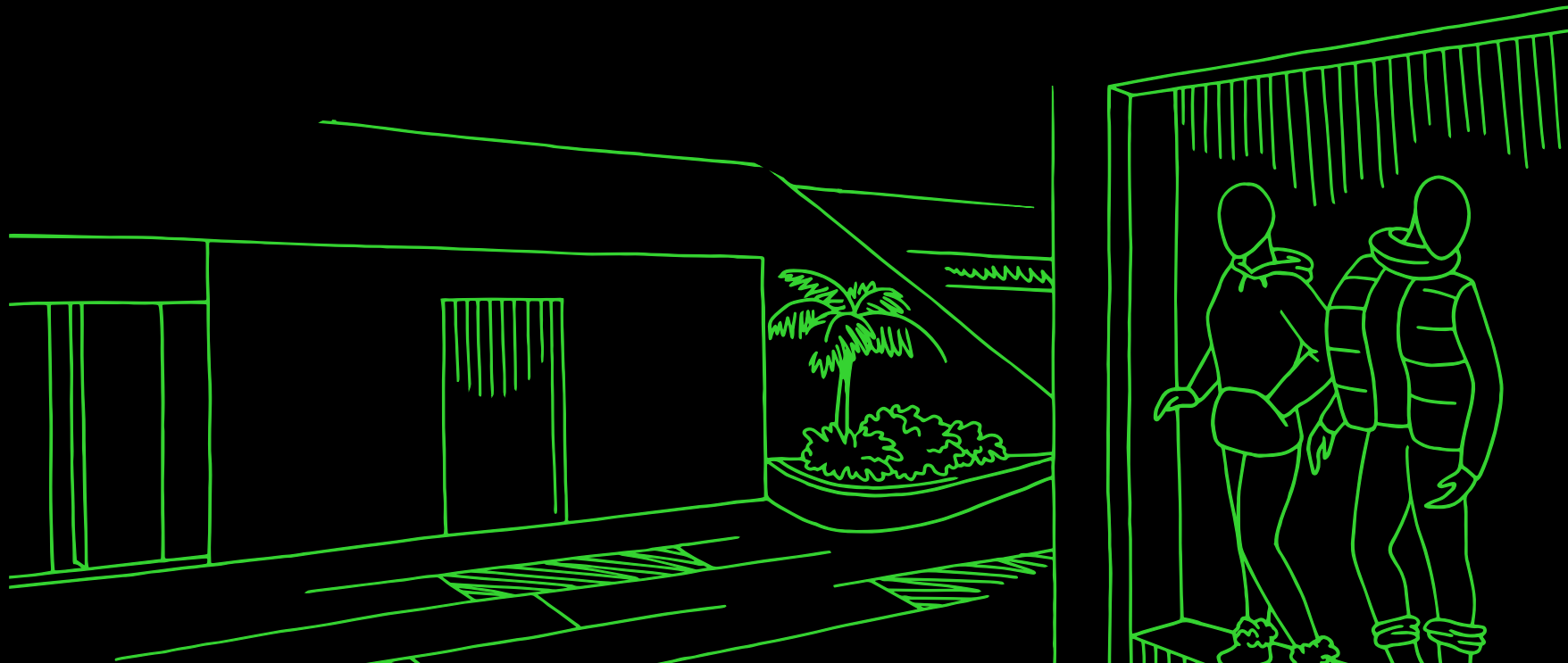


HOW TO HAVE
A **SUCCESSFUL**
PROGRAM
LAUNCH IN
TODAY'S RETAIL
WORLD:



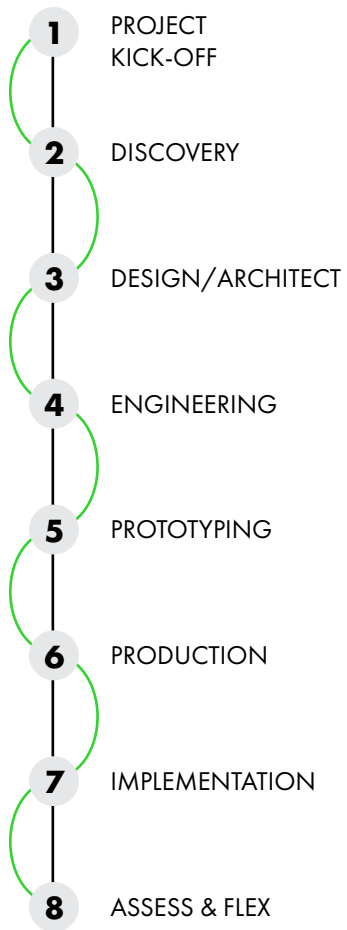
Get back to the
basics. Reassess
your retail planning.



The Art of the Timeline

TRADITIONAL MODEL

For a long time, project development timelines have looked like this:



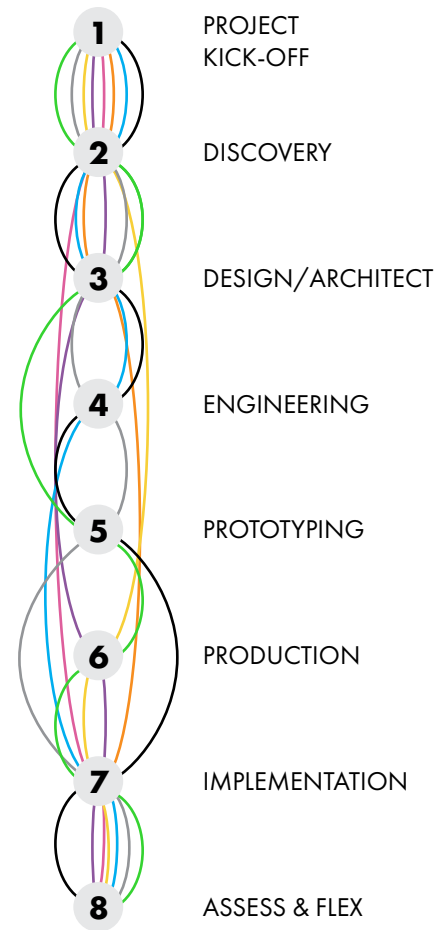
Linear. Siloed. Compartmentalized.

Add or subtract a couple of buzzword categories here or there and this is how it has remained for years. Is this inherently bad? No. Is it an accurate representation of all that goes into modern day retail planning? Also no.

vs

REALITY

In reality, this how retail planning looks today:



Interconnected. Non-linear. Complex.

Today's model emphasizes the people who make up the plan, not the development stage itself. Why is this necessary? Because multiple players from multiple disciplines drive progress from different vantage points at varying degrees with different objectives in mind.

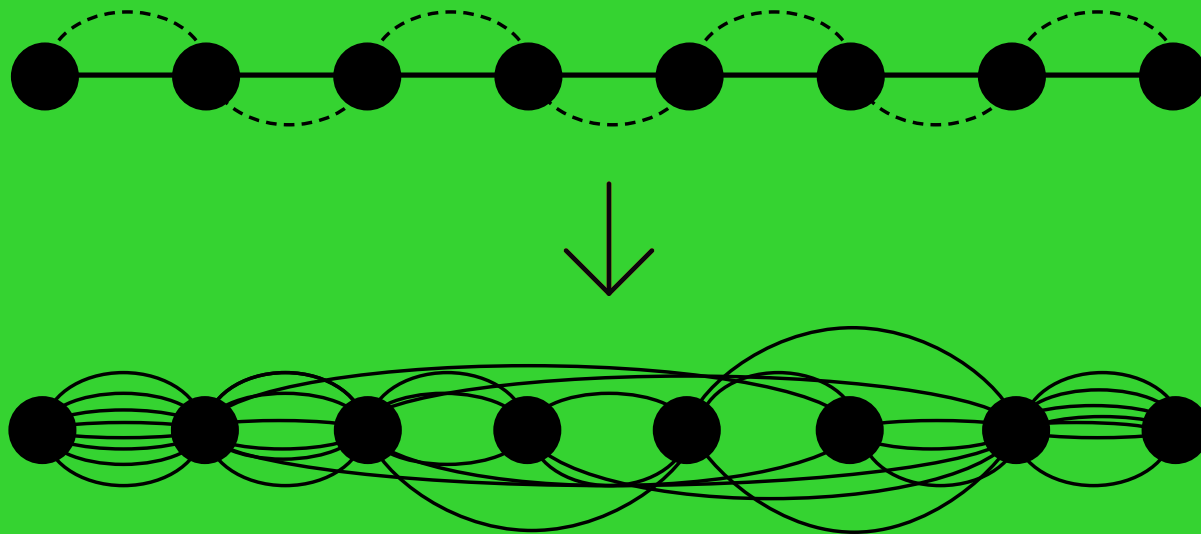
Account for the back and forth from the get-go. Invite the right people to the right table at the right time.

Key

- Product/Channel Manager
- Marketing/Marcom/Advertising
- Design/Space Planning
- Operations
- Finance
- Legal/Safety Compliance
- Logistics / Implementation
- Customer Support

QUESTION:

What happens when you try to oversimplify reality?



ANSWER:

A lack of holistic thinking causes vital steps in the project planning process to get missed, important conversations never to be had, and the full potential of the program never to be realized.

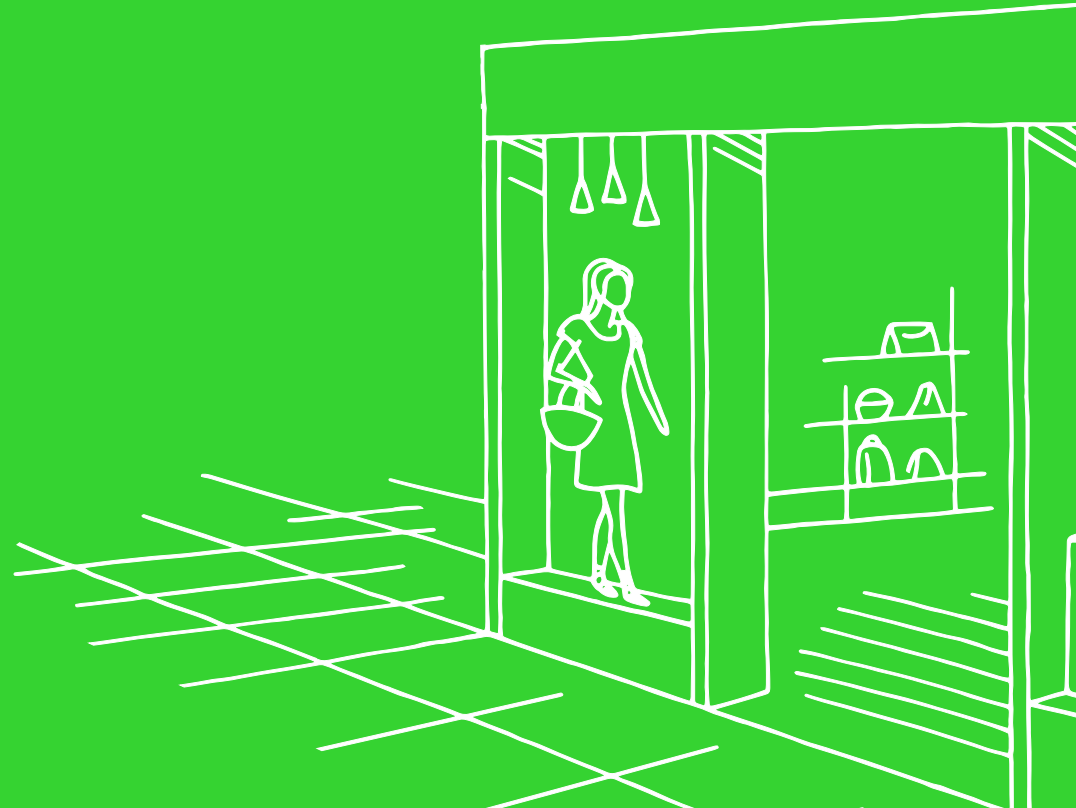


When we fail to strategically account for all of the interconnected, interpersonal aspects of project planning, we increase the likelihood of running into issues like the below:

- Communication breakdowns
- Misaligned goals
- Competing departmental objectives
- Lack of clear direction
- Long chains of command
- Tendency to sacrifice ingenuity for the sake of what's "known"
- Missed opportunities
- Countless revisions
- Disconnect between design + manufacturing
- Long lead times
- Unexpected "Ut Oh's"
- Lack of control over vendors
- Shipping disruptions
- Installation failures
- Reduced ability to maintain, measure, or track in the field
- and so.much.more.

IN OTHER WORDS:

- + Lost time.
- + Lost money.
- + Poor customer resonance.
- + Lackluster ROI.



But it doesn't have to stay that way.

Creative liberty, project control, and program confidence are possible for you and your teams, even in this new and uncertain COVID-19 reality.

When you make the choice to work with a retail vendor that functions as a consultant and strategic partner (like us!), you benefit from our years of obsessively studying the retail planning process to make it more efficient, simple, and streamlined for all parties involved.

We vet, manage, organize, initiate, respond, adapt to, and keep every day-to-day detail and project dynamic on track so you can focus on what matters most: the customer.

We are designers, doers, and deliverers of great retail. We sync up with your processes, optimize them for time, money, and innovation, and get you in a position to launch retail programs that make an immediate IMPACT.



We're in it with you for
the long-haul. How can
we help you today?



HELP ME SEE HOW I CAN
IMPROVE PAST PROGRAMS



HELP ME STRATEGIZE HOW
TO GET [X] INTO THE FIELD
BY [X] DATE



HELP ME LOOK AT ALL OF MY
RETAIL AND UNDERSTAND
HOW TO MAKE IT WORK IN
THIS NEW NORM

Together with
Retailwerx,
we bring your
vision to life.

We listen to what you want, deliver what you expect, and always encourage you to think outside of the box, too. This is our promise.



+



PRODUCTS

- Pop-ups/ Environments
 - Retail Displays
 - Store Fixtures
 - Interactive Displays / Kiosks
 - Digital Integration
 - Signage/Graphics
static & digital
-

SERVICES

- **Research**
Consumer, market, competitive, store visits
- **Strategy**
Retail marketing, branding, positioning
- **Full Creative Suite**
2D, 3D, AR/VR
- **Architectural Services**
Site Planning
- **Store Design**
New, remodel, flagship, dealer, branded environment, pop-up
- **Design/Concept**
Mass-customization, scalability
- **Engineering/Prototyping**
Value, retrofitting, new project
- **Implementation**
Logistic planning, installation
- **Continued Care**
Product support QA/QC, maintenance, client portal (re-order, inventory services)

RETAILWERX

Dedicated division focused on managing B2B dynamics between brands, retailers, sales teams, and customers.

- Project Lifecycle Consulting
 - Distribution Planning
 - Communication Planning
 - Store Assessment Services
 - Asset Tracking
 - Merchandising
 - Shopper Analytics
 - Sales Rep & Associate Training
 - + more
-

FACILITIES

Production

DOMESTIC

Chicago, LA, Atlanta, Seattle

- Manufacturing: 2,500,000 sq. ft.
- Warehousing: 1,500,000 sq. ft

GLOBAL

Shanghai, Shenzhen

- Manufacturing: 700,000 sq. ft.
- Warehousing: 500,000 sq. ft.



CHICAGO | LOS ANGELES | SEATTLE | SHANGHAI



ABOUT AXIS DISPLAY GROUP:

Axis Display Group is an award-winning retail design, display, and store fixture company offering a unique approach to retail marketing. We pair decades of display company experience with the strategic know-how and creative capacities of a full-service advertising agency, resulting in big-picture solutions that are practical, scalable, and mass-customizable. From concept to implementation, product merchandising to associate training, our hybrid business model enables us to build, elevate, and manage retail programs far beyond the physical fixture.

About RWX:

Retailwerx is a division of Axis Display Group designed to manage the B2B dynamics between brands, retailers, and their sales teams that ultimately make or break the success of any retail program where it matters most: the field.