



Red Retail Communications Audit

An Outline Proposal



Red Retail Communications Audit

Why undertake it?

When did your executive team last engage in an independent audit of the customer touch-points of your business?

At the end of the day - with all the best will in the world - alignment of execution often fails at one or more points in the chain. This means potential productivity (read maximum profit and returns) is wasted.

The Red Retail Communications Audit is a detailed logical and (importantly) independent framework to evaluate all points of influence on the customer for alignment to strategy and contribution to the desired customer and business outcomes. It also ensures alignment, inspiration and direction are provided from one framework for all members of the extended team (executives, partners & suppliers).

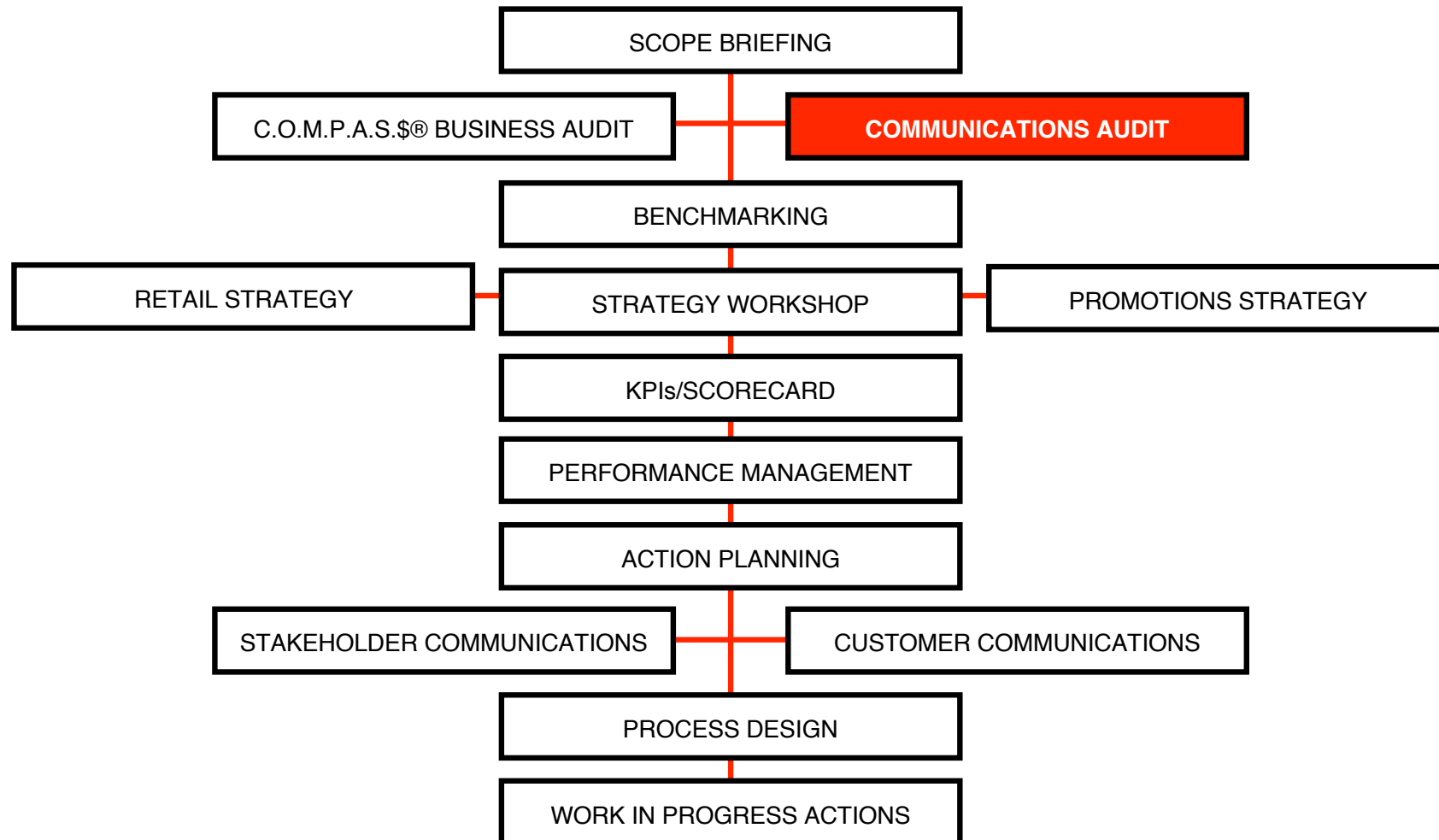
It also fits as an important part of the continuous Red Business Review Cycle - an integral part of continuous improvement.

It is imperative to all businesses that an independent set of eyes - with no conflict of agenda - reviews these important contributors to profit on a regular basis as an important part of the governance process.

The following pages outline where it fits, the process for how it is conducted and the costs.



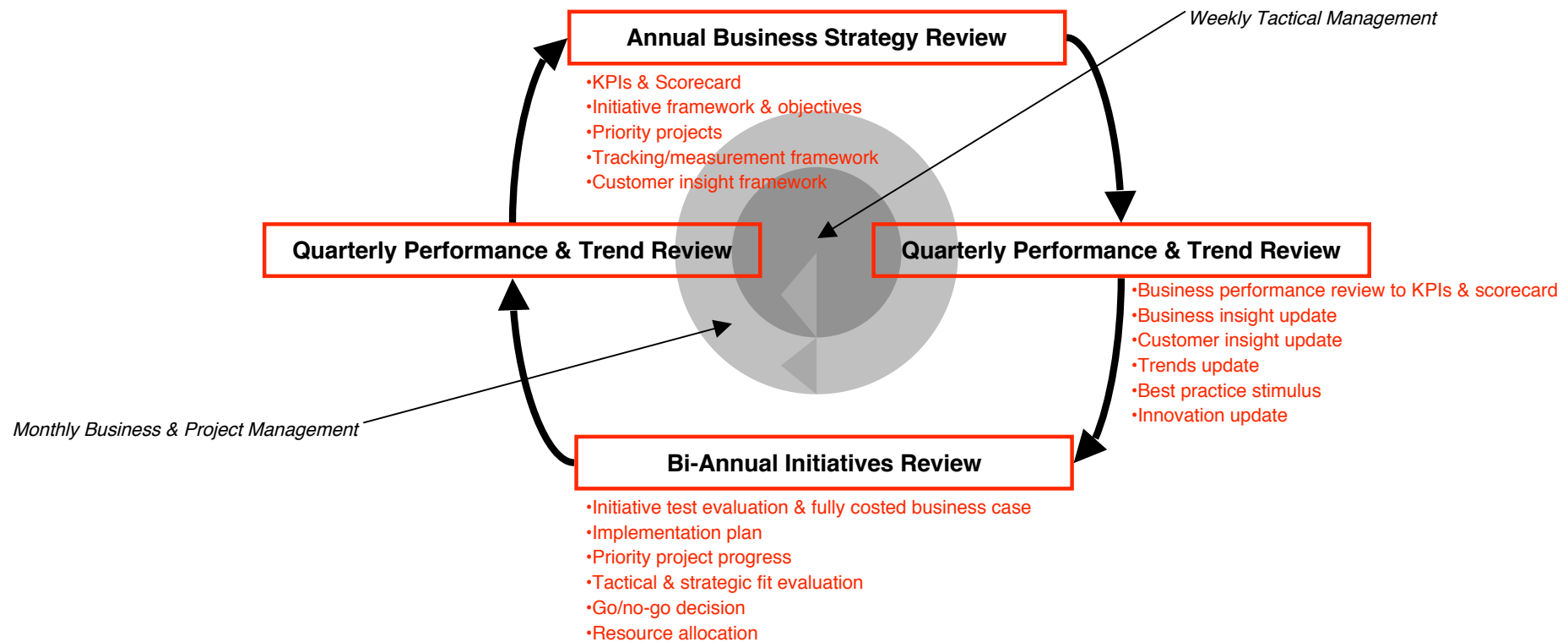
Red Business Review Cycle





Red Business Review Cycle

Integrating A Continuous Improvement Cycle





The Process

The Red Retail Communications Audit fits into the overall business review cycle (see previous chart).

It breaks down into three stages:-

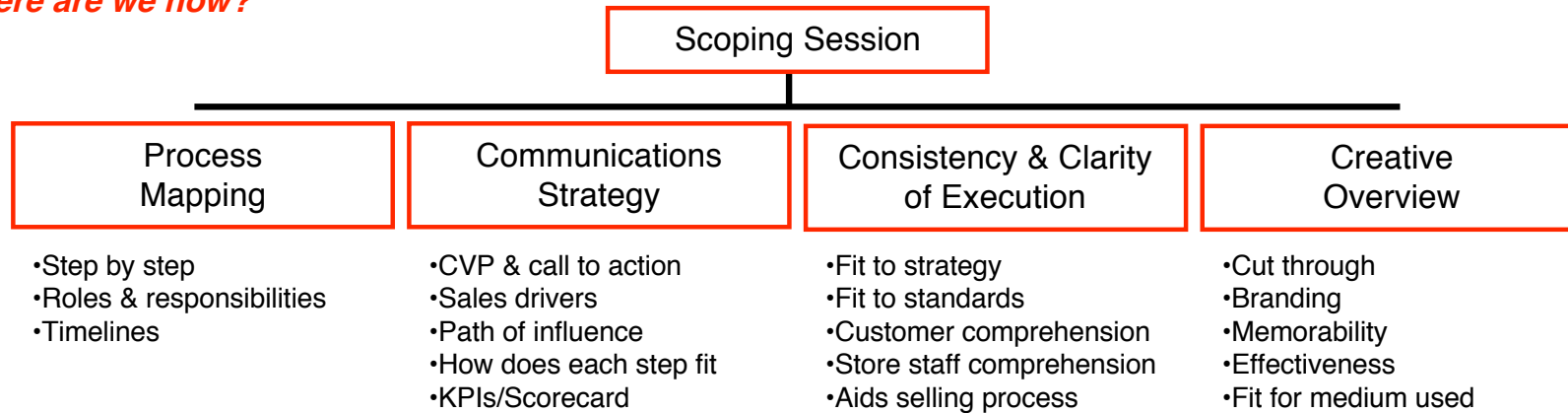
1. Where are we now?
2. Where do we want to be?
3. How are we going to get there?

The stages work as follows.



The Process - Stage One

Where are we now?

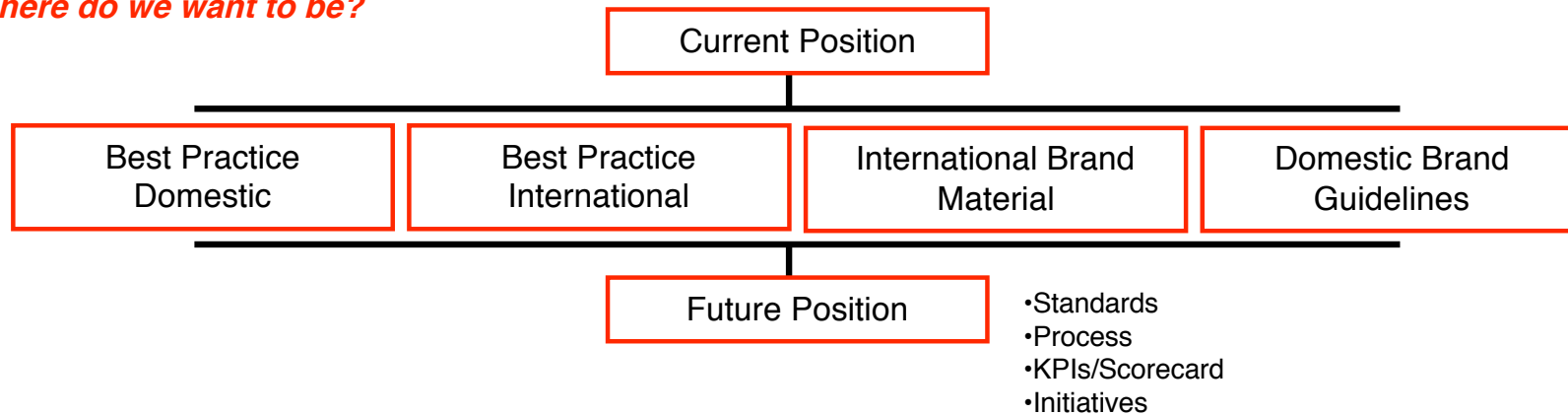


- Assemble samples/guard-book/reels etc
- map processes
- Follow path of influence from distant communication to store & after sales
- Cover all stakeholders



The Process - Stage Two

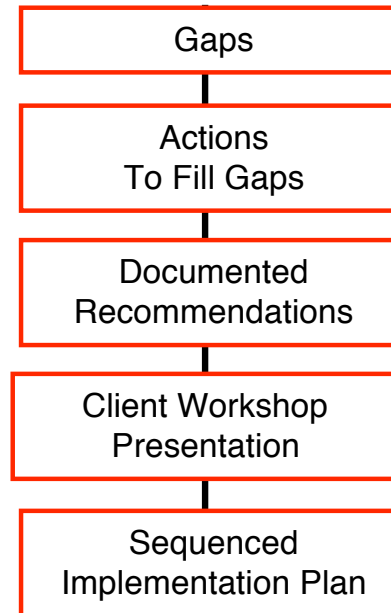
Where do we want to be?





The Process - Stage Three

How are we going to get there?





Timetable

Where are we now?

Process Mapping

Communications Strategy

Compile & Review Executions

Creative Review

Where do we want to be?

Document Current Position

Assemble Best Practice

Review & Debate

Formulate Future View

How are we going to get there?

Gap & Action Planning

Document Recommendations

Assemble end to end Presentation

Client Workshop

Debate & Agree Implementation

Document Plan

Begin Sequenced Implementation

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
[Red Bar]											
[Red Bar]											
[Red Bar]											
	[Red Bar]										
		[Red Bar]									
[Red Bar]											
		[Red Bar]									
		[Red Bar]	[Red Bar]								
			[Red Bar]								
				[Red Bar]							
				[Red Bar]	[Red Bar]						
					[Red Bar]						
					[Red Bar]						
						[Red Bar]					
							[Red Arrow]				



Red Communication Fee

Project Fee

To undertake the project with scope as indicated on the previous pages including responsibility for leading the project and writing & compiling all documentation and leadership of client workshop:-

Red Communication Australia Project Fee

AUD\$35,000+GST plus expenses

Payment Terms

1st Payment - 50% upon commission

AUD\$17,500+GST

2nd Payment - 50% week 7 (document handover)

AUD\$17,500+GST

Expenses will be itemised separately, billed monthly with receipts attached & payable immediately.



Credentials

Peter James Ryan & Red Communication Australia



Credentials

Peter James Ryan & Red Communication Australia

Peter James Ryan has led business strategy workshops since 1985. The attached client list and brief resume is an outline of his past consulting work - more of which can be seen online at www.redcommunication.com.

Over the past few years Peter has led strategy workshops for clients on a monthly basis and would offer the following as a shortlist of referees:-

David Jarjoura - Managing Director - MyHouse	(02) 9662 3666
Neil Sheddon - Managing Director - OzDesign	(02) 9023 9449
Ian Morrice - Managing Director - The Warehouse	+64 9 488 3284
George Tsoukalas - Managing Director - Elizabeth Arden	(02) 9409 7700
Sonia Hudson - General Manager - Colorado	(07) 3877 3425
Greg Foran - General Manager BIGW	(02) 9642 9204

*It is the policy of Red Communication Australia **not** to provide case studies of our consulting work however, you are free to contact any of our clients and ask them about the quality of the work undertaken on their behalf.*

None of the above people have been advised that you may call them.



Peter James Ryan



"Peter James Ryan has the unique ability of combining strategic and intuitive skills to develop solutions and perspectives which challenge the conventional paradigm."

Geoff White

General Manager Marketing - Coles Myer Liquor



*"Peter Ryan set knowledge transfer as a key deliverable of his work with The Warehouse.
He brought significant and detailed retail best practice to life in our business working with our people.
His formula both energised and enabled us to think through our strategy and make the right
connections with the customer"*

Ian Morrice

CEO – The Warehouse Group New Zealand



“Our business needed to rapidly come up to speed with contemporary retail methodology. Peter James Ryan worked well with our people and quickly provided the frameworks and disciplines needed for us to execute confidently first time.”

Stefan Preston

CEO – Bendon



"Peter James Ryan understands the real needs of retail businesses - and his knowledge is based on extensive global research and experience. I'm a big fan."

Roger Tredre

Editor in Chief, WGSN



*“The investment made in Peter James Ryan’s wealth of information on retail concepts and brands is handsomely repaid by seeing that world through his eyes.
A man who loves to shophow cool is that? There’s real heart in the what he says, yet a sharp analytical mind that can take abstract concepts and turn them into a real process.”*

Sonia Hudson

General Manager - Colorado



“Peter James Ryan is one of the most innovative thought leaders in the Australasian Retail scene. He has broad experience across the range of disciplines relevant to the sector -along with direct media experience and lead marketing roles in major Australian public companies. Peter’s insights on Retail are, to my mind, second to none in terms of their perceptiveness and relevance. They have proven to be of great benefit both to my business and that of many of my clients.”

Mark Monaghan

Head of Consumer and Services
ANZ Institutional Banking



"We wanted to challenge ourselves to understand the great possibilities to dramatically grow our business. Peter helped us embrace this and much more."

Jane McKellar

Managing Director - Elizabeth Arden Australia



"A passionate champion of retail and a retail business consultant whose pragmatic and articulate advice just makes good business sense. What more do you need?"

Haydon Bray

CEO – Bray Communications Group



“When it comes to Retail Strategy and Planning, Peter James Ryan is smart, practical and insightful.”

Alvin Ng

General Manager – Dick Smith Division - Woolworths Limited



“Very rarely in my business career has an individual made such a difference to my own strategic thinking or been more constructively challenging than Peter James Ryan has. Peter and I have worked together in my capacity as Chief Executive Officer of The Nuance Group - the world's largest travel retailer. Nuance in Australia is a \$500 million retail group and operates under the dominant Downtown Duty Free brand. In an industry that has been facing constant challenges from September 11, to SARS, to Bali bombings and a rapidly changing consumer profile, there has been a serious need for change. As a Chief Executive I seek good counsel, critical judgment, and clearly defined executable ideas from whomever I am working with - Peter was a key contributor to our thinking and doing. Peter brings a unique perspective to his clients. Don't be surprised if he turns a lot of things upside down in order to help you and your team see the future. You might see RED but not on your balance sheet if Peter has anything to do with it.”

John Moore

CEO – Nuance Group



“Peter James Ryan brings to Australian retailing a fresh, objective and internationally-benchmarked approach to the most challenging issues facing Australian retailers every day.”

Robert Stockdill

Publisher – Inside Retailing



"Peter has made an immeasurable contribution to our Business through his understanding of the market ,of our Business and how the two need to meet."

David Jarjoura

Managing Director - MyHouse





Peter James Ryan



is a strategic marketing consultant with over 25 years of marketing, business consulting and promotional experience.

Having worked in roles as diverse as business management, marketing management, consulting and creative services through a myriad of categories and businesses, Ryan has a unique perspective on how to apply marketing based business thinking to achieve sustainable profit growth and productivity gain. Acknowledged as a passionate advocate of the retail industry, his love affair with the category can be traced back to family involvement in the ownership and operation of various retail businesses.

Peter's previous experience includes Group General Manager of The Banks Group (marketing consulting & research), Head of Marketing for St. George Bank Group, Head of Strategy for Lunn Dyer Design Group, Head of Strategy & Creative for Harrison Holt BBDO and more recently Head of Retail Consulting for IdeaWorks - prior to re-launching his consulting business Red Communication Australia.

Ryan has been responsible for the development of some of Australia's leading retail initiatives, retail brands, retail products, retail environments, retail promotions and retail services through both virtual and physical retail. At Red Communication Australia, Ryan applies his unique vision and thinking with energy and passion, to help businesses achieve their true potential at retail.



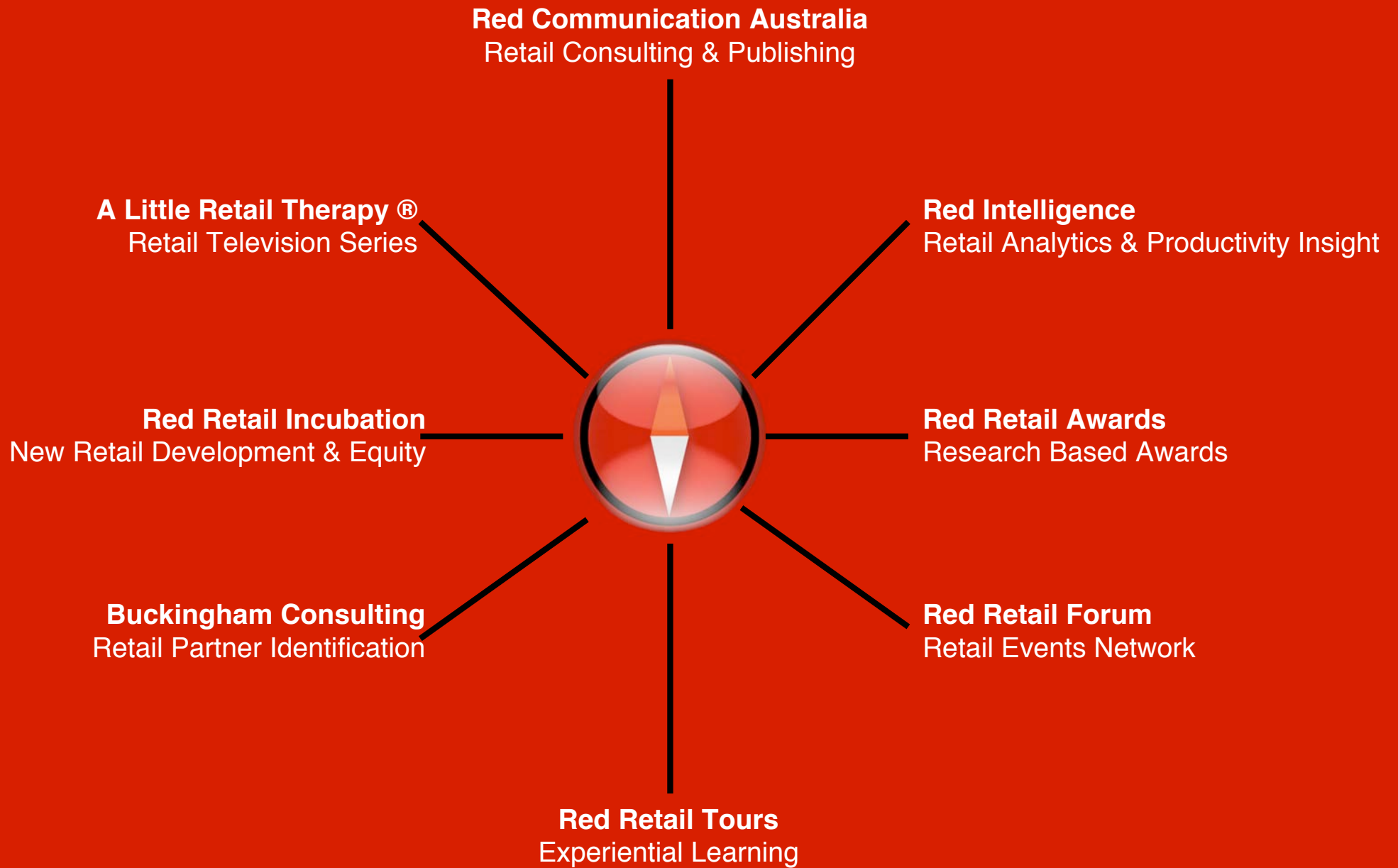
Peter James Ryan has worked with....

- Advance Bank
- AGL
- Air Nuiguini
- Air Caledonie
- Alexander & Alexander Insurance
- Amber Tiles & Pavers
- AMP Shopping Centres
- Angus & Coote
- ANZ Bank
- Apple Computers
- Austral Bricks
- Australia Asia Airways
- Australian Consolidated Press
- Australian Gourmet Traveller Magazine
- Australian Pork Corporation
- Bank of Melbourne
- BankSA
- Barbeques Galore
- Bendon
- Berkeley Challenge Cleaning Services
- BIG W
- Brickworks
- Canon Photographics
- Century 21
- Chifley Tower Shopping Centre
- CIG/BOC
- Coca-Cola
- Colorado
- Colorado Group
- Comshare Software
- Country Road
- Country & Rural Traders (CRT)
- Cutex
- Department of State Development (NSW)
- Diana Ferrari
- Dick Smith Electronics
- Disney's The Lion King
- Eastwest Airlines
- Edible Oils International (EOI)
- Elizabeth Arden
- Five Way Fusion
- Fox-Columbia Pictures
- Fudge
- Gazal Corporation
- Goldmark
- Gowings
- ING
- JAG
- Joico
- Kelloggs



Peter James Ryan has worked with....

- Kitchen Connection
- KPMG
- Landcom
- Leighton Group
- Lifestream Vitamins
- Lion Nathan
- Mathers
- McDonalds
- MyHouse
- Nuance Group (Downtown Duty Free)
- Noni B
- NRMA
- NSW Volunteer Centre
- OPSM
- Oz Design Furniture
- Oz Lotto
- Pepsi
- P&O
- Pizza Hut
- Qantas
- Radio 2SM
- Radio 2WS
- RAMS
- Reckitt & Coleman
- Rodney Clark
- Rothschild
- Rosemount Wines
- Reuben F. Scarf
- Schwarzkopf
- Sheraton Mirage Resorts
- Sleep Doctor (Rise + Shine)
- St. George Bank
- Sterling Health
- State Bank of NSW
- Strandbags
- The Australian Cotton Foundation
- The Ben Lexcen Foundation
- The Benevolent Society of NSW - Pizza Hut
- The M5 Southwest Motorway (Interlink Roads)- Thrifty Vehicle Rentals
- The Warehouse (New Zealand)
- Transurban
- Unilever-Rexona
- United International Distillers
- United International Pictures
- Vodafone
- Westpac
- Westfield
- Williams
- Woolworths Group
- Woolworths Freestanding Liquor Division
- Woolworths Supermarkets
- Yarramalong Park





Red Communication Australia

RETAIL MARKETING NAVIGATION®