

AMR RETAIL CONSULTING

your retail solution

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AMR
RETAIL CONSULTING

The logo features the letters 'AMR' in a large, stylized, serif font. The 'A' and 'M' are connected at the top, and the 'R' is separate. Below the letters, the words 'RETAIL CONSULTING' are written in a smaller, all-caps, sans-serif font. The entire logo is set against a background of a retail catalog page with various clothing items and a grid of numbers.



AMR RETAIL CONSULTING OFFERS A COMPLETE LINE OF RETAIL SUPPORT THAT CAN BE TAILORED TO MEET YOUR NEEDS.

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RETAIL SITE ASSESSMENTS

On property, we will give a thorough evaluation of the retail environment. This includes revenue generation planning and execution review, visual presentation review, analysis of your current product mix, a review of staff, and accounting and inventory control auditing.

RETAIL BUSINESS ASSESSMENT, PLANNING & MAINTENANCE

Planning and maintenance of the product in your retail shop is just as important as the actual buying. First, we analyze sales and inventory data to determine the issues that need to be addressed during the planning process. Next, an Open to Buy is developed to give guidance on inventory levels and flow, and finally we create an assortment plan which details the appropriate product mix (brands, styling, price points) for the retail shop. General pricing guidelines including category IMUs and markdown information, inventory control suggestions as well as overall retail budgeting assistance is also available.

VENDOR RELATIONS MANAGEMENT

A large part of a shop's profitability lies in the programs that are developed with the merchandise vendors selected for the shop. Let us utilize our strong vendor relationships to assist you in maximizing your programs.

REVENUE GENERATION

Having the correct inventory levels and product mix creates a strong foundation, but generating sales is the key to a successful shop. We will assist you in planning and executing a retail sales strategy that achieves your sales goals. Since a knowledgeable and eager staff is a necessity in meeting your revenue targets, we will create a sales training and incentive program that fits your needs.

VISUAL SUPPORT

We can give you visual recommendations for an existing shop, including planograms. We can also coordinate the development of the retail environment for new construction or remodels, including shop layout, fixturing selection, lighting, and displays.

THE MOST IMPORTANT IMPRESSION THAT YOU
WILL ALWAYS REMEMBER IS THE FIRST ONE.



"THERE ARE NO PROBLEMS THAT WE CAN
 NOT SOLVE TOGETHER AND VERY FEW
 THAT WE CAN SOLVE BY OURSELVES."

- LYNDON B. JOHNSON



The one place that golfers see every time they visit a golf club, other than the actual course, is the pro shop. A retail shop should contribute in marketing the overall golf experience. It should also be a profitable revenue stream. AMR Retail Consulting can develop a comprehensive retail plan to assist you in creating that reality. With over 13 years of experience and having worked with 130 golf clubs throughout the United States, AMR Retail Consulting brings the expertise and vision to maximize your retail shop's potential. Golf retail takes planning, execution, and the right people to be an asset to a golf operation. Whether you are looking for assistance in one area of a retail operation or a complete program, we can create a plan that fits your needs.

AMR Retail Consulting can take your retail operation to the next level, while you maintain the ownership of the business. Adept at individual property as well as multi-unit operations, let AMR Retail Consulting partner with you to build a successful retail environment that your members and guests will appreciate and support.



AMY MCCLEAN-RAGSDALE - PRESIDENT & FOUNDER

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Amy is the president and founder of AMR Retail Consulting.

She has a Master of Science degree in Textile Science and Merchandising and a Bachelor of Science degree in Finance from Louisiana State University.

Amy's goal is to ensure that the retail program developed, whether it is for a single golf course or a multi-unit operation, marries a company's overall business philosophy with the unique golf experience at the property.

In the past several years, Amy has been the National Retail Director for a prestigious golf course management company associated with the most loved man in golf. She was also a Regional Merchandise Director at the world's largest golf course management company. Having worked with over 130 courses throughout the United States in all segments-public, private, and resort totaling \$28MM in revenue, Amy brings the expertise necessary to develop a solid retail program for every type of golf course. She has a proven track record in increasing revenue and gross margin while minimizing inventory investment.

Amy began her career in retail as an assistant buyer at a regional department store in the Southeast, Maison Blanche. From there she pursued a career with a major apparel manufacturer, Levi Strauss & Co., working in positions in retail marketing and product development on various product lines. Having spent 10 years in retail and apparel manufacturing, this is when Amy turned her interest to the golf industry.

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