



## Oxford Retail Masters Forum 2012

### Andrew Robertson Scholarship Winner 2012

**Andrew Robertson has been IS Manager with Sterling Furniture Group since 1998. With nine sites across Scotland, the group offer everything for the house, home and garden, from cookware to lighting. Andrew is responsible for IT systems, buying and administration systems and procedures for the group.**



Andrew said that “the Forum was a unique opportunity to meet and hear from leading professionals who were both thought provoking and inspiring. The course was intensive and often demanding because of the tight timescales on the project based aspects and there were instances where I was out of my comfort zone . This meant that, by the end of it, I really had a feeling that I’d been pushed and got a lot out of it.”

“The most useful lesson that I took away was not to get lost in the pressure of the day-to-day. The industry leaders talked in the most basic terms - customer, people, opportunity. The fact that people from businesses far more complex than mine define their vision in such a straightforward way, and the opportunity to interrogate how other businesses

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address these basic concepts, really encouraged me to look at my own business afresh.”

Andrew recommended that independent retailers should attend the Masters Forum : “It’s a shot in the arm - the intensive nature of the course thrusts you together with a diverse group from whom you can learn a lot. You’ll also get a unique chance to get ‘up close and personal’ with some industry leaders.

Don’t expect it to be laid on a plate for you. If you come along keen to learn and prepared to work ... there’s a lot be had from this.”

