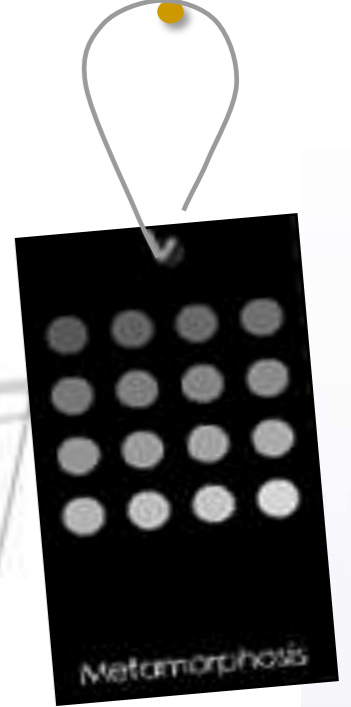


Your Action Plan

- **Understanding your area**
- **Retail Engagement**
- **Retail Vision**
- **Retail Standards**
- **Customer Loyalty**



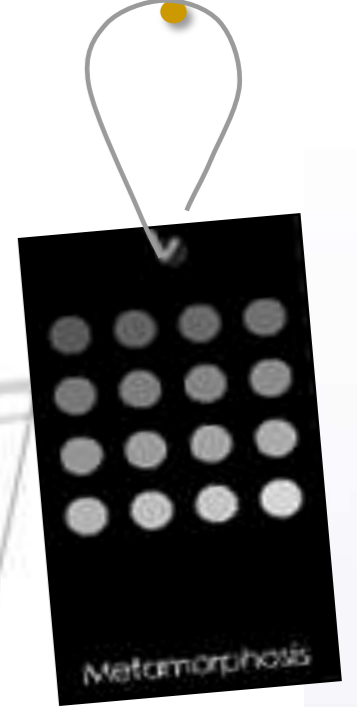
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Your Action Plan

Understanding your area



Can you say you fully understand your Town's customer and how they are using your town?

Are you 100% sure on what Town Improvements need to be made e.g. Signage, parking etc. ?

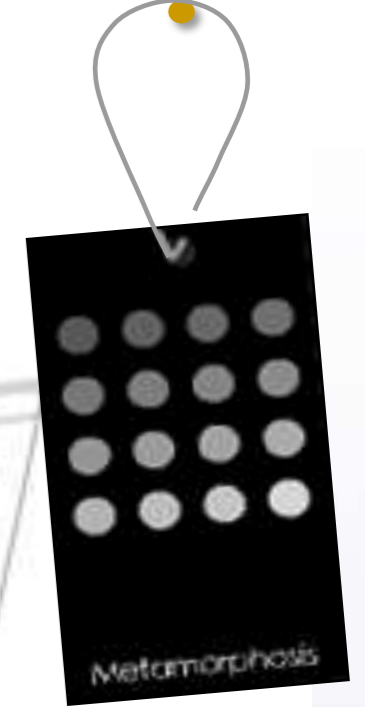


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Your Action Plan Retail Engagement



How well connected are you to your Retailers?

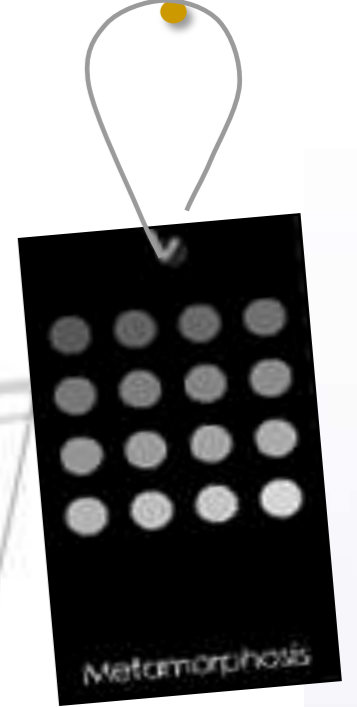


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Your Action Plan Retail Vision



Do you have a clear Vision and Plan that the Retailers know of, believe in and are actively working towards?

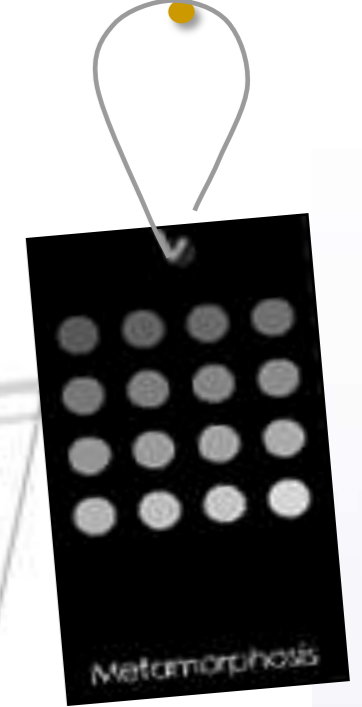


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Your Action Plan Retail Standards



Do you see any room for Retail Skill Enhancement?

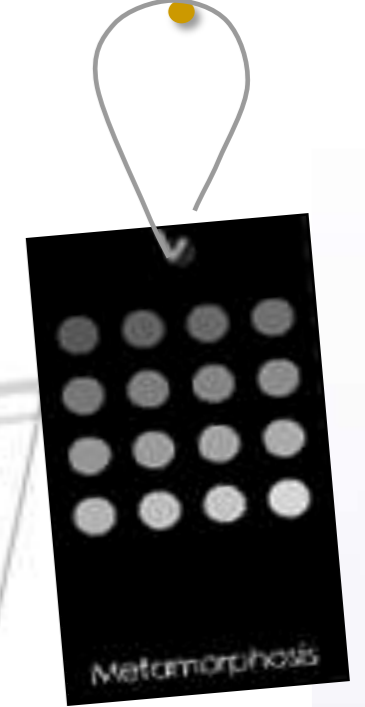


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Your Action Plan Customer Loyalty



Do you have a loyalty scheme in place; and if so is it working?



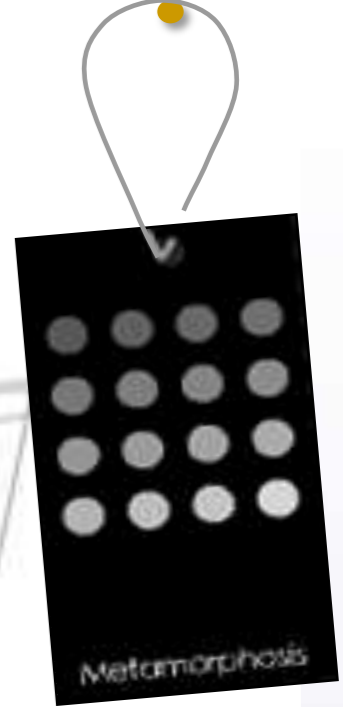
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Your Action Plan Results



Are you measuring Success?



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