

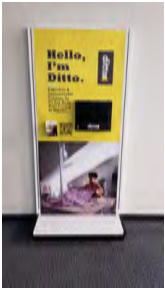
JOINT VENTURE BUSINESS ADVISOR

Responsible for helping launch a joint venture between two Fortune 500 companies including the overall customer experience. The project focused on Customer Education, In-Store Merchandising and Performance Monitoring with the following objectives:

- Improve customer satisfaction and loyalty
- Promote advocacy and referrals
- Develop a competitive edge that builds strong customer relationships



COACH HOUSE CONSULTING



OVERVIEW

A joint venture launched in 2022, Ditto is a digital projection system to make patterns paperless, customizable and adaptable to body measurements. The ecosystem includes hardware, digital pattern content accessed via a website, and an app installed on a connected mobile device.

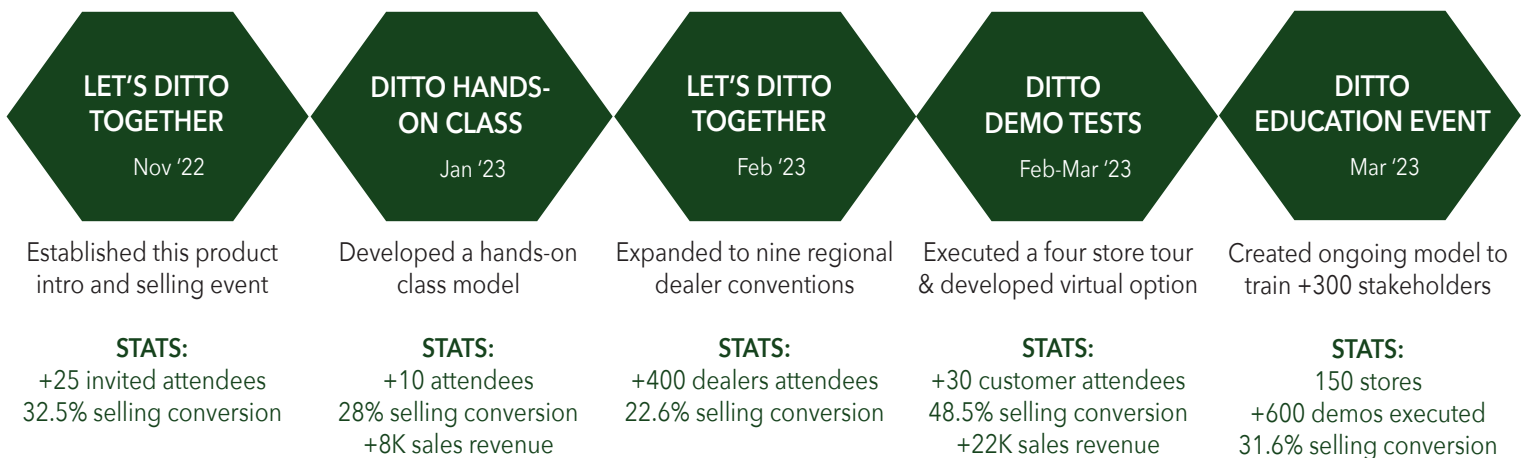
CHC supported Ditto in three critical areas:

1) Education: Initiated introduction events, a hands-on class, in-store demos, and a retail chain education event.

2) In-Store Experience: Led design and development of mobile demo units and correlating graphic end caps. Collaborated with creative and marketing teams to produce in-store signage. Established in-store audio announcements and commercials.

3) Performance Analysis: Analyzed dealership product penetration and developed regional goals to increase market penetration. Developed a five sales channel promotional matrix to monitor the impact of marketing initiatives on actual sales vs. forecasts.

EVENT & EDUCATION TIMELINE



OVERALL RESULTS

+650
Team members trained

+30%
Selling conversion rate

+46%
Ditto market penetration

GET IN TOUCH... Learn more

mkrebs@consultcoachhouse.com
330.618.6691
consultcoachhouse.com