

**Client****Retail Specialist Inc. (RSI)**

RSI is an established distributor of global clothing and footwear brands in the Philippines, with over 20 years of extensive experience and expertise in the market to address the constantly changing needs of the Filipino consumer. Among the brands they carry are Florsheim, Naturalizer and Bossini.

Project Name

Retail Specialist Inc. Website

Project Timeline

March 2011 – May 2011

Target Audience

The website is intended for international clients

Scope of Work

Retail Specialist Inc. sought to promote their company by putting up a website that will showcase their services and the brands they carry to the international prospect clients.

TeamAsia provided the following services:


- Develop a compelling copy to introduce RSI to prospective partners (i.e. global brands looking for a reliable distributor in the Philippine market) and for the website to serve as a marketing tool in order to generate clients or recipients to entrust their brands to RSI for distribution in the Philippines.
- Create a web design that would reflect the legitimacy of RSI in the industry.
- Develop a CMS supported website that RSI could use to manage the site on their own.

Results

TeamAsia developed the abovementioned deliverables and successfully met the requirements of RSI in a span of two months. The client expressed their satisfaction of being able to come up with a web design and provide functionality to the website.




Work Sample



RETAIL SPECIALIST, INC.

HOME ABOUT US BRANDS NEWS CONTACT US

Positioning your global brand for **SUCCESS** in the Philippine market.



COMPETITIVE MARKET ACQUISITION STRATEGIES
Quick access to prime shopping centers nationwide.

International brands trust RSI to distribute their products in the Philippines. We have the expertise, the knowledge, the network, and the people to understand your brand and connect you to your customers in the country.

Retail Specialist, Inc. (RSI) is an established distributor of global clothing and footwear brands in the Philippines, with over 20 years of extensive experience and expertise in the market to address the constantly changing needs of the Filipino consumer.

Our partners trust RSI to provide:

<p>CREDIBLE MARKET KNOWLEDGE</p> <p>Our vast experience in the business provides you clear-cut market insight essential for your brand's success.</p>	<p>EXCELLENT SERVICE</p> <p>Our logistics and inventory management systems ensure shoppers of consistent product availability and premium service.</p>	<p>PROFITABLE RESULTS</p> <p>Our ability to identify and secure the best locations for your brand delivers the volumes necessary to fuel your brand's steady growth.</p>
<p>STRONG COMMITMENT TO STANDARDS</p> <p>Each of our boutiques offers the Filipino consumer a global shopping experience that truly embodies the essence of our partner brands.</p>	<p>LASTING PARTNERSHIPS</p> <p>More than just launching brands, we create long-term relationships crucial in developing, sustaining and growing your brand.</p>	<p>HIGH-LEVEL MANAGEMENT</p> <p>From top management to service staff, our highly capable team dedicates their abilities and skills to give you rewarding results.</p>

BRANDS WE CARRY

FLORSHEIM

naturalizer

bossini

ANDRE VALENTINO

EP LACARCEL

CONTACT US

2295 Jannov 5th, Pasay Terminal
Cebu, Cebu City, Philippines

info@retailspecialistinc.com

Tel: (032) 843-9425 to 38

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