



Meet the Boss interview with Jerry Marwood, MD of Spar UK - Part 1

Spar UK MD Jerry talks about what inspires him in retail. How does SPAR lever independent ownership to differentiate itself at regional and local brand levels? How has SPAR developed it's offer based upon an understanding of 5 core shopper missions? Jerry explains how consumer needs have changed dramatically and how this has been helped by the move of major multiple retailers to back into local shopping.

Video from www.retailvision.tv