

retailLAB Services MENU & Pricing 2019

Welcome at retailLAB Pricing/Menu!
We are excited to work with you.

Whether you need our help for a **small or big project, for just ONE Day or A Full Year**, at RetailLAB we are solution driven and here to help you. Our highly motivated team of experts will 'Make retail personal' by a range of services, tailored to your needs.
Let our team inspire you on '**the new journey of shopping**' and '**the new ritual of buying**'.

Our expert team

Our highly motivated team of experts is 'Making retail personal' by offering you a menu of 15 personal services in 3 major retail areas.

 <p>Hans Making Retail Personal</p> <p>Inspiring and Motivating Retail Expert (40+ years in the lead)</p> <div style="background-color: #90EE90; padding: 5px; margin: 10px 0;">REIMAGINING RETAIL</div> <ol style="list-style-type: none"> 1. BOARDROOM 2. CONCEPTSCAN 3. STREETAILE 4. START Ups and SCALE Ups 5. LECTURES 6. MASTERCLASSES 	 <p>Marion Creating Happy Stores</p> <p>Award Winning Design in Engaging Retail Experiences</p> <div style="background-color: #00BFFF; padding: 5px; margin: 10px 0;">'Creating HAPPY Places'</div> <ol style="list-style-type: none"> 7. (re)styling 8. ALL SENSES 9. Shop-in-Shop & POP UP 	 <p>Nadifa Optimizing Digital Presence</p> <p>Elevating cross media channels for a personalized interaction</p> <div style="background-color: #FFD700; padding: 5px; margin: 10px 0;">'Optimizing Digital Presence'</div> <ol style="list-style-type: none"> 10. E-commerce/TRAFFIC 11. GROWTH-TRIBE Marketing 12. SEM-SEO-SEA
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Hans van den Hout

Bricks-and-mortar's biggest challenge is not just to use technology to bring more data-driven insight into the physical retail environment, but to combine this statistical knowledge with **human warmth and touches to make Stores and Brands personal again.**

Being in the retailbusiness for 40+ Year's Hans learned that we have to adress **certain retail questions- and problems more carefully, more personal, and with a kind of simplicity, and with a smile.**

1	ONEONONE REIMAGINING Retail	Prices typically start at € 750,=
Benefits	A few hours spent with someone who has been in retail for 40+ Years. Someone not in your organisation. Someone with a helicopter view on 'What's going on'. Someone who is busy with ' What Now ', and also with a strong focus on ' What's Next '. Imagine what a couple of hours will bring you. At your place or in our Retail House in Antwerp, Belgium.	
Cost	Price for a full day with Hans (Making retail personal by Hans) € 1.500,= Half a day € 750,= All prices are excluding VAT, excluding all cost of travelling, cost of Hotel etc.	
2	BOARDROOM REIMAGINING Retail	Prices typically start at € 2.500,=
Benefits	A day well spent with someone who knows retail. Someone not in your organisation. Someone with a helicopter view on what's going on. Someone who is busy with ' what now ', but with an eye on the future. Imagine what this day will bring you. At your place or at our Retail House in Belgium.	
Cost	Based on the involvement of 2 of our experts, Prices typically start at € 2.500,= depending on retail Format, Location and Quality of intake. All prices are excluding VAT, excluding all cost of travelling, cost of Hotel etc.	
3	ConceptSCAN REIMAGINING Retail	Prices typically start at € 10.000,=
Benefits	retailLAB will come up with valuable ideas and insights showing you new and profitable ways how to improve your shopping journey, retail experience and how to build a meaningful relationship with your customer. Both Off- and Online.	
Cost	Based on the involvement of 2-3 of our experts during one (long) intensive week. Prices typically start at € 10.000,= depending on retail Format, Location and Quality of intake and amount of Stores. All prices are excluding VAT, excluding all cost of travelling, cost of Hotel etc.	
4	STREETAIL Making Retail Personal	Prices typically start at € 2.500,=
Benefits	A fantastic opportunity to see and experience in person what is happening on street level and immediate reflect on how this could affect your game. You will come back inspired, fresh and motivated, full of ideas how to re-energize your business. The uniqueness of Hans lies in his way of looking at things, thinking Out of the Box, being a visionair and seeing things you might not see.	
Cost	Based on the involvement of 2 of our experts, Prices typically start at € 2.500,= a day. Final prices are depending on Destination, Time and way of travel, Location and duration of Streetail trip. All prices are excluding VAT, excluding all cost of travelling, cost of Hotel etc. Excluding all other out of pocket costs.	

5	Start Up-Scale-Up Making Retail Personal	Prices typically start at € 750,=
Benefits	Hans will share his knowledge and long Year experience in retail with you. He will give you smart and simple directions how to make the next steps in expanding your business. Making retail personal and looking at the differences between 'the Journey of Shopping' versus 'the Ritual of Buying' .	
Cost	Price for a full day with Hans (Making retail personal by Hans) € 1.500,= Half a day € 750,= All prices are excluding VAT, excluding all cost of travelling, cost of Hotel etc.	
6	LECTURES REIMAGINING Retail	Prices typically start at € 5.000,=
Benefits	This 'One hour presentation of Hans' will lead to valuable insights into how to (re)energise your Store/Brand, Share the Experience to online, on-street, C2C , as well as showing you where the money is to be made. He will share his secrets of 'REIMAGINING Retail' , 'Creating Happy Places' and 'Optimizing Digital Presence' .	
Cost	Lectures pricing typically start at € 5.000,= Final prices are depending on Location, Time and Way of travel, Duration of trip. All prices are excluding VAT, excluding all cost of travelling, cost of Hotel etc.	
7	MASTERCLASS Making Retail Personal	Prices typically start at € 7.000,=
Benefits	Hans' Retail Masterclass is more focussed on your company/store/brand and will lead to valuable insights into how to (re)energize your business. How to share the experience online, on street, C2C, as well as showing you where the money is to be made. He will share the secrets of: 'REIMAGINING Retail' , 'Creating Happy Places' and 'Optimizing Digital Presence.'	
Cost	Based on the involvement of 2 of our retail experts during one (long) intensive week. Prices normally start at € 7.000,= depending on retail Format, Location, Quality of briefing/intake. All prices are excluding VAT, excluding all cost of travelling, cost of Hotel etc. Excluding all other out of pocket costs. <i>Masterclasses can be tailored to your Company.</i> Lots of possibilities for immediate interaction.	
 Marion van den Hout	Creating HAPPY Places Because 'A HAPPY Place always works better' and will keep all visitors engaged and staying longer. Stores, Hotels, Offices even Homes that stay ahead of the game, telling stories and creating new values, inspire and engage every visitor. Marion's trademark attention to detail is seen in all retailLAB Award-Winning stores and hotels.	

8	(re)styling Creating HAPPY Places	Prices typically start at € 1.000,= a Day
Benefits	To move the customer from 'just looking' to 'real buying' the store will inspire and engage again. Our long year experience in restyling stores/hotels will guarantee that your store will be more attractive and unique. Making your Store Customers 'First Choice' is not easy, but can be very rewarding.	
Cost	Typically Marion costs € 1.000,= a day , but to get an accurate estimate send an email. Based on the involvement of 2 of our experts during one (long) intensive week. Prices normally start at € 5.000,= depending on retail Format, Location, Quality of briefing/Intake and amount of Stores. All prices are excluding VAT, excluding all cost of travelling, cost of Hotel etc.	
9	ALL SENSES Creating HAPPY Places	Prices typically start at € 3.000,=
Benefits	Paying so much specific attention to the key elements in Brand- and Store engagement, your store/brand/office/home/event will: -be an 'engaging experience' . -facilitate instagram moments for your Customers . -be Fun: 'a place to meet and greet' -be involved in social content initiatives through your salespeople . -feel fresh and exciting. - 'make more money' .	
Cost	Typically Marion costs € 1.000,= a day, but to get an accurate estimate please send her an email. Based on the involvement of 2 of our experts prices normally start at € 3.000,= depending on retail Format, Location, Quality of briefing/Intake and amount of Stores. All prices are excluding VAT, excluding all cost of travelling, cost of Hotel etc.	
10	Shop-in-Shop/Pop-Up Creating HAPPY Places	Prices typically start at € 10.000,=
Benefits	This perfect point of sale, brand awareness and brand personality concept will help you to stay upfront, being your customers 'First Choice' . Your Shop-in-Shop/Pop Up concept will attract more customers, keep them longer in-store, will be the place for new and exciting products & services, and finally will create more value for money and more memory. A well designed and personalised Shop-in-Shop/Pop Up will make the difference between 'just looking' into 'real buying' .	
Cost	Typically our Team of (2)Experts costs € 2.500,= a day . Based on the involvement of 2 of our retail experts, prices normally start at € 10.000,= depending on Shop in Shop/Pop Up Type, Format, Location, Quality of briefing/Intake and amount of Shops/Stores. All prices are excluding VAT, excluding all cost of travelling, cost of Hotel etc. Excluding all other out of pocket costs.	

 <p>Nadifa Jama</p>	<h2>Optimizing Digital Presence</h2> <p>Blending technology with the stores human touch is the only way to deliver the Omni Channel, “best of both worlds” encounter that shoppers will expect going forward. The challenge however is pairing what consumers want from their physical journey with the digital tools they are most ready to embrace.</p>
<p>11</p>	<p>E-commerce Prices typically start at € 750,= Optimizing Digital presence</p>
<p>Benefits</p>	<p>Traffic Marketing can have an exceptional rate of return compared to other types of marketing and promotion. That's why high web traffic is needed to keep a successful online store. Targeted traffic to a website can provide publicity, revenue, and exposure like no other channel of marketing.</p>
<p>Cost</p>	<p>Retailers and Brands often have a highly functioning digital marketing team. We would like to work with your team and guide them to optimize your Ecommerce and Traffic marketing strategy. The costs are € 3.500,- a week.</p> <p>Based on the involvement of 1 of our experts, Prices typically start at € 750,= a day. <i>Prices includes Pre-visit and Desk analysis/4 days with Nadifa/on-site discussions, individual feedback report.</i> All prices are excluding VAT, excluding all cost of travelling, cost of Hotel etc.</p>
<p>12</p>	<p>GROWTH-Tribe Marketing Prices typically start at € 1.500,= Optimizing Digital presence</p>
<p>Benefits</p>	<p>At EtailLAB we focus on growth in organic (non-paid) results with the use of the right tribe marketing strategy. Behind any effective growth (hacking) activity is a rigorous, structured process that’s rooted in iteration and scalability. Whether you’re a start-up or large organisation, B2B or B2C, this process can be customised and incorporated into a successful growth strategy.</p>
<p>Cost</p>	<p>At EtailLAB we focus on growth in organic (non-paid) results with the use of the right tribe marketing strategy. We can help you create a successful inclusiveness campaign that captures your Brands/Store’s essence. This will cost about € 6.000,- a week. Based on the involvement of 2 of our experts, prices typically start at € 1.500,= a day. All prices are excluding VAT, excluding all cost of travelling, cost of Hotel etc.</p>
<p>13</p>	<p>SEM-SEO-SEA Prices typically start at € 1.500,= Optimizing Digital presence</p>
<p>Benefits</p>	<p>Utilizing SEM can significantly speed up your ability to build your brand and your client base. It will put you in front of target audiences who are actively searching for products, services, and brands just like yours. You want to appear at the very top of their searches, or someone else will get their sale.</p>
<p>Cost</p>	<p>Based on the involvement of 2 of our experts, prices typically start at € 1.500,= a day, (one expert) This will cost about € 6.000,- a week.(two experts) All prices are excluding VAT, excluding all cost of travelling, cost of Hotel etc.</p>

Pricing & Confirmations:

All prices are excluding VAT, excluding all cost of travelling, cost of Hotel etc.
Excluding all other out of pocket cost.

Of course we can only start with the job after a written approval on our fees and out of pocket costs.
Thank you for your understanding!

The general conditions of retailLAB VOF and retailLAB Bvba ("RetailLAB") apply to all offers and quotations issued by retailLAB and to all agreements concluded with retailLAB.

The applicability of any general terms and conditions of the other party of retailLAB is hereby explicitly excluded. On your request will will sent you a digital copy of our general terms and conditions which are filed at the Chamber of Commerce in the Netherlands under file number 67394353.

Any more questions? Do not hesitate to call Hans Direct +31 621511122

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retailLAB, HvdH, May 2019.

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