

Strategy Checklist



Many retailers that expanded rapidly before the downturn are now suffering in the absence of a cogent business plan. Difficult trading conditions mean it is a challenge to achieve strategic advantage in an aggressive market place. Does your strategy fit the changing demands of your customers? Are you still meeting the needs of your key demographic?

Below are just some of the issues you need to consider and incorporate into your strategy, in the long and short term:

- Know your customers and your competitors
- Understand the drivers of sales and margins
- Get the retail basics right
- Grow multi-channel offerings

- Reshape the cost base
- Execute your business plan effectively
- Review your pricing strategy and buying channels

Getting your strategy right for difficult trading periods and beyond is priceless. For more information on the issues raised in this checklist, visit kpmg.co.uk/retailtoolkit or email retailtoolkit@kpmg.co.uk to arrange an informal discussion.

Other checklists in this series (click to download):

Cash and Working Capital
Retail Operational Excellence
Visibility and Control
Stakeholder Management
Value Preservation