

VM-UNLEASHED  
*'shop of the future'*



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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

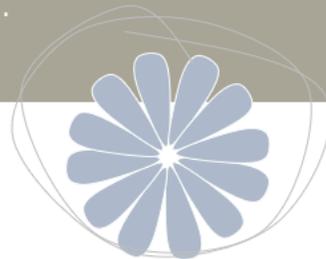
## TIM RADLEY

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, Ladbroke's, 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, Heaton's, Bally, Portaventura, Sony, Clarks, Benetton, Imaginarium, Dublin City Council, Porcelanosa, Northumbria University, Bialetti and Baltika.



## 'SHOP OF THE FUTURE'

I am sure we are all a bit 'jaded' and weary with 'Shop of the Future' projects. We have all probably been through a few of them. However, the terminology at least puts our initial minds into some kind of consensus as to what such a project entails. We know what we are talking about. Do we?

I have been working on such projects for several decades. What they represent, and the opportunities they offer to a retail business in the 2020s, are unrecognisable from the past.

In today's disruptive markets a well organised and scoped 'Shop of the Future' project can be a unique opportunity, not only to physically materialise often disparate initiatives within a business, but as a tool to practically integrate and harmonise the many functions and silos in a multi-touchpoint business.

Let us take these issues, one by one.

Whether you have existing physical shops, or are planning your first, your ideas and new initiatives are only theoretical, unless you put them all together into a physical space. Only then will you know what works.

Secondly, physical shops today are not isolated outposts of the business, or even a separately regarded channel. A Shop of the Future needs to consider everything from the assortment, shop colleagues, omni-channel services, operations and logistics, technologies - from digital payment to digital screens, customer deliveries, customer communities, location planning and location integration. Many of these areas are evolving rapidly themselves.

The 'Shop of the Future' needs to integrate with 'The Assortment of the Future', 'The Inventory of the Future', 'The Shopkeeper' of the Future' 'The Customer Touchpoints of the Future' 'The Technologies of the Future' and the 'Retail Locations of the Future.'

'Shop of the Future' projects are essential projects because they transparently show to the world your progress to becoming a modern multi-channel retailer. More importantly, they show it to yourselves.

These projects need to be planned, managed, and delivered to perfection, to ensure that the output is not defined by the quality of the project, but by the quality of your business initiatives and operations and strategies.

Our first task is to help you assemble the correct project team and stakeholders within your business. This will always vary but must include retail intelligence, buying & merchandising, marketing, logistics & operations, HR, learning & development, CRM, IT, and all the cross-channel stakeholders that you have. This shop will need to be a showcase for what your business is truly capable of.

As a team, we will be light in number. We will need a board ambassador, an executive steering committee, and an experienced project manager. We will also need a specialist retail design agency. But that can wait until we have defined what will be in the 'Shop of the Future' and how everything is going to work together.

A 'Shop of the Future' project could well be your most important 'next' project. The timing could not be better. It is a physical shop of 'channels', of 'touchpoints' in a digital world.

But it must also be a 'Project for the Future!' Otherwise, your next new shop will be just another in a history of 'pale shadows' that rapidly descend into forgotten shops of the past.

If you don't require external help with your next 'Shop of the Future', 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 'Shop of the Future' 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 on 'Shop of the Future' projects. 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.

