

# WSN ACADEMY

Learn  
Grow  
Innovate

## HOW TO SUCCESSFULLY REINVENT YOUR SHOP AND STRENGTHEN ITS IDENTITY

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Boutique2Mode  
Le média des professionnels



# INTRODUCTION

## Context

In a rapidly changing fashion market, **diversifying one's offering** becomes an essential strategy to **improve profitability** and meet **new customer expectations**.

### 🎯 Masterclass objective:

To provide **concrete keys** to intelligently expand your in-store assortment, without losing your identity, while adapting to the real needs of your clientele.





# STEP 1

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**DIAGNOSING YOUR CLIENTELE AND  
THEIR POTENTIAL**

# DIAGNOSING YOUR CLIENTELE AND THEIR POTENTIAL

## Knowing your current clientele

- Profiles: Age, gender, style, purchasing power, habits.
- Methods: In-store surveys, social media feedback,
- loyalty data.

## Identify prospects and opportunities

- Catchment area: Pedestrian traffic, neighbouring businesses, local demographics.
- Online presence: Social networks, web traffic, conversion rate.

## Interacting with its customers

- In store: Active listening, staff training.
- Digital tools: Surveys, questionnaires (Google Forms...).



# QUESTIONS & REFLECTIONS

- **Who shops in my store?**

Style, income, gender, age, purchasing habits.

- **Which potential customers pass by my store?**

Profile: style, income, gender, age, catchment area.

- **Which customers should be targeted online and on social media?**

Attractive profiles, digital behaviors, unexpressed expectations.

- **Why don't some potential customers come into the store?**

Analysis of obstacles: shop windows, offers, perception of the store.





# STEP 2

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EVALUATE THE PROFITABILITY OF  
ITS CURRENT OFFER

# EVALUATE YOUR CURRENT OFFER AND PROFITABILITY

## ABC METHOD

Classify the products according to their contribution to sales (revenue) and margin.

## ROTATION DES STOCKS

Identify slow-moving products that occupy a significant amount of space.

## PROFITABILITY PER SQUARE METER

Analyze the revenue generated in relation to the space occupied.

**Concrete example:** A product representing 5% of turnover but occupying 20% of the sales space can be re-evaluated.

## DIFFERENTIATING ARTICLES

With little online competition, exclusive, and handcrafted.

## ADDITIONAL SERVICES

Alterations, personalization, style advice.

High value-added products

# QUESTIONS & REFLECTIONS

The ABC method divides the references into three groups: A, B, and C.

**Group A ~ 20% of references for 80% of outputs**

**Group B ~ 30% of references for 15% of outputs**

**Group C ~ 50% of references for 5% of outputs.**

- Which products sell best in my shop (high turnover) and which ones bring in profit margin?
- Which items take up a lot of space in my shop but don't sell well?
- What products do I have little or no competition with e-commerce?





# STEP 3

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**DEFINE YOUR OBJECTIVES IN LINE WITH  
THE STORE'S IDENTITY**

# OBJECTIVES AND DNA OF THE BRAND

## **Specific Objectives:**

- Increase in revenue (turnover)
- Margin improvement
- Customer base expansion

## **Investments required:**

- Temps, budget, formation

## **The brand's DNA:**

- Values and positioning: Eco-responsibility, craftsmanship, urban fashion
- In-store experiences: Workshops, events, café areas
- Lifestyle products: Home decor, stationery, cosmetics, wellness

## **Inspiring examples:**

- Stores that have integrated lifestyle products consistent with their brand image

# DIVERSIFICATION STRATEGIES

## **Progressive Approach:**

- Testing new product categories in small quantities

## **Transformation Importante :**

- Retain the strengths
- Quickly propose complementary and differentiating offers

## **Radical Change:**

- Full diagnosis of the existing
- Complete overhaul of the shop if necessary
- Surround yourself with professionals to rethink the whole thing

## **Ultimate goal:**

- To guide the brand towards a clear and attractive positioning

# QUESTIONS & REFLECTIONS

## Key Objectives:

- Increase revenue and profit margins
- Expand the customer base

## Strategic Questions:

- What trends and products are missing in my neighborhood?
- What additional products could I add?
- What differentiating services can I offer to stand out?

## Necessary Investments:

- Temps, budget, formation

## Decisions to be made:

- Radical change or gradual evolution?

# PLANS D'ÉLARGISSEMENT DE GAMME



# QUESTIONS & REFLECTIONS: DIVERSIFICATION

## PROGRESSIVE APPROACH

Testing new categories in small quantities

## IMPORTING TRANSFORMATION

- Retain the strengths while adding originality
- Quickly propose complementary offers

## RADICAL CHANGE

Complete renewal if necessary, with expert support

## ALIGNMENT WITH IDENTITY

Values  
Experiences  
Lifestyle products

## DECISION-MAKING AND VALIDATION

- To compare ideas with experts and clients
- Identify underperforming products or suppliers

## FINAL OBJECTIVE

Reposition the brand in a clear and attractive way, while remaining true to its values.



**YOU'RE GOING TO HAVE TO MAKE CHOICES THAT YOU MAY HAVE STRUGGLED  
TO MAKE FOR YEARS!**



# STEP 4

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**IMPLEMENTATION OF ITS  
DIVERSIFICATION STRATEGY**

# KEY STEPS

## **Define the steps:**

- Set the steps and deadlines to bring the project to fruition.

## **Action plan:**

- Select the new product/service categories.
- Keep the best-selling products that generate current revenue.
- Assess the funding needs (business plan if necessary).

## **Set up :**

- Train staff, arrange the sales area, communicate.

## **Evaluation and adjustment:**

- Monitor performance, gather feedback, adjust if necessary.

# QUESTIONS & REFLECTIONS

## Alignment with the store's identity:

- Ensure consistency between the offer, the style and the profile of the target clientele.

## Product/service selection:

- Choose items that appeal to current customers and new target audiences.

## Team mobilization:

- Involve and motivate staff, implement performance-based bonuses.



# QUESTIONS & REFLECTIONS

## **Product training:**

- Mastering new offerings to reassure the customer, in the face of informed competition (AI, internet).

## **Communication :**

- Promote new products to strengthen the brand identity.

## **Monitoring and adaptation:**

- Do not hesitate to adjust the offer if the results are not as expected.
- Listen to customers, monitor the market, adapt quickly.

# TO GO FURTHER

- Sign up for our newsletter and receive all the latest news from Boutique2mode
- Find the full report “How diversification and differentiation boost profitability in stores” soon on [www.boutique2mode.com](http://www.boutique2mode.com)

ANY QUESTIONS?  
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