

First 45 minutes:

Explanation of program and insight into the most important development.

Introduction:

Who is PUM and what is his objective?



PUM is an organization that aims to transfer knowledge between the Netherlands and Colombia, to create a better understanding of each other and to achieve a better distribution of wealth as a means to new developments.

For this, experienced managers are sent as volunteers from the Netherlands to support all kinds of developments, especially in agriculture, finance, industry, trade, etc.

Who am I and what am I going to do during the trip:



My name Ton Knoop and I have 45 years of experience in the global commercial field in the fashion industry.

Long time I worked in purchasing and sales and as a lecturer at the University of Applied Science in Fashion Business.

Where should this mission lead to:



YOU have to do it, we can support

The intention is to provide guidance over a longer period on the sustainable development of the production and retail industry in fashion and shoes.

We cannot do this alone, which is why we work in close collaboration with the Chamber of Commerce and knowledge institutions in Bucaramanga and the IAF/Modint and University of Applied sciences TMO, so that there are opportunities to increase your knowledge and, where necessary, to support cooperation.

Setting up platforms that should serve as a source for better collaborations, less unnecessary loss in the chain between supplier and retail.

I will also visit retail during the next 2 weeks to talk to you and to form a better picture of what is possible and desirable.

What is the biggest change in commerce in the last 10 years.



The total story

The power of the supplier has changed and for this the power of the consumer has become leading in the chain.

All strategies have been converted from a Push to a Pull strategy.

The cause is the internet, which has increased consumer empowerment.

This has had far-reaching consequences.

- Prices have become much more transparent.
- Goods have become available to consumers 24 hours 7 days.
- A global market has emerged from local ones.
- Customer comes better informed in the store

As a result of this change it is important that there are answers, these are.

Better cooperation in the chain through; joint planning, reduction of stock in the chain, more planned work and more transparency:

All this requires a different approach by the supplier and the retailer.

The only one who likes changes is a wet baby



Who is your ideal customer and what do you know about him:  Persona

Make a profile in the form of a mood board of your target customer or a Persona.

Do this alone and with your staff, check at the end of the season if it was right.

- Hobbies
- Social position
- Favorite media for orientation
- Interests
- Preferences such as sizes etc.

What value should I set here (2nd part).

Customer is looking for price and comfort



Does my store profile match the customer I am looking for and / or want to serve.

Exterior, interior, materials, colors, atmosphere,

It is important to make a seasonal plan with highlights in every quarter that attract customers.

Organizing activities: ladies' night, fashion show, special sales, customer loyalty cards etc.

Social media: involve your customers in what and how you do, information about the collection and early information.

Group activities: collaboration in, for example the shopping street

Stock:



In general, the stock is the killer of the market for the following reason.

For financing when things are not going well (ROI).

- The capital is stuck and is not moving
- Aging and timeliness of goods
- Uncertainty with new trends
- High depreciation and depreciations

Solution:

NOOS programs for basic goods program (EDI important)

Scarcity in fashionable products.

Exchange programs with suppliers

Category management:



Every segment of the collection plans before you start the season.
The plan highlights the past, analysis and prediction
The store has A-B-C locations, also classify these.
See if there are related product groups that complete the collection.

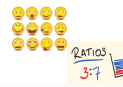
Customer Youney



Awareness Interest **Desire** Action
Awareness Consideration Purchase Retention Advocacy

2nd 45 minutes

The actual game moves between emotion and ratio:



With emotion, empathy makes it so often elusive, but in fact, the creation of the happiness hormone is Serotonin. The ratio is what we can think and simplify.

Plan!:



As stated earlier, a store and its activities can be compared with everything that happened, in fact it is a process.

A process starts, takes place and ends.

At the beginning the past is based on experiences, the expectation and is usually linked to communication.

My tip is to record this because it usually repeats itself.

Think from large to small and possibly the detail makes the difference, but can also be the biggest irritation factor.

Taking place is the process or reality of execution.

The end is the result, something we can know and is the beginning of the next start.

Deming: Plan-Do-Check-Act basis of quality models.

Value creation:



The game takes place in the choices or positioning in the market. Turnover can be measured in effectiveness, costs can be measured in efficiency, it is bridged by quality or the level of service that is being carried out.

Business model Canvas

Customer segment

Value creation

Gain and pain

Channels

CRM

Revenue streams

Key resources

Key activities

Key partners

Cost structure

