



Jim Luck

**Oxford Retail Masters
Forum
Scholarship winner 2011**

Jim Luck is the Director of country-wear retail store Luck of Louth in Lincolnshire. After reading about the scholarships for Oxford Retail Masters Forum in a trade magazine, he decided to apply and has not looked back since...

He said: "Oxford Retail Masters Forum was my first ever opportunity to mix with other members of the retail community in a structured learning environment, as opposed to a social or buying situation.

"Meeting other retailers definitely taught me that, whatever the size of the retail business, we all deal with situations in much the same way. Personally it reiterated that my self-taught methods and systems were, in essence, much the same as larger retailers, for example the need for great customer service.

"It was a hard few days but I really enjoyed being out of my comfort zone, working under pressure and learning from the academics.



"I have already started to explore setting up a website people can buy our products from. Since the Forum, I have been able to discuss the website with potential suppliers with a greater understanding of what I need from them and can make more informed decisions.

"The Forum also opened my eyes to what the retail market will be like in the future, so I can prepare to meet my customers' needs.

"I learnt the importance of staying up-to-date with the industry as a whole. My improved understanding of the finances of companies has given me a greater ability to analyse not just their performance but also movements within the industry in general."