

SUMMIT NAVIGATOR

The path to profit

online retail consulting

eCommerce

online marketing

THE ONLINE STRATEGY REVIEW THAT MAKES YOU MORE MONEY



Welcome to Summit, the changemakers in retail.

Last year we helped some of Europe's leading retailers and brands make an extra £300 million online. How? By thinking and acting differently.

As online retail specialists, we transform the way retailers trade. We connect strategy, technology and marketing to grow your business. And we make it more likely that people will buy from you than from anyone else.

Navigator, Summit's framework for retail growth, is the culmination of our expertise and knowledge. It's a sophisticated audit of your business that's delivered as a practical action plan. If you're serious about growing your business either locally or internationally Navigator can show you the most effective path to profit.

TAKE THE GUESSWORK OUT OF BUSINESS PLANNING



As online retailers you operate in a constantly changing digital landscape, brimming with competitors. To compete effectively and grow there is a set of questions you need to answer.

Navigator addresses these questions and many more via a three stage process. With this framework you'll discover where you are now, where you should be and what you need to do to get there. ➤

- Could you be making more money? If so how much?
- Could you be more ambitious?
- What growth and profit opportunities should you prioritise?
- Are you setting the right marketing budgets?
- Do you have the right team in place?
- Do you have a competitive trading proposition?
- Are current expectations of your business performance realistic?
- Are you measuring the right things in the right way?
- Should you expand overseas?
- If so, where and what are the considerations around tax, fulfilment, shipping and customer service?

01

How competitive is your online business right now?

02

How big is the opportunity over the next 3 years?

03

What is your detailed plan to seize that opportunity?

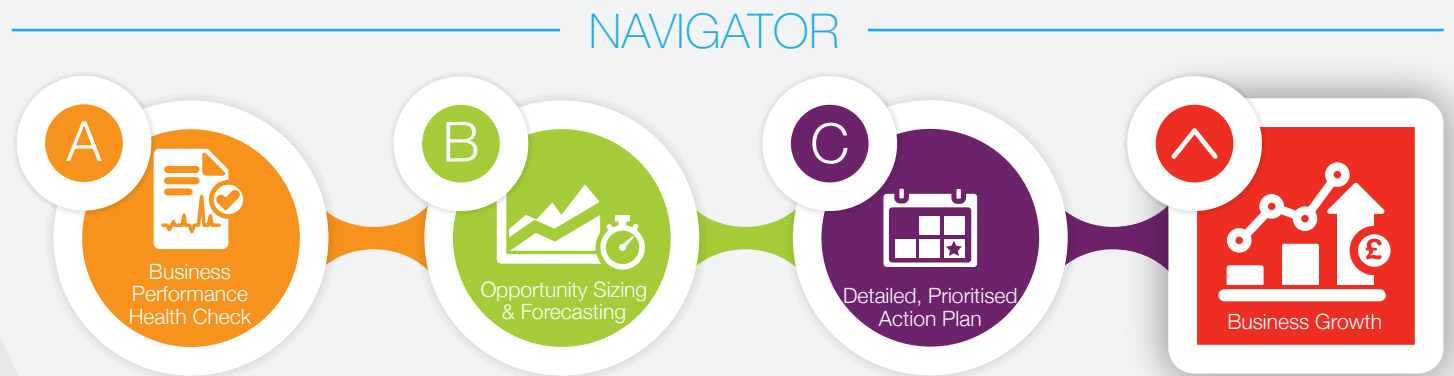
THE SUMMIT NAVIGATOR FRAMEWORK



A path to profit in six weeks

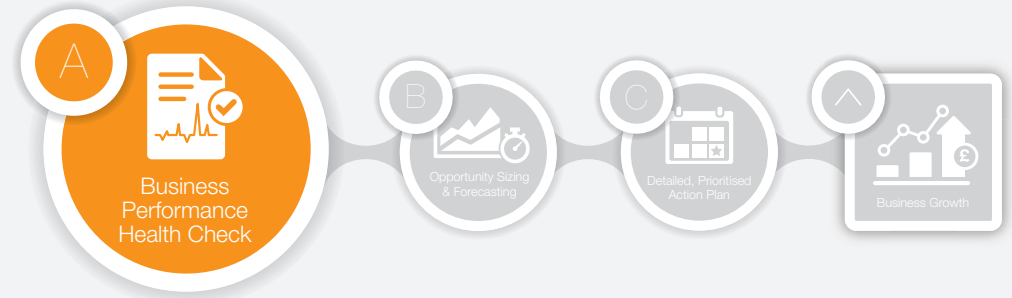
In six weeks' time you'll have a comprehensive report on your desk; a point-by-point action plan covering both quick wins and longer term goals, and a presentation for your Board.

The plan is detailed enough for you to pick up and implement yourself and we're there to help with anything you can't or don't want to manage. This is consulting without the 'con', delivered by practitioners experienced in the day-to-day world of online retailing.



01

HOW COMPETITIVE IS YOUR ONLINE BUSINESS RIGHT NOW?



A

Business Performance Health Check



Customer acquisition and retention

How does your customer acquisition and retention stack up against your competitors? We'll show you where you stand and how to move to the next level of performance in each of the seven online marketing channels, providing a blueprint for the optimal delivery strategy.



The customer online shopping experience

Is the shopping experience on your site seamless and enjoyable? Or are visitors abandoning their shopping baskets – and if so, why? We'll find out the exact reasons, then report back on all opportunities to improve the customer experience – including speed, content and navigation.



Your trading proposition

Once someone has arrived at your site, does it make them want to buy? We'll conduct a benchmarking exercise assessing factors such as range, price, competitiveness, promotions, merchandising and service.



Your organisational structure and people

Do you have the right team structure and people in place to achieve your objectives? We'll provide a fresh view, identifying any gaps in personnel, knowledge or skill sets. Then we'll give you a set of frank recommendations on potential improvements to team and structure.

02

HOW BIG IS THE OPPORTUNITY OVER THE NEXT 3 YEARS?



B

Opportunity Sizing and Forecasting



Market sizing

We build an eCommerce trading forecast from the bottom up. We provide a clear view of the market size – by product category or marketing channel – to validate or challenge internal projections. The forecast takes into account expected marketing acquisition, factoring in costs of media, click-through rates, conversion rates, cost of sale and expected behaviour by channel.



International opportunities

International is on every retailer's agenda but many don't know where to start or how to properly gauge the opportunity. Navigator can help you minimise the risk by identifying the most lucrative markets including sizing the opportunity and recommending in which order to roll out. We'll also provide you with valuable advice surrounding operational challenges such as warehousing, fulfilment, taxation and payment providers.



Detailed projections

The output is a crystal-clear view, sizing the potential opportunity and the associated investment in detail. We project all numbers monthly for year one and quarterly for years two and three. We also stretch out the projections for years four and five. You get hard numbers based on hard facts.

03

WHAT IS YOUR DETAILED PLAN TO SEIZE THAT OPPORTUNITY?



C

Detailed,
Prioritised
Action Plan

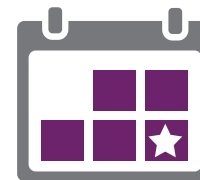


Navigator road map

We've worked out where you are now and where you should be. So the final step is a sharply-focused road map to get you there.

The team that carry out the research and analysis will present the key findings and actions back to you and your stakeholders.

You'll also get a breakdown of the next steps, with detailed action plans for immediate, mid term and longer term actions so you'll get traction and build momentum fast.



Your Navigator partners

Having a plan is great but the real work comes in implementing it. The Navigator road map is designed to put you in the driver's seat so that you can pick it up the very next day and start implementing the recommendations. If you need help getting your plan off the ground we can work right alongside you to put it into practice. We have the skills and technology to support online marketing across PPC, SEO, Affiliates, Display Advertising, Shopping Comparison, Email and Social Media. We're Magento gold partners and have been designing, building and growing eCommerce businesses since 2005.

It all adds up to a clear and well-planned path to profit. ➔

SUMMIT CHANGEMAKERS IN ONLINE RETAILING

Retail is in our blood. It influences who we hire, who we work with, and what we measure. We've been working with some of Europe's biggest retailers for 14 years; many of our team come from them, too. We know that everything we recommend works, because we've learned it in the real world of retailing and we do it every day.

At Summit, we've always done things differently. There isn't room for the full story here, but you can read it at bit.ly/summit_changemakers. It tells you a lot about us. About how we challenge the norms, ask 'what if' and keep setting the bar higher. About how we've learned what works and what doesn't through our own business development. And about how honesty, trust and straight talking are fundamental to our ideals.

Our changemaking approach has worked for us, with our business growing to £40 million in just 14 years. And it works for our clients – **last year we helped to make them an extra £300 million online.**

So the financial rewards are great. But we're just as proud of the fact that our clients like us. We're friendly and supportive and we aim to be a joy to work with – in fact, a true partner.

For us, 'good enough' could never be good enough.
We're here to make our clients' lives and businesses better.

OUR CLIENTS

HOME BASE

HORNBY
INTERNATIONAL

rb
Reckitt
Benckiser

ROUTE ONE
1989

HOBBS
LONDON

BHS.CO.UK

Argos

FASHION EYEWEAR
LONDON

Carpet RIGHT

Arcadia

habitat

The electronics specialist
maplin

3
Three.co.uk

Viking
SELFRIDGES & CO

Which?

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