

The Parker Avery Group

The Parker Avery Group is a boutique strategy and management consulting firm that serves as a trusted advisor to leading retail executives.

What makes us different:

- We combine deep industry experience with consulting expertise to deliver results
- We provide world-class talent with a proven track record
- We offer an entrepreneurial culture and passion for our client's success
- We deliver unmatched experience to price ratio in the marketplace

We specialize in merchandising, supply chain and the omnichannel business model, integrating customer insights and the digital retail experience with strategy and operational improvements.

We understand global marketplaces and channels, and we have developed successful long-term relationships with some of the world's leading retail and apparel companies.



Retail Consulting

We deliver strategy and advisory services to retail executives and professionals.



Implementation Services

We operationalize performance improvements and implement solutions.



Industry Insights

We provide analysis and industry research to help executives make better decisions.



Online Learning

We offer on-going education and learning for retail professionals and executives.



Retail Consulting

We deliver strategy and advisory services to retail executives and professionals.

Our Retail Consulting approach combines fact-based analysis, deep retail industry and leading practice expertise, innovation and execution experience. This produces fast results by leveraging the power of our client's knowledge with our skills, new ideas, leading practices and insights. This approach has led to long-lasting relationships with some of the world's leading companies.

We have a portfolio of offerings based on 20+ years of experience working in supply chain, merchandising and customer engagement initiatives.

Visit us at www.ParkerAvery.com/Retail_Consulting.html to learn more.

Supply Chain



- Product Development
- Global Sourcing
- Demand Planning
- Allocation and Replenishment
- Vendor Collaboration
- Warehouse Management
- Supply Chain Visibility
- Logistics

Merchandising



- Buying and Merchandising
- Advanced Planning
- Assortment Planning
- Price Management
- Markdown Optimization
- Size and Pack Optimization
- Business Intelligence
- Promotion Management

Channel



- Store Operations
- Store Assessment
- Multi-Channel Commerce
- Space Optimization
- Distributed Order Management
- Endless Aisle
- Inventory Management
- Point of Sale/Service

Technology



- Systems Assessment
- Software Selection
- Software Implementation
- Change Management
- Project Management
- Training Strategy
- Organizational Design
- Organizational Effectiveness

be selective.



Implementation Services

We operationalize performance improvements and implement solutions.

Our Implementation Services include project management, change management and training, business consulting, application consulting and technical services. With years of experience implementing commercial software packages, we bring the expertise and specialized skills you need to be successful.

Depending on the complexity of your initiative, we provide proven templates, estimation tools, project plans, solution design documentation, testing tools, training content and change management artifacts. We also have expertise in agile and 'sprint' project implementation that includes multiple proof points as you deploy new functionality to your business. Visit us at www.ParkerAvery.com/Implementation_Services.html to learn more.



Packaged Software Implementation

Increase the success and implementation of your selected packaged software. Combine our project management, business consulting, change management, application consulting and technical services.



Project Management

Improve the performance of your team by leveraging expert project planning, day-to-day management, issue resolution and communication methodologies and skills.



Change Management

Drive the success of your program by formalizing change management as a part of your initiative. This includes stakeholder assessment, communications, training strategy, post-implementation support and monitoring.



Software Testing Services

Whether you're testing a module or end-to-end capabilities, we provide proven testing strategy, methods, and templates to ensure you're ready for roll-out. We provide experienced professionals who can help you test solutions and functionality to validate the initiative will accomplish your goals.



Training Strategy & Training Services

Improve user adoption of new processes, roles, calendars and change by following a structured training strategy and plan. Leverage Parker Avery's training templates and proven role-based content to increase end-user understanding and efficiencies.



Industry Insights

We provide analysis and industry research to help executives make better decisions.

We believe having a point of view and vision for the industry makes it possible for Parker Avery to be a leading provider of strategy, business and technology services for retailers that want to improve their profitability and return on assets.

We document our Points of View, Case Studies, Webcasts and Research to spark discussion and trigger innovation in our customers and the retail market. Provided below is a sample of our thought leadership content.

To review Parker Avery's contributions to the retail industry in more depth, please visit us at <http://www.ParkerAvery.com/insights.html>.

Points of View

- ▶ Assortment Planning – Sales vs. Space
- ▶ Business Excellence Teams
- ▶ Customer Satisfaction vs. Store Sales
- ▶ Group Buying
- ▶ International Expansion
- ▶ Linking Product Development to the Customer
- ▶ Merchandising Strategy
- ▶ Mobile Retail
- ▶ New Rules for Retail
- ▶ Omnichannel Pricing Approaches
- ▶ Project Management: Keys to Project Success
- ▶ Social Clientelling
- ▶ The Customer Experience
- ▶ The Essential Value of Change Management
- ▶ The Layaway Challenge
- ▶ The Science of eCommerce
- ▶ Total Cost to Serve

Case Studies

- ▶ Change Management Stakeholder Assessment
- ▶ Fulfillment Optimization
- ▶ Inventory Service Levels and Exceptions
- ▶ Integrated Merchandise Planning
- ▶ Markdown Strategy
- ▶ Merchandise Planning Implementation
- ▶ Merchandising Transformation
- ▶ Multi-Channel Planning Strategy & Process
- ▶ Optimizing the Private Label Process
- ▶ PLM System Design and Implementation
- ▶ Retail Pricing Initiative
- ▶ Sourcing Strategy
- ▶ Store Inventory Management Assessment
- ▶ Store Operations Assessment
- ▶ Supply Chain Strategy
- ▶ Supply Chain Systems Assessment
- ▶ Training Design, Development & Delivery

Webcasts

- ▶ Approaches to SKU Rationalization
- ▶ Group Buying
- ▶ Linking Product Development to the Customer
- ▶ Merchandising Innovation
- ▶ Mobile Retail
- ▶ Planning, Allocation and Replenishment Innovation

Research

- ▶ Cross-Channel Tech Trends Study
- ▶ Evolution of Retail Merchandising and Marketing Study
- ▶ Getting Back to Good Pricing
- ▶ International Retailing Study - Going 'Glocal'
- ▶ PLM is Key to Transparency
- ▶ The Big Deal About Big Data in Retail
- ▶ Synchronizing Marketing & IT in the Era of Omnichannel



Retail Pricing Initiative:

Defining pricing capabilities and solution choices, including markdown optimization technologies and processes to improve accuracy, localization and margin.

client

A specialty apparel brand subsidiary of a \$47B department store with a catalog heritage operating direct, retail, wholesale and international businesses.

challenge

This historically basics-driven retailer was looking to introduce more fashion into its assortment and increase its promotional activities, but the client was hindered by:

- Antiquated systems that did not support multiple price types
- Manual and cumbersome effort required to execute price changes
- Disjointed processes across its various business units
- Limited checks and balances to ensure pricing accuracy
- Minimal visibility to margin impact of various price change scenarios

parker avery solution

The Parker Avery Group assisted the retailer in benchmarking industry processes, defining future pricing capabilities, and evaluating technology alternatives.

The solution considered the simultaneous implementation of markdown optimization software and the unique needs of the separate businesses. Parker Avery key activities included:

- Introduction of industry leading practices
- Identification of pricing opportunities for improvement
- Definition of future pricing processes for each business unit
- Outline of roles and responsibilities for key pricing activities
- Development of functional requirements
- Review of pricing technology landscape
- Evaluation and selection of the pricing software provider

results

As a result of the project, the client expects to achieve the following benefits:

- Improved margins - up to 600 basis points
- Enhanced localized pricing capabilities
- Increased pricing accuracy
- Improved customer service
- Reduced cost, effort and time to execute price changes



The Parker Avery Group is a boutique strategy and management consulting firm that is a trusted advisor to leading retail companies. We specialize in solving merchandising, supply chain, store operations and multi-channel commerce challenges. We combine deep experience and thought leadership with proven consulting methodology to deliver world-class results for our clients.

Learn more about us at: www.ParkerAvery.com

Or contact us at: 770.882.2205
contact@parkeravery.com

be selective.



Online Learning

We offer on-going education and learning for retail professionals and executives.

The Parker Avery Institute is the education, research and training unit of The Parker Avery Group. We offer a retail specific eLearning content that is appropriate for entry-level to seasoned retail professionals. Our objective is to help individuals improve their personal knowledge and skills to make them more successful.

Benefits:

- Learn the basics of retailing
- Learn new roles faster
- Improve individual performance
- Increase consistency across the business
- Build upon industry leading practices
- Understand retail organizations and processes
- Increase employee morale and retention rates

Visit us at www.ParkerAvery.com/Online_Retail_Learning.html to learn more.

Sample Courses



100 Courses



200 Courses



300 Courses

- Basics of Retail Buying
- Basics of Retail Planning
- Basics of Assortment Planning
- Basics of Merchandise Allocation
- Basics of Replenishment
- Basics of Product Development
- Basics of Price Management

- Conducting a Line Review
- Understanding Merchandising Math
- Conducting a Weekly Performance Review
- Managing the Private Label Process
- How to Prepare for and Conduct an Effective Store Walk
- Understanding Product Sourcing

- Defining Your Merchandising Strategy
- Outlining Your Assortment Strategy and Targets
- Identifying Price Improvement Opportunities
- Understanding Products from Concept to Shelf

be selective.



The Parker Avery Group

boutique strategy and
management consulting firm

The Parker Avery Group is a boutique strategy and management consulting firm that serves as a trusted advisor to leading retail and apparel brand executives.



www.ParkerAvery.com

THE
Parker Avery
GROUP

3200 Windy Hill Road SE
Suite 950 West
Atlanta, Georgia 30339
Telephone: 1 770 882 2205
contact@parkeravery.com

www.ParkerAvery.com