

# Retail

TIMES

Q4 2019

*arriving at the*

**CHECKOUT**

**JYSK** The Story Behind The Arrival of JYSK to Ireland

**Impact of Brexit on Retail** How Arboretum are Dealing with the Challenge

**Increasing Online Sales** Improving The Checkout Experience



# At the final step, stay one step ahead.

It's where strategy, plans and hard graft turn into results. AIB Merchant Services is more than a provider, we are your partner in payment solutions.

**Because it pays to be brave.**



**Call us now on 01 218 2100  
Or visit [aibms.com](http://aibms.com)**



**Merchant  
Services**

First Merchant Processing (Ireland) DAC, trading as AIB Merchant Services, is regulated by the Central Bank of Ireland.

# WELCOME

---



W elcome everyone to this edition of Retail Times. As we all prepare for Brexit, I am sure you will agree that whatever type Brexit plays out, it would be best to get it delivered expediently so that Irish consumers can get back to their normal lives, and normal spending habits. This extended period of doubt and fear has had a very negative impact on consumer sentiment.

Retail Excellence has a number of upcoming events to look forward to including a Budget Briefing event in The Kilkenny Store, Nassau Street on the evening of October 8th, Budget Day, and a very interesting eCommerce Connect event on October 15th. I hope to see you there.

The big event later in the quarter is of course the AIBMS Retail Excellence Awards on November 9th in the Great Southern Hotel, Killarney. May I take this opportunity to wish all of our deserving finalists the very best of luck on the night. Win or lose, you can be very proud of your achievements to date and I congratulate you on progressing so far through the competition.

The team at Retail Excellence are in the process of organising an exceptional line up of speakers for next year's Retreat, now titled the Retail & Digital Summit. I urge all members and partners to mark the 19th and 20th of May 2020 in your diaries and come and enjoy a great two days in Citywest.

While I am aware of the many significant trading issues we face today, no more so than the dreaded Brexit, I am sure that 2020 will witness a return to positive retail sales growth and an overall improvement in consumer sentiment.

I wish everyone a productive quarter four trading period.

Yours sincerely,

**Joe Barrett**

*Chief Operations Officer, Applegreen PLC  
Chairman, Retail Excellence*



# THE NEWS



CNN Anchor Gina London

## MAXI ZOO ANNOUNCE 10 NEW STORE OPENINGS BY 2022

Ireland's largest pet retailer, Maxi Zoo, recently announced its future growth plans. Part of the Fressnapf Group which has over 1,500 stores across Europe, Maxi Zoo have recently announced that they plan to open ten new stores in Ireland over the next three years - which will bring the total number to 30 Maxi Zoo Ireland pet stores by 2022. Speaking about the announcement, Ciarán O'Neill, Managing Director of Maxi Zoo Ireland said, "At Maxi Zoo, we believe in the power of bricks and mortar retail. Our focus is to engage with our customers on a one to one basis in our stores, rather than to push customers online and this has proven a great success for us. 99% of our team are pet owners themselves and our customers like this personal touch and come back time and

time again because they know that we love pets as much as they do."

## GINA LONDON TO MODERATE RETAIL EXCELLENCE BUDGET BRIEFING

CNN anchor Gina London has been announced as the moderator of a Budget 2020 panel at the annual Budget Briefing scheduled for 8th October next. The event is being hosted at The Kilkenny Store, Nassau Street, Dublin. The evening dinner will include a moderated panel discussion looking at Budget Day decisions and the impact on the Irish Retail Industry. For more details check out [www.retailexcellence.ie](http://www.retailexcellence.ie).

## LIBERTY LONDON DEFIES THE GLOOM

While many UK retailers are currently struggling with diminishing footfall and the

threat of Brexit Liberty London has defied the gloom. The British heritage department store's parent company BlueGem has recently sold a 40% stake in the business to Glendower Capital for €330m. The department stores most recent results for the year to February 2018 witnessed sales rise by 8% and pre-tax profits triple to €7.7m.

## ALLCARE BLANCHARDSTOWN PHARMACY GETS A MAKEOVER

Allcare Pharmacy, Blanchardstown has recently undergone a significant refurbishment programme led by store fitout experts Johnston Shopfitters. The complete retail interior refurbishment of Allcare Pharmacy, Blanchardstown Shopping Centre included the full in-house manufacture of bespoke shopfit unit and the launch of new graphics across the store.

## HALFORDS REPORT SALES DECLINES

Halfords, the cycling and motor specialist retailer have recently reported sales declines of 3.9% to the end of August and trimmed its profit expectations from €65m to €55m to €59m. CEO Graham Stapleton attributes the slowdown to a combination of poorer summer weather and a lack of consumer confidence. Stapleton also commented that he does not anticipate its sales to improve significantly for the remainder of the financial year. Despite the retailer's gloomy assessment there was one clink of light with online sales increasing on a like for like basis by 8.4%.

## GREAT OUTDOORS NEW SOUTH GREAT GEORGES STREET STORE

Johnston Shopfitters recently completed a full in-house design, manufacture and installation of a bespoke shopfit for the new Great Outdoors store on South Great George's Street, Dublin. The project involved a full shopfit, signage and graphics fabrication ran in parallel with full onsite fit-out, delivering from a shell interior to a



## amazinginstore

Specialists in licence exempt in-store music for retailers

Contact Grant Thompson

Tel: +44 (0)191 603 0180 Email: [grant.thompson@amazing-media.com](mailto:grant.thompson@amazing-media.com)



Ciarán O'Neill, Managing Director, Maxi Zoo Ireland.



Ken Costigan, Derek Moody both of Great Outdoors and Vogue Williams celebrated at the opening of the store in South Great George's Street.



Liberty London has become an beacon in British retailing.



The new and very impressive An Post store in Thurles

state-of-the-art Outdoor Clothing store.

## HR FORUM BRINGS OVER ONE HUNDRED PROFESSIONALS TOGETHER

Retail Excellence Ireland recently hosted a very engaging HR Forum which saw over one hundred HR professionals descend on Citywest. The day long event was focussed on new legislation, HR trends, workplace inspections and best HR practice. Commenting on the event Retail Excellence HR Committee Chair Tracy O'Brien said: "Our Committee is very much focussed on

delivering as many supports for the many HR professionals in the Retail Excellence membership. This event was the first of many and I look forward to working with the Committee to best support such an important role in Irish retail today."

## IRELAND'S MOST MODERN POST OFFICE OPENS IN THURLES

The first in a new generation of flagship post offices was unveiled in Thurles recently as An Post opened its new offices in the town's busy shopping centre. At the opening Andrew

Cummins, the Branch Manager of the new Thurles facility, flicked the switch to begin trading at the new hi-tech office. Mr. Cummins and his staff have overseen the move from the former post office just a short distance away at Liberty Square in the town. The Liberty Square building, which closed its door for the last time on recently will now be placed on the market by An Post. Garry Doyle, Network Transformation Director for Retail said "An Post is delighted to unveil this first new generation offering to the people of Thurles. 'This office gives us the opportunity to provide the people of Thurles

## Leading advisors to growing businesses

At Grant Thornton our specialist audit, tax, financial services, advisory and legal skills. We enable you to realise your full potential with advice that is tailored to your business and your needs. Our services include:

- completion and review of company management accounts
- review of Key Performance Indicators (KPIs)
- more detailed performance analysis
- budgeting and long-term strategic planning
- security systems and data protection
- VAT and PAYE advice

© 2014 Grant Thornton Ireland. All rights reserved. Grant Thornton Ireland is a member of the Grant Thornton network of member firms.

Sharon O'Sullivan, Partner  
s.o'sullivan@grantthornton.ie

www.grantthornton.ie



Grant Thornton  
An instinct for growth



# THE POWER OF PROXIMITY MEDIA



CUT THROUGH BRAND CLUTTER

TRIGGER IMPULSE PURCHASES

SUPPORT TRADE ACTIVITY

INFLUENCE SHOPPER CHOICE

**AND IT  
WORKS!**

EAST COAST  
**BAKEHOUSE**  
— Baking Better Moments —

**SALES\***  
**INCREASE**  
**100%**



**SALES**  
**INCREASE**  
**60%**

CAMPAIGN DISPLAYED ON 120 X PURCHASE POINTS, RAN ON EXTERIOR MEDIA FORMATS ONLY  
\*BRAND ON PRICE PROMOTION DURING CAMPAIGN

TO FIND OUT MORE CONTACT LORNA CARROLL ON 01 669 4500 OR [LORNA.CARROLL@EXTERIONMEDIA.IE](mailto:LORNA.CARROLL@EXTERIONMEDIA.IE)

with the services and the products they need, but in a facility that suits the demands of a modern retail business. This a great day for An Post and we look forward to welcoming all our customers, long standing and new, to our new base." The new location offers key retail space in the busy Thurles Shopping centre, a multi storey car park and a shared campus with leading retailers including Dunnes Stores.

## TILESTYLE ANNOUNCE GERRY BUTLER AS NEW MANAGING DIRECTOR

Gerry Butler has recently been announced as the new Managing Director of TileStyle. Gerry is a highly experienced international CEO with over thirty years of experience growing companies such as retailers Xtra-vision and Blockbusters internationally, as well as leading companies including Sony Pictures and a number of technology & office equipment businesses. He has distinct knowledge of implementing innovative, effective sales strategies and developing trusted partnerships with key clients. Commenting on the appointment, Robin McNaughton, Chairman at TileStyle said: "Gerry brings a wealth of experience and knowledge to this important Managing Director role and has an exceptional track record of growing businesses and delivering strategic transformation. Gerry is eminently qualified to take on this role and drive our business forward and retain its rightful position as Irelands Number 1 Tile, Bathroom, Stone and Wood supplier, both residentially and commercially. His appointment reflects the ambition of TileStyle to grow our position in this important sector and to continue providing excellent customer propositions across all of our distribution channels. On behalf of the board, I'm delighted to welcome Gerry to TileStyle."

## RETAIL EXCELLENCE LAUNCHES LEGAL SERVICE

Retail Excellence has recently announced that they have launched a legal support



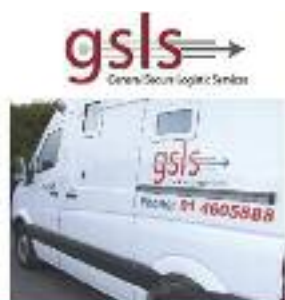
The most recently branded pharmacy, MacAuliffe's totalhealth Pharmacy, Castlebar, Co. Mayo

service for all members in partnership with Sherwin O'Riordan Solicitors. Commenting on the development David Fitzsimons Group CEO Retail Excellence said: "We are delighted to launch this member service in partnership with Sherwin O'Riordan Solicitors. Members have many legal queries that crop up on a daily basis such as matters to do with consumer law, GDPR and commercial law. This service will be very similar to our very successful HR advice service and will involve complimentary over the phone advice."

## TOTALHEALTH HITS 80 STORES

Co-operative pharmacy group, totalhealth, is now the largest independently owned pharmacy chain in Ireland, with eighty branches across twenty-one counties. Six additional pharmacies will soon be refitted to operate under the totalhealth brand, giving customers and patients in Laois, Mayo,

Carlow and Cork the chance to avail of improved value and additional services, provided by the same great, local teams. totalhealth was set up in 2013 when a group of pharmacies came together to improve their buying power and gain other economy of scale benefits. Managing director, John Arnold, is confident that the group will continue its growth and solid retention. "It's always a pleasure to welcome new members to the totalhealth family, not least because we're always eager to learn from each other's experience and generate new ideas for improving our efficiencies and our services. We continue to add benefits to members' businesses, which further strengthens our position in the market, thereby offering protection and security to the independent pharmacists who make up our numbers." Adding two pharmacies to the group is Peter McElwee, who will soon be re-branding his stores in Mountmellick and Portlaoise.



### Why choose GSLS?

1. Nationwide service
2. Secure storage locations in Dublin and Limerick
3. Current suppliers to many of the largest high street banks and retailers
4. Fully insured and licensed business
5. 100% Irish owned and operated business

Paul Cahill  
Denise McCarthy

Email: [pcahill@gsls.ie](mailto:pcahill@gsls.ie)  
Email: [dmcCarthy@gsls.ie](mailto:dmcCarthy@gsls.ie)

### Your Cash, Our Service

- Cash collection and delivery to your bank
- Full count, reconciliation and customised reporting as standard
- Note and coin supply
- Transportation and storage of high value items
- Event servicing
- 7 day service to meet your requirements

Phone: 01 4605888 / 087 1336000  
Phone: 01 4405888 / 087 1465083



# PANDÖRA



Pandora was  
successfully sold  
for €23m in 2018



# arriving at the **CHECKOUT**

**While the Irish retail industry has had its challenges in recent times, consolidation is still happening and operators are achieving strong exits for the right businesses. It is not necessarily one larger player purchasing a smaller competitor that is defining the type of deals currently taking place. The typical buyers for well-run retail businesses are now coming from overseas or from within the business itself. Jim Mulqueen, Corporate Finance Partner, Grant Thornton investigates.**

## **FRANCHISES AND PARTNERSHIPS**

There is a perception out there amongst the general public that most of the new stores we see opening in shopping malls and main streets are owned by the international groups which own the brands. This is usually not the case and the reality is that the majority of the new international retail brands we see appearing on our streets are franchises and partnerships which are owned and operated by Irish entrepreneurs.

Franchising is a tried and trusted method of market entry which has been utilised by retailers for very many years. For example, McDonalds first entered the Irish market in 1975 through a franchising arrangement. These arrangements tend to suit both parties as it de-risks the brand owner who also gets a partner with the local knowledge of the market, consumer behaviour, property and planning regulations and so on.

The franchisee gets an established brand which has proven to be successful in other markets and is able to tap into the brand owner's market, procurement and other resources.

Many Irish entrepreneurs have been

successful at building such businesses and ultimately creating value on exit. These include Pandora, the Danish jewellery brand, which was brought into the Irish market in 2007 by the BJ Fitzpatrick group. They built it into a very successful chain of 25 outlets in the Republic and 15 shops and concessions in Northern Ireland before selling it back to Pandora for €23 million in 2018. Meanwhile the BJ Fitzpatrick group continue to operate a number of other businesses including the Parfois store franchise for Ireland.

Another similar case is Tiger of Copenhagen. The founders of the Irish business first encountered the chain in London in 2010 and were surprised to find it had not yet entered the Irish market. They obtained the Irish franchise with initial ambitions to open two or three stores the husband and wife team quickly grew it to 28 outlets. The Irish business was owned 50:50 with the Danish parent and in 2018 the couple sold their shareholding back to the company in a multi-million euro deal, which also saw them move to the US to lead Tiger's operations there.

There are still multiple brands out there without a presence in Ireland and these offer opportunities for Irish retail entrepreneurs.

At Grant Thornton, we come across such opportunities regularly and, from time to time, make introductions between the international brand owner and potential local operators. In other cases, we help Irish companies with horizon scanning for new franchise opportunities.

For a number of existing Irish franchise operators, there is no need to stop at one franchise. Once one business is up and running with the right management structure in place, it is quite possible to free up time to run another franchise and we come across many operators who are constantly on the look-out for new opportunities.

Sometimes they can be surprisingly easy to find with the experience with Tiger of Copenhagen a case in point. If you are very lucky it can just be a case of visiting a city in another country and spotting a brand with a compelling customer proposition that looks like it would work in Ireland.

Finding the right partner is very important for the franchise owner particularly in the Irish market. It is often the case that when a brand is rolled out internationally, the company itself will focus on the larger territories and put its own teams in place on the ground to launch and grow the business.

For many of these brands, Ireland would be a secondary market whereby a franchise or partnership arrangement makes more sense with the right operator with the necessary local knowledge in relation to location, property leases and hiring staff. At the appropriate time when scale has been delivered, they are quite often prepared to consider acquiring the business back, as the earlier examples demonstrate.

Of course, it is also possible to build your own retail brand which becomes suitable for franchising or which will attract the attention of major buyers. However, if your



The recent Grant Thornton hosted event focussing on building and selling a business in retail involved Tony Cross, who sold MaxiZoo, David Fitzsimons, Group CEO Retail Excellence, Jacque Marsh, who sold The Butler's Pantry, Jim Mulqueen, Corporate Finance Partner Grant Thornton and Stephen Fitzpatrick, who sold Pandora.

ultimate aim is to create a successful exit, scale and profitability are key to this.

## SCALE AND BRAND BUILDING

A single business generating profits around the €100,000 mark is unlikely to attract the attention of the big players. If you want to attract the attention of the largest possible potential buyer universe the business needs to be of a certain scale.

A single supermarket, coffee shop or newsagent may be of interest to an existing operator as a bolt-on outlet for their chain, but if there were four or five outlets involved that would certainly command a lot more attention.

Donnybrook Fair is a case in point. The business was started by the Doyle family with a single store in Donnybrook and they went on to build a customer value proposition and a distinctive brand and

expand to eight or nine or stores. Musgrave, the owner of SuperValu and Centra, bought the chain for €25 million in September 2018.

Avoca is a similar story. That business was built up by the Pratt family from a single operation in Kilmacanogue, Co Wicklow to 11 outlets and a home catering company. Aramark, the global customer service business acquired the company in a deal worth more than €60 million in 2015. Aramark was fundamentally an industrial caterer but there is a good fit with an upmarket chain like Avoca with its catering arm in terms of branding and its service offering.

These are excellent examples of the value of scale and brand building. Not only had Avoca and Donnybrook Fair grown in size successfully but it had proven that the brand was value adding. The success formula was proven and replicable.

Would either of these businesses have attracted the same level of interest or indeed the same relative pricing if they had never expanded beyond one store? Scale and brand building delivers a larger potential buyer universe and a greater multiple on exit.

## REMOVE THE OBSTACLES

Generally, good housekeeping is required as you build a business and a brand, so that when the right time comes to sell, there are no items encountered that will delay the deal, or even scupper it. For retail businesses, one of the most important items is that the property leases are all signed and up to date. The HR files must also be up to date, with all the legal requirements intact, such as employment contracts, employee handbook, etc. Companies will always have some level of disputes ongoing as they grow and these are typically with customers, suppliers, employees or landlords. All disputes should be settled where possible, and particularly





where the matter involved is of sufficient importance that it could slow down or prevent a deal from happening.

When you have found the right buyer for your business and heads of terms have been agreed between the parties, move swiftly to the end line before circumstances change. Circumstances always change during a deal process – which can typically last for 6 months or more. Some of these could be to do with the business, its employees or its prospects. Others can be to do with the buyer's own business and can have little or nothing to do with the business they are looking to buy. The faster you move through the process, ideally where you have removed the obstacles in advance, the more likely that the original deal envisaged can be delivered.

#### **VENDOR REMORSE**

Be sure that you want to sell. This may appear to be a ridiculous statement, but quite

often sellers are halfway through a process when they start displaying signs of Vendor Remorse. The symptoms are many, but they typically manifest themselves as a reluctance to move past certain non-critical deal terms, seeing ulterior motives in everything that the buyer is suggesting and indeed negotiating by ultimatum. There can be a general withdrawal or dis-engagement from the process, or even a reluctance to understand the deal from the buyer's perspective as circumstances change.

For certain, if the buyer is being unreasonable and the deal has unfairly changed, then by all means walk away. However, before you enter into the process in the first place, you need to prepare yourself for the rigours of the process which are all consuming and quite demanding. Get ready to spend less time with your staff and family, and more time with accountants and lawyers. Most importantly, put arrangements in place to ensure that the business continues to run

smoothly and operate at the same pace of growth while all this is going on.

#### **ALTERNATIVE BUYERS**

It is not always necessary to find a trade buyer or to sell to the brand owner in order to achieve an exit. Management Buy Outs (MBOs) have become a lot more popular in recent years. This is partly the result of access to cheaper money and more structured private equity funds backing MBO teams.

An MBO can be an attractive option as it can facilitate a smooth and speedy transfer of a business to a new owner that knows it well. In situations where the owner wants to move on from the business and has no family successors, MBOs offer the potential for a solution that can be attractive to both parties. The opposite can be the case as well. Family businesses which pass through several generations can actually have too many successors and become undercapitalised as a



Donnybrook Fair was successfully sold by Joe Doyle and his family in late 2018

result of the number of people seeking an income from it. An MBO can offer a very attractive solution in these cases.

One thing we can say with some certainty is that succession issues within a business is still the biggest factor in founders deciding to sell up. It is either that there are no children, no children with an interest in getting involved in the business, or the children are involved but don't necessarily have the skill sets to run the business and develop it further. MBOs are often the solution.

In larger MBO deals where private equity is involved, a successful outcome to raising the equity and ultimately closing the deal is the strength of the management team. Without a strong management team, private equity funds will not invest. The management team need to be very much aligned in their views on how to take the business forward from the outset. They particularly need to be agreed on their shareholding and their future roles in the business, or these threads can unravel as the deal progresses.

#### VAMBOs

Indeed, another trend we are seeing at present is the growth in popularity of what has become known in some circles as VAMBOs, or Vendor Assisted MBOs. We are advising on a number of deals at the moment where the owners of the business are selling it to the management team and the price is largely determined by the performance of the business itself over the

next three or four years.

Being aware of the potential hurdles that a management team has to face in looking to finance a buy-out, some exiting shareholders have taken the view to simplify or even remove these hurdles to allow a smoother deal and a greater chance of a successful outcome. The two obvious challenges to getting a deal completed are equity funding



Niall Stringer and Gillian Maxwell successfully built and sold Flyer Tiger of Copenhagen Ireland



and bank debt.

In smaller deals we have experienced owners placing a low equity requirement on the MBO team, essentially ensuring that the MBO team can put up the money themselves without having to involve external investors. This removes a huge amount of risk, uncertainty and potential delay from the deal process.

Similarly, many owners would consider lowering the debt requirement, usually by including a vendor loan note in the deal, which effectively lends some of the consideration back to the MBO team so that they can repay it over an agreed period at a negligible or nil interest rate. While bank debt is generally available for the right deals, nonetheless there are constraints as to how

much cash a bank can lend in these situations, and there is a process to be undertaken that included formal credit committee approval – which is outside of the vendor's control.

In these vendor assisted MBOs, the management team must agree to take a cut (or at the very least a cap) in remuneration over the period in order to maximise the profitability and cash flow of the business.

This works well for everyone. The owner gets a good price for the business while stepping back either initially or gradually over a defined period, and the management team get to buy it out with lower levels of debt, and in some cases a very low equity requirement up front. We are seeing more and more of these types

of structures, including ones where the owner will sell part of the business to the management team with an agreement to sell the remainder at some point in the future.

This is all good news for retailers. It means there are opportunities to start and grow new businesses as well as to sell them on when you have built up the brand and brought them to a certain scale. However, you need to have a clear view of who the eventual buyer might be in order to build the business that is most likely to interest them.

# 8 TOP TIPS FOR SELLING A BUSINESS

## 1 Be ready to sell:

You never know when an offer that is too good to refuse may come along so always be prepared. Equally when you decide to bring your business to the market make sure you are actually ready to sell.

## 2 Be as organised as possible:

Ensure information such as; historical and current financials, leases, employee contracts, HR policies, health and safety policies etc. are easily accessible. Ideally these should be saved digitally.

## 3 Obtain appropriate financial advice:

It is absolutely crucial to have an experienced corporate finance expert in your corner to guide you through the process and negotiate on your behalf. A good advisor will pay for themselves in terms of the price achieved and the management of your personal stress levels!

## 4 Carry out a valuation:

A valuation will provide an invaluable pitching point against which offers can be assessed. Without an initial valuation you will be shooting in the dark.

## 5 Set a realistic price expectation:

While the potential to over index against your financial advisor's expected valuation exists in practice super normal, above market exits are rare. Be realistic.

## 6 Prepare a tax plan:

The headline price you achieve on exit is less important than the after tax cash you actually pocket. Hire a tax expert to get your tax affairs in order before you sell and ensure you fully understand the post-sale after tax pay-out.



Stuart Fitzgerald,  
Director, Fitzgerald  
Power Accountants

## 7 Hire a good solicitor:

Poor legal advice can lead to extended deal completion timelines and in some cases can cause deals to fall apart. If the solicitor you select isn't familiar with standard market conditions you may face unnecessary personal legal exposure post deal.

## 8 Keep it quiet:

Your staff and customers may become unsettled if they know your business is for sale. Equally potential suitors will not appreciate deal details finding their way into the public domain. Discretion is the better part of valour.'



**Placing Great People with Great Companies for over 17 years**

## Experts in recruitment



GROCERY



SALES & MARKETING



FASHION  
& NON FOOD



BUYERS &  
MERCHANDISERS



HEAD OFFICE,  
HR & ADMIN



01-814 8747



[www.excelrecruitment.ie](http://www.excelrecruitment.ie)





# the *numbers*



40

The billions of euro of annual retail sales achieved by Ikea globally

The percentage dip in Marks & Spencer shares after their Finance Director resigned

4

1

The million-euro value of counterfeit cigarettes infiltrated last month at Dublin Port

The percentage of Irish consumers who prefer in-store shopping rather than online according to a recent survey

53

29

The number of Retail companies who made successful applications under the Enterprise Ireland Retail Online Grant Scheme



The date in November when the AIBMS Retail Awards are hosted in the Great Southern Hotel, Killarney

9



1

The billion of euros in annual revenue recently announced by Boohoo.com, their highest ever



DANISH HOME RETAIL BRAND

**JYSK**

ACCELERATES PLANS FOR

**IRISH EXPANSION**



Customers queueing from early morning before the Naas store opened.



**Irish customers have embraced JYSK since it opened its first store in Naas in April 2019. In its opening month, the Naas store performed second best out of 1,200 stores across the JYSK Nordic division of the JYSK Group. With four stores now open and four more due to open in the next five months in Sligo, Waterford, Cork and Limerick, JYSK Ireland wants to reach and exceed the initial, '15 store openings in two years' business plan it set when it arrived in Ireland and now has ambitions to reach 40 stores within the next 3-5 years. The 40 stores brings with it a forecasted turnover of €70 million and the creation of hundreds of new jobs.**

Jenny Johnston, Sales and Marketing Manager at JYSK Ireland, said "The appetite for JYSK's offering is there amongst Irish consumers, and we have seen this in our revision of forecasted figures for 2019, which have been increased by almost 50%. Unlike some other large retail brands, we want new JYSK locations in towns and cities all over Ireland, so we can contribute to the local economy, especially in smaller communities where our job creation will be extremely valuable."

On news of the accelerated expansion plans, Roni Tuominen, Head of Retail at JYSK Ireland, said "So far, it has been very time consuming and expensive to open new stores in Ireland but we're confident that consumer demand is there for our brand and we can reach the 40 stores. To achieve this volume of stores in the Irish market within 2-3 years, we need to secure a steady flow of new locations and that is something we're actively pursuing right now."

The team in JYSK Ireland say that while they believed they would have a warm welcome to Ireland, the response to date has far exceeded their expectations.

"Of course, we had high ambitions and hopes for a great opening and long term success here in Ireland but the initial reaction from customers and the media here in Ireland was unprecedented and a real eye-opener for us" said Roni Tuominen. He added "It's important that we continue to expand rapidly to ensure we meet consumer demand and grow as quickly as possible, this style of expansion and aggressiveness in a

market is something that is very typical of JYSK".

When probed about whether their optimism and expansion plans were a little too early and optimistic "Of course we have a lot of other countries to use as a benchmark and this is not the first time JYSK has expanded this quickly. We believe that our sales have reached a level that is sustainable for the long term and we're confident that this is the right strategy for our business here in Ireland".

The company which is known for its Scandinavian style products, is often seen as a competitor to IKEA. The brand is well known for high quality, on trend products for the home, from the bedroom to the garden which they sell at very competitive prices. The brand has also enjoyed a worldwide reputation for expertise and knowledge in sleeping culture, which continues to this day, meaning they specialise in sleeping products – from mattresses, duvets & pillows to bed-frames and bases. It's clear that they have an aggressive expansion strategy but how do they attract more customers to their stores?

"We use a real mix of traditional and digital marketing to ensure we're hitting the right target market on a weekly basis. If you live near one of our stores you'll often receive a catalogue through your letterbox detailing special offers that are valid for that week" said Jenny. "This is a core part of our marketing mix and something that works for JYSK in every country we operate in" she added.

With many retailers opting to invest online

# “OUR STRATEGY IS SIMPLE, WE WANT TO BE ‘SEAMLESS AND CLOSER TO THE CUSTOMER’.

and not in physical stores it's an interesting move from JYSK to announce expansion in brick and mortar retail. Why this approach and what is their view on online?

“Our strategy is simple, we want to be ‘seamless and closer to the customer’. This means that we want to operate in as many locations as possible and be close to the customer. We also want to offer a seamless shopping experience, be that in-store or online. For us, a blend of both working seamlessly together is the optimal solution. We will continue to invest in online and digital marketing to grow our online share of sales whilst providing an excellent customer experience in store” said Roni. The stores that they have opened in Ireland are based on the company's latest concept

“Every so often we update our store concept guidelines and make some improvements in terms of the design of the store. The visual merchandising gets a revamp as do things like flooring and lighting. We're very pleased that all of our new stores here in Ireland will open with this latest concept” said Roni, “It gives a much better impression to customers when they first enter the store compared to our older concept”.

On the aspects of the business that they are most proud of Roni mentioned “The staff. We could not have pulled this off without such a great team of people who were willing to go above and beyond to ensure our success. I couldn't have asked for more from them”.

Jenny added “I'm really pleased with the level of brand awareness we've achieved in just 6 months of trading. We have a lot more work to do but it's been a great start and we have a wonderful foundation to build on from here”.

Founded in Denmark in 1979 by Lars Larsen, JYSK's Scandinavian design ethic and stylish approach to interiors has made the brand known and loved across the world. Over the past four decades, JYSK has expanded to 52 countries, with more than 2,800 stores worldwide employing 23,000 people. JYSK is owned by the family behind Lars Larsen Group, who owns a number of companies with a total annual turnover of 4.25 billion EUR. JYSK's turnover is 3.58 billion EUR.

JYSK staff pictured outside the Naas store





Head of retail in JYSK Ireland, Roni Tuominen and Sales and Marketing Manager, Jenny Johnston both pictured ahead of the JYSK store opening in Naas.



# BREXIT

## A SOURCE OF IMMENSE UNCERTAINTY FOR ARBORETUM

**Fergal Doyle, COO and Co-owner of Arboretum investigates the impact of Brexit on Retail**

The Arboretum business consists of Arboretum Carlow in Leighlinbridge and the National Garden Exhibition Centre at Arboretum Kilquade, in County Wicklow. Both businesses focus on the retailing of plants and flowers, garden furniture, giftware, kitchenware, clothing, gardening equipment, a high-quality dining experience and a variety of other miscellaneous goods. In addition, Kilquade has a strong focus on exhibition gardens, which customers can recreate in their own back gardens. We try to create a unique and special customer experience for every consumer who visits our outlets.

In a general sense, the Arboretum is a business that is driven by discretionary spending rather than consumer necessity. This poses challenges during periods of economic difficulty, but provides opportunity during periods of economic buoyancy. I use the term 'general', because we have found that during tougher economic times, some people may not travel abroad on holiday and may decide to invest in garden furniture or barbequing equipment to improve their domestic experience. Having said all of that, the state of the economy, personal finances

and consumer confidence are important drivers of our business, and we need to constantly monitor them.

Just as is the case for the Irish economy and every business throughout the economy, the decision taken by the UK electorate in June 2016 to leave the EU, has created enormous uncertainty and challenges. Ireland has very strong economic, business and cultural links with the UK and much of what we import into the country either originates from or comes through the UK, and much of what indigenous Irish businesses in particular export, is either sold into the UK or goes through the UK.

As a relatively small island, off a larger island, off the coast of Europe, it is inevitable that there would be a strong business and cultural relationship between Ireland and the UK. Indeed, Ireland has never been a member of the EU without the UK. An EU without the UK, would consequently represent a very significant change for Ireland.

The biggest problem is the intense uncertainty that has prevailed since June 2016. Nobody has an informed decision on

deal; or if there will be a further delay to the exit date. Any of these eventualities remains distinctly possible, and others besides. This is not a great environment for any Irish business.

For business and consumers, there is no bigger enemy than uncertainty, and that is the one word that can certainly be used to describe Brexit. However, at a fundamental level, there are a number of issues that matter most to Ireland. These include the impact of Brexit on the UK economy, the impact on the Irish economy, the performance of sterling, and the future trading relationship between the UK and Ireland.

In the event of the UK leaving the EU without a trade deal, tariffs would inevitably apply to trade between the two countries, border checks and onerous customs procedures would become the norm, UK economic growth would be damaged, and the Irish economy would be weakened. Sectors such as agri-food and tourism, which are so important to economic life in rural Ireland would be particularly vulnerable. For the Arboretum, all of these eventualities would create a more challenging business environment.

The uncertainty generated by Brexit has resulted in consumer confidence, as measured by KBC Bank, falling to a 56 -month low in July. This is creating a more challenging environment for many retailers across the economy. Consumers are justifiably concerned about what Brexit might deliver, but it is the total lack of certainty that is really the enemy.

For the Arboretum, trading conditions in 2019 have been good, with the garden category particularly strong. Weather is a very significant driver of our business and is

how the process might evolve and indeed as we approach the Brexit deadline of October 31st, there is still no clarity on whether a deal will be done between the UK and the EU; or if the UK will crash out without a







arguably more important than Brexit. In the hot summer of 2018, barbeques and garden furniture sales were very strong, and this year the gardening season has been very good. Diversification in the product offering is very important, but creating a good customer experience characterised by strong customer service is vital to the success of the business. Our high -quality dining experience is also very important in driving footfall. It is interesting to note that in a very difficult UK retail environment at the moment, garden centre sales there are holding up very well.

Brexit does represent a significant challenge for our business, but one that we have been preparing for, in so far as we can. In the past, over 40 per cent of our purchases were in Sterling, via UK suppliers or agencies operating the UK market for European and Asian suppliers. In this regard, the weakening of sterling over the past three years has been helpful, but post-Brexit the landscape could become much more challenging in areas such as tariffs, delays at customs and general supply-chain issues. Since 2016, we have reduced our UK purchases from 40 per cent to 30 per cent and we are working to reduce this further. This involves attending more international trade shows to source new suppliers and develop new business relationships.

In the face of the Brexit problem, Arboretum took the opportunity to avail of the SBCI loan scheme and purchased a warehouse near the Carlow business. This has allowed us to progress with direct deals from China and Europe. In the past, the mind set from the big supply chain that would come from the 'SPOGA GAFA' garden show in Cologne Germany for example, would be that Ireland was effectively bolted onto Britain. Since the 'Brexit' vote this mindset has changed and the Dutch, German, and French suppliers are now more willing to supply us, which is good news. The upside is more competitive pricing and the down side is more investment in stock, hence the warehouse.

Businesses in Ireland have been slow to take up the SBCI loan facilities, but this is more than likely due to the fact that loans have to be paid back within three years, which would not suit all business operators.

For a business that sells perishable products, such as plants and flowers, delivery times are very important and so sourcing through Holland is unavoidable. However, in the event of a hard-Brexit, we will have to avoid the UK land-bridge if at all possible. In the event of all going smoothly, this would add one day to delivery time, which would work. However, longer delays would create serious

problems for perishable products.

We will continue to work towards reducing our dependence on the UK and developing new supply chains. In the event that Brexit does cause a significant slowdown in the Irish economy, we will just have to work harder to create as positive a customer experience as possible. There are no easy answers or solutions, but Irish business needs to address the issues and create a strategy. At Arboretum, we will continue to try to do what we do best to keep the consumer on side.

On a slightly more positive note, the Irish retail sector could benefit in the run up to Christmas this year due to uncertainty over online purchases from the UK. The Competition and Consumer Protection Commission (CCPC) in Ireland has recently warned that in the event of a no-deal Brexit, European consumer protection law will no longer apply to purchases from the UK which could undermine consumer rights in relation to returns and refunds from UK online purchases. Of course, UK retailers will move to allay those fears, but uncertainty might just convince some Irish consumers to purchase at home rather than from the UK. This would be a welcome development for the pressurised Irish retail sector.

# THE NEWS



At the announcement of the Award were Kieran Rumley, Love Irish Food and Antoinette O'Callaghan, Exterior Media.

## EXTERION MEDIA AND LOVE IRISH FOOD ANNOUNCE BRAND DEVELOPMENT AWARD

Exterior Media and Love Irish Food have recently announced the launch of the 2019 Love Irish Food Brand Development Award. The Award has supported Irish brands on the path to market success with a prize for the winning brand in excess of €100,000. Commenting on the Award, Antoinette O'Callaghan, Marketing Manager with Exterior Media, said: "The results from the last number of years have shown how advertising in our retail environment is effective in driving brand awareness and

influencing consumer purchasing decisions. This is a huge opportunity for brands to connect with their audience." Previous winners include East Coast Bakehouse, Ballymaloe Mayonnaise and McGargles.

## CIRCLE K IRELAND APPOINTS NEW MD

Circle K Ireland has recently appointed Gordon Lawlor as its new Managing Director. Lawlor will take over from Niall Anderton who has been promoted to a European role. Lawlor comes well equipped for the job having held senior roles in fuel and convenience sector over the past twenty-one years including seventeen years at Esso

Ireland, Brussels and London.

## RETAIL EXCELLENCE HOSTS ECOMMERCE CONNECT EVENT

Retail Excellence has recently confirmed it is to host an eCommerce Connect catch-up event on afternoon of the 15th October at The Medley, Fleet Street, Dublin. Commenting on the event announcement James Byrne, Glanbia and Chairman of the Retail Excellence eCommerce Committee said: "Both I and the Committee are delighted to host this event. With so much going on in the eCommerce space it is a great opportunity to catch-up with fellow professionals, share experiences and hear from some leading experts." The event is sponsored by DPD and Mastercard. For more details check out [www.retailexcellence.ie](http://www.retailexcellence.ie).

## REGATTA GREAT OUTDOORS OPENS AT CITYWEST SHOPPING CENTRE

Regatta Great Outdoors have just opened their latest store at Citywest Shopping Centre, Dublin. With 130 Sq.Mt. of retail space, offering their customers the latest and in outdoor clothing, along with their most recent collaboration with former Girls Aloud singer, Kimberley Walsh. Ms. Walsh has developed a new collection of jewel-toned jackets that combine her favourite colours with her passion for both fashion and the outdoors. Speaking at the official Citywest opening MD of Johnston Shopfitters Andrew Johnston said: "Team Johnston Shopfitters are delighted to be continuing our work with Regatta and would like to wish Brian Fox and all the team at Regatta Great Outdoors continued success and our very best wishes".

## RETAIL EXCELLENCE AND MINISTER HEATHER HUMPHREYS ANNOUNCE ONLINE GRANT SCHEME

Minister Heather Humphreys and Retail Excellence Group CEO David Fitzsimons recently announced phase two of the



**me2you**  
GIFT CARD

- ❖ Welcomed by thousands of Ireland's favourite stores
- ❖ Rewards platform to record & monitor employees paid benefits
- ❖ Avail. of the Revenue's C500 BIK Exemption
- ❖ Lowest admin and retailer's fees nationwide! No expiry date!
- ❖ Online bookings with 340,000+ hotels worldwide
- ❖ Reward staff instantly with pre-stocked cards
- ❖ Support the Irish retail industry's favourite gift card!



me2you.ie
1850 911 888
sales@me2you.ie





Dunelm plans for a technological future.



Enterprise Ireland Online Grant Scheme. The recipients of the second call of the pilot Online Retail Scheme include a total of twenty-nine retailers, most being Retail Excellence members. The retailers have been awarded €659,550 in funding as part of the €1.25m fund, which is targeted at online retailers to strengthen their online offering to enable them to reach a wider customer base. Commenting on the news Minister Heather Humphreys said: "As part of the Government's Future Jobs Ireland framework, the pilot Online Retail Scheme is an important initiative to ensure that our retail businesses can remain competitive in a changing world where traditional business operations are increasingly being disrupted by new technology." David Fitzsimons,

Group CEO, Retail Excellence, said: "Today is a great day for Irish retailers with international online growth potential. To have so many progressive Irish retailers succeed with their application on phase two is a very welcome development. They are poised to take on the world. This has been one of the most effective programmes launched by Enterprise Ireland with the support of Minister Heather Humphreys and a great day for Ireland's largest private industry - retail."

#### DUNELM DEFIES THE MARKET WITH PROFIT SURGE

British homewares retailer Dunelm has defied expectation and recently posted

annualised sales increases of 10.7% to €1.2b and profit increases of 23.4% to €133m. Chief Executive Nick Wilkinson suggested that having closed its Kiddicare and Worldstore sites it focused on one brand and one supply chain. Commenting on next steps for the retailer Wilkinson said: "With the right technology lots of things can be done to improve the offer and thus we are investing in product visualisation technology that enables the customer to see how an item will look in their house prior to purchase." It is understood that Dunelm plans to expand its homewares and dinnerware ranges and is resetting some price points to grow footfall and win new customers.



**EXCELLENCE IN  
ECOMMERCE**

☎ 021 239 2349

✉ [hello@studioforty9.com](mailto:hello@studioforty9.com)

🌐 [studioforty9.com](http://studioforty9.com)

# .ie is Ireland's official online address



Christina Sanne, Designer and founder Red Rufus

[redrufus.ie](http://redrufus.ie)

## Register your business as .ie

**.ie** is the preferred online address for businesses in Ireland. Over 80% of all registered **.ie** online addresses are businesses which proves that they recognise the value of having a **.ie**.



Visit [www.iedr.ie](http://www.iedr.ie)

IE Domain Registry





Challenging times for Forever 21.

#### HALF YEAR LOSS AT JOHN LEWIS PARTNERSHIP

The Waitrose boss, Rob Collins, has quit the business as part of a radical overhaul that will merge the supermarket's management with its sister chain John Lewis into one senior management team. The retailers' parent group, the John Lewis Partnership, will cut one in three senior head office management posts as part of the reorganisation, which is reputed to save the company €110m. The posts of managing director for both Waitrose and the John Lewis department stores chain are being eliminated as the group cuts costs after falling to its first ever half-year loss.

#### FOREVER 21 FILES FOR BANKRUPTCY

US fashion retailer Forever 21 has filed for chapter 11 bankruptcy protection, joining a growing list of companies that have failed to navigate the shift towards online shopping. The group's only Irish store closed some years ago. Chapter 11 provides struggling companies with protection from their creditors, giving management time to implement restructuring plans. Forever 21's difficulties reflect the problems afflicting traditional retailers on both sides of the Atlantic. Since the start of 2017, more than 20 major US retailers, including Sears and Toys R Us, have filed for bankruptcy as more customers shift to online retailers such as Amazon.

#### MISS SELFRIDGE FACING BLEAK FEW MONTHS

UK high street retailer Miss Selfridge has recently posted a €20m loss for last year as sales fell and it wrote down the value of loss-making stores. Sales at the youth fashion chain fell more than 15% to €110m in the year to September 2018, while pretax losses more than quadrupled from €5m a year before. Losses widened after more than €15m in one-off costs mostly related to property writedowns were added, as well as redundancies. The average number of staff working in the chain's UK stores fell by about 300 to 1,188.



**AD|SMART**  
from **sky**  
adsmartfromsky.ie

# how to INCREASE ONLINE SALES

## By Improving Your Website's Checkout Experience

**When you look at your online sales info, do you find a lot of people putting items in their basket and then leaving your site without completing their purchase? If you do, you're not the only online retailer dealing with this problem.**

Referred to as 'abandoned carts', these missed sales can be frustrating and disheartening (just think of all the money you're missing out on, just because someone didn't type their card details in!)

Luckily, there are many different ways to tackle this problem - and a lot of these revolve around one thing: your website's checkout experience.

The most important part of your eCommerce website is your checkout page. It's where visitors become customers. In other words, it's where you make money.

But creating a seamless checkout experience isn't easy and few businesses get it right. In fact, recent research from the Baymard Institute revealed that the average cart abandonment rate is close to 70%.

That's seven people out of ten who add an item to their shopping cart who don't end up buying it. That can add up to a lot of lost money you can't afford to lose, especially if you're a small business.

Here's the thing: potential customers coming to your site expect their shopping experience to be simple, easy and hassle-free. If your checkout page doesn't meet their expectations, they'll hit the back button and go to your competitors instead.

But how do you optimise your checkout process to make it customer-friendly? Here are a few tips to help get you on the road to recovering those lost sales.

### ONE PAGE CHECKOUTS ARE A MUST

I'm going to repeat that again: one page checkouts are a must. They're essential. A good checkout page includes the order summary, payment facility and delivery details.

It's a good idea to provide all the details on the customer's order, including:

- An image of their chosen items
- The attributes of their chosen products (size, colour, specs. etc.)
- Shipping fees
- Taxes added
- The total amount they need to pay

By putting everything on one page, you not only make checkout as simple as it can possibly be, but you also build up trust between you and your customers. One checkout page means there are no hidden delivery charges or taxes - they know exactly what they're getting.

If you're using the likes of Shopify, they make it super easy to simplify your customer's journey to the checkout page and type in

their card details quicker via a one-page checkout. If you're using other platforms like Magento or WooCommerce, you'll have to either find a template or design your own checkout page.

### MAKE YOUR CHECKOUT MOBILE FRIENDLY

Despite being an industry standard for many years, a lot of eCommerce websites don't optimise their checkout page for mobile users.

There has been a significant increase in the amount of people who are browsing and shopping from their phones in the last number of years. This means that it is vital that you make your checkout pages mobile friendly, so customers can place their orders as soon as possible without having the hassle of switching to a desktop.

If your site has any of these problems on mobile devices, it's highly likely you're losing sales because of it:

- Text on mobiles is very small and difficult to read without zooming in
- Product images are very small/blurry
- If a customer adds multiple items to their shopping cart it's difficult to see the total cost
- Product specifics aren't displayed



**radius** telecom  
Unified Communications

**Radius Cloud Telephone Systems** made for **Retail**

 [www.radius-telecom.ie](http://www.radius-telecom.ie)  1890 592 500

The advertisement features a blue background with a network diagram of nodes and lines on the right side. The Radius logo is on the left, and the contact information is at the bottom.



- Buttons don't work correctly/display fully

Mobile optimisation is a necessity – especially when it comes to the checkout page. Sort out responsive issues and you'll see a serious improvement in your sales figures and your conversion rates.

## AVOID ASKING FOR UNNECESSARY INFORMATION

Too much information can destroy the customer buying experience. People prefer decluttered ways to buy products online – they like plenty of white space and simple layout styles.

If there are too many mandatory fields on a checkout page it's going to take way too long for the customer to fill them in.

If you ask for their entire life story just to buy a pair of shoes, they're probably going to leave and buy somewhere else.

So, stick to the bare minimum, like:

- Name
- Delivery address
- Email address & contact number
- Payment details
- Discount code
- Special requests

Don't ask for details you don't need. Adding long lists for customers to fill out will only create unnecessary hurdles for them. Typing information into a form is the boring part of shopping so it's important to minimise the information the customer has to type.

## SIMPLIFY THE PAYMENT PROCESS

If you create a difficult payment process, then you can say goodbye to your sales. Customers don't like complicated which is why it's important to have a user-friendly and easy-to-use payment process.

Your checkout page is the final stop on your

website, so if your customer runs into difficulty here, the chances are they're going to click off your site and go elsewhere.

Make sure you allow your customers to pay using different payment methods. Websites that only offer a single mode of payment have a higher chance of cart abandonment. Customers expect a variety of payment options on the checkout page, so give it to them!

## BUILD TRUST WITH PROOF POINTS

In this competitive industry, it takes a lot of time and effort to get your customers to trust you, your website and the products you have to offer. Trust is a necessity when it comes to increasing your company's online sales. Customers need to feel safe and secure when they enter their card details on your site.

There are a variety of ways you can make your website more trustworthy and convince the customer to shop with you.

- Security logos & trust marks: These reassure your customers that they can enter their private information and know that your company's security is guaranteed. SSL certificates are essential (talk to your hosting company if you're not sure about your SSL cert). The Retail Excellence Trustmark is obviously a huge trust builder to add to your site too.
- Social proof: Getting online reviews on Google and social media accounts helps to show potential customers that real people are confident in your company and you're safe to buy from.
- Contact Details: Leaving your company's contact details (and physical address) on your site is a great way to make your customers more comfortable with placing



Nick Butler,  
Ireland Website Design

an order with your business. It gives them confidence to know that if there was a problem with their order that they could contact you easily.

While this is a quick introduction to the world of website optimisation, there are hundreds of different ways to improve your current website and increase your sales.

If you'd like to see how your current website measures up, we're offering Retail Excellence members an exclusive look at our 91 Point Website Checklist.

We use this checklist when we audit websites to make sure they're hitting all the right notes to get people buying.

It's completely free – just email me at [nick@irelandwebsitedesign.com](mailto:nick@irelandwebsitedesign.com) to get your copy.

Ireland Website Design has been helping Irish retailers unlock hidden revenue in their businesses since 2010. A full-service digital agency, they specialise in providing retailers with strategy, design, content, development and marketing services.





*Bewley's*  
1840

**ETHICAL ☼ IRISH ☼ ROASTERS**

Coffee is more than just our livelihood at Bewley's, it's our passion. We're proud to be Ireland's leading coffee roaster and all of our coffee is roasted here, in Ireland. We've spent 179 years perfecting our craft so that our customers can give their consumers the very best coffee experience.

---

We love talking about coffee - get in touch with us today to talk about improving your coffee offering



+353 1 816 0600



[sales@bewleys.com](mailto:sales@bewleys.com)



[bewleys.com/ie](https://bewleys.com/ie)



# IMPROVE YOUR **ONLINE CX** AND INCREASE PURCHASES

Customer Experience (CX) is critical to any bricks and mortar retail business, but it's equally critical to businesses trading online. There's talk of 'humanising the digital experience' but if we think about it, it's impossible to humanise something that isn't human! So how can we connect with customers in a digital world? We simply need to make it easy to do business with you.

Having an online retail offering enables customers to do two important things:

1. The obvious one is to purchase products.
2. Customers now research online ahead of a purchase (often the purchase then will be made in-store). If we don't help them to go through the research phase in the way they need to, the purchase won't occur.

We need to make it as easy as possible for customers and here are some important areas to focus on:

## **FILTERS**

Filtering what a customer is trying to find e.g. colour, product type etc. is a must and yet many online stores have very poor filtering tools. If it's difficult to refine my search, I'm much more likely to go elsewhere. Time and effort are extremely important to customers and this must be respected in order to keep them interested and move to purchase.

The benefit of it being easy to find what I need will outweigh the lack of human engagement.

## **WHAT IT'S REALLY LIKE?**

From a customer perspective, giving all the information I may require about a product is essential in order to help me proceed to purchase. For a business, this is an enormous cost saving measure. The more a customer knows about a product before purchase, the less likely they are to return it. Get into very specific/relevant details e.g. dimensions, weight, and if it's clothing, giving realistic detail on sizes e.g. sizes are quite small so we suggest going up a size, or for shoes small details such as heel height are important. The types of questions customers ask you are the details that should support your products. **Having all the information available makes life easier for the customer, keeping their emotions positive and a purchase more likely.**

## **WHAT, WHERE AND WHEN?**

Knowing what's going to happen and when, is another critical part of the online experience. Expectations are a powerful driver and emotions can become extremely negative if they aren't set accurately. Amazon weave wriggle room into their delivery times, so worst-case-scenario the order arrives on time (which is often earlier) giving the customer a positive feeling. There's a gap after an online purchase where payment is made yet product not received. It's at this stage that customers can start to become worried and experience more

negative emotions so it's critical to manage this by giving updates.

Having a reliable delivery partner is also essential. It may seem cost effective to go with the cheapest supplier but it's not if you look at the combined cost of replacing damaged or lost items, dealing with calls/emails looking for updates, or loss of future business due to dissatisfaction. **Fear, loss of control and worry are all emotions that will ensure your customer won't return so expectation setting should be a priority for your business.**

## **LEARN FROM ONLINE BEHAVIOURS**

There's a lot we can learn from customer's online behaviours to inform an omnichannel experience. A great example is Macy's and how they categorise perfumes. Traditionally they were categorising perfumes in-store by brand yet online, customers were searching in a different way - by scent type e.g. floral, musky, citrus etc. **This led to them changing how they display and categorise perfumes in-store, making it much easier for the customer.**

The harsh reality is that competition is enormous in the retail world and if an online store isn't making it easy, the customer is just one click away from the next (of many) options. Retailers get frustrated at the likes of Amazon taking business away from them. Rather than complain, let's learn from them. All they are doing is making it as easy as they can for their customers, something we can all do ourselves.

*Susannah works with businesses to help improve their customer experience, offering solutions such as; CX training, action planning workshops and CX strategy design.*



Susannah Hewson,  
Owner CX Change

The Key to.....

# ATTRACTING

*Little argument can be made that in today's current economic climate, there is a significant shortage of talented retailers working in the Irish retail industry. This has traditionally been a competitive market in terms of employee retention and staff turnover. With this in mind, the first question to answer is, in fact, how to attract the best talent?*

It is a candidate's market right now. The Irish Unemployment rate currently sits at 5.2% (July 2019, CSO), the lowest figure of the last five years, bar a slight dip in February of this year. While this paints a good picture of

the best talent in the

## RETAIL INDUSTRY

our economy, it provides some challenges for retail recruitment, in terms of enticement and retention. We have almost full employment; most candidates who want a job in the retail sector are in one, and many will have a significant choice of roles.

In order to attract top talent into your organisation, it is crucial to have a unique selling point and a strong recruitment strategy. This is not singularly related to salary or hourly rate, but can instead be in the form of one or more of the following considerations.

In order for you to answer these questions effectively, as an employer, you must know your brand. When you know your brand, you can also clearly identify the reasons why, you believe, people should want to work for you.

Once you have a clear brand ethos, it is time to identify the importance of talent management. For this, specialised recruitment agencies are key, as these professionals are meeting candidates continuously and are ideally placed to connect the right talent to the right retailer.

In addition to this, ensure you are utilising your existing candidates to promote the business. They are your ambassadors. Initially, a strong and updated social media presence is a platform to use to your advantage, particularly a careers page, or indeed relevant content that reflects the true work life of an existing employee.

Secondly, providing a strong, positive (and realistic) candidate experience is a powerful tool to ensure that all interviewees go away with a strong company image.

The follow-up is the last step in the process. When you have recruited a candidate, always ensure that you contact them within 48 hours of job being accepted. You can expect counter offers, and indeed be assured that they are likely meeting with your competitors, such is the nature of the industry. The most important step at this point is to keep in touch over the next four weeks and schedule a coffee and a catch up before they get started. This starts the working relationship in a positive, engaged and involved way and is a key component in ensuring that a candidate feels valued and appreciated as they begin their working life with you.

*Denise Brady is the Managing Director of Teamworx, Ireland's premier retail and fashion recruitment experts.*

Denise Brady,  
Managing Director  
of Teamworx



Performance-related bonus pay, flexible working conditions (though it must be acknowledged that this is harder in retail), a clear path of progression, or explicit and accessible training opportunities are all examples of USP's that you may wish to highlight, or strategies that you may wish to adopt.

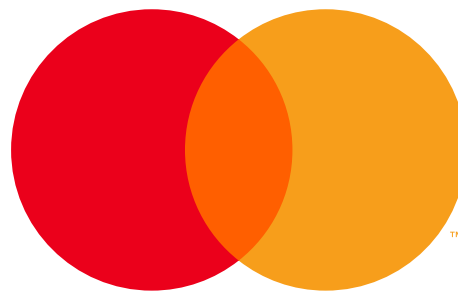
At the outset the most important element of the recruitment process is transparency. Firstly, be clear on what the role is. Do not fudge the truth, or either widen or indeed narrow the current scope of the job. Secondly, you must outline why the candidate should choose your role over others. Why should they choose to work for you?

Thirdly, and this links to transparency, how will you help them in their career? Be authentic and convey your true and actionable intentions to candidates, once they, over time, prove their skill and competency.



# MASTERCARD INSTALMENTS

## A New Way To Pay



mastercard®

### Keelan Bourke talks to Janne Karppinen, Vice President of Merchant Development at Mastercard, about the latest developments in payments technology coming shortly to the Irish retail market.

*What is the opportunity in the market that Mastercard has identified?*

What we see with today's consumer, is that they are looking for a smarter way to shop; they want flexible payment solutions that will help them fulfil their needs while maintaining a better control over their budget,

Mastercard Instalments is designed to respond to those needs, offering consumers flexible and convenient access to funds when needed, with the ability to split transactions across equal monthly instalments. This makes high-value purchases, such as a new TV or car repairs, more attainable and manageable.

We've conducted Europe-wide research including Ireland, and found consumers regarded instalments at Point of Sale as an innovative payment method of great appeal, so we are really excited to be able to offer this to consumers and retailers in Ireland.

*Sounds very interesting Janne, why would retailers and consumers choose Mastercard Instalments?*

For retailers, it will help attract new customers and increase sales, particularly for larger ticket items such as TVs, Washing Machines, luxury clothing, Jewellery, DIY projects, club membership fees and emergency purchases - our research has also shown that Instalment transactions have

significantly higher ATVs. Retailers will be protecting the credibility of their brand, by offering a trusted solution backed by the highly respected Mastercard processing network.

From a consumer point of view, it gives them greater control, flexibility and convenience. Consumers are pre-approved to access funds through their own banks, so no lengthy credit checks, and it gives customers greater choice at the point of sale (both in-store and online), allowing them to use their existing Mastercard card to stretch their budget when they need it while keeping control of their spending.

*Has this been proven elsewhere Janne and what are the next steps?*

Yes, Mastercard Instalments has been live in Romania since late 2016 and Ireland will be the second country to launch in 2020, followed by the United

Kingdom. Ireland is full of progressive Irish and international retailers which have shown support and excitement to be early adopters of our latest technology. We are working on a number of pilots and following those we will begin to roll it out across the wider Irish retail market. Retail Excellence have been a great support in developing these relationships. If you would like to hear more about Mastercard Instalments, feel free to contact me through Retail Excellence.



Janne Karppinen,  
VP Merchant  
Developments,  
Mastercard



# UNIFIED

COMMERCE SOLUTIONS  
**ON MICROSOFT DYNAMICS  
365 BUSINESS CENTRAL**



POSITIVE  
PROSTRATEGY  
RETAIL



**LS Retail**

We make business easy

[www.ppretail.ie](http://www.ppretail.ie)

tel: 01 4291977





# RETAIL'S NIGHTMARE

## BEFORE CHRISTMAS

Picture the scene. It's a Saturday, days before Christmas, in a busy outlet in a crowded shopping centre in the city suburbs. Shoppers queue up, weighed down by bags, arms filled with more purchases. One till attendant beckons to her colleague. Worry etched on both faces. The credit card machine won't connect. The line is getting longer. Customers are impatient. Irritated. The manager can't get hold of the bank or IT support. They're out doing their own last minute shopping. Staff are helpless. They offer to hold items behind the counter. Advise card-toting customers that there is an ATM at the entrance to the centre. The line for that is long too. It is a Saturday after all, only days before

Christmas. Harried shoppers drop their would-be purchases on the nearest surface. They don't have time for this. They'll have to get something else. Somewhere else.

It's every retailer's nightmare and one that most could easily fall victim to. Modern consumers go shopping without cash in their pockets. With over six million credit and debit cards active in the Irish economy, they expect to tap and go, wherever they go. So much so, they'll avoid shops where they can't. Card transactions and digital payments increase retailers' reliance on supporting technology including robust Internet connectivity. Any interruption results in customers leaving the premises without making a purchase. Every disruption costs money.

It's not just cashless consumers rendering retailers dependent on connectivity. The upgrade path for all Point of Sale and stock control technology points to the cloud. Communications, back office systems, payroll, even security cameras, all require a connection to operate.

Ripplecom has made it easy for retailers to safeguard their connectivity with

Orion, their award-winning autofailover technology. In the event of an outage, Orion switches devices smoothly from a primary to a secondary Internet connection. Once the main connection is restored, Orion automatically switches all systems back to the primary source. The retailer doesn't have to take any action or make any calls, the system takes care of it all.

### WHY ORION IS A DREAM FOR RETAIL

- **No downtime, anytime**  
Evenings and weekends are some of retail's busiest times. Contacting IT support outside of normal office hours can be impossible, so peak time outages are a potential disaster. With Orion, retailers can relax knowing that, whatever time an outage occurs, trade will continue as normal.
- **Card terminals**  
Card terminals continue to work normally even in a breakage; our engineering allows transactions to process seamlessly.
- **PCI compliant**  
Ripplecom connections are secure, helping vendors to stay PCI compliant and processing payments as usual.

### EXCLUSIVE RETAIL EXCELLENCE OFFER: €100 OFF ORION INSTALLATION

Connectivity is a year-round issue but as retailers prepare for the most important trading period of the year, Ripplecom is exclusively offering Retail Excellence members €100 off standard, pre-Christmas Orion installations. To learn more visit us at <https://www.ripplecom.net/retail/>, email [business@ripplecom.net](mailto:business@ripplecom.net) or chat to a member of our Business Team on 061 500250.



John McDonnell,  
Managing Director,  
Ripplecom



# Drive customer engagement with instore wifi



## Captive Portals

Create a customised landing page for your business and tailor specific messages to welcome your customers when joining your network.

## Analytics

Your customers, your data. Understand your customer behaviour and begin to build detailed customer profiles with secure and GDPR compliant wifi analytics. Use these insights to target your customers with personalised messaging that keeps them coming back.

## Engage

Drive customer engagement and boost your marketing activity with hyper personalised, timely communications. Reward customer loyalty, send real time promotions and communicate with customers in-store and after they leave.

Aruba delivers a secure wireless solution that helps retailers enhance their advertising capabilities and influence in-store sales. With this solution retailers will securely own and control their own data.



# CHANGES TO PARENTAL LEAVE 2019

BY TOMMY SMYTH, TOM SMYTH & ASSOCIATES



As part of an EU Directive on Work-Life Balance, the Irish Government has signed into law the **Parental Leave (Amendment) Act 2019** which increases the entitlement to parental leave on a staggered basis.

Generally speaking, a parent must be employed by his or her employer for one year before becoming entitled to parental leave and an employer may postpone the taking of parental leave once for up to six months.

The following are the key changes to parental leave entitlements:

From 1st September 2019 unpaid parental leave has increased from 18 weeks to 22 weeks.

From 1st September 2020 unpaid parental leave will increase from 22 weeks to 26 weeks.

In addition, the eligible age of the child has increased from **8 to 12 years** (16 years if the child has a disability or long-term illness).

Any parent that has taken the previous full entitlement of 18 weeks in respect of a child will be permitted to take the remainder of the new increased entitlement, provided the child is under the age of 12. This will also apply to any parent who did not take their

full entitlement of 18 weeks due to the fact that the child reached 8 years of age. Again, the child must be under the age of 12. All employees should request this leave in writing giving at least 6 weeks notice.

From 1st November 2019, a new paid **Parental Leave Scheme** will introduce two weeks paid parental leave for each parent during the first year of the child's life. This will only apply to children born after 1st November 2019. This will be in the form of a payment from Social Welfare (State benefit), as opposed to a payment from the employer.

It will be up to each employer to decide if they want to 'top up' this payment with an additional payment (to a certain % of the salary or to the full salary).

The payment will be open to both employed parents, subject to PSRI contribution conditions.

The standard rate of payment will be €245 per week. This leave is in addition to the current paid maternity and paternity leave

benefit payments from Social Welfare and is paid at the same rate as these payments.

In order to avail of the paid leave, the parent must be in their current employment for a minimum of one year and give 4 weeks notice. The leave may be taken during the first 12 months of their baby's life and only after the child has been born. In the case of multiple births, only one period of leave is available to each parent.

Leave is non-transferable between parents (except in the case of the death of one of the parents) and must be taken in periods of not less than one week at a time. It is intended that the amount of leave will be increased incrementally from two weeks initially, up to seven weeks by 2021.

As some of these new arrangements commenced on September 1st this year, if they have not already, employers should update their handbooks or policies to reflect these arrangements. If REI members have any queries please don't hesitate to contact us at Tom Smyth & Associates for assistance.



COUNTER-FITTING, NOT COUNTERFEITING

The CASHINFINITY™ range ensures you accept and dispense 'fit for purpose' notes and coins.

Contact us on: **+353 (0)1 5713990**  
or email: **sales@ie.glory-global.com**  
visit: **www.glory-global.com**



# SUCCESSFUL PLANNING

BEGINS WITH THE  
END IN MIND....





**One of the seven habits of highly effective people, according to Steven Covey's bestseller, is "beginning with the end in mind". You sketch out a picture of what you want in the future, then you plan and work your way towards it. To put it another way, life's much better with a plan.**

The thing is, many people don't know what their goals are. They may not have even really thought about them. This is the starting point – a 'discovery' conversation with a spouse, family, a financial adviser, to ask the right questions and start building towards the answers.

For couples, this conversation can provide much-needed clarity and reassurance about what the future holds.

No two people are the same. We all have our own individual concerns and circumstances. Most goals, however, tend to revolve around the following core pillars:

- Family
- Home
- Career
- Lifestyle / retirement
- Business
- Health
- Giving and Legacy

Depending on where you are in life, your primary goal might be to ensure you have enough set aside for retirement; or enough to

send multiple kids to college. Maybe you need to consider how to transition the family business on to the next generation. Maybe you have inherited or come into another kind of windfall.

**INDIVIDUAL NEEDS, INDIVIDUAL GOALS**

There is no one-size-fits-all approach to financial planning and all goals, decisions and strategies must be based on the individual. This is where personalised financial advice comes into its own.

**PLANNING AHEAD... BUT NO CRYSTAL BALL**

Whatever course of action you choose, you'll need to maintain balance and manage risk. Personal financial advice, from an adviser who knows and understands you, will help you take a step back and look at the bigger picture; assess what's achievable and help you get on the right path.

While forecasting analysis can sketch out a potential roadmap, there is no crystal ball in life or in finance. Unexpected things happen every day, and you will need a plan that is flexible enough to adapt to different scenarios. You do not set goals without first considering how you can best protect your wealth and your future earnings potential. This conversation usually includes the topic of succession planning; your vision for your assets when you're no longer around.

**GETTING STARTED**

Goals-based financial planning starts with an open conversation designed to establish what your main goals are and then the building blocks of a plan can be assembled. It can be helpful to include all stakeholders in the plan, your spouse or partner and children, to ensure all angles are covered.

Your plan can be fine-tuned to reflect changing circumstances as you journey through life. As with all financial planning, the sooner you identify and implement goals, the better the reward. Why not get started today?

*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).*

**The information in this article does not purport to be financial advice and does not take into account the investment objectives, knowledge and experience or financial situation of any particular person. You should seek advice in the context of your own personal circumstances prior to making any financial or investment decision from your own adviser. There are risks associated with putting a financial life plan in place. There is no guarantee that by having a financial life plan in place, you will meet your objectives.**

*Davy Private Clients is a division of J&E Davy. J&E Davy, trading as Davy, is regulated by the Central Bank of Ireland. Davy is a member of Euronext Dublin and the London Stock Exchange. In the UK, Davy is authorised by the Central Bank of Ireland and authorised and subject to limited regulation by the Financial Conduct Authority.*

*Details about the extent of our authorisation and regulation by the Financial Conduct Authority are available from us on request.*





# ras

STOCKTAKING AND SUPPLY CHAIN  
SOLUTIONS

Stocktaking & Supply Chain Management for  
Retail, Wholesale, Pharmacy, DIY and Multi Channel

call us today and find out how our  
solutions can increase sales & combat loss...



**1800 939582**

[www.retailassetsolutions.ie](http://www.retailassetsolutions.ie)  
[sales@retailassetsolutions.ie](mailto:sales@retailassetsolutions.ie)





# SUPPLIER DIRECTORY



STAR	CATEGORY OF COMPANY	COMPANY	ACCOUNT MANAGER	CONTACT INFORMATION	REFEREES
	Address Capture Software	GeoDirectory	Dara Keogh +353 (0) 1 705 7005	info@geodirectory.ie www.geodirectory.ie	Pallas Foods, Tesco Ireland
	ATM Solutions	Euronet Worldwide	Niall Brady +353 (0) 86 461 9990 niallbrady@euronetworldwide.com	niallbrady@euronetworldwide.com www.euronetworldwide.com	Gala, Musgrave Group
★	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
	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
	Broadcast Media	Sky Media Ireland	Gareth Genockey +353 (0) 1 614 7611	gareth.genockey@sky.ie www.skymedia.ie	Albany Home Décor
	Business Training, Coaching & Mentoring	Action Coach Business Coaching	Paul Fagan +353 (0) 1 891 6220	ireland@actioncoach.com www.actioncoachireland.com	Gerry Browne Jewellers, The Italian Tile & Stone Studio
	Cash Handling Solutions	Glory	David O'Meara +353 (0) 1 467 0542†	david.omeara@glory-global.com www.glory-global.com	Musgrave Group
	Cash Handling Solutions	SUZOHAPP	Trevor Andrews +353 (0) 87 958 1277	trevor.andrews@suzohapp.com www.suzohapp.com	Retail Excellence
★	Cash Logistics Services	GSLs	Paul Cahill +353 (0) 87 133 6000 Denise McCarthy +353 (0) 87 146 5085	pcahill@gsls.ie dmccarthy@gsls.ie www.gsls.ie	Applegreen, O'Briens Wines and Spirits
	Coin Counting Machines	Coindrum	Lukas Decker +353 (0) 1 53 947 88	lukas.decker@coindrum.com www.coindrum.com	Foreign Currency Exchange,
★	Connected Retail Solutions	MJ Flood Technology	Keith Hanley +353 (0) 1 466 3526	khanley@mjf.ie www.mjf.ie	Applegreen, Three
	Consumer Market Research & Training	Customer Perceptions & Optimum Results	Emma Harte +353 (0) 42 93 39911	emma.harte@customerperceptions.ie www.customerperceptions.ie	DAA, RAI
	Creative & Print Services	The Smart Group	Tom Ryan† +353 (0) 86 780 1626	tom@thesmartgroup.ie www.thesmartgroup.ie	Euronics, FromMe2You
	Customer Communication Solutions	Circulator	Claire Staunton +353 (0) 87 203 1492	claire.staunton@circulator.com www.circulator.com	Musgrave Group, Smyths Toys
	Decorative and Structural Panel Solutions	Finsa Forest Products	Padraig Condon +353 (0) 61 921 038	p.condon@finsa.com www.finsa.com	Retail Excellence
	Digital Experience Platform	Acquia Inc.	Chris Holt +44 (0) 7759 120075	chris.holt@acquia.com www.acquia.com	Retail Excellence
	Digital Marketing Agency	Core Optimisation	Caroline Dunlea +353 (0) 86 086 2840	caroline@coreoptimisation.comm www.coreoptimisation.co	Compu b, Great National Hotels
	Digital Marketing Agency	Wolfgang Digital	Alan Coleman +353 (0) 1 663 8020	alan@wolfgangdigital.com www.wolfgangdigital.com	iClothing, McElhinneys
	Domain Name Registration	IE Domain Registry	Registration Services +353 (0) 1 236 5400	registrations@iedr.ie www.iedr.ie	Matrix Internet, Software Design Ltd
★	Ecommerce Agency	StudioForty9	Ger Keohane +353 (0) 21 239 2349	ger@studioforty9.com www.studioforty9.com	Carrolls Irish Gifts,
	Ecommerce Agency	Koomo	Leigh Byrne +353 (0) 87 263 5549	lbyrne@koomo.com www.koomo.com	Avoca, Butlers Chocolates
	Ecommerce Agency	Made to Engage	Niall Adams +44 (0)2890 183135	niall.adams@madetoengage.com www.madetoengage.com	Eason, Henderson Group
	Ecommerce Platform	Shopify	Lauren Helstab	lauren.helstab@shopify.com www.shopify.com	Carraig Donn, Diesel, Gym + Coffee
	Ecommerce Platform	Shopware	Heike Zellerhoff +44 7379 233034	H.Zellerhoff@shopware.com www.shopware.com	BVB, Euronics
	Employee Communications Platform	Speakap	Guy Chiswick +44 (0)7827 289427	guy.chiswick@spekap.com www.speakap.com	McDonalds, Rituals
	Employee Workforce Management Solutions	Timepoint	Colin Ryan +353 (0) 1 406 7610	colin@timepoint.ie www.timepoint.ie	Applegreen, Carroll's Irish Gifts, Musgrave Group
	Energy Services	Exemplar Energy	Jonathan Fitzpatrick +353 (0) 87 276 8778	jonathan@exemplarenergy.ie www.exemplarenergy.ie	Arboretum Home and Garden Centre, Shaws Department Stores
	Energy Services	Pinery	Colm Foley +353 (0) 1 524 2825	colm@pinergy.ie www.pinery.ie	Aramark, DNG
	EPOS Solutions	K3 Retail	Mark Bryans +353 (0) 1 820 8321	mark.bryans@k3btg.com www.k3retail.ie	DAA, Woodies
	EPOS Solutions	Positive Systems Solutions	Damien O'Driscoll +353 (0) 1 6296058	damien@pss.ie www.pss.ie	Conns Cameras, Croom Cycles
	EPOS Solutions	Retail Integration	Patrick Heslin +353 (0) 1 429 6800	patrick@retail-int.com www.retail-int.com	Mothercare, O'Briens Wine, Beer and Spirits
	EPOS Solutions	CBE	Oliver Sheridan 1890 373 000	oliversheridan@cbe.ie www.cbe.ie	CH Chemists, Paul Byron Shoes
	EPOS Solutions	Eirpoint	Niall Cannon +353 (0) 65 686 8880	ncannon@eirpoint.com www.eirpoint.ie	Dubarry Ireland, Patrick Bourke Menswear
	EPOS Solutions	Intact Software	Mark McArdle +353 (0) 42 933 7142	mark.mcardle@intactsoftware.com www.intactsoftware.ie	Brett Supplies, Tilestyle
	EPOS Solutions & IT Consultancy	The IT Department	Jason Scott +353 (0) 86 085 0555	jscott@theitdepartment.ie www.theitdepartment.ie	Galvin For Men, Hanley & Co
	Facilities Management	Grosvenor Services	Marianne Lambert +353 (0) 87 980 3377	mlambert@grosvenorservices.com www.grosvenorservices.com	Kildare Village, Westfield Shopping Centre
	Financial Services	Grid Finance	Andrea Linehan +353 (0) 85 192 4047	andrea@grid.finance www.gridfinance.ie	Blueface, Independent Finance Providers of Ireland
	Foodservice Disposable Packaging	Bunzl Irish Merchants	Ronnie Brennan +353 (0) 86 172 5000	rbrennan@irishmerchants.com www.irishmerchants.com	Retail Excellence
	Footfall Counting, Digital Signage & Loss Prevention	Detectag Retail Services	John Dempsey +353 (0) 86 243 7100	john.dempsey@retailservices.ie www.retailservices.ie	An Post, Eir, Meteor
★	Gift voucher and Gift Card Solutions	FromMe2You Gift Card	John Wall +353 (0) 87 666 6795	John.wall@me2you.ie www.me2you.ie	Fields Jewellers, Harvey Norman
	Gift Voucher and Gift Card Solutions	Love2shop / Park Retail	Robert O'Donnell +353 (0) 1 294 4090	robert.odonnell@love2shop.ie www.love2shop.ie	Argos, Debenhams, Heaton's
	Graphic Design, Printing, Delivery	Sooner Than Later	Mark Finney +353 (0) 1 284 4777	mark@soonerthanlater.com www.soonerthanlater.com	Domino's Pizza, The Suitable Clothing Company



STAR	CATEGORY OF COMPANY	COMPANY	ACCOUNT MANAGER	CONTACT INFORMATION	REFEREES
★	Hot Beverage Business Solutions	Bewley's Tea & Coffee	Hugh Healy +353 (0) 1 533 4717	Hugh.Healy@Bewleys.com www.bewleys.com	Butlers Chocolates, Supermacs
	Hotel, Conference Venue	Crowne Plaza Blanchardstown	Carol Byrne +353 (0) 86 201 8997	carol.byrne@crowneplazadublin.ie www.cpireland.crowneplaza.com	Avtek, DID Electrical
	HR Consultant	Tom Smyth & Associates	Tommy Smyth +353 (0) 21 463 4154	tommy@tsaconsultants.ie www.tsaconsultants.ie	BB's Coffee & Muffins, Petstop, Skechers
	Human Resources Solution	Strandum Ltd	Brendan Carney +353 (0) 1 899 1900	bcarney@strandum.com www.strandum.com	O'Callaghan Hotels, Topaz
	Insurance	FBD Insurance	Patrick Carey +353 (0) 86 815 4193	Patrick.Carey@FBD.ie www.fbd.ie	Petsop
	Insurance	InsureMyShop.ie	Tommy Brown +353 (0) 1 231 9320	info@insuremyshop.ie www.insuremyshop.ie	Fresh The Good Food Market,
	Insurance	O'Leary Insurances	Kim Miley +353 (0) 1 663 0613	kmiley@olid.ie www.olearyinsurances.ie	Retail Excellence
	Insurance Broker, Pensions and Risk Management	Willis Towers Watson	John Golden +353 (0) 86 419 7561	John.golden@willis.ie www.willis.ie	Arboretum, Supermacs
	IT - Domain and Hosting Services	Blacknight	Michele Neylon +353 (0) 59 918 3072	michele@blacknight.com www.blacknight.com	Irish Pumps and Valves Ltd, The Cool Bean Company
	IT Solutions & Security	Memotech	Alexei Udall +353 (0) 41 981 4126	info@memotech.ie www.memotech.ie	BWG, Waterford Institute of Technology
	IT Solutions & Security	Enterprise Defence	Ross Palmer + 353 (0) 818 229 239	info@enterprisedefence.com www.enterprisedefence.com	Musgrave Group, Smyth's Toys
	IT Solutions & Security	Check Point Software Technologies	Ruari Haughey +44 (0) 203 701 9391	rhaughey@checkpoint.com www.checkpoint.com	Retail Excellence
	IT Solutions & Security	Radius Technologies	Jerry Buckley 1890 592500	jerryb@radius.ie www.radius.ie	Ardkeen Stores, Electricity
	Label Solutions	IMS Labels	Steven Burke +353 (0) 1 295 4544	steven.burke@ims.ie www.imslabels.ie	Barry Group, Musgrave Group
	Legal Advice & Services	Baily Homan Smyth McVeigh Solicitors	Joe McVeigh +353 (0) 1 440 8300	jmcveigh@bhsm.ie www.bhsm.ie	Leon Ireland
★	Licence Exempt Music Provider	Amazing Media	Grant Thompson +44 (0)191 603 0180	grant.thompson@amazing-media.com www.amazinginstore.com	Woodies
	Location Intelligence Solutions	Gamma Location Intelligence	Richard Garry +353 (0) 1 707 9888	richard.garry@gamma.ie www.gamma.ie	Bank of Ireland, Fastway Couriers, Musgrave Group
	Logistics	DHL Express	Ciara Hynes +353 (0) 86 197 0085	Ciara.hynes@dhl.com www.dhl.ie	Carroll's Irish Gifts, Eurostyle
★	Logistics	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
	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
	Out Of Home Media Advertising	Exterion Media	Sandra Doyle +353 (0) 1 669 4500	Sandra.doyle@exterionmedia.ie www.exterionmedia.ie	Dunnes Stores, Hammerson
	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@jotoole.ie www.jotoole.ie	Arboretum Home and Garden Centre, Newbridge Silverware
	Pharmacy IT Solutions	McLernons	Robin Hanna +353 (0) 1 450 1916	robin@mcLernons.ie www.mclernons.ie	Mulligan Pharmacy Group, Sam McCauley Chemists
	Printer Solutions - Office & Business	Brother	Derek Kelleher +353 (0) 1 241 1900	derek.kelleher@brother.ie www.brother.ie	Harvey Norman, Power City
	Print and Design	Kingdom Printers	David Keane 066 712 1136	dave@kingdomprinters.net www.kingdomprinters.net	Retail Excellence
★	Recruitment	Excel Recruitment	Barry Whelan +353 (0) 1 814 8747	barry@excelrecruitment.com www.excelrecruitment.ie	Kilkenny Group, Topaz
	Recruitment	Teamworx	Amy McGlynn +353 (0) 45 898037	amy@teamworx.ie www.teamworx.ie	County Kildare Chamber, Kilkenny Group
	Refrigeration & Air Conditioning	Anglo Irish Refrigeration	Trevor Wright +353 (0) 87 820 0245	twright@anglo-irish.com www.anglo-irish.com	Applegreen, BWG
	Retail Design	Maria O'Neill Retail Design & Associates	Maria O'Neill +353 (0) 87 250 7964	mariaoneillretaildesign@gmail.com, www.excelrecruitment.ie	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	Retail Excellence
	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
	Security and Electronic Equipment Service	MTS Security	Gerry Scully + 353 (0) 818 365538	gerry.scully@mtssecurity.ie www.mtssecurity.ie	BWG, Topaz

CATEGORY OF COMPANY		COMPANY	ACCOUNT MANAGER	CONTACT INFORMATION	REFEREES
	Security Tagging and 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	ShaneBrennan +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@iisspace.com www.iisspace.com	Centra, Eir
	Shopfitting and Retail Design	Store Design	Paul Ryan +353 (0) 1 413 1350	pryan@storedesign.ie info@storedesign.ie d.mckeever@storedesign.ie www.storedesign.ie	Fallers Jewellers Patrick Bourke Menswear
	Shopfitting and Retail Design	Storefit Shopfitters	Eamonn Brien +353 (0) 21 4344544	eamonn.brien@storefit.com www.storefit.com	Ecco Shoes, Sam McCauley Chemists
	Shopfitting and Retail Design	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	B&O, DAA, Lloyds
	Stocktaking, Merchandising & Retail Services	RGIS Inventory Specialists	Marcin Dettlaff +353 (0) 87 1272698	MDettlaff@RGIS.com www.rgis.ie	Lifestyle Sports, Tesco Ireland
	Store Design Fitting	DDC Group	Ashley Gardiner +353 (0) 1 401 3050	ashley@ddcshopfit.ie www.ddcshopfit.ie	Ebay, IKEA
	Tax free Shopping	Global Blue	Mark Cox +353 (0) 87 707 5041	mcox@globalblue.com www.globalblue.com	The Cloth Shop, Zwilling Kildare Outlets
	Telecommunications	Ripplecom	Arlene Kenny +353 (0) 61 571154	arlene.kenny@ripplecom.net www.ripplecom.net	Barry Group, Supermacs
	Video Production and Graphic Design	Another Avenue	Sharyn Mitchell +353 (0) 1 660 1588	sharyn@anotheravenue.com www.anotheravenue.com	Retail Excellence, Sky Ireland

 Denotes **RETAIL EXCELLENCE CORPORATE PARTNER**





Pickup

Our parcel network is getting  
**much, much bigger!**

With almost **600 parcel shop locations** throughout Ireland,  
there's a **DPD Pickup point** close by.

Your online customers can:



Choose a Pickup  
point that best  
suits them for  
delivery.



We'll text them  
when their parcel is  
ready for collection.



Open early 'til late,  
7 days a week –  
collect or drop off  
when it suits.



Return via  
any of our  
Pickup points.

For more visit [dpd.ie/pickup](https://dpd.ie/pickup)  
T: 090 6420500

**parcel  
wizard**







TEAM JOHNSTON SHOPFITTERS PROUDLY WORKING WITH TEAM JYSK



JOHNSTON-SHOPFITTERS.COM

Unit E  
Bluebell Ind. Est.  
Nans Road  
Dublin 12  
D12 P922  
Ireland

Unit 10 Kirk Lane  
Kirk Sandall  
Doncaster  
South Yorkshire  
DN3 1GZ  
UK

T. +353 (0)1 419 0419 T. +44 (0)1 302 686 765