

CLIENT CASE STUDY

THE BRIEF

A global fashion retailer commissioned a two-phase market mapping and talent research project to support a strategic relocation. The objective was to assess the competitive landscape across selected European locations and build a clear picture of how relevant competitor brands were structured, alongside where key talent was concentrated.

This was a highly confidential piece of work. Key stakeholders were the Lead HR Consultant, Head of Recruitment and Global Head of Talent Acquisition.

THE APPROACH

Provide a structured, two-phase mapping programme to inform location decisions and build a ready-to-use talent map.

Phase 1: Company & Market Landscape

- Identify and profile relevant competitor brands across 6 cities in 5 countries
- Map company presence by city and summarise how key functions were structured
- Produce visual location snapshots and an initial talent heat map by location and function
- Build the foundation for deeper people mapping in Phase 2

Phase 2: People & Org Structure Mapping


- Deep-dive on team structures and create org charts by company where possible
- Analyse talent concentrations by function and location, including brand clustering
- Develop a target list of potential talent profiles aligned to specified role briefs
- Document coverage, assumptions and limitations to ensure findings were used appropriately

THE RESULT

- 36 relevant competitor brands identified across the agreed locations
- A set of city-by-city snapshots and heat mapping to show where talent and competitor presence were strongest
- Comparative insight into how competitor organisations were structured across key functions
- 161 potential talent profiles mapped to support future hiring needs linked to the relocation scenario
- The final reports gave the client a clear, evidence-led view of the market and a structured talent map to inform next steps, while maintaining strict confidentiality

This project gave the business a clear view of where competitor activity and talent were concentrated across multiple markets. The outcome was clearer, more confident planning, with mapped insights ready to support hiring needs identified during the project.

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