

## Christine Moynihan

*A passion for independent retail...*

Director of Brand Marketing, Clarks

Responsible for brand identity, product display and marketing bringing Clarks footwear to over 3000 independent retail stores across North America.

VP Retail Marketing, Clarks

Developed the original Clarks store design, visual merchandising and retail marketing campaigns for all Clarks-owned retail stores: Bostonian, Clarks, Hanover Shoes, Clarks-Bostonian Outlets

Co-founder, Best Retail Practices

Training and Technical Assistance Program for US Department of Housing and Urban Development (HUD), provided hundreds of workshops in:

- Resolutions for Retail Success
- Retail Presentation
- Retail Promotion
- The Business of a Retail Business

and over 400 one-on-one, on-site consultations and audits with independent retail establishments.

Principal, Retail Visioning

Author, instructor, consultant and coach for individual retail businesses, retail associations and communities.



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617-571-5854



***Improving small business...  
one store at a time!***

***Improving downtown...  
store by store!***

**RetailVisioning.com**

## Retail Visioning

*Helping you do better business!*

### We understand.

You have a million things to do.  
We didn't go to "retail school."  
We're here to help.

Retail Visioning will help you look at your retail business in the only way that counts...from the customer's point of view. Then, we will help you select, plan and implement the specific store design, visual merchandising and marketing improvements that will help you attract and retain the customers you want, generating the revenue you need.



Whether we need to be in "retail redecorator" mode -- or we need to wear our "marketing guru" hats -- or both...we will help you make the updates to your business that will make a real and positive difference for you and your bottom line.

Even small changes can make a big difference.

**Call anytime 617-571-5854**

## Retail Visioning - Website

*A place to visit... often!*



Our website is a valuable resource for retailers everywhere. Check it out weekly for our:

### ***Morning Blog***

Read about tips, trends and "tricks of the trade" for retailers. Recent topics have included:

- Themes & Tips for Windows
- Promotions to Build your Customer Database
- Social Media for Retail
- The Customer Experience
- Exterior & Interior Signage
- Inventory Planning
- Hiring Tips
- Floor Plans and Visual Merchandising
- Conducting Customer Surveys

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## Retail Visioning - Services

*You don't have to go it alone!*

### Agency Services

Marketing strategy, design and copy services *at retail-friendly rates.* Branding, logo and website design, advertising, email blasts, coupons, loyalty programs, events and social media management. Available for retailers, retail associations, business improvement districts, cities and towns.

### Design & Marketing Consulting *for stores... or entire shopping districts*

Invite us to visit YOUR store or YOUR downtown. Use OUR experience and insights to save time and money. Then, make improvements and launch impactful initiatives with confidence!

*"Thanks again for your visit and very thorough report. We have already implemented many of your suggestions."*  
Jim Norgaard, Lynn Marine Supply

### Workshops & Presentations

Organize a one or two hour meeting for your retail association and invite us to speak! Programs can be customized around store design & presentation, retail marketing & social media, customer service, even business nuts and bolts.

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