



Marks & Spencer: Perfect store presentation every time

Visual Merchandisers at leading UK retailer, Marks & Spencer deliver compelling and consistent shopping experiences across their complete store portfolio. The TEX-STORE™ software application from Koppermann now enables them to create crystal clear visual merchandising guidelines ensuring every Marks & Spencer customer is greeted with fantastic product presentation.

Yet this wasn't always the case. In 2004 research suggested that the Marks & Spencer store environment was generating a negative response from customers.

The incoming CEO Sir Stuart Rose responded with a massive store modernisation program known as "the New Store Format" and the journey to restore the Marks & Spencer shopping experience had begun.

The Challenge

Substantiated by research that 75% of customer buying decisions are made impulsively on the selling floor, Marks & Spencer realised that fantastic visual presentations of their collections and accessories was imperative to creating a more positive customer shopping experience.

In 2005 the Marks & Spencer Retail Communications team developed an internal visual merchandising tool for stores called "The Look" which was supported by external design agencies. Tight production schedules and massive costs dictated this tool be brought in-house.

"The business needs a tool that will help drive consistent visual standards across our entire portfolio of stores"

Marks and Spencer Retail Communications Team.

Using this mandate, Marks & Spencer researched 3D visual merchandising solutions that could empower their non-technical staff to visually communicate their creative and commercial ideas to their stores.

The system needed to enable them to develop shop plans, fixture policies and product presentation techniques cumulating in a standard output for their store communication documents.



■ Hello TEX-STORE™

From a list of possible vendors only Koppermann's Tex-Store met all criteria. After consultation and planning with the Retail Communications team and their IT department, Tex-Store was integrated into every business unit; Womens, Lingerie, Mens, Childrens, Beauty, Homeware and the Communications team.

"All business units voted unanimously for Tex-Store because they were able to see how the software provided them massive time and financial savings whilst opening many additional doors for improving their business processes."

Sally Haskayne, Head of Retail Communications.

The complete Marks & Spencer equipment catalogue was imported and a visual library of products for each business unit was put in place. As of 2009 over 50 Marks & Spencer staff members utilise Koppermann's Tex-Store generating great visual merchandising standards for their stores.

■ Success across the board

Using an up to date product and fixture library, Tex-Store has allowed Marks & Spencer to quickly create and generate images for their VM guidelines while remaining at their desks. Travel to physically create mock shops, the reliance on having real samples on hand and the use of external agencies are now unnecessary driving down the costs and timeframes involved in producing great visual standards.

Sally Haskayne states "Our ROI incredibly was met much earlier than initial expectations and our merchandising principles are now presented consistently nationwide to all stores thanks to the success of the Look Cards and Tex-Store."

Marks & Spencer has returned to the top of retailing by investing in store modernisation, consistent product presentation, and in Tex-Store which continues to empower them with instant store visualisations from the comfort of their desktops.

MARKS & SPENCER

We are one of the UK's leading retailers, with over 21 million people visiting our stores each week. We offer stylish, high quality, great value clothing and home products, as well as outstanding quality foods, responsibly sourced from around 2,000 suppliers globally. We employ over 75,000 people in the UK and abroad, and have over 600 UK stores, plus an expanding international business. Our brand values – quality, value, service, innovation and trust – are more important than ever. Our commitment to these values sets us apart from our competitors, and enables us to offer our customers something truly special.

Koppermann, founded in 1990 is among the world leading software solution providers for the textile and apparel industries. Koppermann is headquartered in Germany, with subsidiaries in the United States and Great Britain. Its products are distributed in over 50 countries around the world. See www.koppermann.com



Christmas Gift shop 2009 merchandising standards created with TEX-STORE™



Welcome to TEX-STORE™ 3D visualisation tools helping you plan, execute and analyse ever changing retail priorities