



RETAIL NEWS INDEX	ACCOUNTS BAROMETER	HOT 100	RETAIL BURN	PRODUCT FOCUS
-------------------	--------------------	---------	-------------	---------------

Retail Burn



This month, the most talked about retailers, according to SnapShop and the Retail Burn, include **John Lewis**, **M&S**, **Waitrose**, **Debenhams**, **ASDA**, **Co-operative Group**, **J Sainsbury PLC**, **Tesco PLC**, **ASOS**, **Primark**, **Mothercare**, **Topps Tiles**, **Liz Claibourne**, **Laura Ashley**, **Iceland**, **French Connection**, **Best Buy**, **Staples**, **Pringle of Scotland** and **Benetton**.

The retailer with the highest number of positive news articles in November was **John Lewis** with the hype surrounding the John Lewis 2011 Christmas advert featuring a Smiths cover and the tag line 'For gifts you can't wait to give'.

At the other end of the scale **Benetton** had one of its adverts banned after the content was deemed offensive.

Other notable stories include the news that **ASOS** is preparing to launch in China, India and Russia and the Carphone Warehouse is to close all of its 11 **Best Buy** stores across the UK.



REALTIME RETAILER RESEARCH

[Find out more here...](#)

- GEOFF'S VIEW
- FSP BLOG
- SNAPSHOT BLOG
- FACEBOOK
- TWITTER
- LINKEDIN
- PRINT NEWSLETTER

[Read More](#)

Hot 100

	HARVEY NICHOLS
	Carphone Warehouse
	look
	MONSOON

The Hot 100 in November 2011 included;

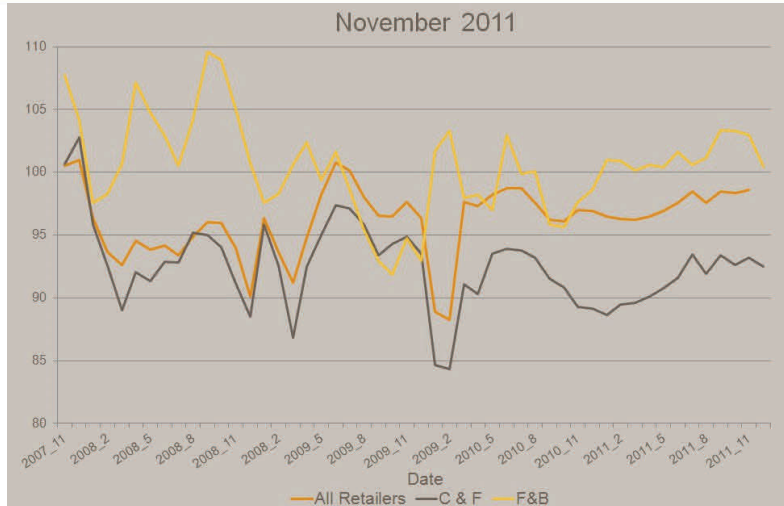
- Young fashion brand, **Superdry**
- Luxury department store, **Harvey Nichols**
- Coffee house, **Costa**
- Mobile phone and accessories shop, **Carphone Warehouse**
- American themed restaurant, **Hard Rock Cafe**
- Fashion retailer, **New Look**
- Footwear retailer, **Clarks**
- Women's fashion store, **Monsoon**

These highly sustainable businesses have consistently delighted their loyal customers, have prudently managed their finances and have cautiously expanded, maintaining their appeal.

[Read More](#)



RNI



FSPs Retail News Index is a 3 month moving average measure of sentiment in reported retail news stories. The overall index remained at 98 for around five months; November saw an increase by 1 to 99.

All indices have either remained the same or gone down this month. *Personal, Clothing & Footwear, Household* and *Food & Beverage* all remained the same as October. *Leisure* and *Grocery* both decreased in November. *Leisure* went down 3 to 102 and *Grocery* went down to 100 from 101. Only *Food & Beverage* and *Grocery* now exceed the 2005 benchmark of 100, with all other indices are closely approaching the 100 mark.

Throughout 2011 *Leisure* has seen the biggest increase in positive news. *Grocery* and *Food & Beverage* have also shown a significant increase whereas *Household* and *Personal* have decreased over 2011. The news for *All Retailers* has increased slightly throughout 2011 showing the news does seem to slowly be improving.

FSP on average review over 350 unique items of retailer news. Each article is then scored according to sentiment. RNI is the sum of these scores indexed against 2005 and averaged over a three month period. The RNI time series for all retailers starts from May 2002.

SNAPSHOT

REALTIME RETAILER RESEARCH

[Find out more here...](#)

[GEOFF'S VIEW](#)

[FSP BLOG](#)

[SNAPSHOT BLOG](#)

[FACEBOOK](#)

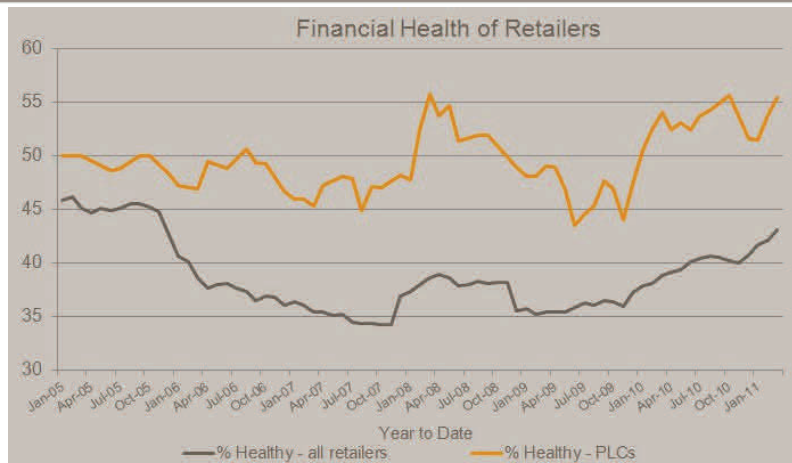
[TWITTER](#)

[LINKEDIN](#)

[PRINT NEWSLETTER](#)

FAB

[Read More](#)



The FSP Accounts Barometer monitors retailers' financial health using the Wealth Creation Index pioneered by the DTI, now Department for Business, Innovation and Skills.

Continued on next page...



RETAIL NEWS INDEX

ACCOUNTS BAROMETER

HOT 100

RETAIL BURN

PRODUCT FOCUS

FAB

In the year to April 2011 (the latest date to which accounts have been filed), the percentage of all UK high street retailers deemed Healthy was 43%. PLCs are generally financially stronger, with 52% deemed Healthy.

Amongst all retailers the trend continues upwards, suggesting that the proportion of financially stronger retailers amongst the survivors has increased.

Most retailers which fail have been identified as being financially Vulnerable. The combination of Wealth Creation Index with a few other indicators is a good predictor of retailers likely to enter administration.

[SnapShop members](#) can be notified when retailers on their Favourites List file accounts

[Read More](#)

Product Focus

The Marketing Challenge

The principal role of marketing is to increase sales and profitability. Marketing managers use a variety of tools to accomplish this purpose but the aim is singular. It is simple to describe and much less easy to achieve.

Increased sales can come only from two sources – enabling existing customers to spend more or attracting additional, new customers. In most cases, the former, getting more from existing shoppers, is easier than the latter.

Therefore, the first requirement is to know as much as possible about the existing customers – a good checklist is generated by asking, who, what, where, why, when, how often, where else? Establishing this baseline information is vitally important. Fortunately, once described, the customer profile, in the absence of major local shopping developments, remains stable for a number of years.

Budgetary constraints will determine how best, and how quickly, the customer profile can be developed. There are various workable approaches but it is worth taking professional advice before setting out on your own. Research can look simple but when poorly designed or executed, it not only wastes time and money but can produce seriously misleading results.

Many shopping centres have a reasonably good understanding of the profile of their existing customers. What is much less common is any understanding of how well the centre is meeting shopper requirements. What proportion of their spending occurs in your centre? How does that compare with spending in comparable centres?

To read more visit the [FSP Blog](#).

[Read More](#)

What is Retail Pulse?

Retail Pulse is a free monthly publication that highlights information available at www.fspretail.co.uk.


Helping clients make best use of their retail property is FSP's role, and although all property is location-specific, its best use is affected by industry-wide trends. FSP maintains unique measures of trends in UK retail property, and it's proven that monitoring existing trends improves the understanding of likely future ones.

FSP measures are focused on patterns in retail performance, and are therefore designed to supplement the standard property driven measures. Interpretation of all these data is the FSP business, [contact us](#) for information.

 **SNAP SHOP**

REALTIME RETAILER RESEARCH


[Find out more here...](#)

 GEOFF'S VIEW


 FSP BLOG

 SNAPSHOT BLOG

 FACEBOOK

 TWITTER

 LINKEDIN

 PRINT NEWSLETTER