

RETAILOASIS CREDENTIALS



APRIL 2022

ABOUT RETAIL OASIS



What we stand for

Our Purpose

To help create
retails' future

How we do this

by bringing data
+ creative intuition
together

Proudly B-Corp

Business as a force
for good





Who are we?

A collection of senior practitioners
that challenge the norm, using a
collaborative approach and a desire
for continuous improvement



What we do

Inspiration

We want to know what's happening around us

Retail + category trends

Future consumer forecasts

Keynote presentations

Retail study tours

Creation

We want to create a new strategy

Opportunity identification

New concept development

Brand purpose & rebrand

Experience of the future

Optimisation

We have a strategy but need to refine it

Store catchment analysis

Marketing + brand strategy

Product strategy

CRM/CX design



Who we've partnered with

THE ICONIC

CommonwealthBank

SUPERCHEAP
AUTO

IGA

the **athlete's foot**

michael hill

SONOMA
ARTISAN SOURDOUGH BAKERS

FACKELMANN

Alceon

CITY OF MELBOURNE

Accent
Group
LIMITED

GPT
The GPT Group

cbus property

mirvac

**UNITED
ICELLARS**
Wine & Spirits Merchant

K I N G

rebel

Amart
Furniture

st.FROCK

Krüpy Kreme
DOUGHNUTS

WILLIAMS
FASHION LOGISTICS

FUNLAB
THE SCIENCE OF WOOL

MITRE 10

BOODY

TOTAL TOOLS

PETBARN
Everything for Pets

Hannahs

orbx

poolwerx
for healthy pool people

**NEW ZEALAND
TRADE & ENTERPRISE**

afterpay

dermalogica

jaycar

lendlease

Chap AS CHIPS

CARPET COURT
FLOORING CENTRES

...and many more



Thank You

