

No.2 retailer in Asia-Pacific – we developed merchandising and marketing plan to ensure client's successful entry into duty free business

Situation

- **No.2 retailer in Asia-Pacific** with over \$11 Billion in sales across multiple formats
- **Flattening top line sales** and over-reliance on hypermart and department business
- Recognized the need for **business expansion into new format, and selected duty free as one of them**
- **Prepared for bid in Large airport, No.1 airport duty free in the world**

What we did

- Designed **a merchandising plan based on consumer insights of KR/CN/JP** on new store format concepts
 - 5 new concepts, never tried previously at airport duty free, developed
- **Developed a marketing plan also based on consumer insights**, with a theme of “Journey”, which encompasses from travel planning to in-store experience
 - Focused on digital marketing activities leveraging consumers' mobile usage when visiting Asia-Pacific

M&S Expertise



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Impact

- Succeeded in entry into Large airport
 - Won at general merchandise section (fashion, food, electronics, etc)
 - Financially, expected annual sales of \$300 Million
 - Strategically, halo effect on client' getting license in downtown duty free business in Asia-Pacific this year (estimated annual sales of \$1.2 Billion)