



Sponsored by

**THE WIPRO INTERNATIONAL
GROWTH INITIATIVE
OF THE YEAR**



Winner – Primark

Primark's global ambitions show no signs of slowing down



of clothing, footwear and accessories by volume.

Overall in the 12-month period, Primark added a net 1.2 million sq ft of store space, and can now boast close to 300 stores in the UK, Ireland, Spain, Germany, the Netherlands, Belgium, Portugal, Austria and France.

It has delivered text-book growth for years now. As one judge pointed out, the same simple model that did so well first in the Republic of Ireland and then the UK has proved a hit everywhere the retailer has gone.

The judge said: "The brand travels so well. It's amazing how it has done wherever it has gone. It disrupts every market it goes into. The fact that it has gone into Germany and succeeded is just amazing."

It is such success that Primark will hope to emulate in the next big chapter of its growth story: America.

The States is a tough market that has proved too much of a challenge for many European retailers in the past, and it is home to some of retail's biggest beasts, such as Walmart.

The locations Primark has already chosen are high profile and the retailer is likely to face a seriously competitive welcome from established business but, as one judge said: "If anyone is going to win in the US it'll be Primark."

"It knows how to expand and take market share. Wherever Primark goes it finds a way to get shoppers interested in its fashion and does well in terms of getting shoppers to buy lots of items per visit."

To deliver international retail success requires a clear proposition for new customers, a well-managed supply chain, the ability to quickly take market share and, perhaps most importantly, boldness.

Time and time again Primark has proved its credentials and its US ambitions are as bold as they get. **BEN COOPER**

There are few retailers that can point to a 12-month period in which they have opened 22 stores internationally, entered one new market, taken the top spot in another in terms of market share, and unveiled a push into that most challenging of retail arenas, the US.

So Primark, which did all that, is an outstanding winner of The Wipro International Growth Initiative of the Year award.

The retailer has built on a strong performance in the UK and Ireland by setting its sights consistently high abroad. And it has been a remarkable, ubiquitous success.

One judge said: "Wherever Primark goes,

its stores are always successful. And that's in the discount market, which is really difficult to crack. It's phenomenal."

In the 12 months covered by this year's awards, Primark not only continued to have success in Spain, but, across the border in Portugal, Primark is now the leading retailer

Wipro Technologies

Wipro Technologies, the global IT business of Wipro Limited, is a leading information technology, consulting and outsourcing company that delivers solutions to enable its retail clients to do business better. Wipro Technologies delivers winning business outcomes through its deep industry experience and a 360° view of 'business through technology' – helping clients create successful and adaptive businesses. We have a longstanding Oracle Retail partnership that leverages the power of the Oracle Retail suite to provide end-to-end business and IT solutions for global retailers.