

Consulting News

Issue 28
April 2023

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„If you want to be irreplaceable, you have to be *different* above all.“

Coco Chanel

01 Editorial

Being different - this is particularly relevant in today's globalized and competitive world, where companies and individuals struggle to stand out in a crowded market. Those who can stand out from the crowd can gain a decisive competitive advantage. Whether it's through exceptional expertise, a distinctive offering or a special personality, there are many ways to distinguish yourself from others.

However, we must not confuse appearance with reality. If you only pretend to be special, you will easily be exposed. We impress our peers most effectively when we are truthful and authentic. When we radiate that we stand up for ourselves, including our strengths and weaknesses.

Dare to be different!
Yours, Monique Fischer

02 If you want to be successful, you need to leave your comfort zone

We live in a time when nothing stays the same. We constantly must overcome new challenges. The pandemic that lasted for years, the resulting consequences and the subsequent war on our doorstep have made painfully clear that we must remain agile - mentally, psychologically and physically. This is as true in the private sphere as it is in the workplace. Stepping out of the comfort zone at management levels is particularly important for steering companies successfully into the future and making necessary adjustments and changes in a flexible manner. In this and future blog articles, I will highlight various aspects that help to leave the comfort zone behind and create a new leadership and corporate culture:

- Become aware of your own mindset and impact competencies
- It's okay to make mistakes if you have confidence in yourself and others
- Communication is not a one-way street: It's about proper listening, sending, receiving, and setting impulses
- A positive attitude helps us to achieve great things together.
- Are hierarchical structures still up to date?

[Read my new blog article!](#)

03 Germany Study of City Centers 2022: Shopping Center as Frequency Magnet

Another finding of this study is that shopping centers are no longer seen as „city center killers“ but as an integral part of an attractive city center. The popularity of shopping centers has seen a significant increase, particularly between 2009 and 2015. For urban development, this means that they are a key instrument for increasing the attractiveness and frequency of the city center. Compared to large department stores, the structure with smaller stores and a mixture of owner-operated stores and chains is more popular among consumers. Nevertheless, 14.6 percent of those surveyed still think nothing of shopping centers and tend to buy in other stores. However, I am sure that appealing offers and innovative retail concepts can also attract these critical customers to their stores.

04 Online retail in crisis mood: resilient business models now paying off

Online retail and technology companies benefited significantly from the pandemic years and triggered a real job boom. Now the tide is turning, as inflation and rising interest rates are not stopping e-commerce. After many years of growth, Amazon is planning the largest job cuts in the company's history. Fashion online retailer Zalando also announced that several hundred employees will be laid off, especially from management and other divisions.

An example that things can be done differently is the luxury online retailer Mytheresa. Here, no one is talking about job cuts. Although profits are down, profitability has improved thanks to prime customers with purchasing power. CEO Michael Kliger attributes the company's success to a highly resilient and flexible business model, global activity in many luxury categories, a unique focus on full-price sales and a high degree of cost variability. Added to this are consistently high-quality services and creative production. Admittedly: Not every retailer can focus on target groups that can afford luxury despite economic crises. But other success factors should be on every company's agenda.

05 Dates: «Mindstep» and «Festivalito di Tango»

The following dates for the «**Mindstep**» seminar have already been set:

Munich: *Rid Foundation* on 29/30 June 2023
Cipressa (Italy) on 04/05 October 2023

Would you like to develop together with your team?
Please feel free to contact me for an individual appointment

[Get in touch](#)

[More Information](#)

The «**Festivalito di Tango**» in Cipressa will take place on 06-08 October 2023.

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Consulting News WORLD!

Sports brands at the top of the price-performance ranking

Together with Handelsblatt, YouGov has identified the brands that offer the best value for money in the eyes of consumers. In the field of fashion brands, Adidas, Puma, Nike, Wrangler and Asics took first place.

Samsung and Patagonia: Joint research on microplastics

The focus is on the question of what impact microplastics have on the ocean ecosystem. Among other things, the clothing company is supporting Samsung with product tests, the exchange of research results, and as a contact broker to the NGO Ocean Wise. The results are intended to help counteract the negative effects of microplastics.

