

We've been working closely with FCG team for over six years now. During this time we have completed several successful projects in different business areas, such as: brand positioning, assortment of product and goods, visual merchandising. These were projects with staff trainings, final reports and hourly consulting sessions.

Large portion of work were done in the area of assortment offerings - it help us introduce a system of category management in the buying departments of our company.

We learned how to plan purchases based on target indicators of the entire business and use the capabilities of purchased brands to achieve the objectives for our business. Our buying system has become controlled and transparent, employees have mastered the basics of category management and were able to directly influence the company's financial performance.