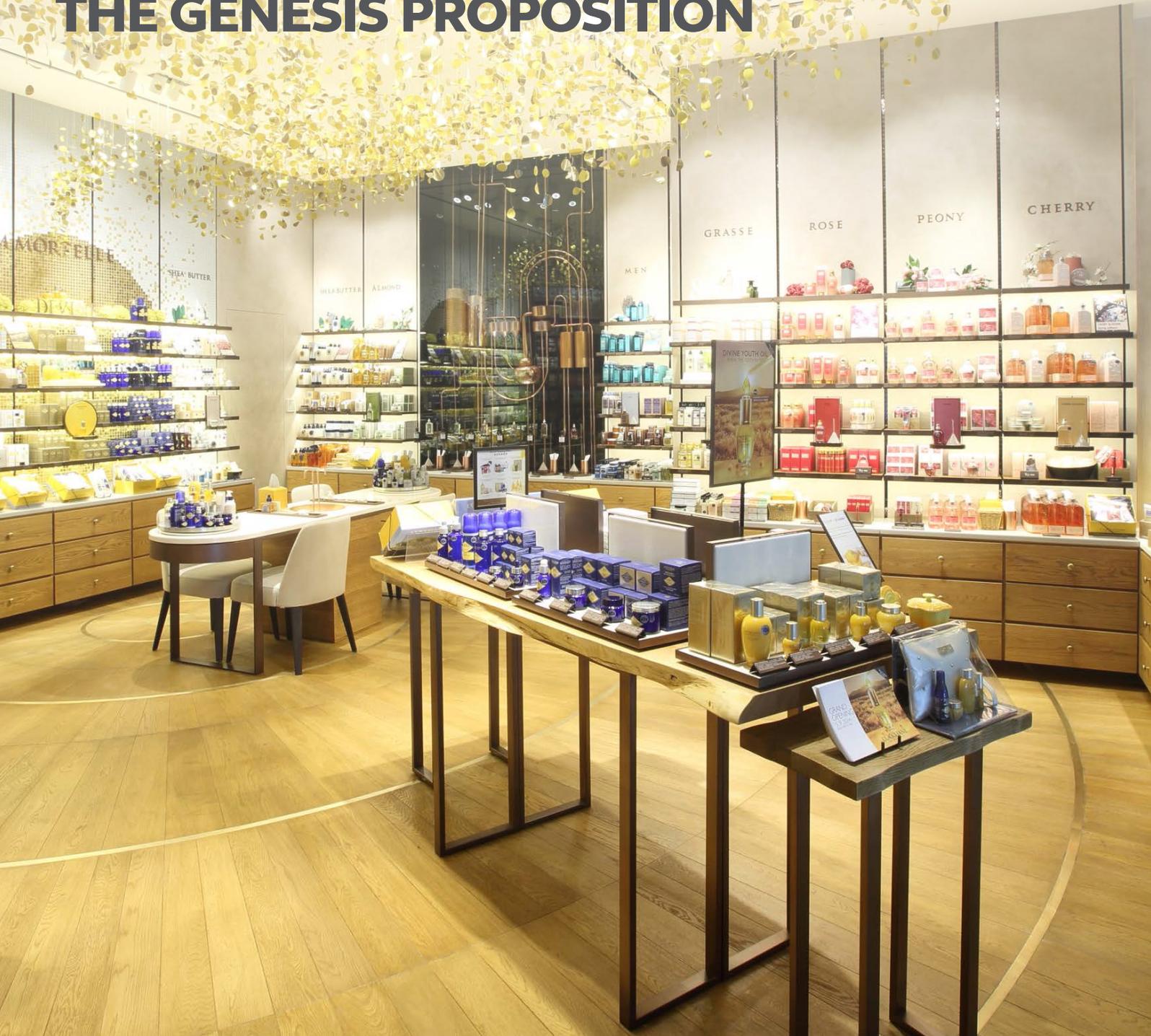


CREATING THE IN-STORE EXPERIENCE: THE GENESIS PROPOSITION



INTRODUCTION:

Arcadis research has underlined that for many retailers, international expansion remains a key priority. However, the difficulty in executing a successful retail store roll-out programme, particularly in some of the world's fastest growing economies, remains a major challenge.

As consumers travel more and more, they now expect the same in-store experience whether they're in Seattle, Stockholm, Shanghai or Sydney. Maintaining consistency in brand experience through the store interior within a global network is particularly difficult for retailers, especially where they work with franchisee partners in different locations.

The Arcadis Genesis proposition provides controlled, consistent and verified solutions which directly address this challenge. We partner with clients at the inception of the store concept and then source, manufacture and deliver, all of the fixtures and furniture they need to turn their retail vision into reality. For the last 12 years we have successfully delivered thousands of stores each year for clients in different locations around the globe.

OUR APPROACH:

Built around our 'Design / Procure / Deliver' philosophy, there are nine important steps to take a retail store from design concept to a fully-fitted store that is ready to deliver a first-class customer experience.

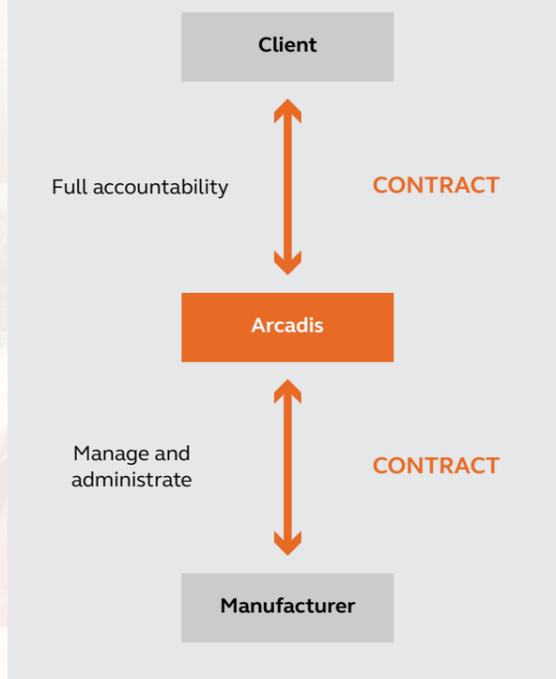
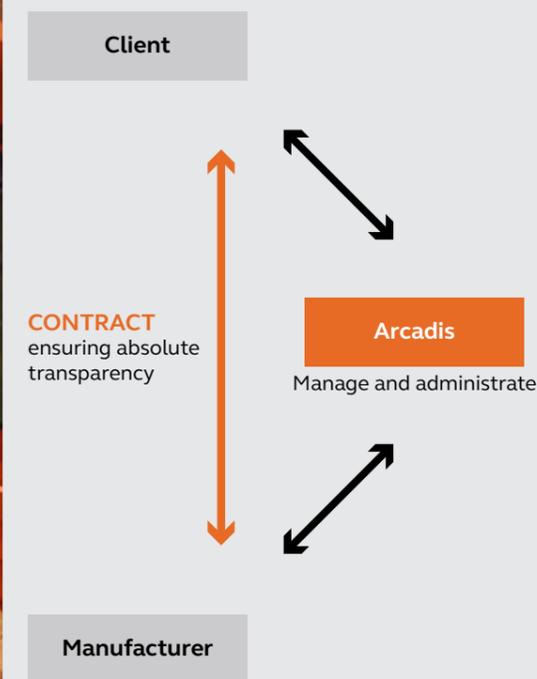
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1. STORE CONCEPT
 - New design
 - Adapt existing approach
 - Refine
- 
2. PROCUREMENT
 - Source suppliers
 - Tender & negotiate
 - Due diligence & ethical compliance
- 
3. DEVELOPMENT
 - Shop drawings
 - Prototype
 - Approval
- 
4. MANUFACTURING
 - Production
 - Quality control
 - Packaging
- 
5. STORE PLANNING
 - Store packs
 - 3D renders
 - Fly-thru videos
- 
6. ORDERS
 - Bulk
 - Project
 - Online
- 
7. INVENTORY MANAGEMENT
 - Stock levels
 - Warehousing
 - Speed to market
- 
8. DELIVERY
 - Logistics
 - Global
 - Local
- 
9. INSTALLATION
 - Coordination
 - Retailer support
 - Warranty

OUR ENGAGEMENT MODELS:

We can deliver this solution in two unique ways:

1. Consulting - Arcadis contracts with the client and there's a direct agreement between the client and each of the manufacturers.

2. Trading - Arcadis contracts with the client and with the manufacturers to provide a single point of service and supply for the client.



Key benefits of our Genesis solution:

From flagship stores to pop-up shops, our sourcing and supplier management teams are experts in developing the methodology and processes required to deliver retail store network expansion plans. The benefits we generate for our clients include:

1 SIGNIFICANT CAPEX SAVINGS:

- Up to 65% cost savings have been achieved through bulk-buying, controlled procurement and closer supplier management.

2 GREATER SPEED TO MARKET:

- 'Pick' and 'Pack' process reduced to as little as 1 day through inventory management.

3 ACCESS TO UNRIVALLED DATABASE OF RELIABLE AND SPECIALIST SUPPLIERS:

- Often retailers are not experts at sourcing not for sale products. We have developed a first-class network of manufacturers and suppliers over the last 12 years.

4 CONSISTENCY OF EXECUTION:

- 2,500 verified compliant stores opened per year.

5 GUARANTEE OF ETHICAL STANDARDS:

- Professionally managed transparent audit process with consistent follow up.

6 PROVEN TRACK RECORD:

- Supported over 50 leading international retailers with our Genesis proposition and rising.

Client Success

Over the last decade we have helped to create the in-store experience for a wide range of retailers including:

- Esprit, The Body Shop, Coach, Lee, Kipling, The North Face, Levi Strauss & Co, Standard Chartered Bank, Motorola, Harvey Nichols, Emporio Armani, Timberland, Fossil, Marks & Spencer, Next and L'Occitane en Provence.

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