

Retail Directions case study

Retail Directions provides a completely unified retail management system, covering both store (including point of sale) and head office parts of a typical retail business. The Company also sells, installs, and supports the system.

Companies across the world use Retail Directions software including: The Body Shop, The Just Group (Just Jeans, Portmans, Dotti, Peter Alexander etc.), Nike, GNC Live Well, Harris Scarfe, Fletcher Jones, Cotton On, Noni B Limited, Jeans West, Betts, Forever New, Bendon, Kookai, and kikki.K to name a few.

PR Objectives

- Raise awareness of Retail Directions through customer stories and comment pieces challenging the rationale of retail companies which have mistakenly chosen multi-million, larger scale solutions for their organisations.
- To position Retail Directions Managing Director, Andrew Gorecki as a successful entrepreneur and thought leader in the retail industry.

Approach

To establish Retail Directions as a thought leader on technology issues in the retail sector, BENCH PR developed a number of opinion pieces and placed them in the relevant publications. Profile opportunities were also identified and media interviews set up, resulting in a number of high profile articles, including a half page profile in the business section of the Weekend Australian.

Results

- <http://www.theaustralian.com.au/business/opinion/andrew-goreckis-retail-directions-is-an-australian-success-story/story-e6frg9if-1225852021086>
- <http://www.dynamicbusiness.com/articles/articles-technology/five-points-to-consider-before-jumping-into-the-cloud.html>
- Award opportunity gained for Andrew Gorecki in the Ernst and Young Entrepreneur of the Year Awards 2010. BENCH PR helped to complete the entry form and submit the application. Andrew Gorecki has since been shortlisted to the final three in Victoria.
- 800 word article secured on www.cio.com.au in April 2010, http://www.cio.com.au/article/342381/5_things_cios_should_consider_before_purchasing_retail_system?fp=4&fpid=51236
- Profile article on www.smartcompany.com.au "How I started an international business with \$100" <http://www.smartcompany.com.au/start-up/20100219-how-i-started-an-international-business-with-100.html>
- <http://delimiter.com.au/2010/05/21/friday-five-retail-directions-andrew-gorecki/>