

Market Localisation and Managing complexities of working locally for a global brand



Introduction

A borderless world, a seamless marketplace; this is the vision of the Aldo Group, a family of brands custom-built to meet the demands of the modern international customer.

This vision has been making its way across the globe since the Aldo Group opened its first store back in 1972.

Since then, it has gone on to make its name known around the world with 3,000 points of sale in over 100 countries and almost 200 million customers visiting stores each year.



*In 2016, 67% of Aldo's global workforce and 69% of management were women.
The goal now is to improve the gender balance at senior level.*

Our eCommerce mandate in Europe

- Build European eCommerce team
- Drive eCommerce business and market expansion
- Identify the levers for incremental revenue
- Champion European consumer behaviour
- Ensure their needs are considered and met in Aldo's strategic plans
- Enhance omnichannel capabilities
- Translate Aldo's Global brand strategy locally
- Be ready for shifts in consumer behaviour and shopping preferences



How do we inform our market expansion strategy?

Austria
Belgium
Croatia***
Cyprus**
Czech Republic**
Denmark*
Estonia**
Finland
France
Germany
Greece
Hungary*
Ireland
Israel***
Italy
Latvia**
Lithuania**
Luxembourg
Malta**
Netherlands
Norway*
Poland*
Portugal**
Russia*
Serbia*
Slovakia**
Spain**
Sweden*
Switzerland*
Turkey***
Ukraine**

- Local currency required
- Requires alignment with store catalogue
- Requires alignment with store prices & promotions
- Store fulfilment
- Customs clearance
- In store returns & exchange
- Brand awareness
- Brand selling points (O&O, Franchise, Wholesale, Digital Accounts...)
- Website traffic
- Country stability
- Digital retail (US\$ M)
- Digital penetration & maturity
- Consumer behaviour
- Mobile penetration

Live / O&O

Limited complexity / O&O / No stores

Limited complexity / O&O / Stores

Some complexity / Franchise

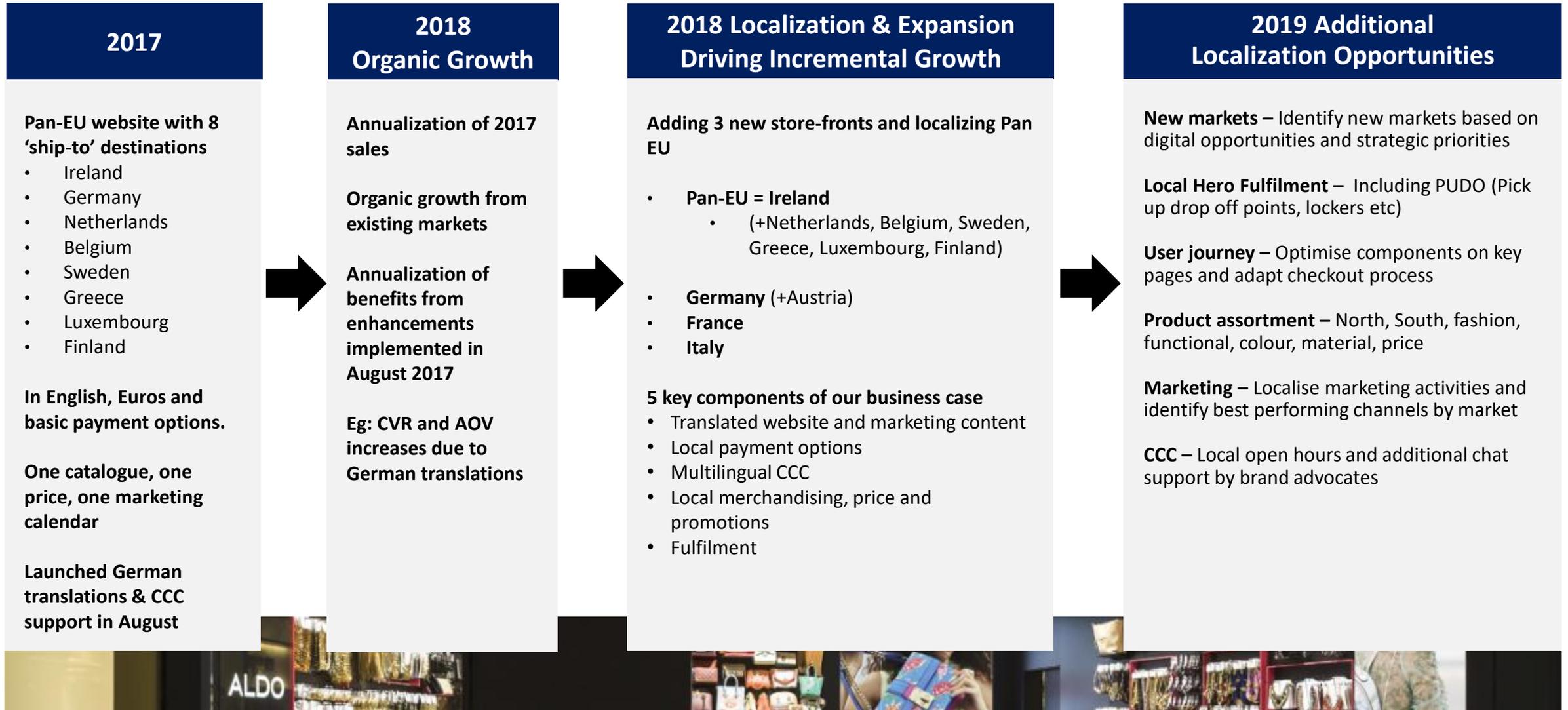
Some complexity / O&O / Stores / non EUR (PDP FX?)

Some complexity / O&O / No Stores / Customs / non EUR (PDP FX?)

High complexity / Franchise / Stores / Customs / non EUR (PDP FX?)



Localization and Expansion Roadmap



Different markets, different landscape. A unique approach for each



- Franchise market, now O&O
- Systems partially integrated
- Returns to stores & NLDC
- Operational challenges
- Different Tax
- Marketing calendar and prices driven by Brand

- Digital accounts
- No stores
- Data capture limitations
- Returns direct to NLDC
- Own the marketing calendar
- Build partnership with digital accounts to avoid cannibalization and competition

- Franchise market
- Build trust and partnership
- Systems not integrated
- Returns direct to NLDC - Phase 1
- Manage consumer expectations
- Different SKUs
- Align marketing calendar & prices

Fulfilment

- Some markets prefer Collection Points (PUDO) over other methods
- Postcodes differ by market
- Shipping costs per carrier
- Shipping costs per Country
- Returns flow costs by carrier and market, some which have to be refunded by la
 - Returns rates differ by market. Germany has the highest return rate due to historical mail order catalogue behaviour
- Shipping is charged in some markets based on carrier charges and market importance
- Return labels by carrier
- Tracking systems
- Duties and Taxes
- Lead times per market, next day delivery sometimes a challenge (Currently unavailable for UK, our biggest market)
- Packaging to delight your consumer



Aldo US & Canada – One partner



Payment Methods

Aldo accepts the following payment methods:



Being global, serving local:

Retailers should ***offer at least the top three payment methods in a given market or country***. Most shoppers will use at least one of them and it has been shown that providing the top three methods, rather than only the most popular, ***can increase conversions by up to 30%***.

Credit Card	Debit Card	E-Wallet	Online Banking e-Payment	Invoice - Installments	Direct Debit	Cash	Prepaid	Direct Carrier Billing	Cryptocurrency
 MasterCard VISA American Express JCB UnionPay DISCOVER	 serve PayPass V PAY DKB PostFinance VISA Maestro	 PayPal VISA Checkout MasterPass Allied Wallet Apple Pay Skrill DWOLLA Alipay Android Pay SAMSUNG pay	 Trustly iDEAL SEPA CREDIT TRANSFER paydirekt SOFORT A Klarna Group Company MyBank safety)pay PayWithMyBank UseMyServices	 AcceptEmail RatePAY AfterPay Klarna BILLPAY WU Pay FuturePay PayPal CREDIT PAYOLUTION	 Slim Pay SEPA express GOCARDLESS SEPA Direct Debit ELV	Kiosk WOLETO BANCARIO Barzahlen PayNearMe QIWI Cash on Delivery PostPay UPS DHL FedEx	 AstroPay Card paysafecard SpectroCard	 DIMOCO bango fortumo boku neteller	 Bitcoin bitpay colibris BitGo Coinify CIRCLE

Consider the longest language when optimising your website

Summary ID: 292757483



Riliviel £70.00

Red
Size 6
Qty. 1

Subtotal (GBP) £70.00

Shipping Free

[Enter promo code](#)

Total (GBP) £70.00
Delivery & taxes calculated

[Return policy](#) ▼

[Delivery details](#) ▼

Zusammenfassung ID: 292757495



Muschett 85,00 €

MEDIUM BRAUN
Größe 38,5
Menge 1

Bestellwert (EUR) 85,00 €

Versandkosten Kostenlos

[Promo-Code eingeben](#)

Gesamtbetrag (EUR) 85,00 €
Versand und Steuern berechnet

[Rücksendebestimmungen](#) ▼

[Lieferdetails](#) ▼

How many Countries?

Select your location

Asia Pacific

Europe

Middle East and Africa

North America

South/Central America

North America has 2

North America

Start shopping now



Canada

English | Français



United States

Europe

Start shopping now



Belgium



Greece



Romania



Denmark



Ireland



Sweden



Finland



Luxembourg



Turkey



Germany

Deutsch | English



The Netherlands



United Kingdom

Europe has 12,
and growing

A (Royal) Wedding Newsletter



Shoes for Her -
Be crowned best
dressed with these
glamorous styles.

[Shop them All](#)

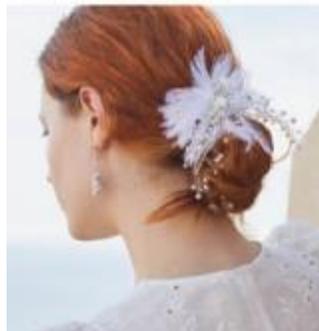


Quintessentially British...



Shoes for Her -
Be crowned best
dressed with these
glamorous styles.

[Shop them All](#)



**Finishing
Touches -**
Delicate details will
add a special accent
to your look.

[Shop them All](#)



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[Shop them All](#)

It's really as simple as chips...



U.S.



BRITAIN

Do you have any questions?



Thank You



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