

Stax

Company highlights in retail consulting



As the economy continues to improve, retailers ranging from department stores to specialty boutiques need to make sure they position themselves to best meet customer needs and capture sales, especially as they head into the final quarter; home to the year's biggest shopping events.

Stax Consulting: From Business Services to Retail

At Stax, clients are often aware of our consulting work in technology, manufacturing and healthcare, but sometimes don't realize we also do a considerable amount of work in consumer retail. Working with leading big-box retailers to enhance their strategic growth initiatives and help them meet their targets, our teams analyze pricing trends, work with marketing managers to determine media-mix spend,



and conduct customer segmentation analyses to better understand consumer purchasing trends and lay out strategies that can help them succeed.

Stax has deep market knowledge across industry verticals:

- Business Services
- Retail
- Education & Training
- Energy
- Healthcare
- Industrial & Manufacturing
- Private Equity
- Technology & Digital
- Financial Services

"Within 12 weeks Stax helped us understand the market and reposition our efforts, which resulted in fast returns."

– Major Retailer



How Stax Helps Retailers Improve Performance

Here are just a few examples of Stax's recent and on-going retail consulting projects:

- Supporting a company-wide effort to redirect product sales with a targeted marketing campaign, Stax helped a multi-product luxury cosmetics company to better understand users and adoption potential by customer type, age, product mix and channel. The actionable customer segmentation developed by Stax was used by the client to determine product development, packaging, distribution, advertising spend and messaging.
- A private equity firm with over 20 years of experience in branded products engaged Stax to assess the merits of a portfolio of orphan brands. For one of the key brands, Stax analyzed its ability to drive incremental sales through price increases, gauged consumer interest in product extensions, and assessed the brand's competitive positioning. Based on our assessment—which indicated that the brand was fundamentally sound and could be fixed with operational improvements such as better in-store merchandising and product extensions—the client successfully went ahead with the investment.
- On an on-going basis, Stax is working with a luxury-brand retailer to assess competitive positioning and pricing. Our work analyzes our client's performance relative to top competitors—how does its selection, pricing, and brands offered compare, and where can those elements shift to win share? Our work informs both the broader product selection process, giving customer-level insight into mix of offering and competitor strategy, as well as the data needed to appropriately increase margins, decrease share of low-margin items, and to add high-performing product to drive sales. To date, significant improvements have been made across departments.

Learn More

With nearly two decades of experience across varied sub-sectors and geographies, Stax is able to analyze the latest market trends in real time. See more [case studies](#).

Stax's retail consulting is a significant part of our work and continues to grow. We help clients distinguish temporary shifts in consumer behavior from permanent changes, allowing them to react quickly rather than play catch up. We understand that while trends come and go, good business fundamentals coupled with actionable data-driven strategies drive success.