

RPS Support Delivery of 54% Sales Growth and Expansion in a Recession



54% increase inside 18 months – That's Performance Improvement the RPS way

Company information: 23 Turnham Green Terrace, Chiswick, London, W4 1RG
www.marmaladejewellery.co.uk

National Award Winning Jeweller Chooses RPS as Specialist Growth Partner

"We attended the Retail Performance Improvement Programme late last year and as a result of implementing the RPS model, our average weekly sales are now circa £15,500 up from £12,000 last year, which we are over the moon with. Also, we came top with a score of 98% in a recent secret mystery shop run by the National Association of Goldsmiths – another fantastic achievement since starting the programme!"

Simon Johnson – Owner, Marmalade Jewellery

Commercial Success

- Sales revenue increase of 54% inside 18 months
- Increased conversion rate by 17%
- Increased average transaction value (ATV) by 30%
- Expansion to two units through acquisition of local business
- 98% award in National Association of Goldsmiths Mystery Shopping Assessment
- Improved price point ranging through price points vs. actual sales analysis
- Improved staff selling capability – staff able to sell as well as the business owner
- Reduced working hours for business owner
- Less capital tied up in the business through reduced stock holding

"We're now in a position where we can re-invest our profits in expanding the business. We made our first acquisition recently and we're delighted – thanks RPS."

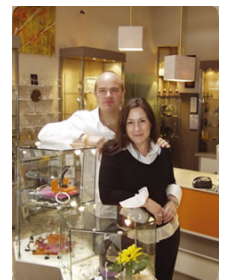
Client Challenge – a great brand wasn't enough, they needed clear growth strategies

Simon and Nadine have created a wonderfully inspired brand which expertly delivers high levels in diamond skills, jewellery design and customer service. Marmalade's expertise is frequently recognised through national jeweller awards and consistent customer delight. The challenge – continued recognition and plaudits weren't translating fast enough into revenue growth.

This is when Marmalade engaged RPS. The objective of the business partnership was to support the business through a focused period of revenue growth. Marmalade brought to the table a strong brand, RPS provided the commercial retail expertise.

The Solution – Performance Improvement Programme

The 12 month *Performance Improvement Programme*, designed and delivered by RPS, to specifically focus on the key business levers identified as primary areas of opportunity for revenue growth. The programme, delivered through a series of workshops, in-store consulting and business review sessions, drove through positive change in the areas of sales KPIs, product pricing, margin management, operational systems and staff selling capability.



Simon & Nadine,
Owners

Your Next Step: For more information on how our Performance Improvement Programme will work for you. Contact us today on: **T:** +44 (0)1344 849397 **E:** [www.solutions@rps-global.com](mailto:solutions@rps-global.com)