



How to Increase Retail Sales: Workbook

By Romeo Richards

Createspace, United States, 2014. Paperback. Book Condition: New. Workbook. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Why should you read this book when there are literally thousands of books on the market about increasing retail sales? If you were to ask sacked Tesco CEO Philip Clarke this question, his response would be, if he knew what is written in this book, he will still have a job. Picture this right. When he took over Tesco, the retailer was the second most profitable retailer in the world and the fourth most profitable business in the UK. At the end of his three years reign, Tesco s market share shrunk to 28.9 while in the same period, Aldi doubled in size to 4.7 and Lidl increased its market share from 2.5 to 3.6 . So, what did Tesco do wrong under Mr. Clarke s stewardship that Aldi and Lidl got right? Once upon a time, Marks Spencer was the biggest dog in the UK s fashion kennel. Currently, Marks Spencer is struggling while it embattled CEO cling on despite repeated calls for his head. What took Marks Spencer from a retail phenomenon to a basket...



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