



# Consulting Services

## International Growth

Positioning

People

Partnership

Process

Product

Promotions

Platform

Where you  
want to be?

What  
experience is  
needed?

Who do you  
need?

How will you  
do this?

What you want  
to offer?

How to get  
market share?

What  
infrastructure  
channels?

# Market Dynamics

With a highly competitive domestic market and increasing overseas demand, retailers have been evaluating two sources of potential growth – developing a domestic multi-channel business and expanding their bricks and mortar business overseas.

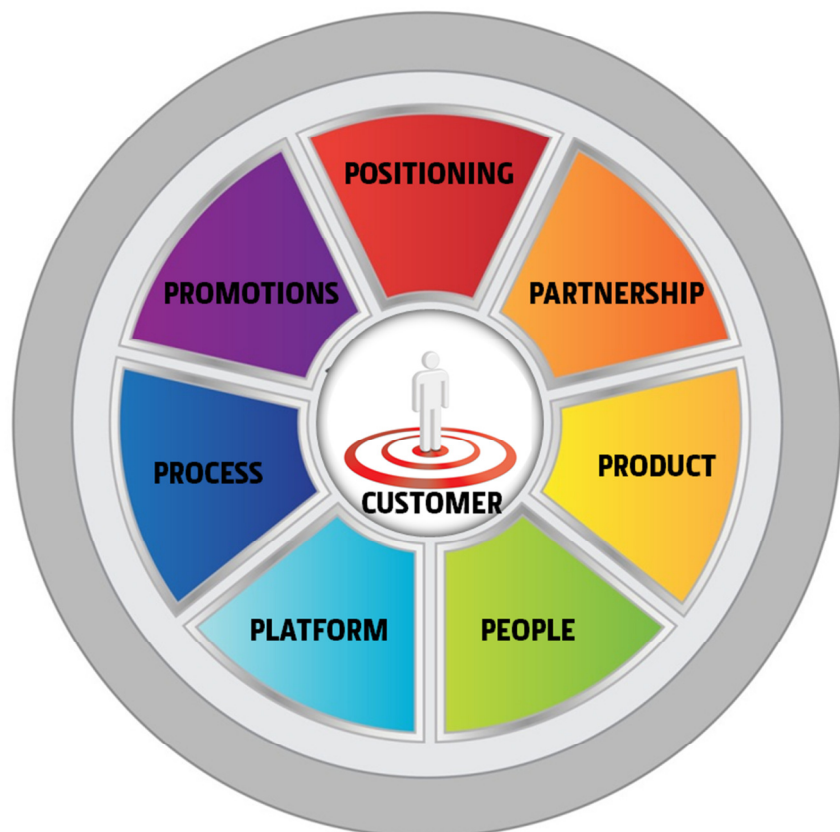
We are now seeing the amalgamation of these two growth drivers with retailers looking to utilise their domestic experience in online retail and combine this with their branding to provide international multi-channel.

Yet retailers following this path and looking to expand their businesses abroad are often faced with myriad of challenges – while there are successes there are many more failures. One size doesn't fit all and a successful home offering doesn't make it successful overseas.

IVIS Group has extensive experience in Internationalisation. We are present in three countries, our solutions are running in 13 and our network of partners and Subject Matter Experts expands to 30. We have assisted retailers to expand into Europe, South East Asia, China and North America.

We distilled our experience and packaged it into the 7-P Internationalisation Framework. Through our international experience, focus on multi-channel, local market knowledge, connections network and solutions we are confident we can offer your business global reach and competitive advantage.

## 7-P Internationalisation Framework



*With 18 years of experience in multi-channel and 5 years in internationalisation, IVIS Group is well-positioned to assist you through local market knowledge, connections and solutions, giving your business global reach and competitive advantage*

## Positioning

### *Where you want to be?*

- Balancing brand values with local trends and expectations
- Customer insight and target segments
- Competitive landscape
- Differentiation and value proposition in the target market

## Partnership

### *Who do you need to be with?*

- Partnership matching (branding, culture, target segment and offering)
- Alliances objectives (lifestyle synergy, market positioning, operational and marketing)
- Local knowledge/expertise (legal, taxation, human capital)

## Product

### *What do you want to offer?*

- Determining the offering for target market
- Richness of product data (legal and lifestyle)
- Can we source it, provide it, sell it, and fulfil it?

## Platform

### *What infrastructure/channels needed?*

- Centralising vs. localising
- Third-party integration (sales, marketing and fulfilment channels)
- Currency, taxation, payment gateways, legal

## People

### *What experience is needed?*

- Understanding cultural gaps for speedy market entry
- Identifying capabilities and measuring strengths and weaknesses
- Training and coaching (vertical/departmental to horizontal/multi-channel and cultural)

## Process

### *How will you do this?*

- Centralising vs. localising
- Legal, taxation and human capital
- Connecting store processes to multi-channel/international

## Promotions

### *How to get market share?*

- Matching local market expectations to commercial aspirations and brand values
- Marketing strategies
- Cross-channel multi-national promotions

*"We know a lot of companies who understand the UK well and a lot of companies who know our local markets well but IVIS Group have the rare luxury of being able to provide both"*

# IVIS Group services for Internationalisation

## International Strategic Consulting - MCM<sup>2</sup>®

The Multi-channel Maturity Model MCM<sup>2</sup>® is a systematic approach that distils nearly two decades in creating the strategies and blueprints and delivering global multi-channel solutions. Using the MCM<sup>2</sup>® methodology, IVIS Group can help you to obtain a comprehensive assessment of the multi-channel strengths and weaknesses of the organisation in the destination international market. By taking the vision and mapping it into a set of capabilities and KPIs we can define the organisational model needed to make the business succeed in the destination market and provide growth for the future. One of the main pillars of MCM<sup>2</sup>® is the availability of an international network of Subject Matter Experts SMEs.

## International Solutions - Sonetto® Retail Suite

Sonetto® Retail Suite provides full end-to-end multi-channel ecommerce platform including: order management, customer management, stock and delivery management as well as payment processing and multi-channel storefronts across web, mobile, kiosk and tablet. The platform also provides a powerful Pricing & Promotions Management (PPM) solution enabling business users to create targeted lifestyle-centric promotions across channels. In addition, the platform delivers a Customer-centric Product Information Management (PIM) solution that enables business users to create rich customer-focused product information, categorisation and merchandising capabilities. Sonetto® Retail Suite is internationalisation-ready, built with modular architecture enabling ease of integration to third-party sales and fulfilment channels.

## International Research - SSCAN Methodology

In any internationalisation project there will be a degree of research needed, hence, a research methodology was created to balance the need for comprehensive market research with the efficiency of running the programme. SSCAN is a systematic method made up of five steps: Scope (identify end goals and deliverables), Source (determine sources of research data), Crosscheck (cross-validation of information and amalgamation into a common framework), Analyse (using a number of industry standard tools complimented by in-house developed to identify patterns) and Need (building the final conclusions and recommendations).

*Strategic  
Partnership  
Analysis*

*International  
Expansion  
Feasibility study*

*International  
Product  
Enrichment  
Service*

*Branding and  
Visualisation in  
Target Markets*

*Hosted  
International-  
Ready Platform*



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