



Peter Sheppard Head of Implementation

Peter has over 40 years of retail experience, including 17 years as a Retail Consultant and Business Mentor. Experienced, passionate and results-orientated, Peter thoroughly enjoys the challenge of building “business fitness” for his clients.

A career retailer, Peter has led multi-disciplinary teams in retail, both domestically and internationally, throughout his career.

He has held many distinguished roles on both the domestic and international stage, varying from being Managing Director of Katies to owning and leading his own retail channel. This experience allows Peter to bring a wide range of retailing skills to the table, everything from positioning to people performance.

Peter helps his clients recognise what their real opportunities are and how to capitalise on them. His portfolio of skills includes developing and increasing sales and gross profits through merchandise buying, assortment planning models, growing stock turns and ROI. Peter is expert at creating a positive and achievable vision for businesses. He is excellent at benchmarking then developing strategies and implementing plans to help businesses. He provides valuable advice on profitability and expense ratios, including on staff management and productivity.

Peter's skills are available to Australian retailers as both an expert retail consultant and a trainer and mentor to business who want to improve their retail fitness™.

Track Record

Originally trained by Woolworths South Africa, Peter then spent 14 years with Edgars Stores, rising through the operational ranks to Divisional Manager of 37 Department Stores, employing some 6,000 staff.

In 1987, he saw the potential for growth in specialty retail throughout the western world, and recognised the need for agility and specialisation. He was approached to be Managing Director of Milady's, a 140-store fashion chain in South Africa, and was also involved in launching the now 1,000 plus store international chain, Mr. Price.

In 1992 he was approached by Coles Myer to be Managing Director of Katies Australia and New Zealand, a then 240-store chain that required a turnaround. After moving to Australia and taking the reins of the business, Peter successfully turned the business around in three years, increasing profits by 400% and making Katies the most profitable division pro rata within the 11 chain group.

He then started his own chain of stores in partnership, which grew to 35 stores over only three years. Since then, Peter has consulted to almost all categories of retail and been particularly successful in fashion and accessories, shoes, homewares, newsagents, pharmacies, books, health foods, fresh foods as well as prepared foods in cafes, restaurants and many other retail formats.

Westfield Australia has been a major client of Peter's for the last 17 years, where he has assisted many underperforming retailers within the Westfield shopping centres.

Peter has participated in four Westfield World Study Tours, acting as co-host in two of the tours. He has visited and heard the inside secrets of many the world's best retailers, including ZARA, H&M, Top Shop, Nordstrom, M and S, Selfridges, Apple, Google, Costco, Whole Foods and many more. Knowing their 'reasons for success' and future strategies provides invaluable information for local retailers that can be shared and implemented to great rewards.

Retail Implementation

Peter consults, mentors and trains retailers in:

- Fit for Business™
- Fit for Growth™
- Health Checks – monitoring
- Shopping centre retailer support
- Benchmark analysis
- Omni-Channel planning
- Retail Operations Procedures
- Category analysis - assortment and buy planning
- Maximising sales and gross margins
- Financial Management
- Retail Skills Training Programs
- Visual Merchandising Guidelines
- Retail Store Design
- Local Area Marketing Guidelines

[Read more about Retail Doctor Group Implementation services here.](#)



Insights

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