

Business Development and Consulting



OPERATIONS REVIEW AND ASSESSMENT™

The Industry Standard for the Strategic Development of YOUR Business!

Performance Concepts presents our team of seasoned industry professionals, combining extensive experience and skill in sales, organizational development, leadership, management, communications, retail operations, finance, inventory management, gemology, training & development, education, adult learning, and technology into one dynamic, flexible, full-service package guaranteed to meet the needs of your business!

Duration: 2 1/2 - 3 days

OBJECTIVE

An Operations Review and Business Assessment provides you and your management team with a thorough analysis of your business in key financial & operational categories. We identify strengths, opportunities, challenges and inefficiencies, and we work with you to create a detailed action plan for business development and goal achievement over short, medium and long-term time frames.

METHODOLOGY

With the support of our well-rounded team, an experienced Performance Concepts Consultant will take an objective look at the operations of your business, systematically assessing key details in:

- ✓ Management & Leadership
- ✓ Finances & Inventory Management
- ✓ Merchandising
- ✓ Marketing
- ✓ Operations & Procedures
- ✓ Staffing
- ✓ Selling skills
- ✓ Customer experience delivery
- ✓ Customer relations & development
- ✓ Competitive environment

ANALYSIS & RECCOMENDATION REPORT

Upon completion of your store visit, information is carefully analyzed and compiled into an insightful report with clear recommendations, suggested resources, and a customized action plan to help you build a strategy for growth.

With new insights, a well thought out strategy and a fully developed plan for execution, your business will be well positioned to:

- ✓ Optimize operational efficiencies
- ✓ Gain greater market presence
- ✓ Achieve a higher level of performance and professionalism
- ✓ Define clear and effective management roles
- ✓ Create greater profitability

PROGRAM OUTLINE

During our on-site visit, we will observe, evaluate and monitor key business functions and activities, paying particular attention to the following areas:

Personnel

- ✓ Review performance history and areas of concern
- ✓ Meet with team members individually to assess skills, strengths, and opportunities for development and to collect valuable input from a front line perspective
- ✓ Analyze current job descriptions, including tasks, responsibilities and expectations
- ✓ Review existing performance management processes (i.e. goal setting, performance review, accountability, rewards and recognition)
- ✓ Review existing compensation program and make recommendations for adjustments and productivity measures as needed

Standards and Values

- ✓ Discuss and assist in the clarification of core values, performance standards and brand promise
- ✓ Review existing performance measurement tools to ensure alignment with values and brand promise
- ✓ Examine existing Employee Manual and make recommendations for revisions as needed

Structure and Appearance

- ✓ Assess and comment on existing physical structure including traffic flow, decor, maintenance, signage, lighting, case presentation, use of space and overall store appearance

Merchandising

- ✓ Assess and comment on merchandising consistency, category coverage and depth, merchandise support and display all relative to the brand identity presented to consumers
- ✓ Review inventory plan and metrics, assess aged inventory and make recommendations

Marketing

- ✓ Review advertising programs and materials, assess marketing message and consistency of positioning with actual in-store experience and make recommendations and referrals for improvement where necessary
- ✓ Evaluate the effectiveness of community involvement efforts and make recommendations for developing additional channels for brand support within the market

Client Development

- ✓ Assess current systems and procedures for active client development, including information gathering, retention, retrieval and management, and client relationship management – and develop recommendations for expansion of the effort

Competition

- ✓ Examine competitor's staffing, sales presentation, customer service, product, environment and merchandising

Finance, Inventory Management & General Operations

- ✓ Analyze general store operations including finance, inventory management, work flow, repair and service areas, credit systems, procedures, etc.

Management Role Definition

- ✓ Review overall management practices, leadership skills and communication styles
- ✓ Examine distribution of management responsibilities and identify potential miscues or miscommunication between various roles / team members.

Beginning on the date of contract (typically, well before the initial assessment visit) and throughout the duration of your project, the Performance Concepts team will be available for you as advisors, contact points and resources (unlimited phone and e-mail availability).

At the conclusion of our initial assessment visit, you will receive a comprehensive report of findings as well as a detailed action plan and time line for implementation of key policy, procedure and practice adjustments.

COST

Cost: \$7500 + travel expenses for a single store. Packages are also available for multiple store operations.