

ANALYSIS

2017 is gearing up to be one of the toughest for retail for some time. Retail Week asks the chief executives of the UK's biggest retailers what their New Year's resolutions are for the year ahead

Retail resolutions

"I will begin day one of the new year devoted to detox, including participating in dry January. By day seven I will question my resolution and soldier on and by day 26 I will well and truly fall off the wagon at the annual Retail Trust Charity Ball.

"I am privileged to run a business full of passionate and committed people, so I will continue to invest in building teams that truly make a difference."

Danny Barrasso, managing director, UK and Ireland, New Look

"Consumer expectations are constantly increasing and so we are always looking at how we can meet and exceed their demands.

"Next year we will deliver an even better 360 experience for our consumers, incorporating online, in store and social channels, with more frictionless paths to purchase."

Elizabeth Fagan, senior vice president and managing director, Boots UK and Ireland



"For our business I'll stick with what many have heard me say: 'Let's make Waitrose even more Waitrose'.

"In this market being clear about who you are and what you stand for is more important than ever. That's why we'll put renewed energy into our endeavours to be the definitive high-quality, high-service food retailer"

Rob Collins, managing director, Waitrose



"We made huge strides in 2016, but 2017 will be the year we super-charge personalisation – and we'll do it using disruptive technology.

"You'll start to see our big bet on AI paying off. It'll drive more real-time product personalisation on-site and even more relevant, timely communications direct to our customers."

Alex Baldock, chief executive, Shop Direct

"My New Year's resolution is to focus even more time on ensuring that we are always adding maximum value for our customers.

"I expect 2017 to be one of the toughest years for retail in a long time. But we will continue to be successful if we live the AO way – being exceptional in the moments that matter short term, while still investing for the long term."

John Roberts, chief executive, AO World



"Our goal for 2017 is to continue to outperform by listening even more to our customers and colleagues. Immediate plans include improving automation in our factory, opening 15 new format stores and enhancing our home delivery network even further."

Mike Logue, chief executive, Dreams

Read the bosses full resolutions
for the year ahead
Retail-week.com/Retail-resolutions



"My key resolution is to look at how we navigate this new international space and take the brand even further internationally, despite the challenges of Brexit."

Jacqueline Gold, chief executive, Ann Summers

"The way our customers shop, live and use their homes is evolving like never before, and I'm really excited about how we're going to help and inspire home improvers in 2017. This year we launched a new store design in Bristol, and we'll carry on trialling elements of that design in different parts of the country. We'll be introducing new services and will continue to innovate to help customers."

Michael Loeve, chief executive, B&Q

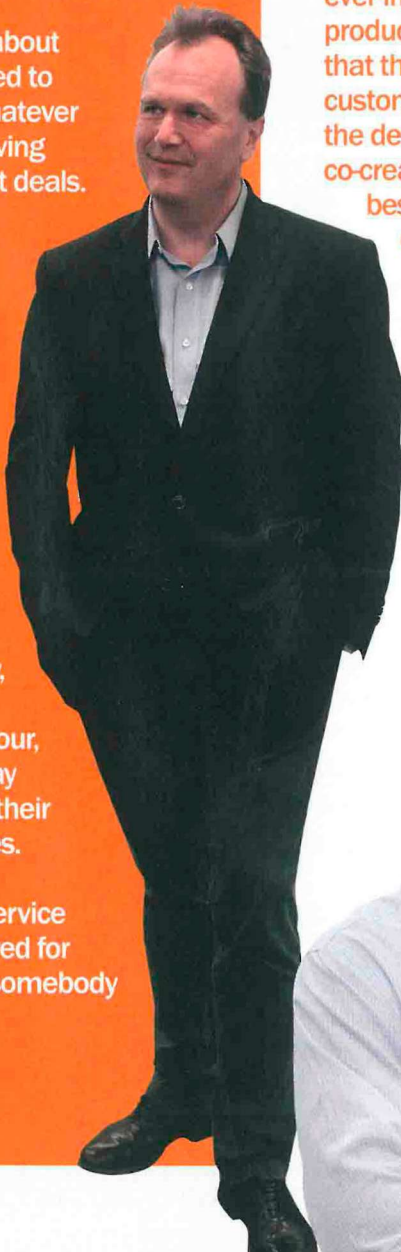
"I have three retail New Year resolutions:

1. Stop moaning about Brexit. We now need to make sure that whatever happens we are giving customers the best deals.

2. Truly think digital. Retailers with shops and home services as well as a digital platform need to think the way the customer thinks: seamlessly between these channels.

3. Get faster. Today, customers expect their goods in an hour, their repairs in a day and a response to their tweet in 15 minutes. We need to pivot everything in our service offer to be configured for speed. If we don't somebody else will..."

Seb James, group chief executive, Dixons Carphone



"The customer will play an ever-increasing role in product development, be that through personalisation, customisation, or even at the design stage, in the co-creation of completely bespoke items. Bringing our customers even closer to our partners to make this possible is a priority for us in 2017."

Simon Belsham, chief executive, Notonthehighstreet.com

"Being able to offer customers choice will set retailers apart and while high streets and town centres will continue to come under pressure, having the right stores in the right locations for customers will be a priority"

Mike Coupe, chief executive, Sainsbury's



"We have a busy year ahead as we have to get all the benefits out of buying Worldstores, Achica and Kiddicare.

"Unlike most retailers we will be opening lots of new stores as well as growing our web business. So we have to be very focused.

"And we always resolve to have some fun along the way... honest."

John Browett, chief executive, Dunelm

