

An update from us

mdj2

Hi,

We hope all is well with you.

Before we all race into 2024, we wanted to share a quick update on what the mdj2 team have been working on in 2023, supporting retailer, trade and supplier businesses across Europe. We are pleased to report that we have had our busiest year ever, with more projects and clients than in any of our previous 18 years in business.



Of course, this is a bit of marketing, but we also wanted to share some insight to give you an added incentive to read on!

What we have noticed this year is a strong and consistent theme across our work. With so many forces pulling businesses in multiple directions, we have been helping our clients develop clarity and focus, to help them deliver the short-term numbers as well as position themselves for growth in 2024 and beyond.

Customer Focus

Does the business have a clear and aligned view of its priority customers? When trading is challenging, it's easy to lose focus 'chasing every sale'. We've helped clients develop clarity on which customer groups matter most to their success. Analysing performance data, interviewing stakeholders, gathering historic insights and observing/interviewing customers are all part of the mix.

Range Focus

Does the range strategy reflect and meet the needs of those target customers? We've helped clients develop an updated Commercial Strategy including the prioritisation of product categories based on meeting the future needs of target customers. This has included supporting detailed category reviews using proven category management techniques.



Store Proposition Focus

Do stores reflect the target customer and range strategy? We've helped clients develop updated store blueprints to reflect these Customer & Range focuses. Projects have included the full design and launch of a new store blueprint, the development and trial of a revamp blueprint, and the exploration of a future 'small-store' format.

Communication Focus

Developing a comms strategy that supports the customer proposition. When renewing the focus on customers, ranges and stores it's important to tell your brand story in the right way. Whether it's instore, digital or advertising we've helped clients review what they are communicating so it reflects what the business wants to be 'famous for'.

Business Development Focus

Supplier Market Entry. We've worked with product suppliers to refine their market entry strategy, targeting key retailers where their pitch is most likely to resonate.

DIY not DIFM!

Our whole ethos as consultants is to upskill our client teams' capabilities, so that, moving forwards (and to coin a phrase from our industry...) they can DIY! This is critical when it comes to sustainable execution. Our capability-building approach to execution has included:

Coaching: both executive coaching to build leadership capabilities as well as more operational coaching to develop project management capabilities

Process/Project Troubleshooting – a light-touch approach to help clients identify where an existing cross-functional process is not working well and then take steps to improve it.

Finally, it was great to see Screwfix LIVE celebrate its 10th anniversary in September – we're very proud of the role Andy has played in developing and managing this fantastic product show over the 10 years.

Anyway, enough from us – have a successful rest of the year, stay healthy and we hope to catch up with you soon.



Neil, Steve, Andy & John and all the team at mdj2

