



## Case Study - Kevin Sidhu

Company: Pacific Consultancy  
Position: Director



### What were your objectives when attending the Masters?

Having worked outside of the UK I wanted the opportunity to mix with other delegates and tap into new ways of working. I was also interested in other businesses who were investing and others who were cost cutting!

### How did the Masters help you to achieve your objectives?

In the current economic climate organisations continue to spend less and think very carefully around new ideas or technology. I met a great bunch of people both on and off the pitch. Having some great minds to discuss an issue can be very rewarding in itself!

### What did you particularly enjoy, and why?

I enjoyed working in groups and meeting people from different backgrounds. I loved the fact that we all faced common issues and we were all prepared to work all night to nail those powerpoint slides.

### How would you describe the benefits of networking with other retailers?

I thought I knew most retailers but there were many I didn't recognise. As a group we all took each others email addresses and have stayed in touch. It was great to share ideas and see how others work through similar problems.

### What was the most useful or important lesson that you took away?

One of the most important lessons I learnt was there is more than one way to solve an issue and it is OK to have more than one approach!

### How have you applied what you have learned back in your workplace?

I have shared my learns with my clients in Moscow and Warsaw who have really benefitted from this experience. I enjoyed the three retail levers along with guest speakers around PR.

### Why should other independent retailers be encouraged to attend the Masters?

Firstly there is a wealth of knowledge in the room and people are more than happy to assist. Most importantly there are so many golden nuggets of information which are so important to keep sharp in the ever changing world of retail.

