



## Mary Portas Master Class 1 - My shop; my future

**Duration:** One day  
**Price:** £200 + VAT

### **An inspirational programme for shop owners and managers**

A unique series of innovative masterclasses created with Mary Portas and delivered exclusively through the National Skills Academy for Retail's network of retail skills shops. Covering every stage of creating and running a successful retail business, each module has an invaluable set of hints and tips to improve the performance of all companies.

### **My Shop; My Future. Building, mobilising and maintaining a vision for your business**

Successful brands spend time establishing what it is they do well and, more importantly, what it is they do differently from their competitors. Whether you are dreaming of running your own empire or already at the helm of a retail business that is in need of a boost, you need direction.

This master class looks at what the new retail landscape might mean for your business, both the threats and the opportunities, before defining the central element to running a successful retail business - vision. As such, it provides you with the essential starting point for all other master classes in the series.

Fundamentally, 'My shop, my future' guides you through the creation of that vision by providing the knowledge to build and maintain a compelling business proposition. This covers three key areas:

- **Branding:** learning how to create a brand that articulates what you stand for
- **Customers:** finding out how to target and appeal to customers
- **Offer:** setting out who you are, what you offer and what differentiates you from the competition

The programme takes place over a day and is fully interactive, accessible and easy to follow, supported with real video interviews and in-depth reviews of those retailers which get it right and those that have got it wrong.

Along the way, Mary delivers her invaluable advice and tips in a way that is easy to understand and simple to implement in your own business, ensuring you are on the right track to creating a vision that will bring success to your shop and your future.

This master class is the first of seven that form the *Mary Portas guide to successful retailing*.