

HELEN
COOPER

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 Skills training



Retail Performance Management



Marketing & Activation planning



Sustainability for growth



Flexible Annual Plans



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.

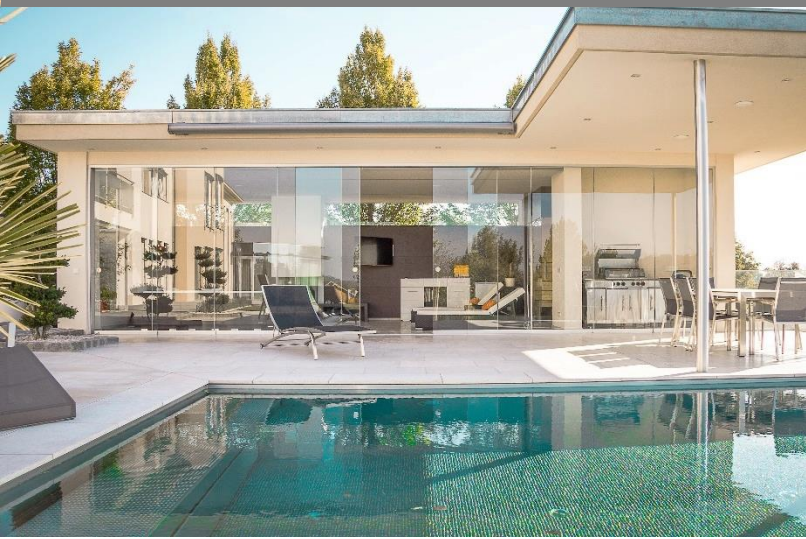
Helen uniquely adds an invaluable international perspective and a lifetime of useful contacts, providing business thinking and bespoke solutions that are both effective and affordable.

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

Visit www.helencooperluxury.com/team to read their profiles.



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



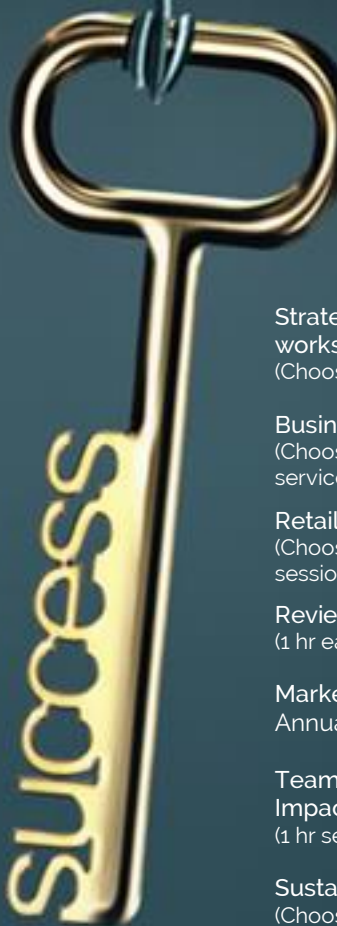


Flexible Annual Plans

Whilst all of our services are available individually, we also have created three different Annual Service Plans that offer the services you need at an investment level that is even more affordable than buying each service separately.

Why this could be a great choice for you

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



	Bronze	Silver	Gold
Strategy & Brand Fundamentals workshops (3hr) (Choose from 5 workshops)*	2	4	5
Business Audits & Surveys (Choose from 6 customised services)	3	4	6
Retail Selling Skills (Choose from 20+ customised sessions 1.5 hrs each)	3	7	14
Review & Refresh session (1 hr each)	3	6	12
Marketing & Activation Annual Planning	n/a	1	1
Team Training for Activation Impact (1 hr session)	n/a	n/a	12
Sustainability for Business (Choose from up to 3 workshops)	1	2	3
Investment per month	60,950	95,725	172,450
<i>Annual saving versus individual fees</i>	<i>38,500</i>	<i>86,450</i>	<i>365,250</i>
Investment per Quarter	173,250	262,500	480,950
<i>Annual saving versus individual fees</i>	<i>77,000</i>	<i>185,250</i>	<i>510,000</i>

*Excludes Marketing & Activation Workshop
Retail Performance Management – dependent on services required

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.