

## USA WORKSHOP – CASE STUDIES

*“This workshop is the Rolls Royce of Fashion information on the US market”*

PARVEEN COUTURE – Farakh Parveen

Our USA Workshop has no equivalent in the market place: it brings a holistic approach to the USA market through an analysis of all the fashion stakeholders including the Brands, sales reps, distributors, boutiques, department stores, trade shows, logistics, credit management.... We also deliver the content so that it meets your specific needs and answers the questions you have in relation to your business and the goals you have set up (we can also help you set up those goals). It will give you a clearer idea about strategy and action plan. And of course, it is covered by our 100% Money Back Guarantee.

### TRADE SHOW SALES GROWTH

Client: Classic Womenswear Collection - UK

The Client was planning to attend the MAGIC show and wanted to optimise orders to be taken at the show. We focused the action plan on how to set up the right buyers' database and how to connect with buyers and convert them prior to and during the show.

**RESULTS:** The workshop took place over 4 months before the show, giving the Client time to implement the action plan in an effective way. They managed to reach the goals we had set up together: collecting 30 orders at the show. In fact, 32 were written at the show. Our follow up call to the client at show time prevented them from making a major mistake twice.

### DUTY OPTIMISATION

Client: Edgy Womenswear Collection – France

There were two key objectives of the workshop for this Brand. These were to strengthen the foundations of their existing US operation, in order to increase sales in the USA, and to identify the process and action plan to optimise duty payment.

After working alongside the client and a recommended lawyer, the duty optimisation process was implemented, allowing the client to save over 30% on the duty previously paid.

**RESULTS:** Saving from \$6000 to \$10000 every time the client was shipping \$100K (depending on the product/margin).

### AGENT SEARCH

Client: Updated Womenswear Collection - France

The Client needed to understand how sales reps work in the USA as he was pro-actively searching for agents. After interviewing several other Brands, he understood that recruiting, training and managing agents was more challenging than he had anticipated.

**RESULTS:** The workshop enabled the Client to look professional and fully knowledgeable about how US agents work, the questions he should ask and how to respond to key opportunities and challenges (collection, marketing tools, contract, back office ...). The Brand recruited 3 regional agents.

#### **LITIGATION SAVING**

Client: Contemporary Accessories Collection – UK

Brands understand that as they grow the business in the USA, litigation may happen one day. It is best to anticipate such errors as there is often a lot of money at stake. Our USA workshop offers the opportunity to learn how to reduce the litigation cost and put pressure on late payers to pay you first, before they pay other Brands. The client had a debt of \$6000 which should have generated legal fees of slightly less than \$2000.

**RESULTS:** The Client did not have to pay that expense (\$2000), thanks to a new paragraph we had advised them to include in their terms and conditions.

#### **SALES EMAILS FOR BUYERS**

Client: High End Eveningwear Collection – Dubai

The Brand had used an American National with fashion experience to prepare their sales emails for Buyers, prior to heading to a show in the USA. The email attracted no results. The workshop taught the Client to speak to American buyers in an effective manner & we revised their sales email (which contained 4 key US fashion mistakes in the 1<sup>st</sup> paragraph!).

**RESULTS:** After the changes, they managed to have a 45% click rate and 8 appointments before the show started. 5 of these 8 buyers bought the collection.

#### **LOGISTICS SAVING**

Client: Total Look Menswear Collection – UK

As we were waiting for the other Directors to join the meeting, we had the opportunity to see the courier invoices and we immediately spotted the mishandling of how prices were communicated to the Courier Company, resulting in paying excess duty unnecessarily.

**RESULT:** Within 15mn of the start of the USA workshop, we indicated a saving of \$3000 (way exceeding the investment of the workshop) on their USA business, which at the time was less than \$100 K.

#### **INCREASE SALES BY UP TO 300%**

Most Brands go to the USA with an FOB price list. As soon as they present their Brand in an American way with the right currency & incoterm, sales have traditionally increased by 30 to 300%.



**We highly recommend that you speak with 5 to 10 brands who have experienced the USA market and ask them what opportunities and challenges they have faced.**

When they give you an honest answer, you will understand that this market differs significantly from Europe. Most probably, you will also see that any failure was a consequence of what the Brands didn't know and failed to prepare for.

Sometimes, we do not know what we do not know.

### **Learn How NOT to Lose Sales**

A Buyer asked the Brand at the Show: Where do you ship from?

The Brand answered: The UK

**Consequence:** The Buyer turned around and left and the deal was lost.

*Many Brands wouldn't realise why they lost the deal. Many do not prepare themselves for that question and yet there is an easy answer which stops the Buyer from running away! The workshop will give you that solution.*

### **Learn How NOT to Lose Orders**

A Brand picked up 10 orders at the Magic Show – none of these orders were shipped or invoiced.

**Consequence:** the trade show investment and management time before and after the show was totally lost.

*The workshop will practically handle why this can happen and how the risk can be minimised or reduced to 0.*

**We welcome your questions prior to joining our workshop.**

**The speaker, Thierry Bayle, has well over 20 years' experience in the USA. He has set up a business in New York and has managed over \$40M there. He represented the MAGIC show and has walked the other shows. He understands what will make you or break you.**

To know more and have an informal & confidential conversation

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