



VM-UNLEASHED.
bespoke projects



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VM-UNLEASHED

In 2007 I set up VM-Unleashed to create a company that specializes in developing world-class customer experiences in physical and digital shops.

For more than a decade much of my work has remained focused on the physical shop environment. Despite the increase in digital sales, even in the UK where the penetration is one of the highest, physical shops remain important as part of a multi-channel, multi-touchpoint strategy.

However, the physical shop is changing rapidly. Its role is no longer just about selling physical product, but about delivering services and fulfilment across channels. Functions that are exclusive to physical shops such as fitting and personal shopping, and functions which have been initiated online such as click& collect, deliveries and returns.

In essence the 'shop' or 'store' is evolving into a 'retail hub.' The retail hub is built around 4 integrated areas. The 'shopper paradise' is still the centrepiece consisting of product displays and associated customer service. The 'collection crossroads' satisfies the needs of the omnichannel shopper and facilitates the collection, delivery, return and exchange of goods. Ironically this is also now a main driver of shop traffic.

The 'community hub' uses shop space to form links with the customer and local communities, from staging events, running courses, and providing a setting and showcase for community initiatives. Shop colleague involvement and interaction are essential to the community hub. Finally, retail hubs use excess and flexible shop space for 'business centres' allowing the cost-effective delivery of retail places that include business and community offices and working space, as well as residential use for shop colleagues and local communities.

VM-unleashed has evolved to stay-ahead of these trends. It offers clients its established skills and support in creating shop experiences, but with a new appreciation of the other elements that now form part of the DNA of 'shops of the future.'

VM-unleashed now offers strategic advice, creative design, operational planning, and collaboration on the development and delivery of physical shops, across all elements that now form the retail hub.

- Shop format – flagship, neighbourhood, convenience pop-up
- Physical location planning
- Shop grading & clustering
- Retail hub gross space planning
- Flexible space planning and allocation
- Shopper paradise environmental design
- Product allocation
- Product story segmentation & display
- Visual merchandising
- Visual communication
- Digital signage & display
- Events and promotional delivery
- Service area functionality & design
- Shopping 'Golden Triangles'
- Stock rooms and storage allocation
- Store operations, schedules & routines
- Staffing and operations technology
- Click&collect/omni-service area design
- Staff area space allocation – office, hospitality, omniservices
- Community engagement planning
- Community space design
- Business space strategies
- Retail hub partnerships & collaborations
- Logistics, distribution & delivery planning
- Shop teams skills planning
- Shop colleague training, learning & development

TIM RADLEY

I'm a retail consultant based near London. I bring to the table 30 years of being young in the industry.

I've worked with retail companies on a wide variety of strategic and operational projects, from back-end product development to front-end customer experience, and on most things in-between. My role has always been to introduce 'new' retail thinking and processes. To improve both the financial performance KPIs, and the human experiences of retail businesses. This has never been as important, as it is now.

I have been fortunate to work across the world of retail from Europe and Asia to South America and the US. It has confirmed my view that retail people and customers are all 'cut from the same cloth,' yet are as diverse and wonderfully individual as the list of people I have worked with suggests.

Primark, Walgreens, Boots, Adidas, AllSaints, Ferrari, Luxottica, Ray-Ban, Nespresso, Bata, Halfords, Carrefour, Ladbrokes, Camper, Jack Jones, Marks & Spencer, Cortefiel, Springfield, Sainsbury, Continente, Sonae, Otto Versand, BonPrix, World Duty Free, Sprinter, La Caixa, National Geographic, Real Madrid, KappAhl, Flex, Gruppo Vestebene, Alessi, Eroski, Gruppo Coin, OVS, Carrera, Aena, Heatons, Bally, Portaventura, Sony, Clarks, Benetton, Imaginarium, Dublin City Council, Porcelanosa, Northumbria University, Bialetti and Baltika.



BESPOKE PROJECTS

If we use the common parlance of 'Retail Project' then it gives us a good chance of beginning our discussion with everyone's understanding and expectations at least being on the same page.

These pieces of work can and should take any form that is going to work for you. We must always consider the size of your business, your current levels of expertise, the standards of your delivery, the legacy of your history, the opportunities for your future...and so on.

Our projects are always bespoke, and begin with in-depth discussions on your needs, your objectives, and your limitations. We construct the process and schedule to reach those objectives.

A project's objectives may be focused on physical delivery, an operational change, or a new strategic initiative. In all scenarios it is important to include how the project process can add value and stimulation to your internal teams. We always value the collaboration and integration of the project with your colleagues and employees to be a priority.

The legacy that is left by a project within your living business may well prove to be the biggest asset you could have planned for or wished for. This is my experience. I have witnessed this, time after time.

Therefore, our external team is light. It is highly experienced and expert, but it is light. We want the legacy to be in your employees, not in your bank account. We want your performance KPIs to be improved, but we also aim to improve your employee experience measures. The two are symbiotic. Not mutually exclusive.

If you don't require external help, that's great. I'm happy to help you come to that conclusion through an informal discussion. If we decide together that you could do with a hand, be assured that our assistance will be appropriate, workable, collaborative, affordable and achieve the goals you require.

If you want to start the 'retail project' ball rolling, please get in touch. I would be happy to share with you some typical project templates, schedules, costs, and case studies.

It's been my pleasure to have worked with a wide variety of retailers and brands. I'm happy to say that if I occasionally bump into any one of the people I've worked with, then we are genuinely still very much on speaking terms.

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If you'd like to read my book first to understand where I'm coming from, then that's an excellent idea.

MEANING IN THE RETAIL MADNESS How to be an Essential Retailer

It is hot off the press for 2021.

In the book you will find 75 action plans and 100 retail best practice insights. They may guide you in assessing your current weaknesses and opportunities.

I hope also that the sections on how to flourish in the 'The life and times of the Essential Retailer' how to evolve 'Agile Organisations' and excel in 'Astute Strategies' may also be a source of inspiration and guidance.

Thank you for taking the time to get this far. It's been my pleasure.

