

INTERNATIONAL EXPANSION: A GUIDE FOR FASHION & CONSUMER LIFESTYLE BRANDS

Going global is a great way to grow your brand — and the bottom line! Here are key trends and insights from leading industry sources including Apparel Magazine, Kurt Salmon & PwC.

Who? What? When? Where? Why? How?

TOP EXPANSION MARKETS

EXPERT TECHNOLOGY TIPS

WORDS OF WISDOM

INVESTMENT STRATEGIES

Market Predictions



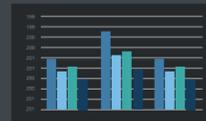
80% of 1,150 decision-makers in 13 global regions believe international expansion is highly essential to success. ¹

48% of U.S. companies are planning to grow internationally in 2015-2016. ³

The global retail market is expected to reach \$28.3 trillion by 2018. ⁶

Barrier Alert! 37% of organizations are restricted by their own technology limitations when expanding globally. ¹

Top 3 Considerations Before Expanding



Investment Level

Clearly define level of brand investment in each market. ²

Expansion Rate

Determine how important speed of global growth is to your brand. ²



Brand Control

Decide how much control in each market your brand must maintain. ²

Top 3 Essential Expansion Steps

1 Target Market Selection: Think about disposable income, local pricing, brand familiarity and cultural fit. ²

2 The Right Distribution Model: E-commerce only, go direct or find distributors, licensees, franchisees. ²

3 Align Technology with Goals: Leverage systems that support global currencies, supply chain visibility, foreign languages and more. ²

Top 5 Expansion Markets, U.S. Companies

RANK	REGION	SCORE
#1	Asia-Pacific	42%
#2	Europe	36%
#3	Mid East / Africa	12%
#4	South America	10%
#5	Central America	10%

"Eyes-On" Growth Markets

- China
- India
- UK
- Germany
- UAE
- Argentina

#1 Ranked Hot Spot:

CHILE

2014 Global Retail Development Index

Words of Wisdom

"Be sure that your technology partner has global capability."

John Talbott,
Center for Education and Research in Retailing

"The more expansive your business internationally, the greater your need for global visibility of data."

Courtney Thomas,
Kurt Salmon

"Brands should have a strong supply chain and inventory management solution. Companies will benefit from a software vendor with significant international experience."

Ron Klein, PwC

Top Technology Tip

For greater visibility and control over in-house and global supply chain operations, leverage a fully-integrated enterprise suite of software. ²



- Omnichannel Merchandise Planning
- Product Lifecycle Management
- Collaborative Supply Chain Mgmt.
- Advanced Warehouse Mgmt.
- Electronic Data Interchange
- 24/7 B2B E-commerce

SOURCES

1. British Telecommunications Report, "The Art of Connecting Global Business," 2014.
2. Apparel Magazine Report, Presented by CGS, "Overcoming Challenges of Global Expansion," Dec. 2014.
3. IDC Report, "Taking the fear out of international expansion for U.S. companies," Sept. 2014.
4. AT Kearney Report, "The 2014 Global Retail Index™: Full Steam Ahead for Global Retailers," 2014.
5. Wired Innovation Insights, "How U.S. Brands Can Take Advantage of E-commerce Opportunity in China," Sept. 2014.
6. eMarketer, Global Retail Market Forecast Report.