

A TOUGH SECTOR IS GETTING TOUGHER

RETAIL SERVICES

PROFESSIONAL SUPPORT FROM SOURCING TO SALES

CHALLENGES

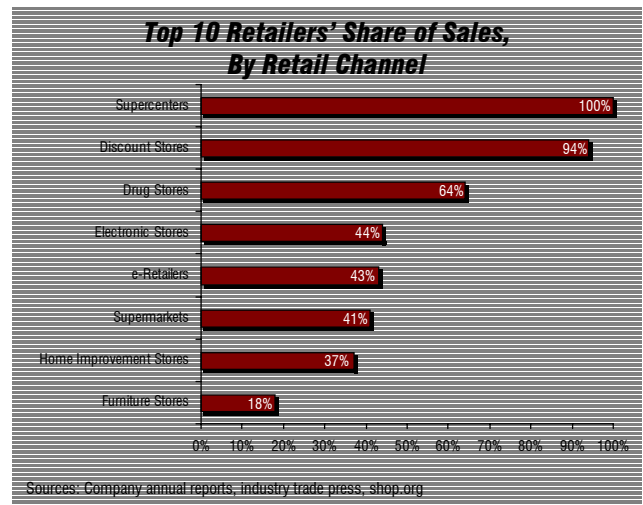
- OPERATIONS EFFICIENCY—do you minimize overheads, keep your sourcing-to-sale cycle short?
- SOURCING, AND SUPPLY MANAGEMENT—are your sourcing operations streamlined and competitive?
- PRICING FOR PROFIT—are your pricing strategies profitable and sustainable?
- COMPETITIVE PLACEMENT—do you know your competition, where you fit in, where the growth is?
- STAFFING AND TRAINING—are your sales people committed and effective at all levels?
- CUSTOMER MANAGEMENT—do your customers leave satisfied and come back for more?
- ASSORTMENT PLANNING—is your product range diversified and recession-proof?
- IT EFFECTIVENESS—do you optimize your systems for sourcing, inventory, allocation and sales management?
- SPACE PRODUCTIVITY—have you maximized revenue per sq. ft. in all your locations?
- BRANDING AND LOYALTY—do your image and incentives keep your customers on the hook?
- COMPETITIVE STRATEGY—are you looking ahead, to say ahead?
- COST EFFECTIVENESS—are your overheads and operating costs at or below industry standards?

SOLUTIONS

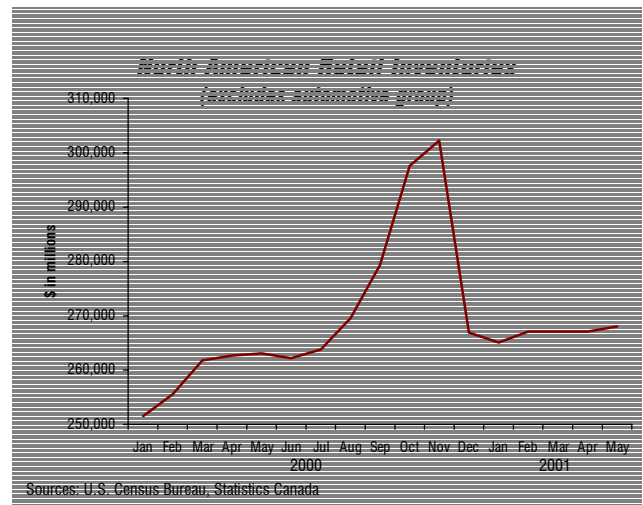
SBR is a professional services firm with over 20 years experience in technical and management consulting specializing in retail services.

We are multi-degreed platinum collar professionals at less than 50% of traditional consulting firms—predatory prices of \$100/hr!

ARE YOU GETTING YOUR FAIR SHARE?



ARE YOU MOVING YOUR PRODUCT?



PLAN AHEAD
STAY AHEAD

S·B·R
GLOBAL™

THE RETAIL ENVIRONMENT

Consumer

Sophistication
Education
Employment
Composition

Competition

M&A/closure/bankruptcies
Leaders & followers
Trend-setting
Differentiation

Technology

Inventory management
E-commerce
Consumer data mining
Electronic retailing

Economy

Interest & inflation rates
Real disposable income
Consumer Confidence Index
Consumer Price Index
Real growth in GDP

SBR OFFERINGS:

Market/demographic analysis
Portfolio analysis
Market intelligence
Trends tracking
CRM/loyalty programs

Competitor intelligence
Strategic & tactical planning
Cycle time reduction
Post merger consolidation

Technology review/ implementation
POS customer information
Assortment planning
Process mapping
Data support

Research services/analysis
Industry analysis
Cost cutting
Market studies

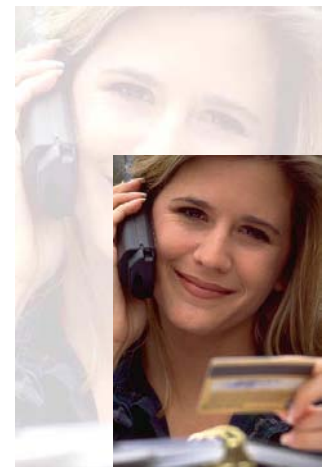
RIGHT PRODUCT, PLACE & TIME—**EVERY TIME!**

REPRESENTATIVE SERVICES

- Improving **inventory effectiveness** by reducing out-of-stocks, reducing markdowns, and increasing inventory turnover through **assortment planning**, controls, and vendor management.
- Developing **private brand capabilities** including design, **global sourcing** and logistics.
- Managing **resources** effectively.
- Implementing quick response and efficient **consumer response strategies**.
- Facilitating design and start-up of new **distribution centres** including facility location, equipment and layout design, warehouse management systems, employee and supervisor training, standards and incentives.
- Improving **store operations** including labour management, back-room operations and customer service.
- Implementing **category management** practices and capabilities to improve category performance in the stores.
- Continuous improvement by **effectively training staff**.

RECENT ENGAGEMENTS

- Assortment Planning Tool Development
- Brand Leveraging
- Business Process Improvement Support
- Buyer/Merchandise Manager Planning Support
- Cost Cutting Initiatives
- DC Costs / Transportation Analysis
- Execution & Management for Inventory Control
- Facilitated Sessions
- Global Sourcing Assessment
- HR Audit
- Importer vs. Domestic Importer Analysis
- M&A Support
- Marketing Plans
- Price Point Strategy
- Process Mapping
- Procurement Support & System Analysis
- Product Development
- Online Documentation
- Market / Competitor Analysis
- New Vendor Identification
- Quality Audit and Continuous Improvements
- Quality Standards Implementation
- Retention Strategy
- Sales Targeting
- Sample Tracking System Implementation
- Supply Chain Management
- Vendor Management & Scorecarding
- Virtual Retailing



UP TO THE CHALLENGE IN A CHANGING RETAIL CLIMATE

S·B·R
GLOBAL™
Professional Services Contractor

300-14 College Street • Toronto • Canada • M5G 1K2 • tel 416.962.7500 • fax 416.962.7505
3709 S Street NW • Washington, D.C. • 20007-2116 • tel 202.342.7500 • fax 202.342.9295