



David Cooper

**Oxford Retail Masters
Forum
Scholarship winner 2011**

David Cooper is Manager for the independent music store One Man Band in Banbury. He found the Oxford Retail Masters Forum hugely helpful and is now improving his business with the ideas he developed over the four days.

David said: "The knowledge I gained at the Forum was just invaluable. The speakers were excellent and the projects and discussions were thought provoking.

"I particularly enjoyed meeting and learning from CEOs of major retailers. They each gave a good insight into the future of retail and the ways we can optimise sales, as retailers in the changing environment. It was also great to be able to network with managers from different retail areas and positions to me.

"Overall the Forum was an ideal opportunity to re-focus the business and identify how we can develop it further."



David has wasted no time applying the ideas he learnt at the Forum into his workplace.

He said: "I have been focused on driving people into the store and have already had an Easter competition and organised publicity for a Rock School we are putting on, with great results.

"The Forum really emphasised the importance of knowing your customers and giving them what they want. As a result we have added a customer feedback section to our website and will be interested in hearing what we are doing well and can improve on."

"Most importantly I am following our cash flow finances more closely, a well taught lesson from the Forum."