



# The Retail Pulse

Retail News Index

Accounts Barometer

Hot 100

Retail Burn

Product Focus

August 09



## RNI

The Retail News Index for August 2009 shows positive YoY changes for the Personal Goods, Food and Catering sectors and negative for Clothing & Footwear, Household and Leisure Goods. Overall the Index for August is slightly down on last month at 104.

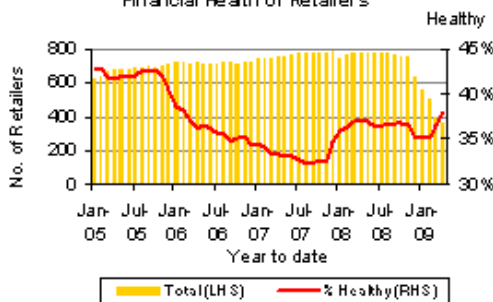
FSP on average review over 350 unique items of retailer news. Each article is then scored according to sentiment. RNI is the sum of these scores, indexed against 2005 and averaged over a three month period. The RNI time series for all retailers starts from May 2002.

## Geoffs View

### Turnover Rents - A New Partnership?

Sharing turnover information has always been a sensitive subject for retailers, and as a result landlords are often unable to measure the effectiveness of their shopping centre or retail park by the most obvious means – sales. Entrant numbers are produced as a Key Performance Indicator but if an increase doesn't convert to sales it is largely meaningless...

Financial Health of Retailers



## FAB

FSP's Accounts Barometer monitors retailers to assess their financial health. The latest data available are at April 2009, when the percentage of UK high street retailers deemed to be healthy was 38%.

## Retail Burn

In August 2009 the overall press mood towards the retailing industry was positive, with 72% of stories reported having a positive bias. This shows a minor change YoY, with 66% of all stories reported in August 2008 also falling into the 'positive' category. The top of the rankings in August was Asda, as news about high customer retention, expansion and good sales results all contributing. Conversley, the retailer with the most negative press during August was JJB, who were significantly affected by Competition Commission investigations and the ongoing saga with ex-chief executive Chris Ronnie.



## Hot 100

FSP's Hot 100 Retailers for August 2009 include: G-Star, Ultimo, Superdry, GNC, Jo Malone, Hugo Boss, Warren James, Molton Brown, Jane Norman, Herbert Brown, White Stuff and Hobbs.



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

## Product Focus – Pre-Acquisition Study

Pre-acquisition research is essential to ensure your investment is targeted at potential acquisitions which will not fall at the first hurdle.

FSP expertise allows a preliminary sift, a match to requirements and detailed investigations, including bid worth. Our methods are fast and responsive with an FSP consultant presenting our final analysis to you within 14 days.

FSP not only provides clients with a detailed background to the asset's profitability and likely scale of future growth/benefits; in some cases, they have been able to identify trading problems and performance shortfalls that have led to clients pulling out of the deal and avoiding enormous cost implications

## Consultant Comment

*Satisfied shoppers boost rental income by 20%*

FSP categorises survey respondents according to their willingness to recommend their chosen shopping centre to friends and family. Analysis of the performance of *Promoters* shows that they will typically make 39% more visits per annum, stay 36% longer and spend 47% more per visit than *Detractors*.

The balance between *Promoters* and *Detractors* varies widely across shopping centres and FSP estimates that a turnover and rental income 'gap' of 20% exists between those assets with the highest and lowest concentrations of *Detractors*. Lifestyle has a bearing, but the analysis clearly points to the need for shopping centres to meet (or even exceed) the expectations of their customers.

FSP consultants can help you boost your centre's shopper satisfaction.

## What Is Retail Pulse

Retail Pulse is a free monthly publication that highlights information available at [www.fspretail.co.uk](http://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.

FSP will be at the BCSC Conference 2009! Come and see us at stand 7 any time, or email us for an appointment!

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