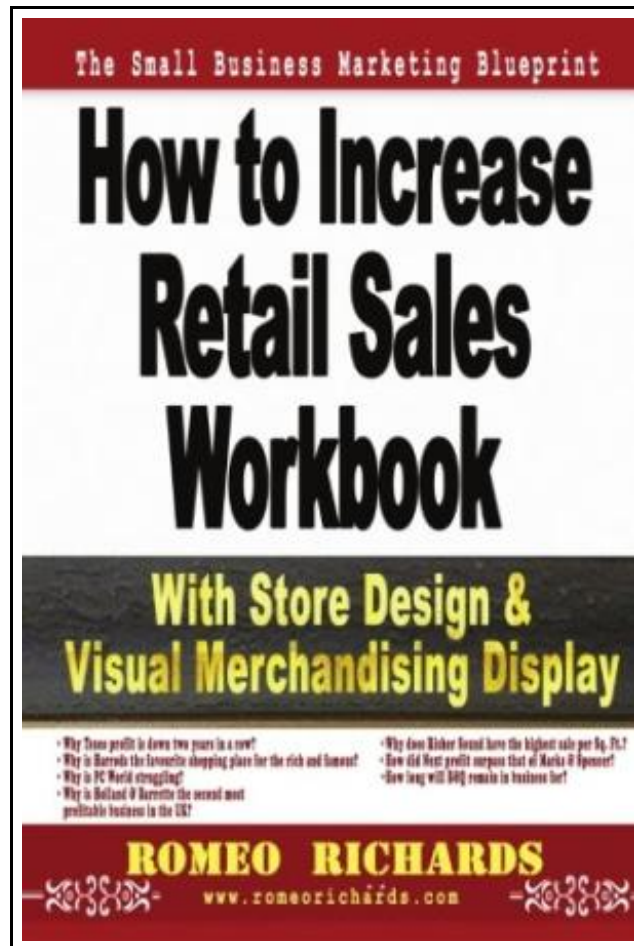


How to Increase Retail Sales: Workbook



Filesize: 6.05 MB

Reviews

It is great and fantastic. I actually have read and so i am certain that i am going to going to go through once again yet again in the future. I realized this ebook from my dad and i encouraged this book to find out.

(Dr. Kayden Gerlach)

HOW TO INCREASE RETAIL SALES: WORKBOOK



Createspace, United States, 2014. Paperback. Book Condition: New. Workbook. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Why should you read this book when there are literally thousands of books on the market about increasing retail sales? If you were to ask sacked Tesco CEO Philip Clarke this question, his response would be, if he knew what is written in this book, he will still have a job. Picture this right. When he took over Tesco, the retailer was the second most profitable retailer in the world and the fourth most profitable business in the UK. At the end of his three years reign, Tesco s market share shrunk to 28.9 while in the same period, Aldi doubled in size to 4.7 and Lidl increased its market share from 2.5 to 3.6 . So, what did Tesco do wrong under Mr. Clarke s stewardship that Aldi and Lidl got right? Once upon a time, Marks Spencer was the biggest dog in the UK s fashion kennel. Currently, Marks Spencer is struggling while it embattled CEO cling on despite repeated calls for his head. What took Marks Spencer from a retail phenomenon to a basket case? Lingerie retailer La Senza has gone bust for the second time in two and the half years. Their CEO blamed difficult trading conditions. Is Victoria Secret trading in different trading conditions to that of La Senza? These are some of the questions answered in this workbook. Harrods is not the favourite shopping place for the rich and famous just by accident. Richer Sound does not have the highest sales per m2 than any retailer in the world by default. Next retail profit did not surpass Marks Spencer by luck. Neither is Holland Barrett, the second most profitable business in...



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