



Lindsay Newton

**Oxford Retail Masters
Forum
Scholarship winner 2011**

Lindsay Newton is Store Manager of Maureen Cookson in Whalley, Lancashire. She has used the knowledge gained at the Oxford Retail Master Forum to reassess the stores' discount promotions and overall performance.

Having previously attended Oxford Summer School, a week of training aimed middle managers in retail, Lindsay was keen to push her learning further by attending the Oxford Retail Masters Forum.

She said: "I applied for the Forum scholarships because I am responsible for more areas of the business now and felt I needed the skills to be able to step out and objectively review the business and gain the confidence to question how good we really are.

"The Forum was very challenging, but I came away with greater knowledge of the retail sector and ideas to improve the business.

"It was also an invaluable opportunity to network and learn from other independents as well as high street retailers."

Lindsay found the finance workshop particularly useful and has already applied what she learnt into the business.

"I enjoyed the financial sessions immensely as it taught me how to interpret complex financial data quickly and pick out true indicators of the performance of a business.

"I have been looking at my business' discount strategy in light of what I learnt from the experts. This has resulted in a more focused discount policy which analyses cost benefits of discounts in greater depth than before.

"I also found the session on business acumen very useful, making me more aware of how business decisions are made. In future, I will definitely try to make time to step back and think more strategically about the direction of the business and my decisions."