

# Retail Advisor

THE PARKER AVERY GROUP

## Quarterly Newsletter

May 2011

### Are You Spending Capital On the Right Project?

If you're like many retailers, you're in the middle of approving or organizing projects for the next 12 months. "Are we investing in the best projects?" is often the toughest question during this process. If you'd like a perspective on what retailers are investing in this year or some input to your sequencing or ROI model, send me a quick note.

I'd like to announce the official publication of our Merchandising and Marketing Alignment Study. The study shares insights from retailers on strategy, process, organizational structure and investments related to merchandising, marketing, assortment, pricing, social media and promotions. Click [here](#) to download a free copy of our study.

Lastly, as the economy continues to come back, we have been sharing industry jobs with our network as we learn of them. If you have a Director or VP-level merchandising, planning or supply chain job in your business that you need filled, let us know and we'll post it to our network.

Sincerely,



Mike Matacunas  
Founder and CEO, The Parker Avery Group

THE  
Parker Avery  
GROUP

## New Point of View & Webcasts

### Linking Product Development to the Customer

Crowdsourcing, Collaborative Design and Other Innovative Tactics

[Read more](#)

### Mobile Retail

Seven tenets retailers can adopt to deliver a unique and valuable mobile channel

[View Webcast](#)

### Group Buying

Recommendations for getting started with Groupon and other group buying companies mobile channel

[View Webcast](#)

## In This Issue

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- **Point of View: Linking Product Development to the Customer**
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## Great Reads

- **The New Science of Retailing: How Analytics are Transforming the Supply Chain and Improving Performance by Marshall Fisher and Ananth Ramanl**
- **Malled: My Unintentional Career in Retail by Caitlin Kelly**