

new clients, new projects, new relationships

rkd retail/IQ organic growth continues...

group/rkd retail/IQ

/ china

/ india

/ mena

/ thailand

rkd retail/IQ

PARKSON 百盛

The leading Malaysian department store realized early that their expansion opportunities within their home market were limited due to domestic market saturation and became a first mover in the PRC market. Now with nearly 50 locations throughout the greater China their expansion plans are in high gear for 2011 and 2012.

rkd retail/IQ has been engaged to take Parkson to the next level of department store implementation with new flagship locations in leading tier 1 and tier 2 cities.

accessible luxury
repositioning of Parkson

retailnow! 2

rkd retail/IQ

SKAP

Building on Skap's exceptional consistent customer service and operation expertise presenting high quality merchandise assortment composed of the latest fashion and technology.

rkd retail/IQ has been engaged to revitalize the retail brand environment to establish a retail brand position that matches newly evolved fashion forward women's merchandise.

walking in Skap
repositioning of Skap women's

retailnow! 3

rkd retail/IQ

makro

Makro is the leading wholesale distribution format in the Kingdom of Thailand with 50 stores currently in operation with an annual revenue of US\$ 3 billion.

rkd retail/IQ has been engaged to create the brand and service extension into the horeca segment with a new to the market format.

makro
brand and service extension

retailnow! 4