

Turn answers into action with him!'s NEW retail consultancy service



As part of him! research & consulting's commitment to turn our shopper insight into action for our clients, we have enlisted the services of Jonathan James, the award winning convenience retailer to join him! as Associate Consultant.

Jonathan's experience and knowledge provides an invaluable asset to our clients and partners, as increasingly the focus is being put firmly on shopper insights and retail execution within convenience channel.

Key facts about Jonathan:

- Owns six award winning convenience stores in Cambridgeshire
- Operating both Budgens and SPAR fascia stores with standalone and forecourt formats
- Multi industry award winning retailer, most recently Forecourt Trader Awards 2011 for 'Best Display of Chilled Food' - Witchford Road Service Station, Ely, Cambs and 'Best Environmentally Friendly Outlet' - BP/Spar, Littleport Service Station, Ely, Cambridgeshire
- ACS Board Member
- Sits on the NACS International Committee
- Has sat on retailer panels for both Budgens and SPAR symbol groups
- Member on the Unilever Partners For Growth Retailer Advisory Panel
- Speaks at numerous industry conferences
- Visit www.jamesgraven.com for more information on his business
- him! recently visited Jonathan's Flagship store BP/Spar, Littleport Service Station, Ely, Cambridgeshire - [take the him! tour](#)

Jonathan has a huge amount of retail experience which he will be happy to share with our clients. Below are just some of the ways in which Jonathan could work with suppliers and retailers.

Working with suppliers

- Channel strategy
- International perspective
- In-store execution
- Field teams effectiveness
- Format development
- Category management and category strategy work
- And much more...

Working with retailers

- Format strategy
- Local retailing
- Community retailing
- Local marketing
- Energy reduction
- In-store execution
- And much more...

Charges: Jonathan is available on a per day basis from £2,500+VAT plus expenses, also available for multiple days and longer projects.

**For more information on this new consultancy service from him!
please contact your client manager or Katy Moses, Business
Development Manager on Katy.Moses@him.uk.com 020 7611
0421/ 07912 717 567 or visit www.him.uk.com**

