



DYNAMIC TRAVEL RETAIL

***A provider of expert advice and management to strategic partners
within the travel retail industry***





Welcome to Dynamic Travel Retail

Innovating Travel Retail, One Journey at a Time

At Dynamic Travel Retail (DTR), we understand that the travel retail landscape is ever-evolving. Amidst this constant flux, our mission remains steadfast: to empower our partners with innovative solutions, expert advice, and unwavering support. As a leading provider in travel retail management and strategic partnership, we are your gateway to navigating the complexities of duty-free and duty-paid markets worldwide.

Our Philosophy

Excellence, Dynamism, Agility

Rooted in our core values of Excellence, Dynamism, Agility, Enterprising, and Client Focus, we approach each partnership with a commitment to tailor our services to meet your unique needs. Our team, equipped with extensive hands-on experience, is poised to merge seamlessly with yours, driving towards shared goals and surpassing expectations.

Our Services

Tailored to Your Success

From strategic planning and business development to operations and account management, our comprehensive suite of services is designed to enhance your productivity and expand your reach in the global travel retail sector. Whether it's navigating airport, border, cruise, downtown, or e-commerce channels, we're here to ensure your growth plan is not just a vision, but a reality.

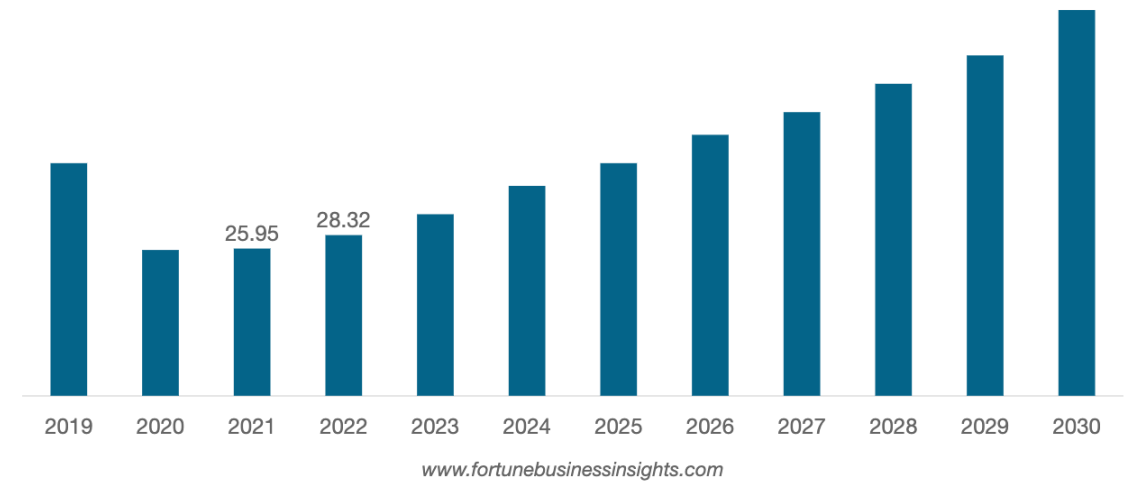


What is Travel Retail

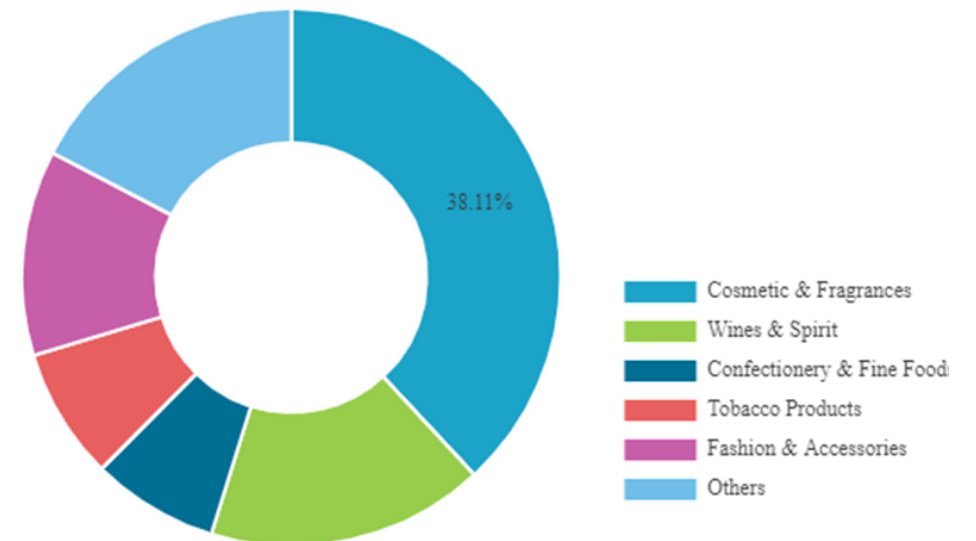
Travel retail, a vibrant and lucrative sales channel, operates within international zones, offering a unique shopping experience through airports & airlines, border shops, cruises, downtown duty-free stores, and E-commerce. This sector is distinguished by its tax- or duty-free shopping environment, catering to a wide array of products ranging from luxury goods to everyday items.

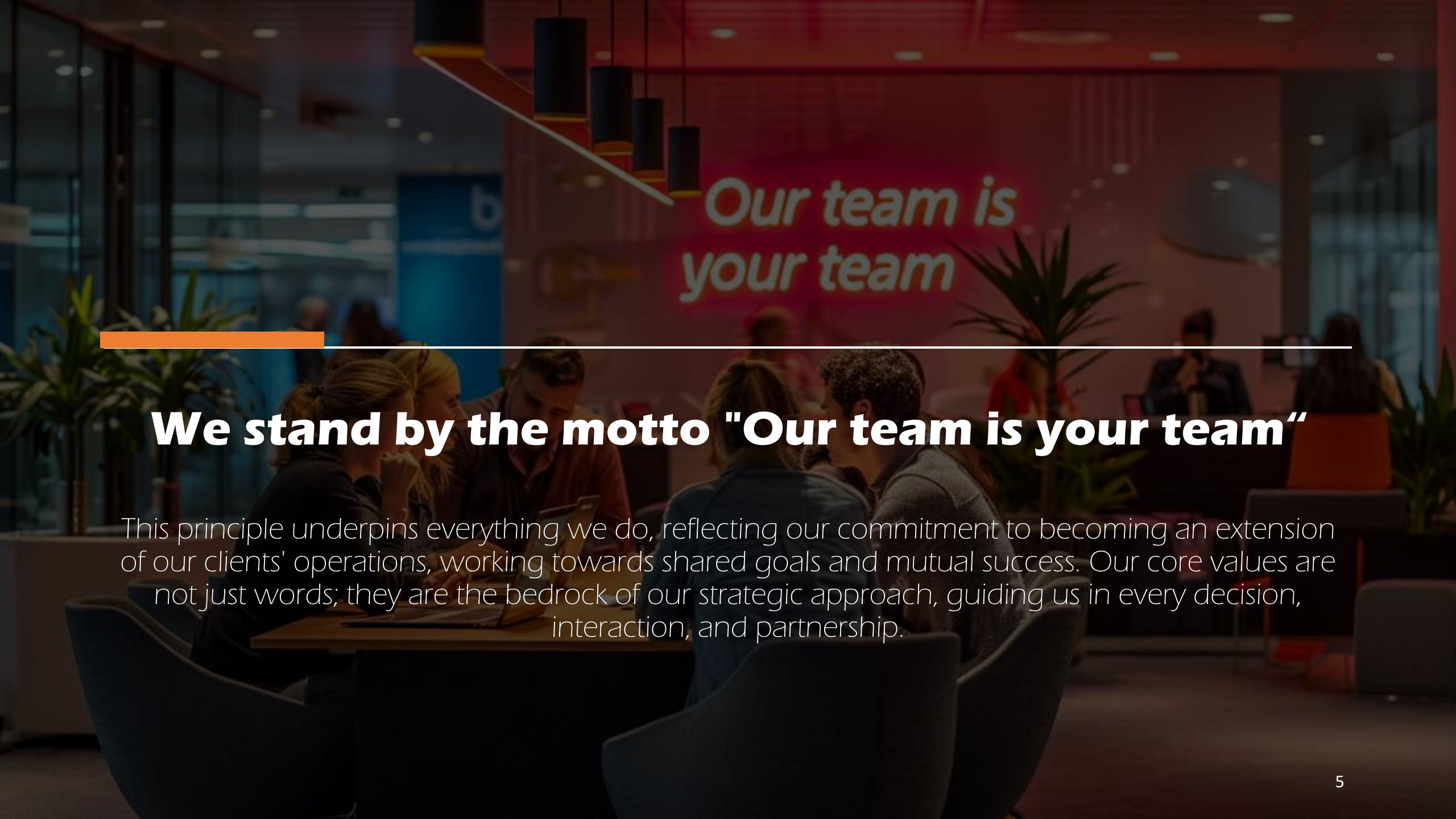
In 2022, the global travel retail market was valued at \$55.74 billion and is projected to grow from \$60.72 billion in 2023 to an impressive \$117.18 billion by 2030, underscoring the significant economic impact and the expansive growth opportunities it presents to retailers worldwide.

Asia Pacific Travel Retail Market Size, 2019-2030 (USD Billion)



Global Travel Retail Market Share, By Product Type, 2022





*Our team is
your team*

We stand by the motto "Our team is your team"

This principle underpins everything we do, reflecting our commitment to becoming an extension of our clients' operations, working towards shared goals and mutual success. Our core values are not just words; they are the bedrock of our strategic approach, guiding us in every decision, interaction, and partnership.

General Colin Powell said it best at TFWA, “**Investing in People**” will be the optimal decision in doing business. As commercial industry is becoming more challenging, especially in Travel Retail due to the dynamics. Our dedicated team of talented individuals can merge with your team to achieve goals together.

‘LEADERSHIP IN CHALLENGING TIMES MEANS INVESTING IN PEOPLE’

Gen. Colin Powell, USA (Ret.), 65th US Secretary of State, delivered a truly inspirational keynote address, in which he considered notions of leadership in challenging times – a theme his military and political career has made him uniquely well placed to discuss. It was a packed auditorium, with 1,351 delegates attending yesterday’s conference, +36% on 2013.



GEN. COLIN POWELL, USA (RET.), 65TH US SECRETARY OF STATE: “WE HAVE CHALLENGES, LIFE IS ALWAYS ABOUT CHALLENGE, BUSINESS IS ABOUT CHALLENGE. THE PEOPLE IN YOUR ORGANISATION ARE YOUR MOST VALUABLE RESOURCE.”

“Connecting your company goals with DTR”



We set ambitious **TARGETS** for ourselves and our clients, always striving to reach new heights. Our goal-oriented approach ensures we remain focused on achieving significant, measurable outcomes that drive progress and success.

T

Our team is comprised of **TALENTED** professionals with a deep understanding of the travel retail industry. We bring a wealth of knowledge, creativity, and expertise to every challenge, ensuring that our solutions are not just effective but innovative and forward-thinking.

Every interaction with our clients is an opportunity for **ENRICHMENT**. We aim to add value in every project, enhancing our clients' operations with our expertise and insight. Our contributions are designed to enrich the travel retail experience, fostering growth and innovation.

E

EFFICIENCY is key in our approach to travel retail management. We pride ourselves on our ability to streamline processes, optimize operations, and deliver results in a timely manner. Our efficient practices ensure that our clients' businesses run smoothly and successfully.

Our work is defined by the **ACHIEVEMENTS** we secure for our clients. Success is not just a possibility; it's an expectation. We pride ourselves on turning objectives into tangible achievements, celebrating each milestone as a testament to our collective effort.

A

AGILITY is at the core of our team's ethos. In an industry as dynamic as travel retail, the ability to adapt quickly and effectively to changing market conditions and client needs is crucial. Our agile approach allows us to pivot strategies, embrace new opportunities, and maintain our competitive edge.

Marking **MILESTONES** is integral to our journey with our clients. We recognize and honor the significant moments and achievements that represent our clients' progress. These milestones are not just markers of where we've been but signposts pointing towards future success.

M

Our team excels at **MULTITASKING**, managing multiple projects and priorities with skill and precision. This ability ensures that we meet our clients' diverse needs without compromise, delivering comprehensive solutions that address various aspects of their business simultaneously.



Empowering Your Journey in Travel Retail

At Dynamic Travel Retail, we believe in creating tailored solutions that propel our clients forward in the dynamic world of travel retail. Our services, spanning Commercial, Operation, and Strategic Planning, are meticulously designed to address every facet of your travel retail business. We understand that success in this sector requires a multifaceted approach, combining keen market insights with robust operational support and visionary strategic planning.

Our Focus and Expertise

International duty-free and domestic duty-paid Travel Retail



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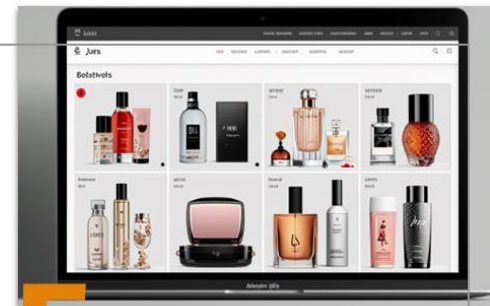
BBORDER



CCRUISE



DDOWNTOWN



ECOM

OUR SERVICES

Comprehensive Expertise, Customized for You

Our dedicated team brings together a wealth of expertise in travel retail, offering a suite of services that are as diverse as the clients we serve. From elevating brand visibility and expanding market share through our Commercial services to streamlining operations for peak efficiency and crafting forward-thinking strategies for sustainable growth, our mission is to support your business at every level.

A Partnership for Success

With Dynamic Travel Retail, you're not just gaining a service provider; you're embracing a partner committed to your success. We integrate with your team, understanding your brand, your goals, and your challenges as if they were our own. Our approach is hands-on, personalized, and always aligned with your needs, ensuring that together, we achieve outstanding results.



Commercials

**Business Development
Account Management**



Operations

**Order Management
Staff Training**



Strategic Planning

**Merchandising Planning
Business Analysis**



Business Development

Dynamic Travel Retail excels in identifying and capitalizing on new business opportunities within the travel retail sector. Our approach involves a deep market analysis to uncover untapped markets and potential partnerships, aiming to expand your brand's presence and increase market share. We focus on crafting tailored strategies that align with your brand's values and market goals, ensuring sustainable growth and competitive advantage.

Market Analysis
& Opportunity
Identification

Partnership
Development &
Negotiation

Brand Visibility
Enhancement

Sales Channel
Diversification





Account Management

Our account management services are designed to build and maintain strong, productive relationships between your brand and its retail partners. We emphasize seamless communication, strategic alignment, and continuous performance optimization. Our team acts as an extension of your brand, ensuring that every partnership is nurtured to achieve mutual success and long-term growth.

Relationship
Building &
Maintenance

Strategic Sales
Planning &
Execution

Performance
Monitoring &
Optimization

Continuous
Partner Support
& Engagement





Order Management

We understand the importance of efficient and accurate order processing. Our order management services ensure that every order is handled with precision, from placement to delivery. We implement robust systems to manage inventory, process orders, and track shipments, minimizing delays and maximizing customer satisfaction.

Inventory Management & Optimization

Order Processing & Fulfillment Accuracy

Logistics Coordination & Tracking

Customer Service & Support



Staff Training

Empowering your staff with the knowledge and skills they need is crucial for delivering exceptional customer experiences. Our comprehensive training programs are designed to enhance product knowledge, sales techniques, and customer service skills. We tailor our training to meet the specific needs of your team, ensuring they are equipped to drive sales and build customer loyalty.

Product Knowledge Enhancement

Sales Skills Development

Customer Service Excellence

Operational Efficiency Training



Visual Merchandising

We excel in creating visually compelling retail environments that not only draw the eye but also optimize the shopping experience. Central to our strategy is the development and use of planograms—detailed diagrams that specify the placement of products on shelves and retail displays. These tools are instrumental in ensuring that every product is strategically positioned to maximize

Custom Display Design & Implementation

Strategic Product Placement & Layout Optimization

Seasonal & Promotional Display Planning



Merchandising Planning

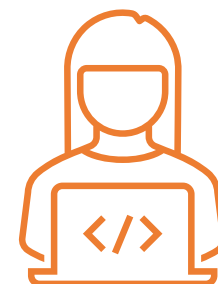
Our strategic planning services begin with an in-depth analysis of market trends, consumer behavior, and sales data to inform our merchandising strategies. We work with you to develop product assortments that not only meet the demands of the travel retail market but also highlight your brand's unique offerings. Our goal is to optimize product placement, pricing strategies, and promotional activities to maximize sales and consumer engagement.

Trend Analysis &
Market Research

Product
Assortment
Planning

Pricing Strategy &
Promotional
Planning

Visual
Merchandising &
Display
Optimization



Business Analysis

Dynamic Travel Retail leverages data-driven insights to inform strategic decision-making. Our business analysis services encompass a comprehensive evaluation of your business's performance, market positioning, and competitive landscape. We identify areas for improvement and opportunities for growth, developing actionable strategies that align with your long-term objectives.

Performance
Analysis &
Benchmarking

Competitive
Analysis & Market
Positioning

Growth
Opportunity
Identification

Strategy
Development &
Implementation
Planning

Strategic Channels of Inflight Sales

& Beyond



Inflight miles redemptions



Duty Free miles redemptions



Domestic (Duty Paid)

Volume Sales in niche markets

Loyalty Program

DTR strategic partnership



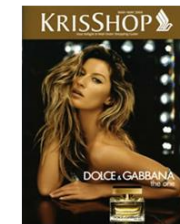
AND MORE



KOREAN AIR



CATHAY PACIFIC



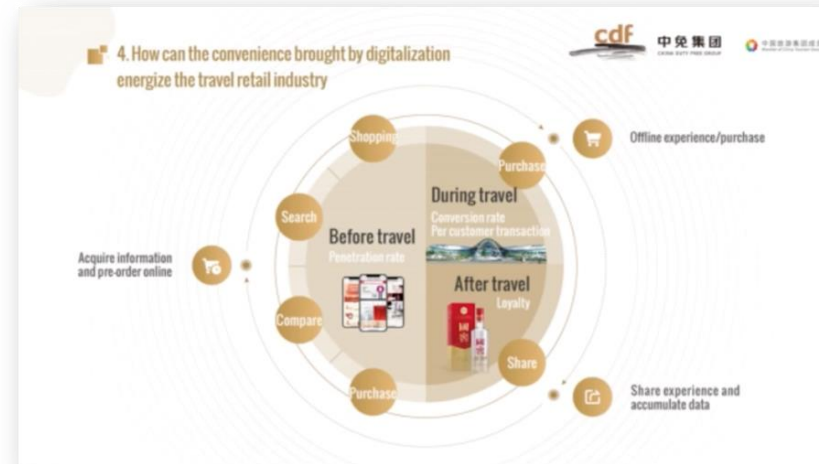
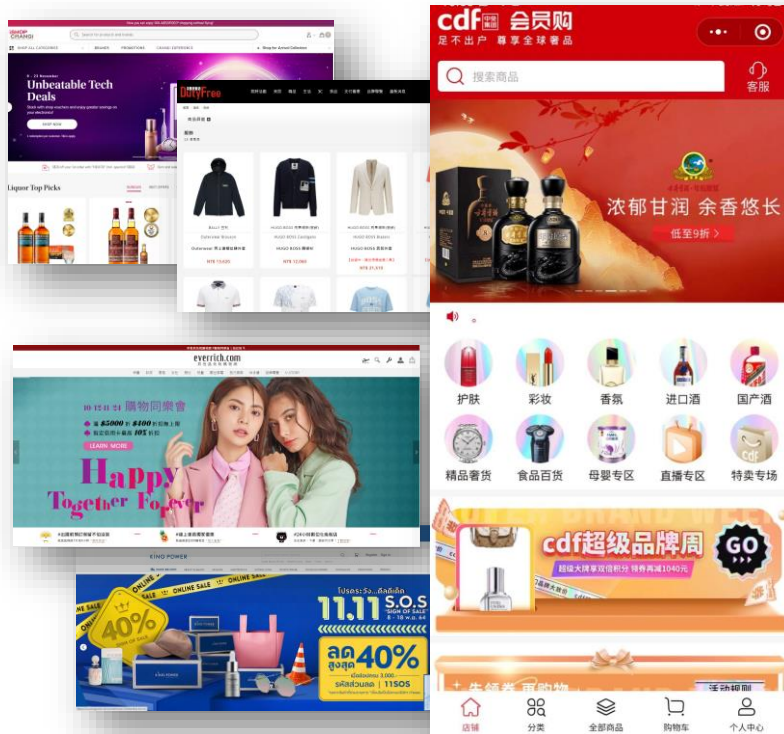
SINGAPORE KRIS



MALAYSIA AIRLINE

Capitalizing on Consumer- centric channels

E-COMMERCE: with restricted travelling due to Covid-19, duty free business have accelerated their online business



Charles Chen, CEO of the world's number one travel retailer, shared some inspiring thoughts on the way forward for CDFG and the sector,

“Place orders online, experience offline”

Travel Retail ***Awareness***

Being actively involved with Travel Retail communities is a vital aspect of keeping up with the industry. Our network of contact points in various sectors within the industry is an extra asset value to your organization.

**STAY iN
tHE LOOP**



Exhibitions:

- **TFWA (Singapore & Cannes)**
- **CDFG Brand Fairs**



Up to Date Current Events:

- **Moodie Report**
- **DFNI**
- **TR Business**



Forum:

- **Trinity**

DYNAMIC TRAVEL RETAIL NETWORK



Global



JR/
DUTY FREE



A woman with dark hair in a ponytail, wearing a light-colored coat, is sitting on a black airport-style bench. She is looking down at a smartphone in her hands. The background is a large window overlooking an airport tarmac with several airplanes and ground service equipment. The scene is dimly lit, suggesting dusk or dawn.

Take a Journey with Us

**Welcome to the Start of Something Great!....
Embark on Your Next Adventure...**

Your journey into the expansive world of travel retail begins with a single step: a Discovery Meeting with Dynamic Travel Retail. This is your opportunity to explore the vast potential of your brand in the global travel retail sector, guided by the expertise and insights of our seasoned professionals.

Book Your Journey →

Grazie

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¡Gracias

THANK YOU

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Σας ευχαριστώ

Merci

감사합니다

Terima Kasih



DYNAMIC TRAVEL RETAIL