

How to Reset for Retail

If you're looking to Retail as a favourable route to market for your brand, our guide to getting ready for launch will help. Covering the groundwork in detail is essential to giving your brand the best chance of success in Retail. Here are our 8 steps for success.



1) NAIL YOUR PRODUCT USP

Think about your brand DNA. What is it about your brand & your product that will compel shoppers to buy it? The more direct your message & the clearer your product usp, the more it will resonate with Trade Buyers as well as consumers.

2) IDENTIFY YOUR TARGET CONSUMER

Work out a clear picture of your target consumer. Where do they shop, what is important to them? If you can demonstrate that you can engage & connect with your audience you will strengthen your Retail pitch.

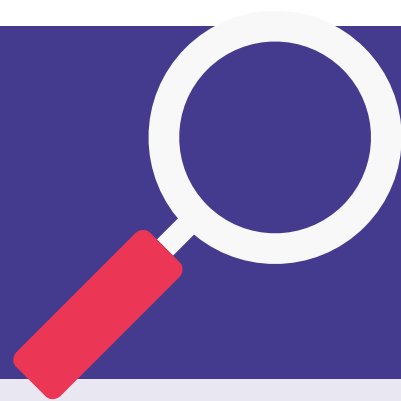


3) DECIDE WHICH RETAILERS ARE BEST FOR YOUR PRODUCT

Do your research! Create a wishlist of your top 5 Retailers. Work out where your products would sit in store, and which products would they replace if they were listed.

4) UNDERSTAND YOUR COMPETITION

How does your product stand out from the competition? Check out their marketing, benchmark their products, review their pricing. Know your market!



5) MAKE SURE YOU CAN SUPPLY

It might sound obvious, but think about every step of the supply chain. What is your stock holding, can you meet customer lead times, is your shelf life viable & what are your MOQ's?

6) ESTABLISH YOUR PRICING STRATEGY

Work out where you want your pricing to be. Then create a P&L that takes into account Trade Marketing support & Retailer promotions.



7) MARKETING YOUR PRODUCT

How will you convince Retail shoppers to buy your product? Work out what you can afford to spend on marketing then create a knock out plan that will ensure you are heard by your target audience.

8) CREATE A WINNING PITCH

Use all the knowledge that you have gathered in Stages 1 - 7 to put together a successful Retailer pitch. By now you should have a compelling case - so make it memorable!



Wynne Business specialise in launching products with UK Retailers. We can help with any aspect of the sales & marketing process and offer tailor made Retail Ready Packages for SME's. Speak to us about your brand today!