



## WHAT'S IMPACTING RETAIL AND WHOLESALE?

The retail sector has seen a significant change in recent years with Brexit and COVID 19 severely impacting how consumers are shopping and how retailers are operating. The slow shift towards ecommerce pre the pandemic was severely accelerated once COVID set in, with footfall completely evaporating during lockdowns, and being slow to re-establish itself.

Once the sector started to recover from the pandemic it was impacted again with a cost-of-living crisis and geopolitical events all playing a role in stalling any recovery, with increased prices and supply chain challenges.

Despite these challenges, the sector still has an exciting future with new consumer behaviours driving innovation, retailers embracing technology and providing a more complete online experience and brick and mortar shops adapting to provide a more enhanced customer experience.

### KEY PRIORITIES



#### GEN Z CUSTOMER

Understanding your ESG can help attract the Gen Z customer, who now have their own spending power and are no longer reliant on parents. Therefore, understanding their needs and wants and how to provide for them is key to winning them as new customers.



#### COST CONTROL

Operating margins for many high-street retailers have been hit by falling sales and rising costs, growing consumer caution is also impacting sales, putting further pressure on profits. To optimise profitability, on and offline retailers need to know where their profit potential exists, and where it will come from in the future.



#### WORKFORCE

Retention of staff is important to ensure production levels can be maintained and that they are not zigzagging with constant leavers and new starters. Ensure you are engaging with your staff and listening to them to keep morale up and provide a more rewarding job.



#### SUPPLY CHAIN MANAGEMENT

With Brexit, geopolitical challenges and social concerns having a significant impact in where goods are made, how they are moved and where they are stored, it is key to constantly review your supply chains to reduce your risk exposure.



#### TAX CHANGES

The investment required in technology and fit-outs can be a strain on cash flow but in some instances, such investments may be eligible for R&D tax relief or other reliefs. Taking advantage of such tax reliefs can help to minimise cash flow disruption and reduce tax liabilities.

# WHAT OUR CLIENTS SAY



*Menzies have been an excellent partner in Idahoan's expansion into the UK, providing a full suite of services, including tax planning, accounting, VAT and on-going advisory support. As well as compliance services, we regularly use their local knowledge and extensive experience of supporting businesses like ours, in more specialist technical areas. We find the team extremely responsive and provide an exceptional overall service.*

**Aaron Oberhansley**  
Corporate Controller  
Idahoan Foods LLC



*Emmi UK began working with Menzies in 2012. Menzies act as our auditors and successfully meet exacting group reporting deadlines. In addition Menzies look after our tax affairs and provide constructive advice on accounting and tax issues. The team are experts in their fields with excellent knowledge, Menzies are also able respond effectively even when given short notice. We also use Menzies to provide Company Secretarial and Payroll services which are also delivered to the very highest standards. Menzies are a trusted and respected adviser and we look forward to continuing our relationship and have no hesitation in recommending them.*

**David Moss**  
Head of Finance and IT  
Emmi



*Throughout the 20 years Menzies have been our advisors, we have enjoyed a strong working relationship. They are consistently professional and helpful, always conforming to agreed deadlines. We appreciate their strategic approach and access to the wide range of experts on hand, providing specific advice for our business. Menzies currently provide our retail business with audit, tax, payroll and HR support and in the past we have received on-site training for both HR and tax issues. We look forward to continuing to work together.*

**Nigel Lavender**  
Finance Director  
Moss Europe



*We have been very impressed with Menzies, having worked with larger firms in the past, their approach to client service is refreshing (proactively, friendly team) and gives us great value for money. We are a complex retail business and Menzies have a clear understanding of what we do and how they can really add value in a timely way. The audit is efficient and wherever possible we have continuity of staff which really makes a difference.*

**Katie Baker**  
Finance Director  
Gift Universe



## CONTACT THE TEAM AT

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# MENZIES

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THE GLOBAL ADVISORY  
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