

retail consulting —





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blocher partners shops
Director
Retail Consulting

Since 09/ 2017

blocher partners shops

— Retail Consultant

2014 – 2017

Knoblauch halbacht GmbH, Markdorf

— Managing Partner

Design Interior

2012 – 2013

Reischmann GmbH & Co. KGaA, Ravensburg

— Manager, Purchasing and Sales

women's wear / accessories / shoes / lingerie

2003 – 2012

Engelhorn KGaA, Mannheim

— Managing Director, Purchasing and Sales

women's wear / accessories / shoes / kids / private label /
gastronomie

1990 – 2002

Henschel & Ropertz GmbH & Co.KG, Darmstadt

— Buyer, Purchasing Manager

women's wear / accessories / young fashion / private label

methods—

The digital revolution demands a holistic transformation of retail companies. The **consulting assistance of blocher partners** allows you to employ **change as an opportunity** and to put yourself at the **forefront of the competition**. We accompany you during the procedural phases and develop a corporate vision and strategy with you, anticipating **market trends** and analysing customer and employee perspectives for the **design process**. Together with you, we strengthen and refine your brand. In this way, we also help you to plan operational processes, with a superior view from the outside.

Our consulting begins with **research and synthesis**. We collect and compare all channels through which customers, visitors and other interested parties come into contact with you. In a **joint workshop**, we then work out the basics for an optimised and conclusive **customer journey**. We integrate your team in the design process, in order to achieve an optimal level of identification with the project. In this way, **employees become brand ambassadors**. During our process, we guide you: from **strategic consulting and assortment planning** to implementation in **the sales area**. We attend your development of online and offline marketing concepts, as well as opening plans. This is how we create a dynamic brand: **with all the relevant analog and digital touchpoints**, which is becoming a **success factor in retail**.

retail segments

b r p s shops



Women, Men, Children



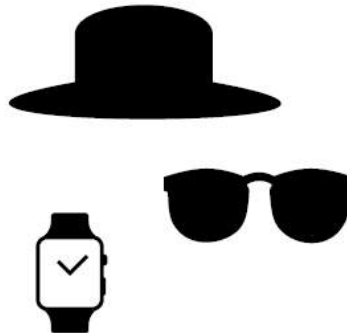
Fashion



Beauty



Lifestyle



Accessoires

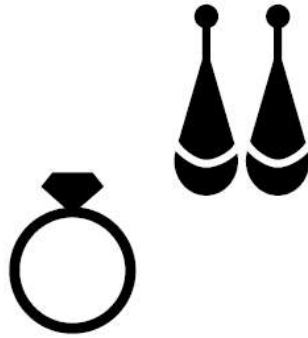


Bags and Luggage

retail segments —



— Shoes



— Jewellery



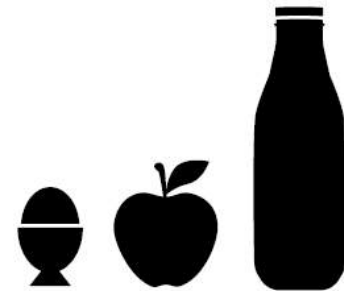
— Underwear



— Sports



— Interior



— Food

process

b r p s shops

Analysis

Market Strategies

Leadership Workshops
Vision

Product-Range Strategy

Marketing

Visual Merchandising
Employee Workshops



process—

Analysis

- illuminating all sales and communications channels: physical, digital and demographic
- analysing the market and the competition
- evaluating the merchandise data, margin and sales productivity
- holding a workshop with top managers

Market Strategies

- cataloguing and presenting of trend, market and brand developments
- defining individual steps
- creating a timetable for the defined contents

Vision

- defining the vision, brand and product-range strategy
- establishing the target groups, product-range segments, percentage of shops and multi-label areas; developing stratification plans
- combining and focusing defining the brand DNA

Creative Concepts

- in-store marketing
- defining analoges and digital touchpoints
- concepts for launches, events and pop up areas

Purchase Planning

- supporting the purchase planning
- creating seasonal schedules
- acquiring suppliers

Visual Merchandising

- selecting shop mannequins and VM tools
- VM workshops, training sessions, product-development support, staging, visual merchandising and shop-mannequin styling

Employee Workshops

- training of employees in the areas of VM, styling and trends
- interface in communication during the introduction of new processes within the vision, change management
- providing continuous, permanent advice on product-range strategy and further supporting measures