

HELEN  
COOPER  

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LUXURY



How will you unlock  
your business growth  
in 2024?

Discover the keys to your  
success

# Enabling your brand to compete more effectively



There's no doubt that India is enjoying a boom time in business, so you need to seize that opportunity NOW.

But whether you are in the Luxury or the Premium market, selling chocolates or cars, food or fashion, real estate or upscale homewares, if you aren't clear about where your future customers are coming from, and how you will retain them, your business simply will not grow.

Work with us and we'll show you how.

Helen Cooper  
Founder & CEO

# What we Do & Why it Works

A forward-thinking 360° approach that builds stronger, better, more profitable businesses



Why our Approach is better for You



Strategy & Brand Fundamentals



Business Audits & Surveys



Retail Selling Skills training



Visual Merchandising training



Retail Performance Management



Marketing Activation support



Sustainability for growth



## Unlocking your potential

In business, every day brings new challenges and opportunities.

How you respond to these will determine how well you will be positioned for growth and long-term success.

Our 'Plan – Do – Review' approach in partnership with you

We have developed a forward-thinking 360° customised approach that not only helps you to identify your opportunities and pitfalls, but also works with you to develop and implement the specific actions that you need to achieve your goals.

We offer a range of services that can be used independently or in combination for a truly holistic programme, to build stronger, better businesses that have the potential to scale to ambitious heights and get ahead of your competition.



Our Founder, **Helen Cooper**, has almost 40 years' experience with independent SMEs as well as major blue chip businesses, working on premium and luxury brands such as Virgin, The Royal Mint and Boots.

She has extensive senior level experience with specific expertise in strategy, branding, innovation, and sustainability integration.

Helen uniquely adds an invaluable international perspective and a lifetime of useful contacts, providing business thinking and bespoke solutions that are both effective and affordable.

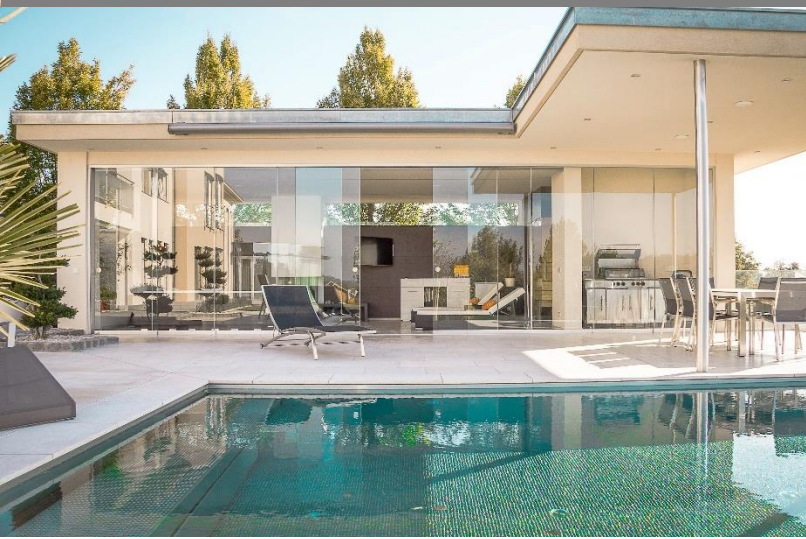
Our Mission is to empower Indian brands using our international experience, training and expertise to help them to grow faster.

We have a range of specialist trainers in Customer Communication skills, Luxury Retail and VM, Retail Performance Management, and Brand Audits, drawn from across Luxury, Premium and Gourmet product sectors, allowing us to handpick the perfect team to work with you on your bespoke Growth training Plan.

Visit [www.helencooperluxury.com/team](http://www.helencooperluxury.com/team) to read their profiles.



Our 360° Approach works for a wide range of products and services





## Flexible Choices & Annual Plans

Our Focused and Intensive training can give you a kickstart in developing skills.

- All of our services are available individually and tailored to your specific brand needs.
- You can develop a combination of them for a more general upskilling approach or go for a more intensive singular programme to address a particular skills/needs gap.

Both of these options are great if you have not invested in training previously or need to quickly resolve underperformance in critical areas of your business.

### Looking for something longer term?

We have also can create an Annual Service Plan that provides a continuity of training often welcomed by your teams and builds on skills throughout the year.

### Why this could be a great choice for you

- 12-month customised training and support plan
- Flexible timing across a year
- Bespoke content combination for your brand
- Makes budget planning easier
- Big savings versus individual purchases
- Options to pay monthly or quarterly to help your cash flow

Contact us to discuss your requirements and invest in a bespoke Annual Plan that will turbocharge your business.

Please call Neena L. Malhotra +91 99306 22232 to book a 20 minute, no obligation chat.

Success