



STOCKED FOR GROWTH.

PLAN AND ACHIEVE YOUR GROWTH AMBITIONS.

INTRODUCING THE RETAIL GROWTH PROGRAMME FROM G.



G is for ambitious leaders
of dynamic small businesses.

Brought to you by Grant Thornton.

g.grantthornton.co.uk



THE RETAIL GROWTH PROGRAMME.

THE PROGRAMME.

Are you looking to grow your business?

Leaders of dynamic small retail businesses are provided with support, guidance and practical tools to encourage rapid, sustainable business growth. During the year you'll also enhance your knowledge in key areas, create a detailed growth plan, and form valuable connections with like-minded retailers – all helping you reach your business goals.

IN PARTNERSHIP WITH INSIDE RETAIL.

We run the Retail Growth Programme in partnership with InsideRetail.com, a leading online hub for independent retailers. Providing fast and easy access to practical and proven advice from successful retailers and inspirational industry experts, Inside Retail offers inspiration and support for independent retailers to prosper and grow.



UNIQUE PLANNING.

You develop a growth plan that's unique to you, addressing your specific growth challenges.

PROACTIVE SUPPORT.

You'll have a dedicated Account Manager, supporting you to achieve your growth plan over the year.

QUALITY LEARNING.

You'll be able to access high-quality insights and tools, giving you the knowledge to stay ahead.

EXPERT NETWORKING.

Join a supportive network of like-minded business leaders and experts. Meet, learn and share experiences in our business lounges, in selected locations.





STAND OUT FROM THE CROWD AND GROW.

HOW THE RETAIL GROWTH PROGRAMME WORKS.

The Retail Growth Programme is built around a series of growth workshops, where you'll develop and implement your growth strategy for your business.

The programme is modular, and lets you continually apply your learning to how you run your business while you participate. The programme runs over 12 months.

Between each workshop, you'll continue working on developing and implementing your growth strategy for your business, making immediate improvements every month.

Throughout the programme, you'll be supported by an experienced Account Manager, who works with you to ensure you get the maximum value from your experience.

ACCOUNT MANAGER.

A dedicated Account Manager supports you on your growth journey.

12-MONTH PROGRAMME.

Develop and implement your growth strategy over a year, improving every month.

CHOICE OF WORKSHOPS.

Choose from a wide selection of workshops throughout the year.

DIAGNOSTIC CONVERSATION.

Explore the opportunities and challenges on your path to growth.

QUARTERLY PEER BOARDS.

Meet other leaders of retail businesses to share knowledge and experience on common challenges.

QUARTERLY INSIGHTS.

Keep up to date with what's happening in the retail market.



SUPPORTING RETAILERS.

GROWTH WORKSHOPS.

Through our growth workshops, you'll have the opportunity to develop key elements of your growth strategy, as mapped out in your growth plan. During each session, we'll guide you through relevant material and help you use practical tools to build your plan. There will be plenty of time for you to explore the detail of your plan with other leaders of retail businesses, and benefit from their experience and input.

We'll bring you the latest insights to help you grow your business in today's market and into the future. As you progress through your growth plan, we'll work with you to prioritise the activities that will give you the best return on your investment of time and money. You'll leave each workshop with a clear, confident vision of how to achieve your goals.



PLANNING FOR GROWTH.

In this session, you'll consider the purpose, vision and values behind your business, and how true your day-to-day operations are to them. You'll use this analysis to help identify which of the many possible actions open to you will have the most impact on your growth.

BRAND IDENTITY.

Learning from an expert in the industry you'll explore how branding can achieve strategic objectives. Using tools, the latest market insights, and your workshop leader's experience, you'll build a practical brand strategy. You'll decide what you can do on your own, when to use external experts, and how to get the best value from them.

CUSTOMER AND SALES PROFILING.

This workshop helps you understand how a good marketing strategy can drive sales in your business. You'll consider how much to spend, and where and how to spend it for the best return. You'll leave with a much clearer view on how to create a marketing campaign for your business.

FINANCIAL MANAGEMENT.

If you have a non-finance background, our experts will help you understand how to measure the financial health of your business. You'll also build your own profit-and-loss forecasts and look at cost assurance methods, evaluating spending in your business and finding savings. You'll understand how to interpret this critical data and turn it into insight.

REACHING THE MARKET.

In this workshop, you'll evaluate your current sales channels and strategy, looking at how best to get your products to market. This might be through a single-channel or multi-channel strategy. You'll leave understanding the most appropriate channels for your business, and how to use them effectively.

INCREASING ONLINE VISIBILITY.

This session focuses on how to use online tools to boost your chances of popping up in search engines. This includes search engine optimisation, email marketing, Google AdWords, PPC advertising, online content marketing, and blogging.



**G HELPED US RECONNECT
WITH OUR PURPOSE
AND STRENGTHS AS WELL
AS REALISING OUR FULLER
POTENTIAL WITH REGARDS
TO OUR OFFERING.**

Asra Ali-Khan,
Managing Director, Liquid TV

SOCIAL MEDIA.

Here you'll look at how to use the five main social media platforms (Facebook, Twitter, Instagram, LinkedIn and Pinterest). You'll learn how to engage customers and boost sales through social media, and cover the free data analytics these platforms provide.

OPTIMISING ONLINE SALES.

This workshop is all about converting website visits into sales. You'll consider layout, navigation tools, product pictures and videos – all focusing on improving sales online. We'll also show you how to use digital support for small businesses to ensure cost-effective web design.

BUYING AND MERCHANDISING.

The first part of this session deals with building negotiating skills and improving buying positions. Then you'll look at how to manage stock levels effectively, and the best ways to visually merchandise your products to promote sales.

IMPACTFUL LEADERSHIP.

Focusing on the demands of modern leadership, you'll understand what kind of leader you are. You'll answer questions such as – What do your people want from you as a leader? How can you help them perform? How can you get the best from a diverse team in a constantly evolving market?

GOING INTERNATIONAL.

Our experts in international markets will support you to set export goals. You'll think about your current readiness, and then look at setting export goals, conducting market research, understanding your routes to market, and possible business models. You'll devise a basic exporting plan, ready for you to seek expert advice.

CHOOSING THE NEXT LOCATION.

This workshop takes you through the strategic process of expanding your business, based on geodemographics. You'll gain a clearer view of who your customers are and where to find them – and start using this data with a simple geodemographic tool to understand the best locations for expansion in the UK.

ENGAGING AND RETAINING TALENT.

In this session, you'll learn how to attract the people your business needs to succeed. You'll define your perfect employee, and decide how to adapt your interview process to recruit them. You'll also look at how you welcome new people, and how to keep them engaged at work.

REGULATIONS AND LEGISLATION.

Here we'll take you through some of the most important legal regulations small business owners come up against – including employment law, pension regulations, and health and safety law.

OPERATIONS AND LOGISTICS.

Focusing on your supply chain, this workshop covers the steps you need to complete to take your product or service to market. You'll examine how to find efficiencies in the supply chain, while also identifying high-risk points within it and building in appropriate safeguards.

ENHANCE YOUR STORE EXPERIENCE.

This workshop outlines a step-by-step process of how to use space, light, colour, texture and features to create a unique in-store experience that increases footfall and dwell time to improve sales. Looking at retailers that have inspired you, you'll create a mood-board design for your store.

FINANCING GROWTH.

If your growth plan includes securing funding, this session will help you understand the options available. You'll gain an insight into what different types of funders look for, common reasons why funding fails, and the immediate steps you need to take.

INNOVATION.

Here you'll cover the importance of innovation and new product development. We'll give you guidance on capturing new ideas, and developing them into commercial offers. You'll also learn how to test your ideas in the market.

START YOUR GROWTH JOURNEY TODAY.

WHO IS THIS FOR?

This programme is designed for retailers or those looking to diversify into the retail sector. If you are already successfully trading and now want to take the next step towards future growth then please get in contact.

With regular intakes throughout the year, call us now to find out the next available dates you can start.



HOW MUCH DOES THE PROGRAMME COST?

£5,000 plus VAT.

We understand how smaller businesses need to keep a tight rein on finances. Which is why we offer the option to spread the cost over the year, through a quarterly payment plan.

GET STARTED.

Call us, we'd love to hear from you:
08081 722 350

Or if you'd rather email us:
g.enquiries@uk.gt.com

The Retail Growth Programme is run in partnership with InsideRetail.com.





G BRINGS TOGETHER GRANT THORNTON'S SERVICES FOR DYNAMIC SMALL BUSINESSES.

WHO WE ARE.

G has been developed by leaders of small businesses and Grant Thornton to help companies achieve their growth ambitions.

With more than 47,000 people in over 130 countries, Grant Thornton's powerful global network capabilities and insights help dynamic businesses embrace growth opportunities.

GET STARTED

Call us, we'd love to hear from you:

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Or if you'd rather email us:

g.enquiries@uk.gt.com

Visit our website, there's a rich world to explore:

g.grantthornton.co.uk

Follow us, see what we've been up to:

[@growwithG](https://twitter.com/growwithG)



Grant Thornton
An instinct for growth™

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