

# Retail Advisor

THE PARKER AVERY GROUP

## Quarterly Newsletter

February 2011

### Your Supply Chain Operational Strategy

On the heels of a strong retail holiday season, it's time to analyze your supply chain capabilities to support emerging business needs. Specifically, it's time to evaluate how you support a growing e-commerce channel, improve supply chain collaboration, support international needs and optimize the flow of product to meet demand. Contact us to benchmark your capabilities.

I'd also like to ask in advance for your support of research we're going to conduct over the next several weeks. We'll be sending out a survey of questions related to marketing and merchandising alignment that I think will uncover common challenges. We will publish the results of our survey without charge and hope you find the results informative.

Lastly, I'd like to thank all who attended our Executive Retail dinner in NYC. We had a terrific dinner (including towers of seafood!) and an informal networking evening with executives from Toys"R"Us, Cabela's, Godiva, L.L.Bean, J.Jill, J.Crew, Lands' End and others. It was great to relax a bit and enjoy the company of friends and peers.

Hope your business is off to a great start. Don't hesitate to call if we can help.

Sincerely,



Mike Matacunas  
Founder and CEO, The Parker Avery Group

THE  
Parker Avery  
GROUP

### New Points of View

#### Group Buying

In this Point of View, the Parker Avery Group presents a five-step roadmap for navigating the group buying landscape

[Read more](#)

#### Mobile Retail

Basics tenets that retailers can adopt to help deliver a unique and valuable mobile channel

[Read more](#)

### In This Issue

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### Great Reads

- **Outliers: The Story of Success** by Malcolm Gladwell
- **The Luxury World: The Past, Present and Future of Luxury Brands** by Mark Tungate

### Firm News

- The Parker Avery Group Posts Record Revenue and Growth in 2010 [[read more](#)]
- Go to our [Insights](#) page to review our new case studies on Sourcing Strategy, Price Management, Planning Implementation, and PLM System Design and Implementation