellence welcomed its largest attendance to date to the annual Retail Retreat & Expo! 160 exhibitors and more than 2,000 delegates from all sectors of the Irish retail community attended the event which was held in Citywest last May. Products were launched, deals were done, business cards exchanged, networking coffees shared, 75 compelling presentations listened to and inspiration was everywhere! As always, no Retail Excellence event is complete without the social element where Members get to meet and chat with friends old and new and this time - Paul O'Connell closed day one with a truly informative chat with Evanne Ni Chuilinn on stage after dinner which sent guests away totally focused on leading their teams to success. Retail Excellence also hosted the Global Retail Council Mid-Year Meeting at the Retreat where Lorraine Higgins asked the international retail trade group to push for rules obliging global ecommerce sites to add taxes to cross-border sales corresponding to the destination of the buyer.

## Retail Excellence Insights and Echochamber Announce Global Partnership

Retail Excellence Insights, the new consulting division of Retail Excellence, has announced a global partnership with leading retail trends and insights company Echochamber. The partnership will see the global rollout of a range of consulting services including the launch of the very exclusive and insightful monthly "Need to Know in Retail" report. The subscription based monthly report, profiles four new stores which have opened around the globe and delves into what retailers can learn from the stores profiled. By the end of a full year's subscription period retailers will have enjoyed forty-eight case studies of world leading stores. Speaking at the launch David Fitzsimons Group Chief Executive said: "The need to know in retail reports are exceptionally beneficial to any retailer who wants to learn, be the best and futureproof their retail business. The reports will provide subscribers with ideas about VM, design, shop in shop concepts, categories they should launch and indeed international partners they could do business with. In fact, one Member has already commenced negotiation for the European rights of a very on trend Asian brand." The Irish subscribers will enjoy their first insights meeting on 14th September in Dublin with Matthew Brown, Echochamber. For details contact david@retailexcellence.ie.

Matthew Brown founder of Echochamber and Retail Excellence Insights sign global partnership agreement. ▶▶▶



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## Second Store Launches for Leading Pre-loved Luxury Goods Retailer

Designer Exchange, Ireland's pre-loved luxury handbag and accessories retailer expanded recently with the opening of a new store on Exchequer Street, Dublin 2. The company has an existing store on Dawson Street. Designer Exchange's Paddy Coughlan commented: "When we first opened we always planned on having more stores, we found the perfect location and we are thrilled it's happened. There are lots of growth plans for Designer Exchange in 2018 and beyond, but this is a great way to start a new chapter in our story". Since opening its doors in October 2012, Designer Exchange has disrupted the designer accessories retail market.



Store number two for Designer Exchange.



## House of Fraser to Close More Than Half of Stores

House of Fraser has announced it is shutting more than half of its stores, including Oxford Street, affecting thousands of jobs. The retail giant said it plans to shut 31 of its 59 stores across the UK as part of a rescue deal. The closures, if approved, will affect up to 2,000 direct House of Fraser employees and up to 4,000 other jobs. It is part of a company voluntary arrangement (CVA), an insolvency procedure used by several struggling retailers, which will need to be approved by the landlords. It is thought that House of Fraser Dundrum will not be impacted by the decision.

## Superdry Co-founder to Step Down

The co-founder of Superdry Julian Dunkerton has announced he is to leave the company. Dunkerton established Superdry in 2003 and has built the business into an international fashion brand and retailer. The business was floated in 2010. Dunkerton now wants to spend time on charity work and other business interests.

## Maxol Launches First Insomnia Drive-thru

Maxol recently invested €350,000 to create Ireland's first drive-thru Insomnia at its site in Ballycoolin. Located on the N3 the Maxol site also includes a Freshly Chopped health food store, an O'Brien's Sandwich Bar, a Bagel Factory and an Abrakebabra.



Maxol CEO Brian Donaldson and Insomnia CEO Harry O'Kelly at the launch of the drive-thru.

## Patrick Bourke Menswear Celebrates 90 Years in Business!



90 years and counting at Patrick Bourke Menswear

Retail Excellence had a secret up their sleeve at the recent Retail Retreat when Group CEO David Fitzsimons presented Patrick and Imelda Bourke with a special presentation to mark an incredible ninety years in business. The County Clare based men's outfitters now in its third generation operates stores in Kilrush and Ennis. Commenting David Fitzsimons said: "It was my immense pleasure in my final formal duty as CEO of Retail Excellence to present this award to Patrick and Imelda. Patrick is one of our founding members and a former Board member. He has personally mentored and supported me over the past twenty years and is a true friend." On hand to present the award were Matt Shay President and CEO of the National Retail Federation USA and Irish rugby legend Paul O'Connell.



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Amazing Instore and Retail Excellence have teamed up to offer members an IMRO/PPI licence exempt music service. You can now have all the benefits of playing music in-store without the need for costly licence fees.

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# ***amazinginstore***

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SuperValu Managing Director Martin Kelleher launching the new bag

## SuperValu Launches First Compostable Produce Bags

SuperValu recently announced that it is the first retailer in Ireland to introduce fully compostable and biodegradable produce bags. The bags are designed to replace standard plastic bags used in the fruit and vegetable section. The compostable bag is breathable and thus will preserve fruit and veg placed in the bag and can be placed in a brown bin after use for compostable disposal.

# The Bites

**Dunnes Stores** has opened a new hair and beauty salon in its Henry Street store.

**Conviviality**, the UK operator of high street brands **Bargain Booze** and **Wine Rack**, may be sued by investors who have claimed they were misled by the retailer's performance.

**Aldi** has been voted as Ireland's most reputable supermarket by consumers in a recent RepTrak survey.

**Game** have posted a 25.5% reduction in pre-tax profits to £12.3m in the 26 weeks to January 27th.

**JD Sports** have confirmed that they have acquired US brand **Finish Line** for £396m.

Menswear specialist **Moss Bros** have reported a 6.1% decline in 2017 profits to £6.7m.

## Johnston Shopfitters Partner with POS Tuning

Johnston Shopfitters has recently announced their partnership with POS Tuning, offering a dynamic shelf management solution and reinforcing their commitment to supplying only the very best to Irish retailers nationwide. Commenting on the news, Managing Director of Johnston Shopfitters, Andrew Johnston said: "Such is our confidence in this range of products, that in over seventy years in business, this is the first shelf management company we have ever aligned Johnston Shopfitters to. The shelf management solution as showcased by Johnston's at the recent Rethinking Retail Retreat is truly the ultimate universal compartment push-feed system and benefits from simple installation, flexible application, permanent front presentation, perfect visibility & orientation and encourages more impulse buying". Johnston Shopfitters has always been to the forefront of rethinking retail, with this latest addition they truly have pushed the boundaries in retail solutions.

## Pharma Insights Accelerates Growth



Pharma Medicines Insights (PMI), a Retail Excellence spin off company, has recently made significant strides to improve patient adherence in the Rx market, supported by 400 pharmacies throughout Ireland. The company is now working with a significant number of key pharmaceutical companies, delivering greater patient insights and care for its clients. "We are particularly excited about the launch of a full behaviour change programme later in the year with a leading pharmaceutical company. This is breaking new ground in improving adherence and opens up possibilities in other markets too. Our programmes represent a significant opportunity to both improve patient outcomes and place the pharmacist at the centre of patient care. There is a very high level of interest in what we are doing" said John Canacott CEO at PMI.

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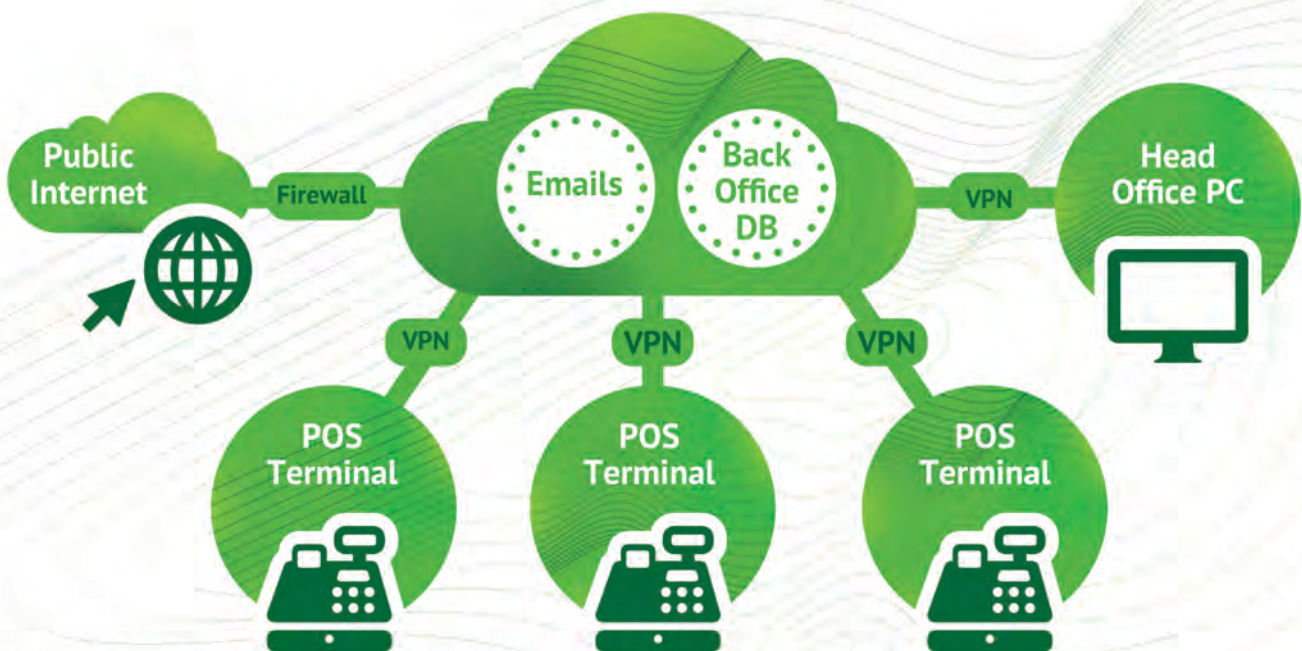
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## BWG Acquires 4 Aces Wholesale

The BWG Group recently announced the acquisition of independent wholesaler 4 Aces Wholesale. The wholesaler has significant operations in Portlaoise, Navan and Clonmel from where it supplies over one thousand five hundred independent retail, licensed trade and foodservice customers. Commenting on the news BWG Group CEO Leo Crawford said: "4 Aces will further strengthen our fast-growing wholesale operations and we look forward to building on the great service that it currently delivers to its customers."



BWG Group CEO Leo Crawford announces significant acquisition



## SuperValu Longford Deploy New Time & Attendance Software

Strategic Partner of Retail Excellence, Elephant Smart Business has recently installed a new Time & Attendance System in Davis' SuperValu Longford. Commenting on the launch, owner of SuperValu Longford, Roy Davis said: "It's like having an additional manager on the floor at all times. Since implementing the software the store has reduced its salary bill by approximately 19%. The software allows us to control overtime, shift swaps and break policies in a very effective manner. Similarly, the integration to our payroll is seamless."

Linda O'Reilly, Elephant Smart Business at the launch with Roy and Hilary Davis of SuperValu Longford

## Summer Officially Starts With Launch of GroMór

Gardening expert Dermot O'Neill joined model and mother of two Sarah McGovern with her children Jude (6 years) and Robyn Vaughan (4 years) in Merrion Square, Dublin to launch GroMór 2018, a nationwide campaign aimed at encouraging everyone to visit their local garden centres and get growing. GroMór is an initiative by Retail Excellence in association with Bord Bia and nursery growers, promoting seventy five local garden centres and nurseries located across the country. These centres are available to offer free expert advice to people in all age groups, from novices and new homeowners to experienced gardeners. Find out how to best grow plants, herbs, flowers, fruits, vegetables, whether it be on a windowsill, balcony or in a garden. Also discover the health benefits associated with gardening or how to introduce the wonder of nature to children by visiting [www.gromor.ie](http://www.gromor.ie).



Sarah McGovern and Dermot O'Neill joined Sarah's children Robyn and Jude at the launch of GroMór 2018

## Regatta Partners With Irish Guide Dogs

Regatta Great Outdoors has announced a partnership with the Irish Guide Dogs for the Blind, which will include the sponsorship of a puppy for one year and the placement of donation boxes in Regatta Great Outdoors stores nationwide. As part of their sponsorship Regatta is funding the first year of training for their own dog, Wanda. The €5,000 sponsorship covers the dogs vitally important first year of training where they begin their journey to providing life changing services. As part of the sponsorship Regatta are providing over €2,000 in much needed clothing for the sponsorship team, keeping them warm and dry while they fulfil the various jobs, including fundraising, dog walking and events. Speaking at the announcement, CEO of Irish Guide Dogs for the Blind, CEO Paraig Mallon said: "It is only through the generosity of the public and the support from companies such as Regatta Great Outdoors that we are able to help families of children with autism and those with visual impairment achieve independence and mobility."



Regatta Great Outdoors Director Brian Fox at the launch of the partnership



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## Amazon, McDonald's and Alibaba Named as Most Valuable Retailers

Amazon, McDonald's and Alibaba were recently announced as the world's most valuable retail companies in a BrandZ Top75 Most Valuable Global Retail Brands report. Other notable listings included Starbucks ranked in fourth place, Walmart in eight place, while Subway listed in eleventh place. The report calculated the combined value of the Top75 retailers to be worth over one trillion US dollars.



## Celebrating 30 Years of Woodie's

To mark the year of their 30th anniversary and their four years brand re-positioning plan, Woodie's will release their new brand ad 'We're all homemakers'. Their new ad explores modern Ireland, offers glimpses in to the lives of people all over the country and puts Woodie's at the heart of homemaking. The ad has been filmed over nine locations and will capture the diverse and varied ways that people in Ireland bring their own personality traits to their homes. This heart-warming new Woodie's ad explores modern Ireland, highlighting the sense of pride that people take in their homes and encourages viewers to think about themselves as modern 'homemakers' in 2018. The concept was researched heavily with the help of Ipsos Mori and showed that the notion of 'Homemakers' is now far removed from the past and readily applicable to everyone.

Commenting on the campaign Ruth Brett, Marketing Director, Woodies said: "We want to inspire the people of Ireland to continue to take pride in their homes and recognise that while the physical make-up of homes has changed a lot over the years, how people feel about their homes hasn't. Everyone wants to make the most of their homes and the people in Woodie's are here to help you do just that."



## The Smart Group Invest in OnBrand™



Tom Ryan (right) and the senior management team at The Smart Group

The Smart Group has announced the launch of their new SAAS based marketing platform, OnBrand™. Following a five hundred-thousand-euro investment over the past two years, the platform boasts a host of features including template design, digital asset management, campaign manager, marketing shop, reporting suite and more besides. OnBrand seeks to bring greater transparency, control and quality to the marketing of many Irish companies. "We are very excited to be launching OnBrand™ this autumn.

It has been developed by marketing people for marketing people. This powerful software is ideal for multi-site businesses who want to boost brand performance, increase operational efficiencies and reduce cost. For a low monthly cost, you can completely transform your company's marketing execution", commented Tom Ryan, Managing Director, The Smart Group.



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## THE NUMBERS:

**10** The millions of euro gained by Irish grocery retailers thanks to the "Beast from the East" **55** The millions of euro being invested by Circle K in rebranding and new site openings over the next two years **50** The number of new stores Aldi is reported to be planning to open in China, its first foray into the Chinese market **1** The number of pounds sterling paid by Hilco to acquire the Homebase store network from Australian retailer Wesfarmers **10** The percentage increase in profits reported at co-operative retailer Aurivo, which rose to €3.9m for 2017 **63** The number of stores Dealz have in Ireland following the opening of a new store in Nutgrove, Dublin.



Niall Dorrian, CEO, Linked Finance with Sean Murphy of Murphy's Ice Cream

## Linked Finance Loans €18 million to Retailers in Ireland

Linked Finance recently announced a significant milestone in their business as they have loaned €18 million to retailers in Ireland. Linked Finance is a leading P2P platform which connects creditworthy businesses with a vibrant online lending community. P2P lending is about harnessing the power of the crowd. It uses technology to connect people with money to lend, directly to those who need capital. Niall Dorrian CEO of Linked Finance said: "More and more retailers are recognising the benefits of Linked Finance. Retail is the sector we have lent to most having deployed more than €18m in funding since our inception. Retail businesses always prove popular with our lenders. It's an area they understand and are happy to get behind. As consumer confidence has returned, shop owners are in growth mode once again. We are seeing funds raised to support everything from short-term stocking loans and new POS systems to adding deli counters, hiring new staff and opening additional stores."

## Recent Appointments at CBE

CBE, one of Europe's largest POS (point of sale) providers, has recently made several senior appointments. Michael Cattigan has been promoted to the position of Group Director. Michael joined CBE in 1989 as a Service Engineer and held the position of Service Director until his recent appointment to Group Director. In addition, Steven McCluskey has been appointed to Systems Manager where he now manages CBE's support teams in Ireland and the UK. Steven joined CBE in 2000 and has worked in a number of roles within the company in that time. Headquartered in Claremorris, CBE was founded by Gerard Concannon and his wife Catherine in 1980 and has grown to become one Europe's largest EPoS (electronic point of sale) providers and now employs over 150 people.



Michael Cattigan



Steven McCluskey

## Insomnia Voyager, First New Coffee Since 1997

For the first time in its twenty-one-year history Insomnia Coffee Company has introduced a new coffee. Insomnia Voyager is sourced from the Caldas region in Colombia and offers Insomnia customers a completely different taste experience. Roasted medium, meaning there is less caramelization of sugars, more cherry qualities and softer on taste, Voyager Colombian Single origin medium roast has the essences of dark chocolate, malt, red fruit and grapefruit. Now customers have a choice of having their favourite coffee as an Insomnia Signature Dark Roast or Insomnia Voyager Medium Roast. Insomnia Voyager is a five-year campaign where each origin Fairtrade Coffee is sourced from a different country "For Insomnia, this is an entirely new segment for our business, not just a new coffee flavour. Part of a five-year plan, Insomnia Voyager is to introduce single origin coffee annually from Fairtrade locations known for producing the finest coffees" said Insomnia CEO Harry O'Kelly.



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# THE VERY LATEST IN RETAIL TECHNOLOGY

In this edition Keith Hanley of MJ Flood Technology reviews the many innovative retail technology solutions available in the Irish market.



MJ Flood Technology has been providing interactive touchscreen applications and digital signage solutions to the retail and banking sectors for nearly 15 years. In 2015 we launched what was at the time, Ireland's first Connected Retail Lab. We did this to address the increasing interest in digital retail technologies. To most retailers digital technologies in a bricks and mortar store stops at ePOS and stock management, but two coinciding trends have switched retailers on to the possibilities of digital.

On one hand, we have the relentless march of online sales and on the other we have the emergence of the constantly connected consumer. When you think about it, online has had first mover advantage over traditional retail for some time. Amazon founded in 1994, which now employs half a million people alone in the US has been gathering data, analysing and improving their service for over 20 years.

Children born today will be the first true native digital generation, they will simply not know any different. Whilst older generations change the way they would traditionally have done things to a digital way of doing things, like shopping. The next generations will use technology to navigate life, morning to evening, cradle to grave, retailers will need to maintain relevancy.

That's where we come in, MJ Flood Technology is committed to helping the retail sector understand the opportunities that come from integrating digital into retail and then in a low risk and low-cost way enable retailers to adopt digital strategies.

In order to execute an effective digital retail strategy retailers need to know the following: they need to know themselves, know their customers, know the marketplace and commit the right resources to execute, then plan, analyse and adjust accordingly.



*“Children born today will be the first true native digital generation, they will simply not know any different. Whilst older generations change the way they would traditionally have done things to a digital way of doing things, like shopping. The next generations will use technology to navigate life, morning to evening, cradle to grave, retailers will need to maintain relevancy.”*

Using IP camera technology, our software converts your security camera data into a tool that unlocks consumer insights. Insights based on security data allow you to understand shopper behavior and make informed decisions that improve in-store operations, marketing, and merchandising.

For the first time, traditional bricks and mortar stores can benefit from the same data online stores have been benefiting from. This data includes, knowing your footfall at any given time, correlating that exact footfall figure to transactions to better understand your conversion percentage and then benchmarking that store against others in your network. If you have a non-gender specific retail offering, what is the precise gender mix typically visiting my store at different stages of the day? We can now exploit some trends that we heretofore never knew existed to make sure we have the right messaging and offers in front of the right audience. These insights prove to be invaluable, once you understand the trends you can schedule and tailor your in-store digital signage to create relevant messaging for your audience.

Understanding instore consumer behaviour is also an important factor when determining store layout and floor size optimisation. By using heatmapping technology we can illustrate areas of high activity and areas of low activity instore and, in some instances, even products of high interest and low interest. It is important to understand the effect that instore design, changes, merchandising and product placement can have on customer flow and dwell time.

9 out of 10 retail transactions globally are still made in a bricks and mortar store.

It is important to bear in mind that 9 out of 10 retail transactions globally are still made in a bricks and mortar store, so there is a good deal of comfort in that. Will this continue to be the case? I'd argue that it most certainly will not, so the battle will be won or lost on how retailers enhance their in-store retail experience.

An important part of this, not the only part I might add, is in-store digital experiences. Digitally aware consumers expect in-store digital experiences, consumers are not going to bat an eyelid at static in-store light box displays never mind influence their buying decisions. By creating a degree of in-store interactivity with a product you increase the conversion percentage from that engagement by 33% and future brand recognition and adhesion by 65%.

By simply creating a degree of in-store interactivity with a product you increase the conversion percentage from that engagement by 33% and future brand recognition and adhesion by 65%.

One of the most effective ways of delivering digital messaging is through digital signage. We provide digital signage services to a range of Irish retailers such as Diesel, Applegreen, Three, Gamestop, Fuschia, Freshii and many more.

Not only do we provide a network and solution to publish digital content, but we also provide audience measurement. Audience measurement gives retailers the opportunity to understand the effectiveness of that content and whether the content is improving footfall, sales or how engaging the content is and benchmark it against other campaigns.

## **Digital signage is more affordable than ever**

The cost of hardware and software has been reducing steadily over the past 5 years. Digital displays, touchscreens, media players, and application development costs have also reduced significantly. To help retailers digitise we are providing most of our entire solution set as a service, so any of the cost for hardware, software development, licensing and support can be spread over time to reduce capital outlay and deliver a return earlier.





## Focus on Fuschia

Fuschia engaged with us at the 2017 retreat to help them digitise and create some 'WOW' around their flagship store in Drogheda and a new store within a store concept with a Pharmacy chain. We installed digital window displays in Drogheda to increase footfall and then installed a videowall behind the till area running makeover demonstrations. We also added some theatre to the makeover experience so final makeovers can be photographed and shared on Instagram using a smart selfie mirror.

With the new store within a store concept we enable Fuschia to get a larger share of existing footfall interest by digitising their displays and allowing on the spot makeover bookings via tablet devices.

*"Our pharmacy trade has certainly increased and our retail "new customer" count has increased from Q1 2017 vs Q1 2018. Plus, the store is more appealing and more exciting. The video wall really showcases our product in a way we have not been able to achieve instore previously."*

"It has definitely increased brand awareness and increased sales. I believe this can be directly attributed to the fact that we are more visible and that there is a little more going on instore digitally. More and more people are entering the store than before." Gillian Moore, Fuschia Owner





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## Diesel

Diesel were looking for ways to display some of the great digital content they had instore and in window to drive footfall. Using 49" and 55" ultra-narrow bezel videowall panels we were able to transform their existing static light box displays into multi-layered rich media video content that can be changed often and easily. We started in Blanchardstown and are now rolling out to the remainder of their 16 store network.

### What was the process like for you?

"The process was seamless. The major selling point for us was the hire purchase option. Having 17 stores, purchasing video walls outright for stores would be a massive initial expense but having the higher purchase option made this project achievable.

We have definitely noticed an increase in footfall and interest in our brand and the feedback from our staff has been extremely positive." – Luke Murphy, Diesel Brand Manager







# A different way of doing business

At Grant Thornton our specialist retail team has extensive expertise and knowledge. We provide specific solutions which will allow retailers to deal with the increasing challenges confronting them.

- completion and review of quarterly management accounts;
- review of Key Performance Indicators (KPIs);
- monitoring of performance management;
- banking and key supplier negotiations;
- securing systems and data; and
- VAT and PAYE/PRSI reviews.

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8 offices in Ireland, over 730 globally.

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## Our Commitment

We are committed to enabling retailers digitise their retail spaces in ways that make sense to both their offerings and indeed their customers

We begin by inviting retailers to visit our showrooms and the connected retail lab in Baldonnell. Here we can demonstrate the art of the possible, we can offer a detailed and immersive exploration of different digital technologies and how they are being adopted by retailers here in Ireland but also in the UK and across Northern Europe.

We have 120 people dedicated to digital technologies and our support which is delivered from our network operation centre in Baldonnell and 9 regional offices countrywide. Retailers large and small have access to enterprise grade support and assistance.

Should any of the technologies and solutions be in line with a retailer's digital strategic objectives then we offer pilots and proof of concepts to allow retailers assess the benefits and build business cases off the back of actual data.

We are working extremely hard to establish ourselves as a retail technology partner of choice for the Irish retail industry, to order do this, we need to build lasting relationships with all our clients. Digital retail strategy adoption and excuse the cliché is a journey so we would welcome all retailers irrespective of size to take some time to visit us in Baldonnell, apart from your time it's absolutely free to do and we look forward to talking to you at some stage.

**Keith Hanley**  
**Connected Retail Lead**  
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# eCommerce UPDATE

## Ecommerce Europe appoints Lorraine Higgins to Board of Directors



Ecommerce Europe, the Brussels based association represents in excess of 75,000 companies selling goods and/or services online to consumers in Europe. Retail Excellence has been a Member of Ecommerce Europe for several years providing key insights on Regulations, Logistics and Payments to help support Irish retailers looking to expand online across EU markets. With Lorraine Higgins appointed as a Board of Directors Member, she will play a vital role in creating a fairer platform for retailers selling online and a safer online shopping marketplace for consumers. "Ms. Higgins will be valuable addition to

the Board of Ecommerce Europe, thanks to her extensive experience in the areas of law, political process, retail and digital commerce," said Marlene ten Ham, Secretary General of Ecommerce Europe.

## The value of a website for an SME

Getting online is a crucial part of growing your business. A well-designed website can help you attract new customers at home / abroad and sell your products and services 24/7. Here are some key findings from the latest IE Domain Registry research:

- 1 Digital-savvy Irish SMEs take home, on average, an additional €26,825 a year by selling their products and services on their websites
- 2 78% of SMEs said their website was important in generating new business and sales
- 3 Irish consumers are well-accustomed to buying goods and services online. Two-thirds are more likely to purchase from a business that has a website and nearly three-quarters feel it's important to buy Irish

- 4 64% of consumers want to be able to browse and research products from their local high street stores online
- 5 54% of consumers would shop with a competitor if a business is not online

## Top tips for international expansion

Online shopping has evolved significantly with a retailer's shop window now open 24/7 across multiple countries and time zones. With over €600 billion expected to be spent online across the EU for 2018 and €850,000 spent online by Irish consumers every hour, this highlights the significant opportunity available to Irish retailers looking to explore international markets. The consumer is the real winner in this new world because they can shop wherever and whenever they want, without leaving the comfort of home. The Global marketplace is available to anyone, thanks to advances in technology and the ten strategies below can be implemented to help increase your international sales online!

1. Choose your online marketplace carefully: An established international marketplace is the ideal starting point for your new business venture. Websites can be easily created by using cost effective platforms with an existing marketplace such as Amazon or eBay. You will then need to open a seller account and create your specific product listings with selling and shipping internationally easily worked out through these established marketplaces.
2. Identify suitable markets for your product: In-depth research will save time & money in the long run. You can't assume a product will sell successfully in one country and expect the same results in another country. You must assess factors including language, cultural, political, taxation, economic climate and consumer shopping habits etc. There are numerous tools available including Google marketing finder which will provide you with the latest Global market trends.
3. Be flexible with market demands: After assessing your competitors and what they are charging, you need to adjust each product to local market demands to ensure

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Business Sales and Acquisitions



a successful fit. Examples include displaying products in local languages. Implementing these steps at entry level will help build long-term success.

4. Research local laws: It is essential to assess and ensure compliance with customs laws and regulations relating to the specific product you're selling within a local market. It is crucial to be aware of these important factors such as relevant taxes, environmental laws, labelling restrictions, packaging and product safety requirements.
5. International shipping: Established marketplaces such as Amazon have ready-made solutions at the touch of a button. Their FBA export service assesses which of your products are export eligible and allows you to ship stock through Amazon's fulfilment centres.
6. Remaining competitive in international markets: It's extremely important to have a cutting edge digital marketing strategy that interacts effectively with your target market. Pricing is crucial and you must ensure you remain competitive based on the other retailer's prices within similar sectors. You need to factor in your operating costs, exchange rates, marketing fees and distribution charges to ensure profits are achieved.
7. Reward loyal customers: High quality products at competitive prices, fast and affordable shipping along with a great customer service are all part of the package you need to satisfy international consumers. Regular email updates and social media interaction amongst your customers will generate positive brand awareness, increased sales and repeat purchases.
8. Promotion: Success in international eCommerce comes from offering excellent products at the right price. Referrals play a huge role in generating sales and tools such as Trustpilot and the Ecommerce Europe Trustmark enhance consumer trust. Emails, social media, blogs, YouTube video advertising and Google AdWords are all excellent tools available to generate increased brand awareness and extend your international reach.
9. Global payment provider: By now you will have spent a lot of time researching your target markets, pricing structures and costs to ensure you can provide a great product at a competitive price. You don't want to add high fees to the price by using a global payment provider who charges excessive fees for currency conversion and money transfers. You need to ensure you carefully select a payment provider who will be able to facilitate your business requirements while offering competitive pricing for local currency across multiple countries.
10. Be ambitious: Start small and grow at a pace you can manage whilst still maintaining excellent product quality and customer service. Enter one international market at a time instead of trying to concur multiple markets which may not be feasible. Instead, focus on markets similar to your own and adapt your business model to cater for these different markets and consumer needs. Example, if you are an Irish retailer, you may look to expand into the UK based on English being a common

language and excellent logistical operations available. This will avoid translation costs and allow you to provide a more efficient customer support service and offer more promotions. Once your market success grows, your international expansion plans will flourish and enable you to target similar audiences across different countries.



## Retail Excellence represents Ireland at the United Nations

Retail Excellence recently attended the United Nations eCommerce week in Geneva. Lorraine Higgins and David Campbell highlighted the key trends of the Irish eCommerce landscape and met with multiple organisations to provide additional support for Irish retailers trading online. This provided a fantastic opportunity to network with other National Associations in an effort to collaborate and share best practise guidelines to improve support for retailers looking to expand their online presence across international markets such as Africa, China and Brazil.

## Save the Date

Retail Excellence eCommerce Conference – 19th September  
Book now at: [www.retailexcellence.ie](http://www.retailexcellence.ie)

**For all queries eCommerce related, please contact Retail Excellence eCommerce Manager, David Campbell – [david.campbell@retailexcellence.ie](mailto:david.campbell@retailexcellence.ie)**





# LOSS PREVENTION THREATS



Michael Neary, Head of Loss Prevention at Harvey Norman Ireland, explores Loss Prevention Threats and Solutions

Retail is an exciting and fast paced profession to work in. Technological advances and

improved retailing methods make it an ever changing environment. As retailers up their game so do the criminal elements who make a living from targeting the sector. In this article we shall look at some of the challenges that face retailers.

One of the most challenging aspects of retail in Ireland is the continued rise of the organised crime gangs. These gangs target specific sectors of the retail industry. We have seen gangs who would target say mobile phones or alcohol. These gangs can be in a Dublin store at 9.00am in the morning and later in the day they will be seen in Naas and eventually end up in Cork by late evening. These thieves have a specific "shopping list" and are in and out of stores in minutes. You will very rarely see the goods they steal being offered for sale which raises the probability that the goods are being shipped abroad for sale. We are aware of gangs who come into Ireland and plan on staying for a couple of months as they know it will take this long for the legal system to catch up with them if they are caught. After a few months they move on to the UK or mainland Europe. The only way to combat these gangs is by improving internal communication within companies. Each store should have a designated person who would share the information with other stores within the company. A description of the people involved and their modus operandi should be circulated to all stores and a special watch kept on the targeted product. Inform your local Crime Prevention Garda who will be able to give advice and circulate the criminal's details

In the past year we have seen a massive increase in family based gangs who again move across the country using children to carry out stolen product. They use the children as it gives the parents deniability if the retailer spots the theft and the parents know the legal system there is very little they can do about it. It's shocking that any parent would knowingly use their child in a criminal endeavour. Again making staff aware that this can happen can prevent it happening. Every incident like this should be reported to the Gardai.

Retailers should make a point of monitoring social media to see if goods stolen from their stores can be identified being sold on selling sites. Join any local groups where goods are sold online. If you see your goods being sold online save the details of the seller and go back on your CCTV as you now know what was stolen from your store. When you can see the theft taking place call the Gardai with the details. A retailer should regularly look at their store CCTV and make sure that camera placements are correct. As we are constantly moving product and displays we should make sure we have proper CCTV coverage of items thieves are likely to target.

One of the most important steps a retailer can take is to properly train all management and staff in Loss Prevention techniques. Prevention is so much better than cure! Teach staff how to spot a potential thief and what they can do to prevent a theft happening. Staff should be trained to never put themselves in a dangerous situation as unfortunately aggression and violence has become more common.

Retail has been seen as a "soft target" for scammers who will stage either fake accidents or try and set up false arrests. Again proper training of staff and good CCTV is the best defence against these people. Train staff to never make an accusation, go through different scenarios with staff so they can act from a position of knowledge when faced with these situations. Make sure you have a trained First Aider on site and that you have a procedure in place for recording all the details of such events. Train staff to do a daily check of the shop floor looking for anything that has the potential to cause an accident. Make sure any maintenance issues are dealt with promptly.

Setting up false arrests has become a profession for some people. They will bring an item into your store that they have purchased elsewhere with the appropriate receipt. They will then put it on your shelf and then appear to steal it when they are in the view of a staff member. When stopped they will produce the receipt and then demand compensation. This shows how careful retailers must be and how well staff must be trained.

Fraudulent refunding has long been a problem area for retailers. Even though fraud reporting has drastically improved and is invaluable in identifying trends and spikes in refunding activity it is still advisable to do regular spot checks on refunds. Always have a second senior person sign off a refund if at all possible.

## BUILD YOUR DREAM TEAM

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# TIPS AND SOLUTIONS

Extreme care must be taken when hiring staff. Never accept a mobile number for a reference check as you will never know who you are talking to. Only accept a landline number and make sure it is a legitimate number for the business you are contacting. Only contact a genuine business email address for a reference check, never accept a personal email address for a reference check. It is amazing how inventive people can become when it comes to reinventing themselves.

Make sure your company staff handbook is put together by a professional. Every staff member should have a copy and should always sign for it when receiving it. If you ever have a staff issue a poor handbook or the lack of one will be the rock you will perish on! Always follow the outlined company procedure if you have an internal staff issue.

While a lot of our focus seems to be on the shop floor the real losses can happen at the back door! Have your "Goods Inwards" well covered with CCTV. Double check all deliveries. An owner or Regional Manager should always spot check the occasional delivery and also any goods being shipped outwards. It is very easy for staff to ship goods out to an address without paying for the goods. Spot any refunded items to make sure they actually came back into the business and double check all faulty returns. Only use clear bin bags and spot check them. With your HR professional's advice you should consider bringing in a staff bag search policy.

From a retail owners point of view never have a manager do their own stock takes. Rotate managers for stock takes. After a stock take do random spot checks. Always question discrepancies! I would always take a second look at a stock take that is either too good or not good enough. There will always be losses in retail so sometimes an amazing stock take can be an indicator that losses are being hidden.

## Here are some tips for retailers that may be of assistance

1. Visit your local District Court. Firstly you need to be familiar with the judicial process in case you have to appear as a witness and secondly it's a great opportunity to both get a look at local shoplifters and hear how they operate!
2. Read your local newspapers. They tell you of any local crime issues and generally tell you who is behind them.
3. Introduce yourself to your local Gardai. Get to know them and pass on any information you might come across. They need our support as much as we need theirs.
4. Talk to your local retail colleagues. It's amazing how much you will learn by talking to each other.
5. Come to Retail Excellence Loss Prevention Forum meetings and build your network!

## WANT TO GROW YOUR BUSINESS?

78% of SMEs with websites said their website was important in generating new business and sales.

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THE FUTURE IS BRIGHT FOR IRISH RETAIL IN

# CURRENT DIGITAL ECONOMY



BY MARTIN MEANY

Earlier this year I played a part in researching Wolfgang Digital's 2018 Irish Online Economy. This is our ninth deep-dive into Ireland's digital economy as we take the nation's digital pulse, making predictions for you on the future of retail in Ireland.

## Revenue On The Up For E-Commerce Sites

This year's study found Ireland's digital economic health to be in great condition as e-commerce sites recorded a 45% increase in revenue for a third year in a row. You can expect to see an online shopper spend €147 per transaction these days with the majority (58%) of these transacting sessions taking place on desktop.

Still, mobile transactions are on the up, increasing by 15% since 2016, suggesting improved mobile experiences are slowly shifting behaviours towards our handheld friends.

## Black Friday Is Not a One-Day Marketing Campaign

In 2017, online retailers saw a 56% jump in Black Friday revenues versus their 2016 figures. While impressive, online revenues for Q4 as a whole only grew by 10%. This is a strong indication that savvy customers have shifted their spend towards the margin-eroding Black Friday sales and are not adding incremental sales growth in what we previously dubbed the "Golden Quarter".

You can't stop the tide, so what other options are there?

Focus on the lifetime value of a customer. Admittedly, consumer loyalty somewhat goes out the window when it comes to sales but Black Friday will see your digital footfall skyrocket with the right offers.

With this being the year of GDPR, having everything in place to capture these new customers and retain them long term allows you to convert Black Friday from a day of lost margins into a day of acquiring customers.

## ROPO: Research Online Purchase Offline

We're calling ROPO the most important report of 2018. ROPO is the method of shining a light into one of the toughest reporting areas for multichannel retailers;

research online purchase offline. In short, this is when a customer sees your digital ads, visits your site but for whatever reason, they actually make the purchase in store.

At Wolfgang, we've been digging into this phenomenon and our reporting now shows that at least 1-in-8 in-store sales have been driven by an AdWords click.

If that all sounds tantalising, then you need to create a digital touchpoint in store; something along the lines of e-receipts. With these in place you'll be one step closer to finding out some seriously powerful information.

## The European Single Market: Potential Beyond the UK

As we edge ever closer towards Brexit, Irish retailers are nervously waiting to see what the impact will be. Really, this is the time to grab first mover advantage and look towards the massive potential within the wider EU marketplace. Boasting a population eight times larger than the UK, why wouldn't you try tap into the EU?

The EU is well underway towards implementing the Digital Single Market. This initiative promises to make cross border payments easier than ever along with making shipping more transparent and affordable.

6% of the Irish economy is now online and we're a shade in front of the EU's average of 5%, but we're behind the UK's 12%. There's plenty of room for Ireland's digital economy to expand and Brexit could be the perfect proving grounds to show its strength.

## How Irish Retailers Can Make the Most of Digital in 2018

It would all seem quite simple wouldn't it. Focus on getting your data rock solid, prepare for Black Friday and target a European takeover. But Irish retailers need to keep an eye on Amazon.

The Seattle-based e-commerce giant is now attracting more product searches than Google. Amazon is improving their own advertising platform and should they make a move to transition AdWords based businesses, advertisers will see massive chunks of ad spend migrate to Amazon instantly.







**Company Name:** Bewley's Ireland

**Company Description:** Foodservice and Retail Coffee & Tea Solutions

**Date of Establishment:** 1840

**Employee Number:** 200+

**Number of Stores:** 1 Owned Store plus 4000+ Foodservice Customers and National Distribution in Grocery Retail. We operate in multiple channels offering Total solutions to Foodservice operators in the Convenience Store, HORECA and Contract Catering channels but also a strong retail product range as well under Bewley's.

**How would you best describe the company position in the market?**

We are the Category Leader in Ireland but we are also mindful that the level of competition in the Irish market has never been fiercer and that is why we are relentless in ensuring we continue to add value for our operators. We call this 'Bewleyness' which is our desire to delight customers and consumers through outstanding 'service' & 'product' experiences. To make this a reality we are focusing on three key areas:

- Be a \*World-Class Service & Solution Provider. We are investing more and more every year into systems to ensure we have the best equipment service technicians in the country allied with a sales and logistics functions that ensure every order is met and every customer is being offered solutions that work for their business.
- Be the market leader in Innovation & Brand Building. We have just in the last 12 months launched first to market Cold coffee, Nitro & Compostable capsule solutions in Ireland. We also have decided that it's sometimes more important to lead than be first-to-market and that's why we held until very recently launching our Sustainable Compostable and Recycling solutions as we wanted to ensure we had the right end-to-end manufacturer to waste management solution identified and we could stand over the sourcing of those cups. We continue to invest strongly in Bewley's and leveraging the platform we now have in Grafton St and we are focused on driving innovative solutions to market for Bewley's. We believe 'retail design' is becoming a key differentiator in the market and in 2017 we worked with JHP one of the world's best Retail Design agencies to help land our Convenience Store solution and we are working on a new Barista solution as we speak. We also have recently extended our portfolio through the launch of 'BE' Coffee in Ireland and have strong ambitions for Grumpy Mule with a new evolution of that brand being launched this year.
- Know our customers and consumers better than anyone else. We invest significantly in this area and have commissioned the single biggest research ever on the Irish coffee drinker to ensure we have the right solution based on a strong understanding on their needs and who they are. We have also commissioned in-depth customer research in 2017 and are now working with Bord Bia on a bespoke annual coffee category. In effect all our decisions are based on two simple questions: Will it win with the consumers who are willing to pay more for a good cup of Coffee or Tea and will it help grow our customers business.

**What are the important USPs of the company (value, quality etc)?**

As above our USP is a desire to delight customers and consumers through outstanding 'service' & 'product' experiences. That's means Coffee Solutions that drive growth for our customers.

**What aspects of your company are you most proud of?**

The People and our product. In recent customer research it was our Sales people that were called out as our strongest assets and we know that they are only as good as all the other supporting functions. That was very gratifying feedback, but we know we can't stand still either so that's why we are investing more and more every year in training to ensure sales people are doing more than just selling but becoming growth consultants for our customer base. Secondly on our product we know it all comes down to what's in the cup. The Irish Coffee drinker tells us that location drives the first visit to the outlet, but it's ultimately taste that drives loyalty and we work very hard to ensure we source, roast and train people to serve coffee that delivers for the Irish coffee palette.

**Please define your typical customer who shops in your stores?**

In terms of the Irish Coffee drinker we serve via our customers we know that Ireland is one of the most sophisticated Coffee drinkers globally. The level of knowledge and demand for good coffee is growing every year and therefore we must continually evolve our brands, our coffee's and the range of products we bring to market. We are already looking at solutions for Gen Z as we know that the consumer is an ever-evolving landscape, and this is where we really need to help our customer base win through being best in defining and developing solutions that are consumer led, not brand led.

**What are the future plans for the company?**

Growth through brand building, Innovation and constantly striving to improve our service to our customer base. Ultimately, we see the quality of our coffee and teas as always being the bed rock of the business, but we know that the way coffee is served, where it is sold and even purchased will change radically in the future. Therefore we see Retail as a significant opportunity and in the past this would have meant a Retail Coffee product sold off shelf but we see a future in offering all retailers solutions to offer Coffee prepared instore. This could either be an added revenue driver or a means to enhance the overall shopping experience. To deliver this we are launching new technology solutions such as telemetry including Cashless payment solutions for Automatic Bean to Cup machines which will minimise operator's O/H's taking out the need for staffing and we are aiming to role this out over the next 12 months. We see Innovation like this as vital to unlocking future growth potential but we also believe the quality of our execution is way to secure that growth.



**Jason Doyle, Bewley's Ireland Managing Director**



**Store Name:** Holland & Barrett

**Store Location:** Unit 3, De la Salle Place, Garryduff, Castlebar, Co Mayo.

**Store Size:** 1,187 sq. ft.

**Date of Opening:** 6th April 2016

**Most Recent Fitout:** The store has only been open for two years, so has not needed a refit to date

**Employee Number:** Four

**Store Manager:** Coral Jay

**How would you best describe the store position in the market?** We want the store to be seen as a destination for health and wellness on the high street. With over six thousand products in store, we believe there's something for everyone, whether customers are shopping for a specialist diet, a new beauty routine free from SLS, Parabens and microplastics or a supplement regime, our store staff are trained to A-Level standard in nutrition, and ready to advise in every aspect of health and wellbeing.

**What are the stores key design features?** The dark wood finish throughout gives the store a more modern, high end feel that our customers always compliment us on. Our "pick n mix" station and tea bar also provide a unique customer experience, giving shoppers the opportunity to get up close to our products and get a feel for them before they buy.

**What aspects of the store are you most proud of?** We are very proud of the interactivity of our stores, and the way this lets our customers really experience our products first hand. We've installed a variety of innovative experiences, designed to help shoppers stay healthy on the move. Customers can try out a bespoke scent station, which offers a range of personalised relaxing aromatherapy diffusers and candles, as well as a "pick n mix" fruit and nut station where they can choose their very own snack selection to take home.

**Describe the seasonal nature of the business?** As a health and wellness retailer, our customers have a range of different needs from us throughout the year. We have a traditional boost in those searching for a healthy lifestyle in January, in line with new year's resolutions, while the warmer months see summer skincare soaring, and immunity products such as Vitamin D and C really help see our customers through the winter months.

**Please define your typical customer who shops in your store?** For us, there is no typical customer! Our loyal customers come to us for a variety of reasons, whether they're looking to make a few smaller healthier changes in their life, want to make sure they're using products that don't harm the environment, or clean up their beauty routine, we make sure we're there with the best quality advice on the high street.

**What are the future plans for the store and the wider company?** Ireland remains an important market for us, and our global expansion plans will see us on the lookout for bigger and better stores across the country. Recent campaigns like our Cleaner Beauty drive have helped us align with the issues that really matter to our customers, so we'll be continuing to lead the way in sustainability, free-from and new product innovation.









**Store Name:** Bang & Olufsen  
**Store Location:** 15 Duke Street, Dublin 2  
**Store Size:** Boutique store, 25 square metres  
**Date of Opening:** 25th May 2018  
**Most Recent Fitout:** Brand new store, works were completed on the 24th May 2018  
**Employee Number:** 2 full time and 2 part time in the store

**Store Manager:** Andy Williamson is our store manager, he brings a wealth of unrivalled retail experience having worked within the Bang & Olufsen brand for over 8 years. Not only is he passionate about the brand, he also takes great pride in delivering a first-class service that is tailored to customers' requirements.

**How would you best describe the store position in the market?** Bang & Olufsen Duke Street won't compete with the general mass market of audio/visual brands and retail stores. Instead concentrating on customers who want quality, performance, simplicity, connectivity and elegant design. Duke Street is the perfect location for us, just off Grafton street, we have the benefit of Ireland's busiest shopping street, high footfall traffic and have many independent, luxury or boutique stores in the surrounding area.

**What are the store's key design features?** Part of Bang & Olufsen's new sensory store concept, it is ultra-modern with a luxurious feel that is certainly inviting giving customers a true sensory experience.

Designed to captivate curiosity as you move through the store. It encourages interaction and engagement whilst wowing customers with a magical experience.

The attention to detail in the store is prominent throughout. The lighting in stark black tracking against the white wall, wooden floor and special acoustic panels that are not only part of the design but also ensure that we are able to demonstrate the products how they should be heard.

Set up in zones the store consists of a TV and speaker set up on one wall, showing variations of TV and speaker options. Our latest product BeoSound Shape which is a music system yet looks like artwork on the back wall being the first product you really see when you walk in, and it really is a showstopper. A 'Play' wall showcases all of our smaller speaker systems, whilst our 'Play' table in the middle of the showroom near the front door encourages products to be touched and played with.

Custom furnishings, sound and images are united to form a coherent and cosy yet exclusive whole.

**What aspects of the store are you most proud of?** The store has a lovely inviting boutique feel about it, it's a showroom with stunning products on display, however, customers can also touch and interact with the products at the same time. Beautifully designed to showcase the products placed perfectly to give the ultimate experience of sound, vision and connectivity. The lighting is fully automated and there to really show off our products. We are very proud of the strong team we have working in Duke Street, all dedicated to providing the best customer service and outstanding experiences.

**Describe the seasonal nature of the business?** Our business is very similar to classic retail; therefore the seasonality is much the same and does fluctuate. The run up to Christmas is our busiest time and also timed for when we have new product launches or large events. Sporting events and the early summer when the summer of sports begins is also popular, especially for our screens and portable products. Our portable products are very popular for gifting, therefore the sale of these certainly increase on special days like Father's Day.

**Please define your typical customer who shops in your store?** Our customers tend to be established families, usually professionals with older children. The upper end of the Bang & Olufsen product range tends to attract a more affluent audience, however, with our latest portable products such as speaker systems and headphones it is certainly changing, and we have some of the fastest selling headphones on the market. Therefore, we expect to be attracting a much wider age range of customers from young adults through to pensioners.

**What are the future plans for the store and the wider company?** Our new store team are working very hard to build long term relationships, offering bespoke services to commercial clients as well as private customers. Brand partners and affiliations are very important to us, so we are looking to grow these over the coming months. We also work hand-in-hand with interior designers, architects and property developers to complement their projects by providing expert advice and assistance with the integration and supply of Bang & Olufsen equipment as well as an extensive range of Smart Home products. Once Duke Street, Dublin is further established, we will be looking to expand our retail network throughout Ireland. Starting with a fully functioning Connected Home showroom in Grafton Street - to complement our Duke Street product offering and really show our customers fully functioning Smart Home capabilities.







# Which EPOS?

**Thinking of changing your Electronic Point of Sale (EPOS) System? Keelan Bourke reviews the key criteria to consider as well as giving you some recommendations from our Retail Excellence trusted partners.**

There are multiple factors to consider when reviewing your current EPOS system and debating whether to upgrade or switch providers can be daunting. The business can be busy with new stock arriving daily, HR issues, meetings and so it's left on the long finger. Your EPOS system is like your circulation system, it keeps everything moving; it processes your sales, provides the weekly reports etc but as it gets older, it can begin to slow down and with technology advancing, it's important to review your own system for updates every year and overall every two years.

## **Step 1 - Review your current set up**

- What system have you currently in place
- What fees are you subject to
- What level of customer support is provided

## **Step 2 - Where is the Business going?**

- Where is the business going? B2C & B2B
- How many shops will you have in the near future
- Will you be starting to sell online or upgrading your eCommerce Website

## **Step 3 - Align the system to meet your needs**

- Can this be mobile friendly / different formats
- Does it integrate with your back office
- Does it integrate with your online store
- Does it integrate with your payments partner and others if you wish to switch
- What kind of back up support is provided if someone spills a one shot skinny Latte with almond milk over the system? ☹
- Can staff training be provided?

**Recommended Partners - These have been verified and checked by existing members of Retail Excellence to provide an excellent product and service.**

## **Positive ProStrategy Retail - Consider Scalability**



Damien O'Driscoll, Retail Technology Director at Positive ProStrategy Retail, advises that "retailers should ensure that their system has the ability to scale up as they expand the retail footprint. Too many retailers get caught with inflexible, unscalable non configurable solutions that they grow out of too quickly, key considerations are where you vision the business in the years to come."

## **CBE - Consider Self-Checkout**



Seamus McHugh, International Sales and Marketing Manager at CBE, recommends that "retailers need to consider the benefits of self-checkout, not just for their own business but also for their customers shopping experience. Waiting in line to pay is a major pain point for consumers and with a variety of options available, self-checkout is now a viable option for all types of retailers". I would totally agree with Seamus and reinforce that consumers want midweek convenience and weekend experience. Zara have just introduced self-checkout to their flagship store in Westfield Stratford.

## **K3 Retail - Make sure it's Omni Channel**



Mark Bryans, Director at K3 Retail offers the advice that "the digital revolution has raised the bar for retailers. A retailer may offer a smartphone app, same-day delivery, personalised recommendations and even mobile or contactless payments, but if these capabilities don't blend seamlessly across multiple channels, the customer experience will be inferior to that of a competitor brand who may do some or all of these things well."

## **Retail Integration - Consider Customisation & Integrations**



Patrick Heslin, Managing Director at Retail Integration, recommends "that a retailer considers the level of support that can be provided by the system supplier. Can the system be tailored to the retailers requirements and can the retailer have an input into ongoing development. The level of integrations a POS provider can provide will also be a factor. It's important that it has an integrated loyalty system and a flexible integration with your eCommerce website, bookkeeping system, time & attendance, footfall counters and CCTV systems. GDPR compliance is obviously vital along with a versatile range of reporting options."



## TRC Solutions – Consider Analytics



Steven Maguire, SAP Solutions Director at TRC Solutions, highlights that “retailers need to have the key data at their fingertips in real time. Previously, retailers had limited insight into their retail enterprise, now with the technological advancements, we can delve into a lot more

than profit and loss. Reports and dashboards summarising consumer behaviour based on key performance indicators such as conversion rates, average order value or total amount spent are helpful, but we have more powerful business intelligence tools to hand that can deliver so much more.”

## Eirpoint – Stock Control ALL Channels



Niall Cannon, Director at Eirpoint, advises that “Retailers considering e-Commerce or mobile ePOS should seek to ensure that these sales channels are integrated with their in-store stock levels in real-time. Growing your retail business through new sales channels makes it more imperative to implement retail solutions that support these new sales channels.”

## Touchstore – Level of Support



John Cassidy, CEO of Touchstore, who specialize in pharmacy EPOS and also general retail, advises that a strong level of support should be the basis of any relationship with a provider. “We provide over the phone advice for any issues and have a service team

on call if anything major goes wrong. All of our support team has the knowledge to support our solutions as well as training experience within a community pharmacy setting. This means that our support team has experience of day-to-day pharmacy practice and has a good understanding of how issues can impact your business.”

## MCBE Consulting – Ask For Advice



Dermot McCarthy, Managing Director of MCBE Consulting, who has over 20 years in the industry and now independently advises clients, says “don’t be afraid to ask for advice, it’s a big decision and more importantly needs to provide an ROI. We help clients review and evaluate

their needs and tenders to ensure they pick the best system.”





# GDPR IMPLEMENTATION PRACTITIONER COURSE

## Step One:

Online modules covered are:

- Information you hold
- Communicating privacy information
- Individuals rights
- Lawful basis for processing data
- Data protection by design, data protection impact assessment

## Step Two:

Step two will be a practical classroom course. This will be a 3 hour hands on course where we demonstrate how to implement a GDPR project using a number of tools that will be provided to our attendees.

The classroom session will focus on:

**Record of processing:** This will teach participants how to carry out a data inventory, to learn where data is collected, stored and accessed within the organisation and the lawful basis for doing so.

**DPIA Lite/ Risk register:** This tool will teach participants to evaluate the risks of different processes carried out by their organisation and prioritise the ones that pose the greatest compliance risks under GDPR.

**Policy and Procedures:** This will focus on what should be included in privacy policies and organisation procedures in relation to the handling of personal data. Templates will be supplied to aid in this task.

**Case Study:** A case study will be carried out based on a fictitious organisation that will look to use the previous three learning points of the course to run a mini GDPR project.

## Step Three:

Step three will give participants who took the classroom course a number of tools to help them implement a GDPR project and maintain compliance. These include

- Templates include: Policies, Record of Processing and DPIA
- Regulatory Management System
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Whether you are starting a business, planning an exit strategy, or need to paint a clearer picture of the years to come, creating a long term financial plan is the best way for you to make informed decisions with your finances in mind.

As individuals require advice tailored specifically to their own needs, the vast majority can sum up their feelings towards wealth and finances with the following: **"The most important thing for me is to achieve a 'work-life' balance and have enough in retirement to live comfortably"**. The typical financial worries and goals most individuals have are summarised below.



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Three step process



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- pension;
- investments;
- savings; and
- inheritance.

Liabilities and expenditure:

- mortgage;
- pension contributions;
- children's education;
- short term saving;
- new home;
- household and motor; and
- lifestyle.

At times, this can be hard to manage and trying to make sense of it all can seem like a lot of work. As part of the life and financial planning steps of our process, we will identify the most efficient way to manage your current and future streams of income and expenditure.



## MAKING SENSE OF IT ALL

### Identifying your needs

Once an overview of your current financial situation has been created, you will fall under one of three categories:

Although there may be only three categories for you to fall into, the way you manage your wealth to change your position in the future will be unique to your needs and ability to create or manage wealth over time. This is where our advice and planning abilities will help you change your current outlook and adapt to your needs, objectives and life goals. Once we have agreed the necessary changes required for your financial plan, we will assist with the implementation of any saving, investment, retirement provision and protection needs to get you on your way.

## REGULAR REVIEWS

As we all know, life changes constantly. Without having an initial plan in place, it is impossible to know how changes in your life will impact you financially. This is why it is so important to review your financial plan every six to twelve months. Sometimes the biggest change in your life might not require any changes from a financial perspective, whereas others may require some tweaking over a shorter or longer term. It is having a plan in place that gives you the peace of mind required to embrace your changing circumstances without the added pressure of not knowing the financial implications.



Liam Naughton  
Grant Thornton Financial Counselling  
E [liam.naughton@ie.gt.com](mailto:liam.naughton@ie.gt.com)





**Store Name:** Neville Jewellers  
**Store Location:** Wilton Shopping Centre  
**Store Size:** 980 sq ft  
**Most Recent Fitout:** May 2017  
**Employee Number:** 8  
**Store Manager:** Regina Allen

During the designing phase of the store, we wanted to convey a sense of luxury around Jewellery.

With the concept of retail anthropology in mind, we designed the store to be shopped easily with the display heights & depths allowing a customer either self-select or transition to assisted sales with store personnel. Packaging & wrapping are within the sales cabinet to keep the movement of the customer to a minimum once they have made their selection.

We used the intentional contrast between materials, high gloss walnut, matt porcelain tiles & deep pile carpet to convey the feeling of luxury. With the use of seating we slow down the retail experience where we have a dwell time 30% greater than the previous store design.

Whether a treat for yourself or the perfect gift for a loved one, we wanted to convey the feeling that the customer is in a luxurious environment, where customer service is paramount.

This allows us to create an individual customer experience with the same staff levels but double the floorspace.







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# GDPR and HR Policies

The General Data Protection Regulations (GDPR), in force since May 25th, have been hard to miss of late. Websites, newspapers and email inboxes have been populated by GDPR related messages and updates. We have been bombarded with technical phrases such as privacy policy, privacy statement, data controllers and data processors.

As with most legal compliance, preparing technical policy documents is only half the battle. The real challenge is rooting their contents into the everyday workings of a business. In principle, you can claim to have excellent documents for HR, Safety, Food Hygiene and GDPR but in practice, are the contents consistently enforced?

Given the importance of GDPR and how it is relevant to so many aspects of business, we would recommend that Retail Excellence Members review all their policies and procedures, with GDPR in mind, and where necessary update them to reflect any new data practices adopted.

The suggestions below are not an exhaustive list, they are initial examples to show Retailers how GDPR penetrates many aspects of day to day interactions with employees and how many policies should be updated to reflect this.

## - Illness/Absence

Many HR policies insist a medical certificate must include the nature of the illness or injury an employee is suffering from. This is not enforceable as a person has the right to withhold medical information and a doctor is obviously not obliged to disclose it. The policy also advises that an employee must produce a medical certificate, generally after 2 or 3 days of absence. We would recommend employers now further add specific instructions on exactly who they are to give a cert to and how (hard copy only, never via text or email).

## - Internet/Email

Any correspondence, hard or soft copy, of which an employee is the 'subject' would form part of their data file. Employers need to be conscious of this when discussing matters pertaining to a fellow employee via email.

Any employees who correspond with customers, clients or other parties need to be aware of the sensitivity of their contact information and never forward this data unnecessarily. Be particularly aware of information sent to contacts outside of the EU and advise your team accordingly.

## - Company Equipment

If any employees have (for example) a company mobile phone or laptop it needs to be secured properly and encrypted if necessary. Employees should be told of simple but compulsory security steps such as, but not limited to, not leaving the equipment unattended, displaying information to others or reporting any breaches which may occur unbeknownst to their employer.

## - Confidentiality

Employers will likely already refer to an inherent confidentiality in their contract or employee handbook. This needs to be bolstered with more specific and formal content given the seriousness and repercussions of breaches of GDPR standards.

## - Social Media

While a more recent addition to many employee handbooks, employers need to be very clear with their team regarding content of personal or employer social media sites. This includes immense caution displaying photos of their workplace or showing comments/images identifying colleagues or customers.

## - Accident Reporting

While, of course, colleagues are encouraged to report accidents or near misses immediately, we would recommend that further specifics are given as to who is contacted and who is given any sensitive workplace or injury related information in order to process and store it effectively.

## - Colleague/Customer information

In retail it is common practice to take customer information from them voluntarily in relation to product updates, arrange delivery, take a deposit, log a complaint etc.

Retailers need to advise their team on where to record this information and ensure it is kept securely and disposed of once the reason for it has ended.

It is important that the log book behind the counter full of mobile numbers, email and home addresses is not acceptable any more.

## Make the effort.....

I hope the above has given Retail Excellence Members an introduction on the practicality of making GDPR awareness a part of everyday workings in their store. You need to look at all policies, procedures and documents and ensure they give employees accurate direction to ensure they play their role in maintaining GDPR compliance.

Even with the best protections in the world, periodic data breaches may occur. In this event, or in the event there is an inspection for other reasons, the overall efforts an employer has made towards adherence to GDPR will contribute significantly to any outcomes. By introducing GDPR throughout your policies and procedures and not restricting it to a simple 'add on' in May 2018, you can demonstrate you have genuinely thought about how data issues affect your business and how you can alert your team to take simple steps to prevent breaches and protect their data and that of their colleagues and customers.

**For any further queries please contact Tom Smyth & Associates on 021 4634154**



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# Dermot O'Neill launches GroMór 2018



Dermot O'Neill, Keelan Bourke (Retail Excellence), Claudia Chirta (Bord na Mona), Fergal Doyle (Chairperson of Retail Excellence Garden Group), Sarah McGovern, June Dowling (Bord na Mona), Michal Slawski (Bord Bia)

Gardening expert Dermot O'Neill joined model and mother of two Sarah McGovern with her children Jude (6 years) and Robyn Vaughan (4 years) in Merrion Square, Dublin 2 on Monday, 30th April ahead of Lá Bealtaine 1st May which officially marks the start of summer, to launch GroMór 2018, a nationwide campaign aimed at encouraging everyone to visit their local garden centres and get growing,

GroMór is an initiative by Retail Excellence in association with Bord Bia, along with sponsors Westland and Bord na Mona, promoting its 75 local garden centres and nurseries located across the country. These centres are available to offer free expert advice to people in all age groups, from novices and new homeowners to experienced gardeners. Find out how to best grow plants, herbs, flowers, fruits, vegetables, whether it be on a windowsill, balcony or in a garden. Also, discover the health benefits associated with gardening or how to introduce the wonder of nature to children.

This year's campaign will focus on 3 key weekends of co-ordinated activity across all participating GroMór centres. These are attracting Birds and Bees to your garden in the month of May, making your garden 'bloomin gorgeous' in the month of June and July will focus on brightening up your front door. Individual point of sale material will be generated for each theme along with a co-ordinated online and offline marketing activity to promote the campaign and drive people in store. Commenting on the launch, Head of Commercial at Retail Excellence, Keelan Bourke said "we are delighted to launch the fourth year of the GroMór campaign which brings the industry together to promote the common objective of gardening. Once again a huge credit must be given to our sponsors Bord Bia, Westland and Bord na Mona who help fund this campaign. I'm very much looking forward to hearing the outcome of our EU Application for funding in October, which will take the campaign to new heights in 2019."

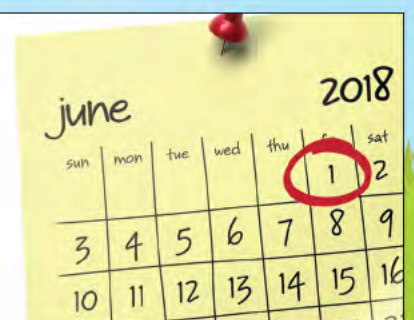
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# 5

# considerations for transferring assets to your children



Who doesn't want their children to have more than they had? Successive generations all do their best to make sure their children enjoy a life more comfortable than their own.

Parents who are in a position to help their children don't want to remove the challenges that will help their children grow and develop into well-rounded people.

For that reason, most parents want to provide assistance that alleviates life's struggle without eliminating it altogether. Striking this balance can be challenging.

## 1. Ask the hard questions

While parents naturally want to help their children they should also ask:

- Will financial help prevent them from becoming self-sufficient?
- Will it stunt their ambition to study, work and generally push themselves?
- What level of assistance is the right level?

It's an important conversation to have, given the number of families that have fallen out over inheritance. The best way to avoid this is to include your children in the discussion.

## 2. Start planning

In shaping your succession plan, start with a statement of net worth and a schedule of income. This will help you predict what you're going to spend in the future and help you target the level of funds you're likely to need for retirement and what is potentially available to be transferred.

The nature of parental assistance in Ireland remains largely property-related with parents contributing towards deposits or simply agreeing to be guarantors for their children.

## 3. What to do and how?

Once parents have sufficient assets to meet their own needs, they should focus on a detailed strategy by asking:

- Should we transfer the asset(s) during our lifetime or as part of our estate?
- If we transfer the assets now, how do we retain control?
- Can we avail of any tax reliefs?
- Are we availing of the lifetime thresholds for capital acquisition tax (CAT)?

## 4. Consider a Family Partnership

Most parents are reluctant to transfer assets without maintaining some control over what is being passed on. In the case of business assets, that means retaining more than 50% of the business or creating a special type of share that grants control over the board of directors.

In the case of purely financial assets, the creation of a Family Partnership can ensure that:

- Parents retain control of the assets.
- Children benefit from financial education and professional advice.
- Any future growth of the asset is free from CAT.

## 5. Transferring assets via trust

For parents, leaving assets to minors or children who are not ready or capable of managing an inheritance, it's essential to draw up a Will that allows for the assets to pass into a holding structure, known as a discretionary trust. This ensures that:

- There is flexibility to distribute the assets on a phased basis rather than a full transfer upon death;
- Control is maintained by trustees who operate in accordance with the trust document (or parents' letter of wishes);
- Certain tax reliefs are available, where conditions are met during the period in which the assets are held by the trust.

## Final thoughts

Helping children financially can give them a solid platform for the rest of their lives, but there are a number of important emotional as well as practical questions to be addressed before taking that step.

Whatever your family situation is, our advice is to start your succession planning as soon as possible.

Kevin Doherty is an Associate Director and Certified Financial Planner (CFP®) at Davy Private Clients. He works with company owners and their advisors to ensure that any investment strategy is considered in conjunction with an overall financial plan and is structured in a tax efficient manner. You can contact Kevin directly on 01 672 4267 or email him at [kevin.doherty@davy.ie](mailto:kevin.doherty@davy.ie).

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# Public Affairs U



With record numbers back to work, unemployment figures at an all-time low and economic growth being a forecaster's safe bet it is clear Ireland has regained some of its purr from the days of the Celtic Tiger. What this means for Irish retail is a little less clear. While sales trends recorded in the industry demonstrate an upward trajectory - albeit marginally so - it is imperative that we put what these mean firmly in perspective. On a quarterly basis, Retail

Excellence in conjunction with our partner company Grant Thornton collate trading data from thousands of member retail operations which is a brilliant indicator of the performance of the industry or otherwise. The overwhelming picture being consistently painted since mid-2017 is that a degree of vulnerability continues to exist. While figures might be marginally up this has occurred at the expense of intensive marketing campaigns undertaken by retailers and consequentially reduced margins.

With Budget 2019 now fast approaching and preparations beginning in earnest we have been engaging fulsomely with our membership and listening to the challenges being faced by them across every sector. Whilst these range, primarily, from the VAT differential between Ireland and the UK, insurance and general business costs, competitiveness, talent acquisition and retention to non-tax compliant cheap imports and the extraordinary growth in online spend it is the latter two issues I want to focus on.

Positioning retail in its rightful place as a significant arm of the economy is a key objective of Retail Excellence which is why we will advocate to ensure that 2019 is a breakthrough budget with retail focused solutions. The long-held assertion that improving consumer spend through increases in social welfare payments and tax bands is enough to take care of retail is no longer satisfactory given the unique challenges the industry faces.

And why is that you might ask? Simple. Irish retailers are facing external challenges which demand unique solutions such as Brexit, sterling devaluation (Irish consumers spent €418m in 2017 in Northern Ireland with Irish excise figures falling by €300m in Q3 2017) and the onslaught of cheap non-EU imports whose prices are sometimes distorted as a consequence of VAT or duties not being paid on them.

Currently, a pattern has emerged whereby €850,000 is spent online every hour by Irish consumers. But the stickler is that,

two thirds of this figure (€600,000) or over €14million a day is fulfilled by businesses operating outside of Ireland. Consequently, Irish retailers lose out but so too does the Irish Exchequer (approx. €1.2 billion annually in lost VAT receipts alone). To exacerbate matters further, given the double-digit growth in online sales and Department of Communications figures indicating 84% of Irish consumers will buy frequently online by 2021 we now begin to understand the impact of the manifestation of such trends.

And while not everyone who buys online will purchase from Irish retailers we do have fundamental infrastructural problems when it comes to broadband availability. However, worse still, three-quarters of Irish websites are not ecommerce enabled (IEDR figures) so, it is clear that this leak in spend will get worse before it gets better. That is, unless, we take progressive, visionary action.

So let's increase investment in the Digital Trading Online Voucher and ensure every retailer who applies is fully funded. Or at the very least introduce a Loan Scheme to cover the cost of a fully functioning ECommerce website capable of processing payments. The cherry on top would be an accompanying educational funding stream to help businesses get on top of eCommerce and all its possibilities. Not to forget the availability of State agency assistance and their accompanying networks, market and linguistic support which retailers need in an increasingly boundary-less industry. Because just like manufacturing and processing companies, Irish retail deserves no more support and certainly, no less.

More crucially, however, is the urgent need for parity of tax treatment amongst Irish retailers and their non-EU counterparts selling online who for the most part are not registered for VAT in Ireland. Consequentially, this allows them offer goods and products at a discounted price because our 23% VAT rate and the associated duties are not applicable at the time they offer them for sale. Strictly speaking, the authorities should intercept all parcels coming into the country but with €600,000 worth of items being shipped here every hour resource simply do not allow.

From a national perspective permitting websites sell into Ireland without ensuring the equal application of the tax laws is unfair and is putting our retailers at a distinct disadvantage which will



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# pdate....



## Lorraine Higgins, CEO Retail Excellence

hamper growth and cost jobs in the longer term. And we are not alone. This huge leak of revenue is costing our colleagues in the EU Member States cumulatively €150 billion in lost taxes every year.

So, we have to look at the root of the problem and target that for corrective action. Online marketplaces who effectively facilitate this practice ought to be made responsible for the collection of taxes if they intend to allow their advertisers sell on their platforms. It is the only feasible solution, and this was recognized by the British Government who in December introduced measures which will enable HMRC to hold online marketplaces jointly and severally liable for the unpaid VAT of overseas traders on their platforms to include all (including UK) traders.

This will ensure greater price parity between those goods being offered by non-EU websites and will be a revenue raising measure for the Exchequer which they

are currently losing out on. Undoubtedly, this will help with the redistribution of funds come Budget time and assist in dealing with some of the spiraling social issues which refuse to go away.

Retailers in Ireland account for 282,000 jobs in every village, town and city, contributes €7billion to the Exchequer every year and is by far the most significant industry in the state when you consider its role in job creation, job retention and town revival throughout every corner of our island.

Irish retail is evolving and becoming less and less confined by geographical boundaries. Therefore, it is imperative we empower Irish retailers in a meaningful way to get online and take advantage of some of the €600 billion which will be spent by EU consumers over the course of 2019. By doing so we will strengthen Irish retail and consequentially the Exchequer. Budget 2019 provides an opportunity.





Exemplar Energy Solutions

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# SUPPLIER DIRECTORY





STAR	CATEGORY OF COMPANY	COMPANY	ACCOUNT MANAGER	CONTACT INFORMATION	REFEREES
	Address Capture Software	Autoaddress	Conor Moules +353 (0) 1 514 3439	info@autoaddress.ie www.autoaddress.ie	Bank of Ireland, Fastway Couriers, Musgrave Group
	Address Capture Software	GeoDirectory	Dara Keogh +353 (0) 1 705 7005	info@geodirectory.ie www.geodirectory.ie	Pallas Foods, Tesco Ireland
	Advertising Planning, Procurement & Monitoring Technology	Buy Media	Fergal O'Connor +353 (0) 87 245 0064	fergal@buymedia.ie www.buymedia.ie	Ashford Castle, Pamex Ltd
	AI & Machine Learning, Data Science and Analytics	Rubikloud Technologies Inc	Brian MacMahon +353 (0) 87 273 4119	brian.macmahon@rubikloud.com www.rubikloud.com	Retail Excellence
	Auctioneer	Lisney	Emma Coffey +353 (0) 1 638 2700	ecoffey@lisney.com www.lisney.com	Irish Times, Ionet Ltd
★	Audit, Tax, Advisory Services	Grant Thornton	Damian Gleeson +353 (0) 61 607 993	damian.gleeson@ie.gt.com www.granthornton.ie	Carrolls Irish Gifts, Retail Excellence Ireland
	Automated Design	Tweak	Shane Corcoran +353 (0) 66 979 1455	shane@tweak.com, www.tweak.com	Bewleys, Savills
	Branding, Store Design, E-Commerce	Bradley Brand and Design	Andrew Bradley +353 (0) 86 258 4368	andrew@bradleybrand.ie www.bradleybrand.ie	Fields Jewellers, Kay's Kitchen, Keelings's
	Branding, Store Design, E-Commerce	IDEA	Ciaran Flanagan +353 (0) 1 250 0050	info@idea.ie www.idea.ie	Bord Bia, Insomnia
	Broadcast Media	Sky Media Ireland	Gareth Genockey +353 (0) 1 614 7611	gareth.genockey@sky.ie www.skymedia.ie	Albany Home Décor
	Business Training, Coaching & Mentoring	Action Coach Business Coaching	Paul Fagan +353 (0) 1 891 6220	ireland@actioncoach.com www.actioncoachireland.com	Gerry Browne Jewellers, The Italian Tile & Stone Studio
	Cash Handling Solutions	Premium Cash Solutions Ltd	Alan Condon +353 (0) 1 561 6000	alan@premiumcashesolutions.com www.premiumcashesolutions.com	Gunnebo, Topaz
	Cash Handling Systems	Glory Global	David O'Meara +353 (0) 1 467 0542	david.omeara@glory-global.com www.glory-global.com	Musgrave Group
★	Cash Logistics Services	GSLS	Paul Cahill +353 (0) 87 133 6000 Denise McCarthy +353 (0) 87 146 5085	pcahill@gsis.ie dmccarthy@gsis.ie www.gsis.ie	Applegreen, O'Brien's Wines and Spirits
	Cash Processing Solutions	SUZOHAPP	Tom Weafer +353 (0) 1 801 4077	tweafer@scancoin.ie www.suzohapp.com	Retail Excellence
	CCTV & Video Analytics	Multisys Ltd	Eoghan Carroll +353 (0) 87 249 6381	Eoghan.carroll@multisys.ie www.multisys.ie	Born Fashions, Smyths Toys
★	Connected Retail Solutions	MJ Flood Technology	Keith Hanley +353 (0) 1 466 3526	khanley@mjt.ie www.mjt.ie	Applegreen, Three
	Connected Retail Solutions	Fujitsu	Caragh O'Carroll +353 (0) 86 804 4099	caragh.o'carroll@ie.fujitsu.com www.fujitsu.com	Premier Lotteries, Topaz
	Connected Retail Solutions	KALPRO	Claire Nally +353 (0) 86 041 2998	Claire.nally@kalpro.ie www.kalpro.ie	Retail Excellence
	Construction - Design, Supply, Install, Test and Maintain Lifts & Escalators	Infinity Lifts Ltd	Sin��ad Carmody +353 (0) 65 7050111	info@infinitylifts.ie www.infinitylifts.ie	Ecco Shoes, Sports Direct
★	Consumer Finance	Flexi-Fi and Flexirent	PJ Byrne +353 (0) 83 448 8820	pj.byrne@flexigroup.com.au www.flexifi.com www.flexirent.ie	Compu b, Harvey Norman
	Consumer Market Research & Training Consultancy	Customer Perceptions Ltd & Optimum Results Ltd	Emma Harte +353 (0) 42 93 39911	emma.harte@customerperceptions.ie www.customerperceptions.ie	DAA, RAI
	Convenience Foods	Kepak	Sean Cunningham +353 (0) 86 044 0673	sean.cunningham@kepak.com www.kepak.com	Centra, SuperValu
	Creative Services, Print Media, Retail Environments, Technology	The Smart Group	Tom Ryan +353 (0) 86 780 1626	tom@thesmartgroup.ie www.thesmartgroup.ie	Euronics, FromMe2You
	Customer Service Platform	Pubble	Shane O'Leary +353 (0) 87 684 3811	shane@pubble.co www.pubble.io	Horkans Lifestyle and Garden Centres Tony Kealys
	Data Science & A.I. Services	Vuzo Ltd	Peter Biggs +353 (0) 1 908 1246	peter@vuzo.ie www.vuzo.ie	Longacres Garden Centres (UK), Pets Corner (UK)
	Digital Marketing Agency	Core Optimisation Ltd	Caroline Dunlea +353 (0) 86 086 2840	caroline@coreoptimisation.com www.coreoptimisation.com	Compu b, Great National Hotels
	Digital Marketing Agency	Wolfgang Digital	Alan Coleman +353 (0) 1 663 8020	alan@wolfgangdigital.com www.wolfgangdigital.com	iClothing, McElhinneys
	Digital Marketing and Web Design	Ebow	David Douglas +353 (0) 1 478 9090	daviddouglas@ebow.ie www.ebow.ie	Great Outdoors, Peter Mark
	Display Solutions, Shop Fittings, Mannequins	Equipashop	Julian Lewis +44 (0) 28 9079 9990	julian@equipashop.com www.equipashop.com	Lifestyle Sports
	Distributor of V-Tac LED Lighting	Fitzpatrick Wholesale	Eoin Fitzpatrick +353 (0) 1 450 8300	eoin@fitzpatrickwholesale.ie www.fitzpatrickwholesale.ie	Carroll's Irish Gifts, Banba Toymaster
	Domain Name Registration	IE Domain Registry	Registration Services +353 (0) 1 236 5400	registrations@iedr.ie www.iedr.ie	Matrix Internet, Software Design Ltd
	E-Commerce - Design, Development & Optimisation	NitroSell Ltd	Donogh Roche +353 (0) 21 242 9616	sales@nitrosell.com www.nitrosell.com	Arboretum, Nuts & Grains
★	E-Commerce - Design, Development & Optimisation	StudioForty9	Ger Keohane +353 (0) 21 239 2349	ger@studioforty9.com www.studioforty9.com	DID Electrical, Meaghers Pharmacy
	E-Commerce - Design, Development & Optimisation	Monsoon Consulting	Stephen Kenealy +353 (0) 1 475 0066	hello@monsoonconsulting.com www.monsoonconsulting.com	Heaton's, One4All
	E-Commerce & Customer Analytics	Conjura	Diarmuid Galvin +353 87 293 8096	diarmuid@conjura.com www.conjura.com	EZ Living, Leam Signal
	E-Commerce Performance Marketing	Ve Interactive Ireland Ltd	Robbie Dobbyn +353 85 877 2873	robbie.dobbyn@ve.com www.ve.com	Argento, 53 Degrees North
	Employee Time & Attendance Software	Elephant Smart Business	Linda O'Reilly +353 (0) 87 698 2135	linda@elephantsmartbusiness.com www.elephantsmartbusiness.com	Five Guys, Fresh The Good Food Market
	Employee Time Recording Systems	Timepoint	Colin Ryan +353 (0) 21 423 2865	colin@timepoint.ie www.timepoint.ie	Applegreen, Musgrave Group, Tiger
	Employer Relations Department	Welfare (INTREO)	Caitriona Bracken +353 (0) 1 6732 741	Caitriona.Bracken@welfare.ie www.welfare.ie	Retail Excellence
	Employment Law, HR, Health & Safety Services	Peninsula Business Services (Ireland) Limited	Advisory Number 1890 300 010	info@peninsula.ie.com www.peninsulagrouplimited.com	Retail Excellence
	Energy Procurement	Exemplar Energy	Jonathan Fitzpatrick +353 (0) 87 276 8778	jonathan@exemplarenergy.ie www.exemplarenergy.ie	Arboretum Home and Garden Centre, Shaws Department Stores
	Energy Services	Pinery	Colm Foley +353 (0) 1 524 2825	colm@pinergy.ie www.pinergy.ie	Aramark, DNG
	Energy Supplier	Flogas Natural Gas	Robert Irwin +353 (0) 41 98 31 041	rirwin@flogas.ie www.flogas.ie	Carmac Retail Ltd, Musgrave Wholesale Partners Ireland



STAR	CATEGORY OF COMPANY	COMPANY	ACCOUNT MANAGER	CONTACT INFORMATION	REFEREES
	EPOS and Integrated E-Commerce	Positive Systems Solutions	Damien O'Driscoll +353 (0) 1 629 6058	damien@pss.ie www.pss.ie	Conns Cameras, Croom Cycles
	EPOS and IT Consulting	MCBE Consulting	Dermot McCarthy +353 (0) 87 2412582	dermot@mcbeconsulting.com www.mcbeconsulting.com	O'Briens Wine, Beer and Spirits, Petstop
	EPOS Solutions	Touchstore	John Cassidy +353 (0) 61 225 655	johnc@touchstore.ie www.touchstore.ie	Inglot, McCabes Pharmacy Group
	EPOS Solutions	Retail Integration Limited	Patrick Heslin +353 (0) 1 429 6800	patrick@retail-int.com www.retail-int.com	Mothercare, O'Briens Wine, Beer and Spirits
	EPOS Systems, Payment Solutions	CBE	Seamus McHugh 1890 373 000	seamusmchugh@cbe.ie www.cbe.ie	CH Chemists, Paul Byron Shoes
	EPOS, Mobile Retail And Payments	Eirpoint	Niall Cannon +353 (0) 65 686 8880	ncannon@eirpoint.com www.eirpoint.ie	Dubarry Ireland, Patrick Bourke Menswear
	ERP Solutions	Intact Software	Mark McArdle +353 (0) 42 933 7142	mark.mcardle@intactsoftware.com www.intactsoftware.ie	Brett Supplies, Tilestyle
	ERP Solutions	TRC Solutions	Steven Maguire +353 (0) 1 296 3155	smaguire@trcsolutions.ie www.trc-solutions.com	Carroll's Irish Gifts, Horkans Lifestyle & Garden Centres
	Estate Agency Services	Coldwell Banker Ireland	Nicholas Hughes +353 (0) 1 411 0012	nick@coldwellbanker.ie www.coldwellbanker.ie	Spar
	Facilities Management	Grosvenor Services	Marianne Lambert +353 (0) 87 980 3377	mlambert@grosvenorservices.com www.grosvenorservices.com	Kildare Village, Westfield Shopping Centre
	Feedback Management/ Customer Experience Software	CX Index	David Heneghan +353 (0) 86 171 7022	david@cxindex.com www.cxindex.com	Musgrave Group, Selfridges Group
	Financial Services	Grid Finance	Andrea Linehan +353 (0) 85 192 4047	andrea@grid.finance www.grid.finance.ie	Blueface, Independent Finance Providers of Ireland
	Financial Services	Linked Finance	Tom O'Reilly +353 (0) 1 531 2293	tom@linkedfinance.com www.linkedfinance.com	Chopped, Mr Price
	Flexible Funding	SBCI - Strategic Banking Corporation of Ireland	Gillian Evans +353 (0) 1 238 5052	Gillian.evans@sbc.gov.ie www.sbc.gov.ie	Retail Excellence
	Football Counting, Digital Signage and Loss Prevention	Detectag Retail Services Ltd	John Dempsey +353 (0) 86 243 7100	john.dempsey@retailservices.ie www.retailservices.ie	An Post, Eir, Meteor
	Free Recruitment Service	EmploymentFocus - Focus Ireland	Catherine Murphy +353 (0) 1 878 6514	employmentfocus@focusireland.ie www.focusireland.ie	Retail Excellence
★	Gift voucher and Gift Card Solutions	FromMe2You Gift Card	John Wall +353 (0) 87 666 6795	John.wall@me2you.ie www.me2you.ie	Fields Jewellers, Harvey Norman
	Gift Voucher and Gift Card Solutions	Love2shop / Park Retail Limited	Robert O'Donnell +353 (0) 1 294 4090	robert.odonnell@love2shop.ie www.love2shop.ie	Argos, Debenhams, Heaton's
	Graphic Design, Printing, Delivery	Sooner Than Later	Mark Finney +353 (0) 1 284 4777	mark@soonerthanlater.com www.soonerthanlater.com	Domino's Pizza, The Suitable Clothing Company
	HACCP Paperless Management, Temperature Monitoring	Kelsius	Ciaran Gallagher +353 (0) 83 855 4404	ciaran.gallagher@kelsius.com www.kelsius.com	Centra Carnmore, SuperValu Cunningham's
★	Hot Beverage Business Solutions	Bewley's Tea & Coffee Ltd	Hugh Healy +353 (0) 1 533 4717	Hugh.Healy@Bewleys.com www.bewleys.com	Butlers Chocolates, Supermacs
	Hotel, Conference Venue	Crowne Plaza Blanchardstown	Carol Byrne +353 (0) 86 201 8997	carol.byrne@crowneplazadublin.ie www.cpireland.crowneplaza.com	Avtek, DID Electrical
	HR Consultant	Tom Smyth & Associates	Tommy Smyth +353 (0) 21 463 4154	tommy@tsaconsultants.ie	B's Coffee & Muffins, Petstop, Skechers
	Human Resources Solution	Strandum Ltd	Brendan Carney +353 (0) 1 899 1900	bcarney@strandum.com www.strandum.com	O'Callaghan Hotels, Topaz
	Information Technology and Service	Gamma Location Intelligence Ltd	Richard Garry +353 (0) 1 707 9888	richard.garry@gamma.ie www.gamma.ie	Bank of Ireland, Fastway Couriers, Musgrave Group
	Insurance Broker, Pensions, Actuarial and Risk Management Consultancy	Willis Towers Watson	John Golden +353 (0) 86 419 7561	John.golden@willis.ie www.willis.ie	Sam McCauley Chemists
	Insurance Products	FBD Insurance	Patrick Carey +353 (0) 86 815 4193	Patrick.Carey@FBD.ie www.fbd.ie	Retail Excellence
	IT - Domain and Hosting Services	Blacknight	Michele Neylon +353 (0) 59 918 3072	michele@blacknight.com www.blacknight.com	Irish Pumps and Valves Ltd, The Cool Bean Company
	IT Security	Radius Technologies	Jerry Buckley 1890 592500	jerryb@radius.ie www.radius.ie	Ardkeen Stores, Electricity
★	Legal Services	Maples and Calder	Kevin Harnett +353 (0) 1 619 2036	kevin.harnett@maplesandcalder.com www.maplesandcalder.com	Harvey Norman
★	Licence Exempt Music Provider	Amazing Media	Grant Thompson +44 (0)191 603 0180	grant.thompson@amazing-media.com www.amazinginstore.com	Woodies
	Logistics - Express Delivery	DHL Express Ireland Ltd	Ciaran Hynes +353 (0) 86 197 0085	Ciaran.hynes@dhl.com www.dhl.ie	Carroll's Irish Gifts, Eurostyle
	Loyalty Software	LoyLap	Barry Bruen +353 (0) 86 192 9868	barry@loylap.com www.loylap.com	Press Up Entertainment Group, The Bannatyne Group
	Marketing Automation	Pointy	Cathal D'Arcy +353 (0) 83 045 1817	cathal@pointy.com www.pointy.com	Blackrock Cellar, Expert Hardware
	Material Handling Equipment and Service Provider	Capcon Ltd	Rory Comerford +353 (0)85 133 4323	rory@capcon.ie www.capcon.ie	Glanbia, Musgrave Retail Partners
	Messaging & Loyalty	ZinMobi	Brian Stephenson +353 (0) 86 777 5558	brian@zinmobi.com www.zinmobi.com	Musgrave Group, Shaws Department Stores
	Mystery Shopping, Store Assessments	Crest Mystery Shopping Ireland	Michele Cawley +353 (0) 65 684 6927	michele@crestireland.com www.crestireland.com	Harvey Norman
	Omni-Channel Retail Solutions	ProStrategy	Joe Kelly +353 (0) 1 429 1977	jkelly@prostrategy.ie www.prostrategy.ie	Allcare Pharmacy Group, Casey's Furniture, Ecco Shoes
★	Online Training Solutions	Olive Media	Robbie Glynn +353 (0) 86 144 9012	rglynn@olivemedia.co www.olivemedia.com	Tesco Ireland
	Packaging Recycling & Recovery Compliance	Repak Ltd	Mark Hayden +353 (0) 1 467 0190	mark.hayden@repak.ie www.repak.ie	Musgrave Group, O Birds Foodmarket Ltd
★	Parcel Delivery Service	DPD	Tim Dare +353 (0) 906 420 500	tim.dare@dpd.ie www.dpd.ie	Harvey Norman
	Parcel Delivery Service	Nightline Logistics Group	Orla Sheils +353 (0) 86 249 5597	osheils@parcelmotel.com	Opening Minds, Safety Care www.nightline-delivers.com
★	Payment Solutions	AIB Merchant Services	Mark Patterson +353 (0) 86 189 3681	Mark.Patterson@aibms.com www.aibms.com	Born Clothing, Brook Foods
★	Personal Wealth Management	Davy Group	Kevin Doherty +353 (0) 1 614 8778	kevin.doherty@davy.ie www.davy.ie	Retail Excellence



STAR	CATEGORY OF COMPANY	COMPANY	ACCOUNT MANAGER	CONTACT INFORMATION	REFEREES
	Personalised Retail Packaging	Barry Packaging Ltd	Eamonn Barry +353 (0) 87 263 9487	eamonn@barrypackaging.com www.barrypackaging.com	The National Gallery of Ireland, Totalhealth
	Personalised Retail Packaging	Delpac Ltd	Maria O' Grady +353 (0) 66 947 9298	maria@delpac.ie www.delpac.ie	Arnotts, Patrick Bourke Menswear
	Personalised Retail Packaging	JJ O'Toole Ltd	Vicki O'Toole +353 (0) 61 229 333	info@jtoole.ie www.jtoole.ie	Arboretum Home and Garden Centre, Newbridge Silverware
	Personalized Shopping Experiences	Nosto Solutions UK Ltd	Chloe Pascal +44 (0) 844 484 9625	chloe.pascal@nosto.com www.nosto.com	Euronics, Vaughan Shoes
	PR Consultancy	Red Flag Consulting	Deirdre Grant +353 (0) 86 048 4279	deirdre.grant@thisisredflag.com www.thisisredflag.com	Retail Excellence
	Print and Design	Kingdom Printers Ltd	David Keane 066 712 1136	dave@kingdomprinters.net www.kingdomprinters.net	Retail Excellence
	Print, Packaging, Display	McGowans Print	David Fogarty +353 (0) 1 410 6783	dave@mcgowansprint.com www.mcgowansprint.com	Butlers Chocolates, Lidl
	Recruitment	Eden Recruitment	Peter Kelly +353 (0) 1 474 4544	peter.kelly@edenrecruitment.ie www.edenrecruitment.ie	McCabes Pharmacy Group, Musgrave Group
★	Recruitment	Excel Recruitment	Barry Whelan +353 (0) 1 814 8747	barry@excelrecruitment.com www.excelrecruitment.ie	Kilkenny Group, Topaz
	Recruitment	Head Hunt International	Tom Guilfoyle +353 (0) 87 760 6690	tg@headhuntinternational.com www.headhuntinternational.com	Best Menswear, Supermacs
	Recruitment	PJ Personnel	Clare Byrne +353 (0) 87 362 8119	clare.byrne@pjpersonnel.ie www.pjpersonnel.ie	Graces's Eurospar, Rooneys SuperValu
	Recruitment	Wallace Myers International	Shane Casserly +353 (0) 1 619 1828	shane@wallacemyers.ie www.wallacemyers.ie	Homestore & More, Lidl
	Recruitment & Training	Noel Group	Valerie O'Connell +353 (0) 86 022 5044	valerie.oconnell@noel.ie www.noelgroup.ie	Retail Excellence
	Recruitment Platform	Jobbio	Beth McEntee +353 (0) 1 440 4900	beth@jobbio.com www.jobbio.com	Ecco Shoes, McCabes Pharmacy Group
	Recruitment Platform	Rezoomo	Audrey Spillane +353 (0) 87 149 9077	audrey.spillane@rezoomo.com www.rezoomo.com	Applegreen, Costcutter, Insomnia
	Renewable Energy - Solar, LED, Battery Storage, Lighting	Local Power Ltd	Pat Smith +353 (0) 86 261 3374	info@localpower.ie www.localpower.ie	John Cahill Fashions, Kavanaghs Pharmacy
★	Retail And Multi-Channel Software Solutions	K3 Retail	Mark Bryans +353 (0) 1 820 8321	mark.bryans@k3btg.com www.k3retail.ie	DAA, Woodies
	Retail Design	Maria O'Neill Retail Design & Associates	Maria O'Neill +353 (0) 87 250 7964	mariaoneillretaildesign@gmail.com, www.mariaoneilldesign.com	Gino's Italian Ice Cream, Stafford's Bakery
	Retail Lighting Specialists	Pro-Light Design & Technology Ltd	Paul Hanlon +353 (0) 1 2962607	Paul.Hanlon@pro-light.ie www.pro-light.ie	Donnybrook Fair, Ladbrokes
	Risk Management Solutions	Seachange Ltd	Paul Cummins +353 (0) 87 052 24 95	paul.cummins@seachange-intl.com www.seachange.ie	Applegreen, McCabes Pharmacy Group
	Security and Electronic equipment service	MTS Security	Gerry Scully +353 (0) 818 365538	gerry.scully@mtssecurity.ie www.mtssecurity.ie	BWG, Topaz
	Security Services	Mercury Security Management Ltd	Frank Cullen +353 (0) 1 861 2130	fcullen@mercurysecurity.biz www.mercurysecurity.ie	Elverys Intersport, Harvey Norman
	Security Tagging, Footfall Counting	Virtek	Vincent McKeown +353 (0) 1 885 1718	vmckeown@virtek-irl.com www.virtek-irl.com	Centra Dromiskin, Willow
	Shopfitting and Retail Design	McCabe Meenaghan Associates	Barry McCabe +353 (0) 87 293 1173	barry@mdg.ie www.mdg.ie	Arboretum Home and Garden, McCabes Pharmacy
	Shopfitting and Retail Design	Store Design Shopfitting Ltd	Paul Ryan +353 (0) 1 413 1350	pryan@storedesign.ie info@storedesign.ie d.mckeever@storedesign.ie www.storedesign.ie	Fallers Jewellers, Patrick Bourke Menswear
	Shopfitting and Retail Design	Storefit Shopfitters	Eamonn Brien +353 (0) 21 4344544	eamonn.brien@storefit.com www.storefit.com	Ecco Shoes, Sam McCauley Chemists
	Shopfitting and Retail Design	Shop Equipment Ltd	Martin Hendricken +353 (0) 87 284 6464	mhendricken@sel.ie www.shopequipment.ie	Garvey Group, Woodies DIY
	Software as a Service	Real World Analytics	Conall Lavery +353 (0) 1 693 1433	conall.lavery@realworldanalytics.com www.realworldanalytics.com	Kilkenny Group, Meaghers Pharmacy
	Specialist Entrance Matting Provider	Footfall Ltd	Ger Halloran +353 (0) 86 235 3515	ger@footfall.ie www.footfall.ie	Dunnes Stores, Musgrave Group
	Stocktaking Service	Stocktaking.ie	Patrick McDermott +353 (0) 87 138 9813 Sharon Kelly +353 (0) 86 389 9542	info@stocktaking.ie sharonk@stocktaking.ie www.stocktaking.ie	Carraig Donn, Elverys, Tiger Stores
	Stocktaking Service	TakeStock	Bernard Brown +353 (0) 1 77 55 242	bernard.brown@wecount.ie www.wecount.ie	Joyce's Supermarket, Musgrave group
★	Stocktaking Service	Retail & Asset Solutions	Colm Roche +353 (0) 87 781 3678	colm.roche@retailassetsolutions.com www.retailassetsolutions.com	B&Q, DAA, Lloyds
	Stocktaking, Merchandising & Retail Services	RGIS Inventory Specialists Ltd	Marcin Dettlaff +353 (0) 87 1272698	MDettlaff@RGIS.com www.rgis.ie	Lifestyle Sports, Tesco Ireland
	Store Design Fitting	DDC Group	Ashley Gardiner +353 (0) 1 401 3050	ashley@ddcshopfit.ie www.ddcshopfit.ie	Ebay, IKEA
★	Store Design, Display Solutions	Johnston Shopfitters	Shane Brennan +353 (0) 86 244 0714 Andrew Johnston +353 (0) 1 419 0419	sbrennan@johnston-shopfitters.com ajohnston@johnston-shopfitters.com www.johnston-shopfitters.com	Caroll's Irish Gifts, Easons, Meaghers Pharmacy Group
	Tax & Custom Administration	Revenue	Press Office +353 (1) 858 9235	www.revenue.ie	Retail Excellence
	Tax Free Shopping	Fexco Tax Free	Lisa Murphy +353 (0) 86 021 8192	lmurphy@fexco.com www.shoptaxfree.com	Guinness Storehouse, Newbridge Silverware
	Technology Consultancy	Keytree Ltd	Adrian Slater +44 (0) 203 691 2936	Adrian.slater@keytree.co.uk www.keytree.co.uk	Dyson
	Vat Refund provider	Premier Tax Free	Tracey Despard +353 (0) 86 855 5292	Tracey.despard@premiertaxfree.com www.premiertaxfree.com	Caroll's Irish Gifts, Ecco Shoes
	Video Production and Graphic Design	Another Avenue	Sharyn Mitchell +353 (0) 1 660 1588	sharyn@anotheravenue.com www.anotheravenue.com	Retail Excellence Ireland, Sky Ireland

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