

# Retail

TIMES

Q2 2019



## 6 Key Retail Trends

*Shaping the World Today*

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Your Dublin, Your Voice  
Survey Findings

### **Lee's Centra Group**

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# WELCOME

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W elcome to everyone. We should all now be into full “Retail Swing” mode, with strong footfall, increasing conversion and higher transaction rates! As this goes to press, I am not sure if this positive message is in the reality, with Brexit still in the balance and other international headwinds. But I will use the old proverb, “it is far better to travel hopefully, than simply arrive disappointed!”

So, a huge amount of change continues in Irish Retail, and there are many strong fundamentals underpinning much of this positive change, unemployment at last count was approximately 5.6%, the lowest level for over a decade, the Irish economy continues to indicate a growth of up to 5%, and tourists are coming in record numbers.

A couple of big wins for many smaller Irish Retailers, the Enterprise Ireland extension of the online grant, available to all retailers, so I encourage you all to avail of this opportunity. The successful lobbying on the maintaining of zero rated VAT on health food supplements, a great unified effort by many, led by a strong voice from Retail Excellence.

Some new faces in Retail Excellence, with Bryan Rankin joining the team as head of communications and public affairs and also becoming a director of Retail Excellence. Welcome also to Sean Byrne who has been working hard supporting member and partner engagement and participation.

And as some new faces come in, some will be leaving, and it is with a little heavy heart, that I am one of those leaving the great team that is Retail Excellence and it has been a genuine privilege to have been part of this movement. Some of you will be aware of the devastating loss of Sandy, my wife, who passed away mid last year. And so I have taken a personal decision to take a personal journey of discovery and renewal and I will be taking the next 12 months off the career and work path, to focus on some extensive travel and to continue my business studies with the Open University.

And as time and tide wait for no one, it is fantastic to see Joe Barrett, co-owner and COO of Applegreen and Jean Willow, owner of Willow Boutique being appointed as Chair and Deputy Chair of our wonderful organisation. With these two appointments, I believe this gives a perfect blend of experience, expertise and passion at both the SME level and the larger national and international retail stage.

The most important date for every Irish Retailer, is rapidly approaching, the Retail Retreat and Expo, on in Citywest on the 21st and 22nd of May, this year's event will challenge us all and provide real solutions to “Retail in an age of profound Transformation”. You will not be disappointed, but you will be inspired.

We will also soon be launching the 2019 Retail Excellence Awards, in partnership with AIB Merchant Services. I encourage everyone to enter and enjoy what is a magnificent learning process.

I encourage you to get in touch and engage with the team at Retail Excellence, we have an amazing group of passionate and dedicated people whose main objective is help, support and encourage you to overcome and succeed. and you will not be disappointed.

Yours sincerely,

**JP Kennedy**

*Managing Director, TileStyle  
Chairman, Retail Excellence*



# THE NEWS



New Board appointments at Retail Excellence.

## JOE BARRETT AND JEAN MCCABE ANNOUNCED AS CHAIR, DEPUTY CHAIR RETAIL EXCELLENCE

Retail Excellence, Ireland's largest retail representative body recently announced the appointment of Joe Barrett, COO and co-owner of Applegreen PLC as its incoming Chairman. In another new appointment, the organisation also announced that Jean McCabe, owner of the award-winning Willow stores will become Deputy Chairperson. Both appointments will come into effect on 1st July when current Chairman JP Kennedy, MD TileStyle, retires from the role. Speaking about the new appointments, Group Chief Executive of Retail Excellence David Fitzsimons said: "I am delighted to welcome such respected and admired individuals as Joe and Jean to lead Retail Excellence in a time of uncertainty but also opportunity. It's appropriate that our new leadership team represent large and

small retailers. I would also like to thank our outgoing Chairman JP Kennedy for his dedication, energy and leadership in his term as Chairman."

## 250 RETAIL STUDENTS TO ATTEND RETAIL RETREAT

At this year's Retail Retreat Retail Excellence plan to introduce a careers and future talent hunt stage aimed directly at students who hope to pursue a career in retail. "We have invited students and union members from each of the pillar universities and colleges from all over of the country. The main aim of this element of the Retreat is to give the students the opportunity to speak with some of our member companies and see retail as a viable and exciting career option" said Sean Byrne, Member Engagement Executive Retail Excellence. For more details or to get your college / university registered contact – [sean@retailexcellence.ie](mailto:sean@retailexcellence.ie)

## REVAMP AT ROCKS JEWELLERS STILLORGAN

Family jewellery retailer Rocks Jewellers recently completed a significant and very impressive redesign of their Stillorgan Shopping Centre store. Johnston Shopfitters undertook a complete full turn-key fit-out including design of bespoke shopfittings and graphic and signage manufacture. The building is now a flagship jewellery store located in Ireland's oldest and most in demand shopping centres, Stillorgan Village Shopping Centre.

## GLORY IRELAND CELEBRATES ITS FIRST YEAR IN BUSINESS

It's been just over one year since GLORY acquired the assets of Semeci Limited to establish a direct local country presence in Ireland, now trading as GLORY Ireland. In that time, the team has enjoyed numerous successes across credit unions, hotels, pharmacies and independent retailers. The GLORY Ireland team recently opened new offices on the Blanchardstown Corporate Park Campus on the outskirts of Dublin. To celebrate, GLORY Ireland hosted an official opening. Akihiro Harada, CEO of GLORY's International Business and EMEA President, Vincent Nakache formally opened the new premises. GLORY Ireland Country manager, John Corcoran said: "We have really enjoyed our welcome into the GLORY family and becoming part of a truly global organisation. Our first year has been very successful with the local relationships we have developed, now being backed up by market leading cash automation solutions".

## LIDL ANNOUNCES HOME DELIVERY FOR DUBLIN

Lidl Ireland has announced a partnership with delivery start-up Buymie to provide an online grocery delivery service in Dublin. The service was recently piloted in a number of Dublin postcodes and following a successful trial will now be rolled out across the Capital



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Ikea unveil the next generation store.



The proud team at Rocks Jewellers, Stillorgan.



Over twenty third level colleges to attend the Retreat.



Brent Pope assisted with the new GLORY office opening.

City. Alan Stewart, Head of eCommerce at Lidl said: "This is a real differentiator in the online grocery delivery market by ensuring the fastest delivery option in the Dublin area, with a premium personal shopper service through our delivery partner."

### IKEA OPENS INNOVATIVE NEW LONDON STORE

Ikea has opened a next generation store in Greenwich London close to the Millennium Dome. The new 32,000 sq. meter store is being promoted as a place to "meet, share,

learn and shop". The fact that shop is mentioned last is indicative of the shift in retail and consumer behaviors as factors such as community and experience become more pertinent. Amongst the innovation on display is a home delivery service by bike, a roof pavilion that can be used for community meetings and leisure events and a greater emphasis on sustainability with an eco-minded take back scheme.

### SUNRISE BUYS 100 HMV STORES

Canadian music retailer Sunrise Records has

recently completed a deal to buy HMV out of administration. As part of the deal Sunrise acquired one hundred HMV stores across the United Kingdom. Commenting on the transaction owner of Sunrise Records, Doug Putman said: "UK people are very passionate about this industry and I think you can see that through the outpouring about the loss of HMV. There isn't anyone that doesn't remember some sort of experience with HMV. We have got to make sure we give that experience to a next generation and let them understand what is so great about what HMV is".

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## RETAIL EXCELLENCE WELCOMES VAT INCREASE DEFERRAL

Retail Excellence has welcomed the intervention of Finance Minister Paschal Donoghue to defer the decision regarding the implementation of VAT on healthfoods and supplements until November 2019. The Minister has provided time for both he and his officials to meet with stakeholders and better understand the impact of a VAT increase on the sector. Commenting on the move, Bryan Rankin, Head of Public Affairs at Retail Excellence said: "The shock of a massive VAT hike of 23% would have meant a significant reduction in demand for health products and in turn would have led to job losses and store closures in the Irish health store and pharmacy sectors. Thus, we welcome the Minister's intervention and look forward to consulting with the Minister to ensure that the zero VAT rate remains into the long-term".

## FRENCH SUPERMARKET CHAIN TO SELL 26 STORES

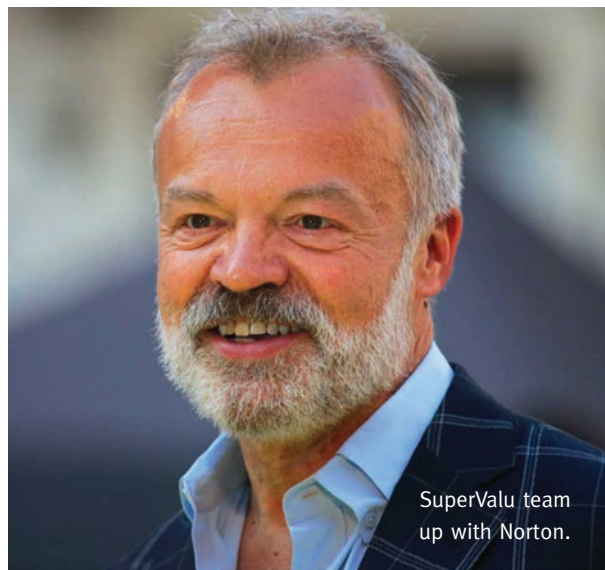
Groupe Casino, the French supermarket chain, has recently announced it plans to sell twenty six stores worth €500m in a bid to reduce its debt levels. Most of the stores for sale are reported to be in the French regions rather than its Paris based locations. A



Groupe Casino raising €500m.

spokesperson for the group said: "After the initial sell-off the Group will continue to explore measures to further reduce debt. We will also continue to improve the Group's profitability and strengthen its financial profile."

## GRAHAM NORTON LAUNCHES GIN BRAND WITH SUPERVALU



SuperValu team up with Norton.

Television personality and West Cork native Graham Norton has recently launched his own gin brand which will be sold exclusively through SuperValu stores nationwide. West Cork Distillers have worked with Norton to create the gin which is produced using 100% Irish grain. Commenting on the news SuperValu Off-licence Trading Manager John Cooney said: "We are still seeing a huge demand for gins, so to have one on our

shelves produced by Graham Norton himself is something we're incredibly excited about."

## APPLEGREEN POWER AHEAD

Forecourt retailer Applegreen recently reported a 55% increase in annualised gross profits for 2018 as revenues increased by 41% for the same period. The Applegreen Board has proposed a final dividend of 0.91 cent per share, up from 0.80 cent per share in 2017. The company's Chief Executive Bob Etchingham commented: "Applegreen's performance was driven by ongoing expansion of its estate, positive like for like growth despite weather related disruption and strong fuel margin performance." Mr. Etchingham said: "The deal for the second largest UK motorway service area operator, Welcome Break, was transformational for the company and gives us an excellent platform to develop our service area business in the UK market. The Applegreen business continues to expand in each of our three markets as we increased our estate by 130 sites to a total of 472 locations."



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# 6 Key Retail Trends

*Shaping the World Today*

IN THIS EDITION OF RETAIL TIMES, KEELAN BOURKE, HEAD OF COMMERCIAL RETAIL EXCELLENCE, EXPLORES SOME OF THE KEY RETAIL TRENDS EXPLODING IN RETAIL TODAY.

1. Localised Online Strategy
2. Store Associate of the Future
3. Winning the War on Talent
4. Creating Store Destinations Through Experiences
5. Move to Personalisation
6. Rise of the Socially Responsible Retailer



I was delighted to attend the NRF Big Retail Show this January with our Group CEO David Fitzsimons. Hearing the latest trends from David every January would always confirm with me that I needed to attend this show. Little did I expect it to be this year, but I absolutely soaked it up, every drop of it. We left on the Friday afternoon with a

fantastic tour of the Award winning Shannon Duty Free with a detailed tour of future expansion plans through the eyes of Head of Commercial Darren Smyth. The future is bright in Shannon! On the Saturday, we represented Ireland at the FIRA Global Retail Council Meeting with over 28 Countries present to discuss the most pressing issues in the Retail Industry. Irish issues resonated with many of our international colleagues – Brexit, rising cost base and the war for talent. There was a renewed focus to act collaboratively and improve the Retail Industry around the world.

Fast forward to the first day of the show, and the sheer crowd of 40,000 attending the show brought the whole of Manhattan to a stand still. David and I decided to divide and conquer and off we went to attend sessions from the best thought leaders in retail on the planet!





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EXPO HALL

SCAN AND GO  
REGISTRATION

MOBILE  
APP  
REGISTRATION





A photograph of Chris Baldwin, Chairman, President and CEO of BJ's Wholesale Club, speaking at a podium. He is wearing a dark suit, a white shirt, and a red and blue striped tie. His hands are clasped in front of him. In the background, a large screen displays the NRF logo and the text 'RETAIL'S SHOW'.

Opening Address -  
Chris Baldwin  
Chairman, President  
and CEO of BJ's  
Wholesale Club.

### LOCALISED ONLINE STRATEGY

One hugely fascinating talk was with Chicos, a ladies fashion retailer with over 1,500 stores across the US. They are in the midst of a huge turnaround strategy where they are closing over 250 stores but have begun to stabilise through a new localised online strategy. Each customer that visits their website will be greeted by the picture of their local store manager. The website is then populated with personal recommendations for that customer from their local manager. This has driven engagement through the roof for Chicos with options to reserve and try in store, buy online and pick up in store or buy online and have it delivered. Similarly their email campaigns aren't sent from a corporate email address, but rather from their local manager's email. This feature has driven open rates and engagement to new heights. The email campaigns contain personal recommendation from their local manager to that specific customer. Furthermore, fulfillment is now trending towards local store fulfillment. Retailers have ditched plans to build large one off warehouses and in return are utilising the store network to realise their online orders. Local is the new global. The best outcome is that Store Managers are now empowered to embrace online. They see it as a local sales tool and not a threat.

### STORE ASSOCIATE OF THE FUTURE

Leading on from the first major trend, which was evident throughout the three days of the show was the expansion of the Store Associates role. No longer are they simply checkout and assistance focused. Buy Online Pick-Up In Store (BOPIS) is the fastest growing trend across the US and retailers are turning from building miles of warehouse space to support their own stores to do the fulfillment and handle returns. This allows Store Associates to handle sizing issues to reduce returns and link sell to increase basket sizes. Store Associates are liaising with customers as they carry out their research online. Store Associates are able to close sales online if they don't have the product in store. This leads to the evolution of clienteling. Further training, an investment in your EPOS technology and recalibration of how sales are accounted for is needed for this trend to be capitalised.

Retailers have entered the last frontier of omnichannel shopping. Customers want retailers to pair the convenience and selection of e-commerce with the intimate feel of an in-person brick-and-mortar experience. The most resourceful retailers will bridge that gap with new technology that empowers employees to become true omnichannel associates: customer service experts equipped

with the tools they need to give customers the high-touch, personalized shopping experience they're looking for online and off. Examples of Warby Parker, Saks Fifth Avenue and Chicos have all been pushing the boundaries of this trend.

### WINNING WAR ON TALENT

Retailers all over the world are struggling to attract and retain talented employees.

We listened to a fascinating talk on initiatives to win the war on talent from Kohl's Department Stores, The Home Depot and Greyston Bakery.

Kohl's doesn't just try to win talent by over promising young candidates through its college internship program. The retailer strives to impress their parents, too. Todd McClement, the director of talent acquisition at Kohl's, spoke on Monday about his company's unique, parent-focused recruitment strategy during the panel discussion. Every successful college internship applicant gets an offer letter from Kohl's in the mail. Their parents receive a matching note and an informational pack, letting them know that their son or daughter was selected for the program over "tens of thousands of students." McClement said that his talent team found that "parents are such



# “Retailers all over the world are struggling to attract and retain talented employees.”

important contributors to a student's decision on ultimately where they go to work after they graduate." Students were coming back to say that letter is the reason why they accepted the job offer. We felt this was a great initiative by a retailer adapting what the war for talent really is. They're changing what the talent expects.

The Home Depot spoke about optimising the recruitment process to mirror the customer experience, seamless. All job adverts have a number to text to receive the application form on your phone. They can submit a self-recorded interview straight away after completing the form. This allows The Home Depot to progress candidates straight through by allowing their team review candidates in their own time,

shortlisting them and progressing them to a final round interview. This has helped cut their interview process length in half and helped them reduce the loss of high quality talent. Similarly they found that highly skilled candidates for their I.T. roles were more interested in learning about the project they would be working on and the level of impact they would be making, rather than the job perks. This required a mindshift from their recruiters and also a change in personnel who conducted the final interview from recruiters to the team the candidate would be working with.

## CREATING STORE DESTINATIONS THROUGH EXPERIENCES

A further drive to an experience led retail offer was evident throughout the show.

Events are a key element of this and drive a store to becoming a community hub. Bulletin, a retailer with a purpose, builds stores that are fully stocked with the best female-run brands. They are a home for fashion brands created by innovative females. Commenting the Bulletin Co-Founder Ali Kriegsman said: "We use every inch of space to support and celebrate female voices. 10% of store proceeds go to Planned Parenthood of New York City. The business started out as a digital magazine that talked about upcoming brands has now branched out into physical retail where it sells shelfspace in its shops to up and coming brands." They now have three stores that are constantly changing and evolving with their female empowered tastes. They host multiple events throughout the month on topics like parenthood training sessions, reproductive health panels and fireside chats with activists on the rise. In late 2017, they raised \$2.2 million in venture capital.

Warby Parker was born out of the idea to displace a perceived monopoly on eyeglasses after the co-founder Neil Blumenthal left his



The war for talent Retailers' strategies for meeting today's hiring needs - NRF, Kohl's Department Stores, The Home Depot, Grayston Bakery.

How technology and women are disrupting the way we shop - Janet Sherlock, CIO Ralph Lauren, Ali Krieg Co-Founder Bulletin, Nicky Hilton Fashion Designer, Tony Drockton, Founder Hammitt.



designer pair on the tube. They setup their own brand, removed the middle men and started selling them online.

They set up a showroom in the founders apartment and quickly set up a try on at home for free service which dispelled any quality myths. Hailed as the Uber of glasses by Vogue, they quickly sold out. They quickly

moved into retail and set up Library like stores with marble floors and dark wood or gold trimmed bays that build a strong foundation for a good customer experience. For the bays where the glasses are on display, the company borrows an idea from bookstores, with shelves that often go nearly to the ceiling and sliding ladders that staff can use to grab hard-to-reach pairs of glasses for the customer. A help desk in the back, which Blumenthal compares to Apple's Genius Bar, pays homage to the reference desk at a library: Staff members sit at the large (often wood or marble, and minimalist) piece of furniture, armed with a desktop computer and ready to assist. He points out that many eyeglass stores keep the actual frames they sell up front, but under lock and key, meaning a staff member needs to assist a customer who wants to try a pair on. "This optimizes for loss prevention," he says, "instead of for the shopping experience." Shoppers can use augmented reality to try on multiple frames and share them on social media for peer support and advice. Warby Parker has now over 70 stores across the United States and is valued at over \$1 billion,

with average sales of \$3,000 per square foot!

#### MOVE TO PERSONALISATION

Retailers are becoming more granular in their consumer targeting. Long gone are the days of mass promotion of a common offer. Marketing campaigns are now being run in more of a singular nature. Based on Artificial Intelligence and machine learning, retailers are getting even more precise in their customer offering. Loyalty programmes are building into individual Relationship of Customer Management (RCM) rather than CRM. Although another twist in an already overused buzz word, it signifies that it's time for loyalty programmes to really advance and prove their added value. Customers now want individual offers with personalised rewards. Consumers want to be able to send individual gift cards to friends through text message, whatsapp, email and through social media platforms. What does that mean? It will no longer be all physical. Customers will be able, if they forgot a friend's birthday to email them a product they have picked out for them (Product eGifting). The friend will be able to change the colour, size or even

Warby Parker  
Co-Founder  
Neil Blumenthal.







product before they choose to get it delivered or picked up in a nearby store.

#### **SOCIALLY RESPONSIBLE RETAILERS**

The role of the social responsible retailer is a growing breed. Companies such as Brandless, Patagonia, Toms, Ben&Jerrys and Warby Parker are all focused on making a difference

in the World. This has resonated with consumers as they move away from the fast paced consumer model of use and discard. Brandless is a grocery brand with over 300 essential items for under \$3 dollars an item. It has removed all the investment in brand recognition, the paralysis of choice and focused on the greater social good.

It starts when you first make a purchase on Brandless—each time you do, Brandless donates a meal on your behalf to Feeding America. When you pay the \$36 a year fee to become a Brandless member, they donate ten, and then an additional two each time you make a purchase. This has brought Brandless endless traffic in which they are going up against the big bad wolf in the market, Amazon. Amazon focuses on the everything store, whilst Brandless focuses on a highly curated store. They recently raised \$240 million to fuel rapid expansion.

Fundamentally supporting these trends, is a strong technology system that empowers the retail business forward. Too often I see retailers doing the same thing over and over again and expecting different results. Many hold onto legacy systems and processes in which they expect different results. Investment is needed, a strong culture is needed, but you too can grow and drive an industry forward which will benefit all the 282,000 Irish jobs involved. Oh and by the way, I cant wait until next year!



Retail reinvention Disrupt yourself or be disrupted -Neil Blumenthal, Co-Founder Warby Parker, Tina Sharkey, Co-Founder Brandless, Nicholas Goad, Managing Director Boston Consulting.





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# RIP AIDAN CANDON

PAUL CANDON, BROTHER TO AIDAN CANDON LOOKS BACK ON  
AIDAN'S SHORT BUT GREAT LIFE.



**RIP Aidan Candon of The Paddocks, Ramstown Gorey, Wexford died after a short illness on January 24th, 2019 in the Maher Misericordiae Hospital Dublin.**

It is an honour and privilege for me to pay tribute today to a very special person, my brother Aidan.

Aidan was born on November 13th, 1964 to Mark and Mary Candon in County Cork, Ireland. He was the eldest of three and at the age of five Aidan and family move from Cork to Rathfarnham, Dublin. Aidan attended Ballyroan boys National School and secondary education in Terenure College Dublin from 1977 to 1983.

In 1983 Aidan commenced his retail career with Roches Stores, Henry Street Dublin in the Electrical appliance Department and later progressed to food becoming the Supermarket Manager. Having cut his teeth in retail Aidan joined the sales team of Electrolux Group in 1988 and in 1994 he was appointed Sales Manager in Central and Eastern Europe relocating to Vienna. Adjusting to living in Central and Eastern Europe was a challenge at first but over time Aidan really enjoyed this and the learning curve greatly helped his career.

In 1996 Aidan returned home joining Philips Electronics as Sales Manager and in 2000 he joined Sharp Ireland as General Manager growing the business and brand substantially over the years.

In 2005 Aidan joined Euronics as General Manager later becoming Chief Executive Officer. In the early days Euronics was a small group of retailers who realised that they needed to come together to survive and be competitive. Aidan was a significant driving force in growing the business to be one of Ireland's leading electrical brands with over 70 stores.

Aidan's personality, skills and persuasive nature ensured compliance with the brand, not an easy job with so many views and opinions to manage! He introduced central buying, warehousing and distribution which was a game changer for Euronics and ensured that suppliers and major brands took notice.

Aidan loved his job and the people he worked with and was proud of his successes. For him it was more of a paid hobby than a job and with hard work combined with his passion he was a real success!

He was always a good man for the banter and was quick to take me down a peg or two when opportunity arose, but I enjoyed winding him up about his business and pointing out the great success his competition was having. Brotherly love!

Aidan was also generous with his time and gave it up freely. He supported Retail Excellence Ireland in driving improvement of the WEEE scheme and ensuring that an approved Register for Retailers and Distribution Centres of electrical appliances and industrial and automotive batteries was maintained under the Regulations. He was very active in his local community and with residents driving change and ensuring high standards were maintained.

Aidan loved to travel with his wife Orla and

always seemed to be going somewhere new and exciting. Many times, we spoke of his plans to semi retire to somewhere warm, a dream never to be fulfilled. He also enjoyed his early mornings at his local gym and made many great friends here, he loved the outdoor life, long walks in the countryside with his dogs and shooting when time permitted.

Aidan was a great family man, a loving husband to Orla and father to three great children Karla, Kristina and Steven. He had recently become a grandfather to Max and loved spending time with him. He was a caring son to his parents Mark and Mary and called them every day, visiting regularly when in Dublin. He greatly valued the commitment made by Orla and all the family through his illness. Aidan took all the roles in his life to heart and he strove to honour, support, and guide and most importantly, protect his family. He was at his happiest when he was surrounded by his family even during those inevitable tough times that life has a way of throwing at you.

He never gave up hope through his short illness and desperately wanted to get home and back to work but sadly Cancer got the better of him. Aidan will be remembered through the many people still left behind whose lives he touched so positively. Aidan, brother, we will miss you, but we will always remember you with respect, admiration and love.

Aidan is survived by his wife Orla and his three children Karla, Kristina and Steven and his grandson Max, his parents Mark and Mary and his two brothers Paul and Noel, Father in Law, brothers in law, sisters in law. He is sadly missed by his family, friends, colleagues and the retail industry. May he rest in peace.

**“WHEN I COME TO THE END OF MY JOURNEY  
AND I TRAVEL MY LAST WEARY MILE  
JUST FORGET IF YOU CAN, THAT I EVER FROWNED  
AND REMEMBER ONLY THE SMILE”**



# DUBLIN *IS VIBRANT!*

JULIET PASSMORE, ECONOMIC DEVELOPMENT, LOCAL  
ENTERPRISE OFFICE, DUBLIN CITY LOOKS AT SOME  
RECENT RESEARCH ABOUT THE DUBLIN ECONOMY.



## CONFIDENCE BOOSTS SOCIAL ACTIVITY

Are Dubliners becoming more a society of diners than drinkers? Results from the latest “Your Dublin Your Voice” suggests that we may be.

The survey, conducted on the run up to Christmas by Dublin City Council, confirms the City’s love of socialising with both restaurants (92%) and pubs (91%) scoring highly on the enjoyment/experience scale. The former benefits from having a good range of high quality restaurants which has improved over the years, while the latter suffers somewhat from an image of poor value. This is reflected in the fact that 20% more people say they dine out frequently (at least once a month) than go to the pub.

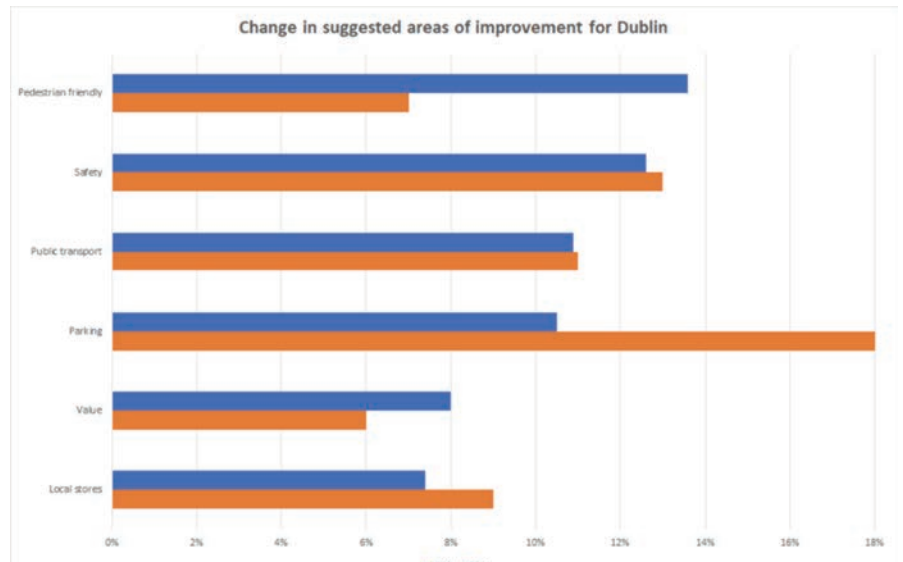
When it comes to shopping, there is widespread agreement that the City has a good selection of unique and independent retailers (70%) but loyalty to local shops is in decline, particularly amongst younger people. By far the most important factor influencing people’s choice of where to shop is the variety of stores (77%) with value (66%) the second most cited factor. Only 4% indicate that technology is a factor although this doubles amongst 18-24 years-olds. That said



81% pay by tapping while 35% use click and collect facilities, so shoppers are embracing technology more than they realise.

Grafton Street holds the most appeal of any area in Dublin with three quarters of those surveyed ranking it number 1. The George’s Street Vicinity (60%) showed strongly in second place, just ahead of Henry Street (57%). However, while George’s Street appeals to younger age groups, Henry Street’s appeal is skewed to the older demographic, reflecting the development of George’s Street as a social hub.

Spending trends suggest that consumers are feeling confident with approximately 30% of people indicating that they are spending



more on shopping and eating out in the last year. This falls to 18% for the pub.

Encouragingly, the majority of people are not anticipating any change in their spending in the next 12 months.

### PUBLIC TRANSPORT VITAL

Public transport is vital with over half (53%) of all shoppers using it to access the City. Within this the bus is the most popular

that has been seen globally for some time with Google reporting an 80% rate in 2011.

Overall, the survey showed that the impression of the City is positive with 89% agreeing that Dublin has a vibrant city centre. However, on the downside people are feeling less safe by day than in 2011 (from 76% to 72%). Interestingly, while only 40% feel safe in the city at night, this has not changed.

There has been much discussion about the threat posed to traditional retail by technology. The low online penetration rates in Dublin indicate that large opportunities still exist. In addition, the survey shows that people still like to shop and socialise in areas which offer variety and value coupled with multiple dining options. This demand for “social shopping” will see innovative retailers thrive.

choice. The car lags behind at 24%. Indeed cars in general have lost ground since a similar survey in 2011 when parking issues topped suggestions for improving the shopping experience in Dublin. Now “more pedestrian friendly” is the top suggestion.

The online threat does not appear to have materialised yet amongst the shoppers surveyed. On average 30% of respondents never buy books, electronics or fashion items online. Meanwhile only 10% indicated that they frequently bought groceries online compared to 30% in the UK. What has caught on is Research Online Buy Offline (ROBO) with 55% people embracing this behaviour, a trend





# Public Affairs

UPDATE



*By Bryan Rankin, Head of Public Affairs & Communications, Retail Excellence*

FROM A PUBLIC AFFAIRS PERSPECTIVE, 2019 TO DATE HAS BEEN A VERY BUSY AND THANKFULLY PRODUCTIVE PERIOD. WE'RE DELIGHTED TO REPORT SOME LANDMARK SUCCESSES AND SIGNIFICANT PROGRESS ACHIEVED ON KEY ISSUES THAT WILL POSITIVELY IMPACT ON MEMBERS.

## MINISTER DONOHOE POSTPONES INTRODUCTION OF 23% VAT ON HEALTH FOOD SUPPLEMENTS

Retail Excellence was pleased that, following many months of advocacy work, Revenue's move to change the VAT rate on health food supplements from 0% to 23% has been shelved – at least until November. In the week preceding the planned introduction of the 23% rate, Retail Excellence was vocal in the media, appearing on RTE News, RTE PrimeTime, Virgin Media News and local radio to make the case for a postponement and further consultation.

As well as announcing an eleventh hour reprieve, Minister Donohoe also initiated a consultation period to capture the views of

the health store sector before any changes to the current regime are made. Be assured that Retail Excellence will continue to campaign for retention of 0% rate in support of our member stores and for the health foods industry.

## BREXIT

If Brexit is not the only show in town, it's at the top of retailers' concerns for 2019. Retail Excellence has been working positively and constructively with Government to represent the legitimate concerns of our members.

One such representation was to call on the Department of Finance to extend to three months the deferral period on payment of VAT on goods imported from the UK. For

all goods imported from outside the EU, importers must pay the VAT at the time when the customs duties are paid rather than declare it at the time of filing their VAT returns. Once the UK leaves the EU on 29 March 2019, imports from the UK will be treated in this manner, regardless of whether there is a Brexit agreement in place.

While we note and welcome the Department of Finance's announcement to postpone VAT payments on imports from the UK for up to two months, Retail Excellence believes that the two-month timeframe is insufficient and we have argued that an extension of a further month to three months is appropriate. We look forward to meeting Minister Donohoe in the near future to make this case directly to him.

## RING-FENCING EMERGENCY BREXIT FUNDING

Another welcome development from Government was Minister Heather Humphreys' announcement of a ten-fold increase in Brexit emergency rescue funds for Irish business from €20 million to €200 million, to be made available by means of loans for cash-strapped businesses. Unfortunately, as we know only too well, retail feels any pinch before other industries, and we anticipate that retailers will bear much of the immediate impact of Brexit.

Therefore we have called on Government to ring-fence a proportion of this funding for the retail industry. In addition we have suggested that specific resources be made available to town councils around the country for urban improvement works. Measures that bring life and footfall back into our towns will pay dividends in the short term and deliver over the long term too.



Minister Heather Humphreys, Minister of Enterprise, Marian O'Gorman, Kilkenny Group and Stephen Hughes, Enterprise Ireland announce the online retail pilot.





Protest against the application of 23% on health food supplements outside the Dail.

## IRISH RETAILERS GUIDE TO BREXIT

There have been many other examples of Brexit consultation with Government and agencies, for example when we attended the All-Island Civic Dialogue on Brexit and Revenue's Brexit Seminar. The strong message we received on these occasions was that it's not too late for retailers to prepare for Brexit.

To that end, in February Retail Excellence compiled and launched a new 'Brexit Guide for Irish Retailers'. This was circulated to all members and is available to download from the members section of our website. It's a simple, one-stop-shop guide to the measures you can take now to be best prepared for all Brexit eventualities, and a list of the resources that Government departments and agencies have in place to support Irish business. The guide has been very positively received so if you haven't had a chance to read it, please take a look today.

## ONLINE RETAIL SCHEME

More positive news came our way in early March when Minister Humphreys announced details on the first call of the new Online Retail Scheme, administered by Enterprise Ireland. Eleven retailers were awarded funding as part of the new €1.25m fund, and we were delighted to note that

nine were Retail Excellence members. The scheme is targeted at online retailers to strengthen their online offering to enable them to reach a wider customer base.

The announcement was a red letter day for Retail Excellence as we had been making the case for dedicated funding support for prospective and expanding online retailers over several years. Phase One completion paves the way for the full roll-out of the €1.25 million scheme, expected shortly. We will be working closely with Enterprise Ireland to ensure that Retail Excellence members are well positioned to make successful applications to bolster their online presence. One such initiative will be to host an Enterprise Ireland application briefing, further details will be made available through our regular email member updates.

## INSURANCE REFORM

The glacial pace of reform in the insurance sector does little to inspire confidence that a shake-up in the status quo can be expected any time soon. Against that background, the Alliance for Insurance Reform (AIR), of which Retail Excellence is a leading member, met in early February to discuss recent developments and our campaign for action in 2019.

There was good news from Government in January, when Section 8 of the Civil Liability Act 2004 was amended to make it mandatory to notify potential defendants within one month of an accident and reduce the period for reporting accidents to 1 month.

This Section is now in line with the data protection legislation which allows general CCTV footage to be retained for one month only. Additionally, judges are now obliged to take failure to inform into account, whereas previously, they 'may' have taken such a failure into account. The New Act was enacted and came into force on Monday 28 January.

Another of our key demands is for the formation of a specialist Garda Insurance Fraud Unit. This has been delayed because of a squabble over who should pay – the insurance industry (who are prepared to pay) or the tax payer. AIR will be increasing pressure on the relevant Ministers over the next few weeks to ensure this happens. All in all then, a busy few months at the public affairs desk, but it's great to report some valuable results for our members on activity areas, with more positive news expected in the near future.





//////////////////// **LEADING**  
THE RETAIL INDUSTRY

LEE'S CENTRA GROUP, CHARLEVILLE //////////////////////////////////



Lee's Centra Group is owned by brothers Ray & Brendan Lee and they currently operate 2 Centra stores and an Applegreen forecourt in Charleville, Co Cork. They acquired their first store on the main street in 2004 and in 2005 an old Statoil forecourt on the N20 leaving Charleville. While the brothers have always been at the forefront of convenience retailing, they have in the last 2 years invested in excess of €1m in completely redeveloping their stores, to adapt their business in line with changing consumer trends and lifestyles, and the end product is fascinating.

The Main Street store underwent a complete re-development in 2017 and the result is a state-of-the-art convenience store which has already gained a lot of industry attention and awards.

The store is a fusion of the best in Convenience retailing combined with a unique foodservice experience. According to Ray "the move was geared towards transforming the store from being convenience led to food service-led in order to appeal to a whole new customer base and become a destination store for new customer missions."

The architecturally designed exterior and entrance provides an open and inviting facade with a contemporary feel. Large windows showcase the Frank & Honest Café which dominates the front of the store. This is a full-service Café with professionally trained baristas and an exciting on trend menu of breakfast and lunch offerings, prepared fresh to order by their inhouse chefs.

As you proceed through the store, you are met by a very extensive deli which incorporates "The Kitchen" and showcases all Centra's new ranges to cater for different day parts. They have "The Green Kitchen" chopped salad concept and The Griddle and Carvery section where you can create your own omelette, freshly cooked to order in the mornings, as well as a range of other freshly prepared specials at lunchtime.

The "Hero" department which dominates the centre of the store is their "Wooden Spoon at Lee's" bakery department. A team of bakers produce an extensive range of freshly baked breads, cakes and treats as well as a range of occasions cakes, for both stores. And if you're feeling a little indulgent, you must try their "808" donut brand. Ray & Brendan engaged a branding company to develop their own

exclusive donut brand. The disturbingly delicious range of donuts are prepared fresh instore every day.

In autumn 2018, the brothers made a significant investment in their forecourt that utterly transformed the forecourt shop and saw the Applegreen identity brought into the heart of the community in Charleville. The project began in September of 2018 and was completed in November. During that time, the forecourt layout was radically changed, to make the forecourt easier to navigate, while also introducing extra pumps to the site. Inside the Centra shop, the entrance area was opened with large glass sections to allow extra natural light into the interior. The overwhelming majority of the retail space is dedicated to a sumptuous feast of fresh food-to-go offerings and the emphasis is very much on quality, with each element helping to create a superior shopping experience. The store also incorporates a 60-seater dining area and has become a destination store for the N20 commuter.

The environment in both stores was developed to reflect the new Centra, "Live Every Day" brand positioning and focused on a 'Fast Foodie Friendly' concept - providing exceptionally good food, the way customers want it and quickly, but with a level of service that is exceptional. And, it's very evident when you visit their stores, that Ray & Brendan have made a significant investment in their people. In order to bring all the above to life, they regularly engage experts in service training to work with their teams, and it's obvious the staff are highly motivated and engaged.

While the Lee brothers have worked with

Centra for many years, enjoying what Ray terms a "fantastic relationship", the partnership with Applegreen is a brand new one for them. "Applegreen as a brand is a much newer identity here, but it has built up a very strong reputation in the fuel sector here very quickly," Ray notes. "It has rapidly established itself as a brand of quality and one with a very strong price proposition. Applegreen itself has its own expert understanding of the forecourt and fuel sector and what the forecourt customer wants in 2019. Between Applegreen and Centra, we have direct access to the advice and support that we need as retailers." The move to Applegreen was one the brothers didn't take lightly, but in the end, they were won over by a combination of quality fuels at reasonable prices, an attractive eye-catching forecourt and Applegreen's proven growth in sales volumes. The partnerships between Applegreen, Centra and the Lee's is a fantastic example of how the independent retailer and a large branded partner can work together to create a store that is at once familiar to passers-by, and one which still retains a truly unique identity, created by the passion and vision of the owners.

Ray & Brendan employ over 70 people in full and part time roles. Their initiative, entrepreneurial spirit, hard work dedication and community involvement, directly benefits the community that supports their stores.

They are delighted with the success of both investments and feel that they are uniquely positioned to cater for the needs of the ever-changing modern consumer, and are actively looking for opportunities to further expand their business in the future.





# THE NEWS



Exciting expansion plans for LEON.

## LEON PLANNING TWENTY IRISH STORES

UK restaurant chain LEON is reported to be planning to open twenty new Irish restaurants over the next five years, creating 600 new jobs in the process. LEON describes itself as the "naturally fast food brand" will open its first Irish outlet in Temple Bar in Dublin City Centre in May. The company also plans to open up in Dundrum Town Centre later this year. The

group has over sixty outlets worldwide with fifty in the United Kingdom as well as restaurants in Norway, the Netherlands and the United States. Stuart Fitzgerald, Alan O'Neill and Brian McIntyre have led the deal to bring LEON to Ireland. Mr. Fitzgerald said: "We are very proud to be able to say we will be making such a positive impact on the Irish economy over the next five years with the creation of 600 jobs and using so many Irish suppliers in our various locations across the country."

## ASOS POSTS REVENUE GROWTH, SUFFERS LOGISTICS ISSUES

Asos, the online fashion retailer, recently posted strong growth in revenue. However, such growth led to dispatch backlogs in the United States after demand significantly exceeded expectations. Overall the company reported growth in retail sales to €1.5 billion for the six months to February 2019. UK sales grew the strongest climbing 16% to €563 million. Sales across Europe were up 12%. The company predicts to grow revenues by 15% to the end of 2019.

## SOUTHEASTERN GROCERIES PRESIDENT AND CEO TO HEADLINE RETREAT

Anthony Hucker, President and CEO Southeastern Groceries, has recently been confirmed as the headline speaker at the 2019 Retail Excellence Retail Retreat. Mr. Hucker oversees the operations of one of the largest grocery chains in the United States. Southeastern Groceries is known for having very strong community ties and also one of the most loyal workforces in retail globally. The business spans conventional grocery stores, off-licences and community pharmacies. The Retreat is scheduled for May 21st and 22nd at the Citywest Convention Centre.

## MJ FLOOD TECHNOLOGY AND PROMOGROUP ANNOUNCE PARTNERSHIP

MJ Flood Technology and Promogroup Ireland have teamed up to deliver something very innovative in the digital out of home landscape. Digihub is the latest in digital advertising technology. MJ Flood Digital's new advertising network offers the most technologically advanced, high quality and attractive digital hubs on the market. Keith Hanley Head of Digital Retail at MJ Flood Technology commented: "The team here at MJFT are excited to bring this state-of-the-art network to the Digital Out of Home space. Our unique selling point is that we are



## EXCELLENCE IN ECOMMERCE

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MJ Flood Technology launch digital infrastructure across Ireland.

an experienced technology solution provider with extensive experience in the Retail space around CX, experiential solutions and feature rich data analytics". The 55inch displays will be larger and brighter than any screens that are currently in use in forecourts and convenience store locations. The MJ Flood Digital Network will first launch with 146 digital screens located in 124 Applegreen service stations nationwide. James Finglas Managing Director MJ Flood Technology remarked "The investment in this network further underpins our partnership with Applegreen who are a highly progressive

organisation in their adoption of Digital to enhance their customer experience".

#### ASSOCIATION OF FINE JEWELLERS STRIKE A DEAL WITH GLOBAL BLUE

Global Blue have recently been unveiled as the preferred supplier for tax free shopping services to the Association of Fine Jewellers Ireland. President of the Association, Fionagh Ryan commented: "We are delighted to be taking this pro-active step for our members. Mark Cox first approached us back in 2018 to chat about international

activity throughout our industry. Foreign spend has always been important to our members and anything we can do to help our members engage with this even more is a very positive thing. This is a call to action so to speak by Global Blue to our members." Mark Cox, Business Development Manager with Global Blue said "We are looking forward to working with all members throughout Ireland and providing an expert in class service. It is a busy time for tourism in Ireland and with our help members will maximise on this."



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# the *numbers*



65

The millions of euro spent by Republic of Ireland consumers cross border last Christmas

45

The number of new Spar and Eurospar stores opening in 2019 / 2020

6

The billions of euro spent by Irish consumers online in 2018

70

The percentage of online spend by Irish consumers which goes to international websites

25

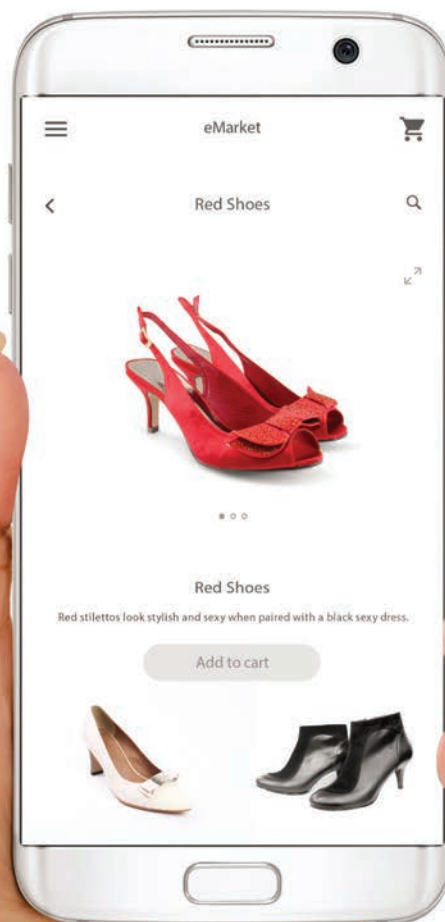
The thousands of euro available in Enterprise Ireland grant aid for each qualifying retailer with international ambitions online

50

The millions of euro Copper Face Jacks is reputed to be worth. A deal is reportedly being eyed up by Supermacs supremo Pat McDonagh

20

The number of Leon Restaurants to open in Ireland over the next five years





# WANT TO GROW YOUR BUSINESS?



IE Domain Registry

Getting online is a crucial part of growing your business. **.ie** online addresses enable you to reach out to new local and international customers, and sell your goods and services 24/7.



## HERE'S WHY YOU SHOULD CHOOSE A **.ie**



### It's identifiably Irish

**.ie** is the official Internet country code for Ireland. **.ie** tells the global community that you are Irish and tells the Irish community that you are local.



### Let your customers find you online

**.ie** addresses rank higher than **.com** addresses on Irish based search engines like Google.ie. Irish consumers are more likely to click on local website addresses.



### It's more likely to be available

**.ie** offers a wider choice of available names compared to **.com**, as significantly more of those names are already registered.



### It's the preferred online address for businesses in Ireland

75% of all registered **.ie** online addresses are businesses which proves that they recognise the value of having a **.ie**.

**It's easy and fast to register a **.ie**** – you only need to provide one document proving your identity and connection to Ireland. Returning customers do not need to re-submit any documents.

Set up a branded email address with your **.ie**. Our research shows that 77% of consumers trust companies that have a professional email address such as **peter@bestplumber.ie** as opposed to **peter@hotmail.com**.

Visit [www.iedr.ie](http://www.iedr.ie) to find out more.

77% of SMEs say being online and digitally savvy has raised awareness of their business.

OPEN



# eCommerce *update*

## NEW ECOMMERCE COMMITTEE CHAIR

Retail Excellence is pleased to announce that our current eCommerce committee vice-chair James Byrne has agreed to take on the role of chairperson. As Digital Marketing Manager with Glanbia Ireland, James has a deep understanding of the eCommerce environment and is dedicated to supporting Irish retailers on their journey to developing an effective online presence. Best of luck to James, and sincere thanks to our outgoing chair Kieran O'Brien for his leadership and support.

## RETAIL RETREAT & EXPO, 21-22 MAY, CITYWEST DUBLIN

This year's Retreat will have even more for delegates involved in eCommerce, including a stage dedicated to matters online retail. Network and listen to respected eCommerce practitioners and hear the latest trends, like DPD's eCommerce Barometer, best-selling author and online expert Sarah Carroll and Petstop's Irish online success story. We'll see you there!



James Byrne, Marketing Manager for Retail & eCommerce, Glanbia.

## SAVE THE DATE – ECOMMERCE CONFERENCE 1 OCTOBER, CROKE PARK

Planning is well underway for this year's eCommerce Conference, with an exciting stimulating speaker line-up. Whether you are just starting out or already trading online,

we'll have leading experts on hand to speak with, and case study presentations that you can relate to.

## ONLINE RETAIL SCHEME

Minister Heather Humphreys released details on Phase 1 of Enterprise Ireland's Online Retail Scheme in early March, and Phase 2 is expected over the coming months. Retail Excellence congratulates all 11 of the successful applicants, including the nine member retailers of our organisation. Read more about this scheme in our Public Affairs update in this edition.

## CALL FOR VAT ON NON-EU ONLINE IMPORTS

The current unfair situation where Irish retailers struggle to compete on price with cheap, non-EU imports that are not subject to VAT or other duties needs to be addressed. Bryan Rankin, Head of Public Affairs with Retail Excellence was quoted in the Irish Examiner in February, calling for a level playing field for Irish online retailers. Bryan called for Revenue and Government to put the required measures in place to collect the right tax from the right people, starting with online marketplaces like Amazon. Retail Excellence's eCommerce committee will continue to challenge the Irish Government and EU Commission to act on this crucial issue.

## ECOMMERCE NEWS

Retail Excellence is a board member of eCommerce Europe, and we think the following news items will be of interest to Irish online retailers:

- The EU is introducing new rules that will ensure that EU businesses can expect more transparent interactions with online platforms, as well as an efficient systems for seeking redress. Specifically for e-retailers, it will mandate platforms to disclose publicly the drivers that determine the ranking of vendors in search results.
- Digital tax: Austria is optimistic that the EU will soon agree a form of digital tax, albeit a watered-down version. Austria confirmed that it, like a growing number of other EU states, would introduce the tax at national level in the event of failure to agree on it at an EU level.
- In February, New Zealand also announced plans to introduce a digital tax to target the revenues of multinational digital firms.
- The European Commission and national consumer protection authorities last month published results of an EU-wide screening of 560 e-commerce sites. Around 60% of websites surveyed showed irregularities regarding EU consumer rules, predominately on how prices and special offers are presented. Fortunately we can attest to the quality of Irish retail websites, particularly those that carry the Trustmark brand – apply now for Trustmark on the Retail Excellence website!



# Launching 3<sup>rd</sup> June 2019.

MJ Flood Technology and Promogroup Ireland have teamed up to deliver something very special to the digital out of home landscape. Introducing DigiHub, the latest in Digital Advertising technology. MJ Flood Digital's new advertising network offers the most technologically advanced, high quality and aesthetically pleasing digital hub on the market.



As you would expect from MJ Flood Technology, each high-bright screen is packed with the latest tech, allowing for a host of digital campaign enhancements. The 55 inch displays will be larger than any screens that are currently in use in forecourts and convenience store locations. The MJ Flood Digital Network will first launch with 146 digital screens located in 124 AppleGreen service stations nationwide.

## The MJ Flood Digital Network:

- ▶ 124 Outdoor Digital Screens - DigiHub
- ▶ 22 Indoor Digital Screens - DigiHub
- ▶ Nationwide Coverage
- ▶ 124 High Footfall AppleGreen Service Stations
- ▶ Wider Viewing Angle

## The DigiHub Displays:

- ▶ Large 55 Inch Screens - 680mm (w) x 1220mm (h)
- ▶ 2000 cd/m<sup>2</sup> High Bright 1080p High Definition
- ▶ Dynamic Content Delivery
- ▶ Powerful Data Analytics Reporting
- ▶ Host of Campaign Enhancements Available





# CUT YOUR **COSTS** WITH **ROBOTIC PROCESS** AUTOMATION (RPA)

MY FIRST JOB WAS SERVING CUSTOMERS IN MY GRANDPARENT'S SHOP. BY 7 OR 8, I SHOWED PROMISE AND HAD BEEN PROMOTED INTO THE BACK OFFICE, WHERE I HELPED WITH VAT RETURNS. IT WAS THE LATE 1980S AND I WROTE EVERY INVOICE INTO A RED HARD COVER BOOK. IT WAS A TEDIOUS, MANUAL PROCESS AND IT TOOK MY GRANDFATHER AWAY FROM THE SHOP FLOOR. I REMEMBER IT BEING A SOURCE OF STRESS TO HIM, AS EVERYTHING WAS CHECKED AND DOUBLE CHECKED IN ORDER TO ENSURE THAT THERE WERE NO ERRORS.

30 years have passed and in 2019, I now find myself working with organisations in order to ensure that processes are as efficient as possible so that finance talent can focus on what matters – the bottom line. In the last few years, I have seen businesses, both large and small embracing robotics, enabling them to drive efficiencies and engage their people

in non-monotonous tasks. That tax return is only one example of a process that could be automated. Many other processes are ripe for Robotic Process Automation (RPA) including data collection, entry and processing, order and invoice processing, bank reconciliations and reporting.

## WHAT IS RPA?

RPA - Robotic Process Automation involves the automation of any monotonous, repetitive, rules based task within your business. The robot (essentially a piece of software) works like a 'virtual worker' and can be 'trained' by someone in your business in much the same way as you would train a new employee today. The robot is essentially replicating any repetitive human action.

## WHAT ARE THE BENEFITS OF RPA?

The robot, once in your business, works 24/7 and so has the capacity to drive increased efficiencies and cut costs in your back office. It takes the repetitive tasks and frees you and your team up to work on areas of the business where your judgement is required. It also reduces your risk of errors and fraud. It has led to increased work satisfaction as employees are taken away from repetitive tasks and can focus instead on solving challenges within the business. It is incredibly quick to implement. We have seen processes that

took 15 hours reduced to 15 minutes, transaction checking samples increased to 100% and error rates reduced to zero.

## IS THIS ONLY FOR LARGE BUSINESSES?

The low cost of RPA makes it very accessible for all types of business. It is low code so once up and running, there are no software development skills required beyond the basics. It works with any existing software and delivers results very quickly for all organisations.

## HOW CAN GRANT THORNTON HELP?

If you want to cut costs in your business, free up time and get away from working on repetitive tasks, you should call us today. We can work with you to review current processes and recommend next steps. We have experts in the field and can quickly and cost effectively implement software which will automate these processes, freeing your time up to focus on what is important to you. The back office in your business has come a long way over the years. The challenge now is to stay as relevant, competitive and efficient there as you do front of house.

## Authors:

**Aisling O' Keffe, Associate Director - Business Consulting**

**Ian Cahill, Director - IT Business Consulting**

**Damian Gleeson, Head of Global Retail, Grant Thornton**

Aisling O' Keffe, Associate Director - Business Consulting, Grant Thornton.



# THE **COST** OF CASH



## HOW CASH IMPACTS YOUR BUSINESS IN THREE KEY AREAS; ADMINISTRATION, CUSTOMER SATISFACTION AND ACCESS TO FINANCE

Cash has been knocked off its throne. Today, regardless of your target audience's age, data indicates that most consumers want the option to pay with a debit or credit card. Irish consumers now spend more using cards than they do using cash, namely €7,442 on the former versus €5,388 in cash withdrawals. Beyond the obvious benefits, how else does this impact your business for better or for worse?

### HANDLING & ADMINISTRATION

There is a misconception that card transactions are the more expensive method of payment. In fact, cash handling costs are estimated at 2.5 cents per euro of turnover, compared to 1.6 cents for a card transaction. Combine that with the estimated 28 minutes per day in back office administration time versus 94 minutes for cash, there are material soft and hard savings to be made. By making a deliberate effort to increase the amount of card payments over cash, retailers could save thousands annually on cash handling costs, while also reducing the risk of fraud and simplifying time intensive administration.

Digital payments and till systems help Irish retailers to become more efficient and

automated, while also accessing data and insights into their business; allowing for better and more informed decision making. You do not need to be a large retail chain to automate your accounting and inventory control, or to offer digital loyalty programmes to encourage card usage and return visits.

### CUSTOMER SATISFACTION

Customers are becoming less likely to carry cash meaning despite the quality of your products, your service, or the extensive marketing you have done to get the customer there, if they are unable to pay, they will go elsewhere. There is less of a psychological constraint for people to part with their money when they use cards, and they are more impulsive when compared to using cash. Retailers can use the decreased price sensitivity customers tend to have when paying with a card to upsell the most profitable items or make POS impulse purchases easier.

Studies indicate that customers view the appearance of a line negatively—regardless of how quickly it is moving. For those customers with a limited amount of time, waiting means their departing experience is negative and stressful. Cash payments slow down even the most adequately staffed counter and as queues build, and staff attempt to compensate with speed, room for error increases dramatically.

### ACCESS TO WORKING CAPITAL FINANCE

Cashflow is a key indicator and determinant of a business's ability to access finance, however there are finance products that put specific emphasis on the volume of revenue being generated through cards. Cash Advance facilities allow retailers to access working capital finance by leveraging the strength of their card sales. The more volume of revenue that runs through the card machine, the larger the working capital facility a retailer can access. Repayments are made daily using a portion of what comes through their card machine. By encouraging card over cash sales, a business owner can directly influence how much finance they can access and how quickly they can pay it back.

**Author: Andrea Linehan, Commercial Director GRID Finance**

*GRID Finance is an Irish owned provider of business finance. GRID's Cash Advance Facility is a short-term finance solution specifically designed for the retail sector. It works with your business and its existing credit debit card machine. You can borrow up to €500,000, repayments are made daily as a small percentage of your future card sales until you have repaid the full amount. The GRID Cash Advance product allows retailers to access working capital finance by leveraging the strength of their card sales. Its purpose is to work with the natural ebb and flow of the retailer's trade, something that fixed monthly term loan repayments can work against*







*Brewley's*  
1840

# BARISTA

BREWS UP A WIN AT THE  
AVONMORE IRISH BARISTA  
CHAMPIONSHIPS

Bewley's Barista, Wojciech Tysler, has won the most coveted Irish award for Baristas after coming out on top at the Irish Barista Championships that took place at CATEX from 26th-28th February. The Avonmore Irish Barista Championships were one of the highlights of CATEX, where thousands of catering and foodservice professionals gathered during the week.

Wojciech triumphed over the nine other finalists to take home first place in the highly competitive awards. He will now represent Ireland in the leading international coffee competition, the World Barista Championships taking in place in Boston in April. Each year, more than 50 champion competitors each prepare 4 espressos, 4 milk drinks, and 4 original signature drinks in a 15-minute performance set to music. Judges from around the world evaluate each performance on the taste of beverages served, cleanliness, creativity, technical skill, and overall presentation. The ever-popular signature beverage allows baristas to stretch their imagination and the judges' palates to incorporate a wealth of coffee knowledge into an expression of their individual tastes and experiences.

Quality and training have long been a key focus in the history and heritage of Bewley's. This is underpinned by the skills of Bewley's baristas and over the years many World and Irish Barista Champions have been trained in Bewley's.

Bewley's Managing Director Jason Doyle said "We are delighted that one of our own Baristas, Wojciech Tysler has won the most coveted award in Irish coffee. Wojciech has been competing at the highest level for 5 years and to see his dedication recognized is a just reward. As the leading coffee roaster in Ireland we are delighted to have the National Barista Champion on our team and we look forward to seeing Wojciech represent Ireland in the World Championships in Boston later this year."

Quality & speed of service is of the utmost importance to our consumers in Grafton Street as well as our Foodservice customer base. Investing in our customers has always been a key part of the success of Bewley's & high-quality barista training is just one of the elements that allow our customers to succeed.

Wojciech Tysler, Irish Barista Champion 2019 and Bewley's Barista, commented "After five years of competing, finally my dream has come true. The team at Bewley's have believed in me from the outset and I am very grateful for the support & the time that they have given me to be at my best. I'm looking forward now to the next challenge, representing Ireland and competing at the World Championships in April."





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# Retail Retreat & Expo 2019



**Tuesday 21st & Wednesday 22nd May 2019**  
Citywest Convention Centre, Saggart, Co. Dublin

We recently heard about the really exciting times ahead at Retail Excellence with the Retail Retreat & Expo only around the corner on 21st | 22nd May at the Citywest Convention Centre. Retail Times wanted to hear more about this so we got in touch with Helen O'Dowd, Head of Learning & Events. 'Last year was great, but this year is going to be amazing. We have so many exciting global speakers as well as a host of our very own highly successful Irish retailers going to share their expertise with us.' Helen continued 'We are honoured to have Anthony Hucker, President and CEO at Southeastern Grocers Florida as our opening keynote speaker. Anthony has vast retail experience having worked with companies such as Schnucks, Walmart, Giant Food and Aldi he will share his immense knowledge and foresight with

delegates to start the two day programme on a high note!

We've also recently announced additional speakers, to the already vast list, who will share their wealth of knowledge and experience with us. Emphasis will be placed on rebuilding your village or town with two highly knowledgeable and experienced people in the field - Lisa Edwards, BID Manager at Dunfermline in Scotland and Ronan Lyons, Economist. Lisa and the Dunfermline BID have successfully built a partnership around culture and heritage to bring a sense of pride back to the town and capitalised on the tourism market to the benefit of local retailers. Ronan Lyons has in-depth insight into what cities and towns will look like in the future - these are sessions everyone can gain from hearing.'

Another of the sessions Helen highly recommended is Dan Ryan on Wednesday afternoon. Dan is a senior business executive with extensive strategic acumen, people leadership and retail experience. His areas of expertise include strategy, buying, trading, branding and store operations. Dan has worked with some of the best companies in retail including Selfridges (Group Head of Trading), Brown Thomas (Group Merchandise Controller), Life Style Sports (Trading Director), Shop Direct

(Buying and Merchandising Director) and across a variety of roles across the Primark brand.

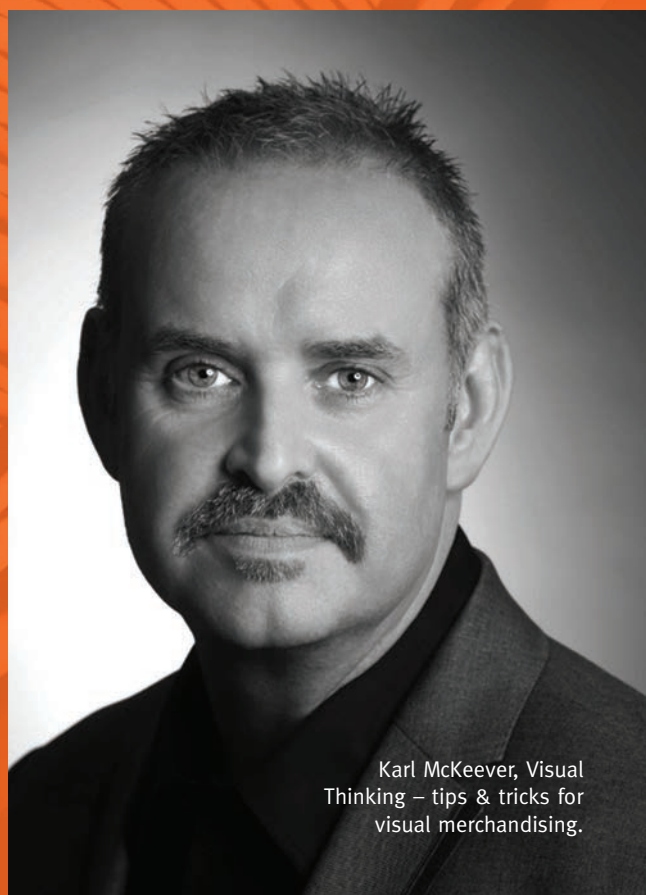
Helen explained how one of the most difficult areas for store teams is visual merchandising. It's a constant challenge to constantly come up with innovative and exciting new ideas! So Helen put in a call to the fantastic Karl McKeever, Founder/MD of Visual Thinking and Karl is going to present a ground breaking session on VM fundamentals - 'New, Now, Next VM!' which will give fresh ideas as well as the golden rules for elevating the standard of your vm!

With Helen watching the clock, we had to finish the conversation but her parting words were 'There's a new look to many of the sessions this year with a lot more being case studies or panel discussions. Experts including StudioForty9, DPD, Ireland Website Design, Social Media Elite and Wolfgang Digital will all deep dive into the world of eCommerce. We could speak for another hour about the fascinating speaker list but time is against us - the team at Retail Excellence has a Retreat & Expo to organise! So the best thing to do is to check out the brochure which was included in this edition of Retail Times!'

**BOOK 2 TICKETS NOW AND BRING A GUEST WITH YOU FREE OF CHARGE!**

**[www.retailexcellence.ie](http://www.retailexcellence.ie)**

**If you would like to exhibit at the Retail Retreat & Expo, contact**  
**[Keelan@retailexcellence.ie](mailto:Keelan@retailexcellence.ie) | +353 65 68 46927**



Karl McKeever, Visual Thinking – tips & tricks for visual merchandising.





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# RETAIL EXCELLENCE HR COMMITTEE PROGRESS

# UPDATE

**The Retail Excellence HR Committee is one year in existence and it has been a varied and interesting year!**



Tracy O'Brien,  
Chairperson Retail  
Excellence HR Committee.

The Committee's purpose is four-fold;

1. To influence key stakeholders in government, education and the business community for the benefit of all Retail Excellence members
2. To create a network for the Retail Excellence HR Community through the establishment and development of a HR Forum which focuses on;
  - Creating networking and knowledge sharing opportunities
  - Employment law case reviews
  - Global HR trends
  - Best Practice Sharing
  - HR analytics for benchmarking purposes

3. Generation of robust and anonymous HR analytics to enable Retail Excellence Members to benchmark themselves and to support members and stakeholders in their decision making
4. Above all we aim to be relevant for all Retail Excellence Members

## MEETING WITH MINISTERS

We have listened to Members regarding HR concerns and have worked with Retail Excellence to influence legislation such as Auto Enrolment, The Employment (Miscellaneous Provisions) Act and the National Minimum Wage. We had a very positive meeting with Minister Doherty regarding Shop Workers Rest Breaks and the need for the legislation to be updated. We are currently working to progress this.

## WRC INSPECTIONS

Recently, we met with Padraig Dooley who is the Head of Inspectorate with the WRC. This was a very open and transparent meeting in which Padraig spoke about the WRC and Retail and addressed concerns that the committee raised on behalf of Retail Excellence members.

Padraig advised us that out of 363 inspections in Retail/Wholesale businesses in 2018 60% of these were found to be in breach with inadequate record keeping being the main issue in 46% of businesses inspected. 20% of inspections are based on complaints received and in retail these complaints are mainly related to rest breaks

He also advised us that the WRC will soon publish a new Public Holiday Information and Calculations explanatory booklet and asked that we give him ideas for templates to develop which will help employers. In 2019 we can expect to see the WRC focus on Part time v Full time conditions, Unpaid work, Rest breaks and the 48 hour average working week.

## HR FORUM

Following on from the success of our first HR Forum in 2018 we recently hosted our second HR Forum last month with a theme of Best Practice Recruitment & Engagement.

## COMMITTEE

The members of the committee are listed below – feel free to contact any of us if you have a comment or an idea you would like us to pursue or if you would like to get involved in the committee.

- Tracy O'Brien – Chairperson
- Tommy Smyth – Managing Partner, Tom Smyth & Associates
- Rachel Norton – HR Manager, O'Keeffe Group
- Christina Cunningham - Group HR Manager, Kavanagh Group
- Holly Nolan – HR Manager, O'Briens Wines
- Clare Sheridan – Head of HR, Insomnia Coffee Company
- Sarah Connor – Senior HR Manager, Northern Europe Gamestop

Tracy O'Brien, a former retail HR Director, is Chairperson of the Retail Excellence HR Committee and is Managing Director of The People Password, a business which focuses on unlocking the potential in people through training, coaching, mentoring, mediation and positive HR Solutions



# 4 TOP TIPS

## TO DRIVE YOUR

## TAX FREE SHOPPING

## THIS UPCOMING TOURIST SEASON

In this article, Strategic Partner Global Blue, Business Development Manager Mark Cox discusses some of the key tips retailers can take this upcoming Tourist Season in order to maximise your Tax Free Shopping.



## Global Blue

### 2. CHINESE TRAINING FOR TEAM MEMBERS

Cultural understanding can sometimes be a hurdle with in-store communication. Staff members can be prepared for this with some simple “Cultural Training”. Knowing how to greet a Chinese traveller or knowing what holiday is happening at that time and communicating this i.e. “Golden Week” (China) or “Dragon Boat Festival” (China & Hong Kong) will build rapport and simply put a smile on your customers face.

There is often a language barrier with tax Free Shopping. The Global Blue brand needs no translation, it lets the shopper know that you offer Tax Free Shopping Service and with Global Blue the refund process will be simple.

This alone attracts customers into store. It should be placed on exterior doors and windows and also strategically throughout the store including all changing rooms.

### SUMMARY

Since 2016 we have seen an increase of 34% in Tax Free Shopping transactions. With Globe Shoppers spending on average 4 times more than a local shopper, Irish merchants really do need to be engaging with TFS as a service and maximising on the potential revenue. A recent survey shows that Tax Free Shopping is the number 1. Service expected by International Shoppers. I think it is important to mention once again that staff awareness and training is key to upselling to international Shoppers and we are here to work with progressive retailers. Global Blue have a new Customer Service Desk at Dublin Airport to ensure all of our merchants' shoppers are refunded. Feel free to contact me to discuss your requirements and ensure you are maximising your sales.

### 1. UNDERSTAND THEIR BEHAVIOUR

Merchants need know when globe shoppers are in town. The Global Blue holiday calendar is a great tool for this. The calendar provides key dates and holidays for 2019 that could impact Globe Shopper travel in Europe. We can tailor our marketing and promotional campaigns to directly target certain nationalities. For each nationality, we highlight the months when they are likely to travel and spend the most in Europe. This will give you an indication of what to expect and which nationalities are likely to visit your store month by month.

### 3 IN COUNTRY TARGETING

Social media can be very useful for in country targeting. Most businesses will have a Facebook or Instagram account. Used in conjunction with our holiday calendar, Merchants can target travellers while in country to push out promotional campaigns at high international spending times. Global Blue can also manage these campaigns for our merchant partners.

### 4. CLEAR & COMPELLING SIGNAGE INSTORE

Point of Sale Signage is very important.



## WHAT'S YOUR STRATEGY



**Whether you are looking to sell your business now or later there are many issues to consider.**

At a business level there are tax, legal and commercial aspects to deal with. There are also questions around how your desired income in retirement will be funded and how to prioritise any competing financial obligations.

### HAVE AN EFFECTIVE PRE-SALE STRATEGY

While no two businesses are exactly alike we have found that there are a number of common elements to an effective pre-sale strategy.

1. **Fit for purpose commercially:** Optimise the corporate structure from both a buyer and a seller perspective, without impacting on the performance of the business itself in the years up to the sale.
2. **Flexible:** Adapt your strategy to take account of changing circumstances, e.g. by bringing your children on board in the business.
3. **Tax-efficient:** Be aware of the various tax reliefs which may be applicable on a sale and ensure you have all your 'ducks in a row' in terms of meeting any conditions attaching to such reliefs. This can significantly impact upon the post-tax sales proceeds you stand to realise.
4. **Consistent with your overall financial plan:** A business exit strategy should not exist in isolation; it should be part of an overall plan to meet your short and long-term financial goals.

### PUT IN PLACE A FINANCIAL PLAN

Put in place a financial plan to help you identify your objectives and create a road map to achieving them. It can help you understand how long your capital base can endure under various spending and inflation assumptions. This is particularly relevant in a post-sale environment where you go from owning a productive asset from which you can draw a salary, to managing a pool of capital which has to support your spending needs.

### MAXIMISE YOUR PENSION FUNDING

Building up a pension through a small self-administered scheme is a tax-efficient way of saving for retirement and extracting cash from your business.

Through a combination of company and personal contributions, owners have the opportunity to build up a tax-efficient fund of up to €2 million.

### ENSURE YOUR BUSINESS IS STRUCTURED APPROPRIATELY

Another frequent question is the optimal structure when gearing up for a sale. There is no one-size-fits-all approach. A variety of structuring options ranges from an unincorporated sole trader to a holding company structure containing one or more incorporated entities.

### OPTIMISE YOUR TAX RELIEFS

Consider what tax reliefs might apply on a potential sale, and how you can avail of them. The basic rate of Capital Gains Tax (CGT) on a disposal of assets is 33% (2019 level). Certain more favourable treatments can apply depending on your circumstances and the structure of the business:

- Retirement relief can provide for a tax-free sale subject to certain conditions being met and certain consideration amounts;

- There is also a 10% rate of CGT which can apply to the first €1 million of gains when a business is sold, subject to certain conditions;

- If your business is held through a holding company structure, it can be possible to defer the CGT altogether until the proceeds are taken out of the holding company.

### START NOW

Putting in place an effective pre-sale strategy begins well in advance of the sale of the business itself. Starting early, creating and sticking to a plan and working with experienced advisers is critical to ensuring the best possible outcome.

*Kevin Doherty is an Associate Director, Davy Private Clients. He works with business owners to provide best-in-class financial planning, investment management and asset selection. To arrange a consultation, please contact Kevin on +353 1 672 4267 or email him at [kevin.doherty@davy.ie](mailto:kevin.doherty@davy.ie).*

Please note that this article is general in nature, and does not take account of your financial situation or investment objectives. It is not intended to constitute tax, financial or legal advice and is based on Davy's understanding of current tax legislation in Ireland. Davy does not provide tax or legal advice. Prior to making any decision which may have tax, legal or other financial implications you should seek independent professional advice. There are risks associated with putting any financial plan or strategy in place. The value of investments may go down as well as up.

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	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.grantthornton.ie/industry/consumer-products	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 Decor
	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
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	EPOS Solutions	Positive Systems Solutions	Damien O'Driscoll +353 (0) 1 6296058	damien@pss.ie www.pss.ie	Conns Cameras, Croom Cycles
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	Insurance Products	FBD Insurance	Patrick Carey +353 (0) 86 815 4193	Patrick.Carey@FBD.ie www.fbd.ie	Retail Excellence
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	IT Security	Radius Technologies	Jerry Buckley 1890 592500	jerryb@radius.ie www.radius.ie	Ardkeen Stores, Electricity
★	Licence Exempt Music Provider	Amazing Media	Grant Thompson +44 (0)191 603 0180	grant.thompson@amazing-media.com www.amazinginstore.com	Woodies
	Logistics	DHL Express	Ciara Hynes +353 (0) 86 197 0085	Ciara.hynes@dhl.com www.dhl.ie	Carrolls Irish Gifts, Eurostyle
★	Parcel Delivery Service	DPD	Tim Dare +353 (0) 906 420 500	tim.dare@dpd.ie www.dpd.ie	Harvey Norman
	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	Rory Comerford +353 (0)85 133 4323	rory@capcon.ie www.capcon.ie	Glanbia, Musgrave Retail Partners
	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	Mark Hayden +353 (0) 1 467 0190	mark.hayden@repak.ie www.repak.ie	Musgrave Group, O Birds Foodmarket Ltd
★	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
	Personalised Retail Packaging	Barry Packaging	Eamonn Barry +353 (0) 87 263 9487	eamonn@barrypackaging.com www.barrypackaging.com	The National Gallery of Ireland, Totalhealth
	Personalised Retail Packaging	Delpac	Maria O'Grady +353 (0) 66 947 9298	maria@delpac.ie www.delpac.ie	Arnotts, Patrick Bourke Menswear
	Personalised Retail Packaging	JJ O'Toole	Vicki O'Toole +353 (0) 61 229 333	info@jjotoole.ie www.jjotoole.ie	Arboretum Home and Garden Centre, Newbridge Silverware
	Personalized E-Commerce Experiences	Nosto	Chloe Pascal +44 (0) 844 484 9625	chloe.pascal@nosto.com www.nosto.com	Euronics, Vaughan Shoes
	Pharmacy IT Solutions	McLernons	Robin Hanna +353 (0) 1 450 1916	robin@mcclernons.ie www.mcclernons.ie	Mulligan Pharmacy Group, Sam McCauley Chemists
	Print and Design	Kingdom Printers	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	Excel Recruitment	Barry Whelan +353 (0) 1 814 8747	barry@excelrecruitment.com www.excelrecruitment.ie	Kilkenny Group, Topaz
	Recruitment	Head Hunt International	Damien Sheridan +353 (0) 1 4188188	damien.sheridan@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	Teamworx	Amy McGlynn +353 (0) 45 898037	amy@teamworx.ie www.teamworx.ie	County Kildare Chamber, Kilkenny Group
	Recruitment & Training	Noel Group	Valerie O'Connell +353 (0) 86 022 5044	valerie.oconnell@noel.ie www.noelgroup.ie	Retail Excellence
	Refrigeration & Air Conditioning	Anglo Irish Refrigeration	Trevor Wright +353 (0) 87 820 0245	twright@anglo-irish.com www.anglo-irish.com	Applegreen, BWG
	Renewable Energy Solutions	Local Power	Pat Smith +353 (0) 86 261 3374	info@localpower.ie www.localpower.ie	John Cahill Fashions,
					Kavanaghs Pharmacy
	Retail Business Solution	Tax GO	Jaqueline Almeida +353 (0) 89 943 4826	jaqueline.almeida@taxgoglobal.com www.taxgoglobal.com	Ayesha & Yafi Healthcare, Avalon Medical Services
	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 Design and Branding	Tap Creations	Criona Turley + 353 (0) 86 853 6408	criona@tapcreations.ie www.tapcreations.ie	Jump Juice Bars, Musgrave Group
	Retail Execution Solutions	Reflexis Systems	Anton Medford +44 (0) 7979 706285	Anton.Medford@reflexisinc.com www.reflexisinc.com	Dixons Carphone, McDonalds
	Retail Lighting Specialists	Pro-Light Design & Technology	Paul Hanlon +353 (0)1 2962607	Paul.Hanlon@pro-light.ie www.pro-light.ie	Donnybrook Fair, Ladbroke's
	Risk Management Solutions	Seachange	Paul Cummins +353 (0) 87 052 24 95	paul.cummins@seachange-intl.com www.seachange.ie	Applegreen, McCabes Pharmacy Group



CATEGORY OF COMPANY	COMPANY	ACCOUNT MANAGER	CONTACT INFORMATION	REFEREES
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	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	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	Carolls Irish Gifts, Easons, Meaghers Pharmacy Group
Shopfitting and Retail Design	IIS Space	Nick Fitzgerald +353 (0) 87 125 1774	nickfitzgerald@interioris.com www.interioris.com	Centra, Eir
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	Paul Ryan +353 (0) 1 413 1350	pryan@storedesign.ie info@storedesign.ie d.mckeeper@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	Martin Hendricken +353 (0) 87 284 6464	mhendricken@sel.ie www.shopequipment.ie	Garvey Group, Woodies DIY
Shopfitting and Retail Design	Storebest Shopfitting	Stephen Murphy +353 (0) 87 638 4359	stephen.murphy@storebest.ie www.storebest.ie	Homestore & More, Vodafone
Specialist Entrance Matting Provider	Footfall	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	Marcin Dettlaff +353 (0) 87 1272698	MDetlaff@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
Tax Free Shopping	Fexco Tax Free	Lisa Murphy +353 (0) 86 021 8192	lmurphy@fexco.com www.shoptaxfree.com	Guinness Storehouse, Newbridge Silverware
Tax free Shopping	Global Blue	Mark Cox +353 (0) 87 707 5041	mcox@globalblue.com www.globalblue.com	The Cloth Shop, Zwilling Kildare Outlets
Tax free Shopping	Planet	Tracey Despard +353 (0) 86 855 5292	tracey.despard@planetpayment.com www.planetpayment.com	Carolls Irish Gifts, Ecco Shoes
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Video Production and Graphic Design	Another Avenue	Sharyn Mitchell +353 (0) 1 660 1588	sharyn@anotheravenue.com www.anotheravenue.com	Retail Excellence, Sky Ireland

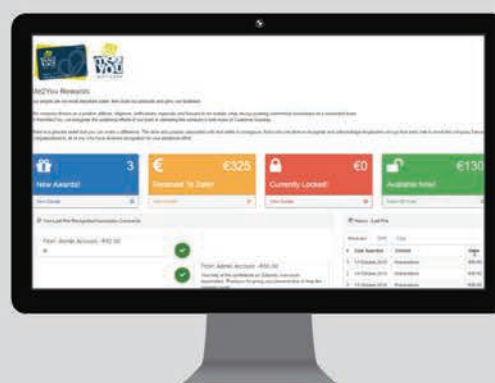
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