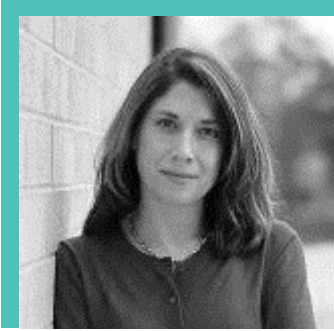


IN. The Details Of Retail

**HOW TO SET YOUR
STORE APART**



Presenters and Topics



Angela Pinkstaff
Director of Business Development



PUMP UP YOUR PRODUCT ASSORTMENT



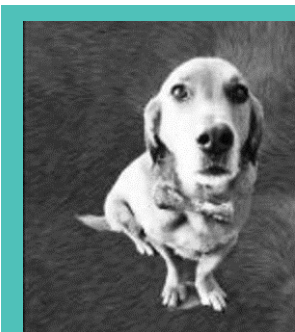
STEP UP YOUR SERVICES



AMPLIFY YOUR COMMUNITY SUPPORT



Angela Nicloy
Director of Marketing



Buddy G.
Head of Barketing

HRG AT-A-GLANCE

Across the retail supply chain, retailers, manufacturers, wholesalers, and industry partners achieve revenue and growth objectives through innovative and reliable solutions provided by HRG.

IN THE DETAILS OF RETAIL

IN.tell

Data & Analysis

IN.front

Shopper Experience

IN.control

Fixture Coordination & Management

IN.demand

Brand Development

IN.fluence

Retail Communications

Product Information Management

Market Insight

Category Management

Visual Merchandising

Process Improvement

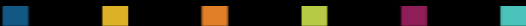
Space Planning

Creative Assets

Retail Strategy

Direct Outreach

Publications

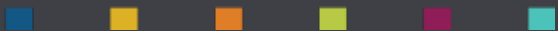




PUMP UP YOUR PRODUCT ASSORTMENT

Meet the needs of your customers and attract new ones with a carefully curated product assortment that includes:

- 🐾 pet care staples
- 🐾 new category disruptors
- 🐾 items from local artisans

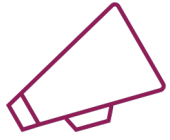




STEP UP YOUR SERVICES

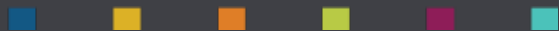
Provide even more value to your customers by offering services that will save them time from a retailer they trust.

If you don't have the space or staff to offer them yourself, find local partners - there are mutual benefits to be gained!



AMPLIFY YOUR COMMUNITY SUPPORT

- ☘ Sponsor community events, teams, or groups
- ☘ Participate in your local Maxwell Street Day and parades
- ☘ Offer free educational sessions
- ☘ Proudly tout your support in your store windows, at the checkout counter, and on your website.





THANK YOU FOR YOUR TIME!