

Retail Finance Director

Candidate Pack



Contents

About Shell & Core	3
Our Business Operation	4
Our Brands	5
Our Brand Ethos	7
Our People	8
Our Offer to You	9
The Role	10

About Shell & Core

Shell & Core Limited was established in 2010 as a HR Change Management Consultancy, Construction Management Consultancy (Major Projects) and Textiles R&D.

During this time the business has consulted and developed projects for a vast array of diverse clients across Retail, Airport, Property, Oil & Gas, Financial Services, Science and Defence, to name just a few.

Using the above diverse business experience, Shell & Core Limited has been investing its own capital in textiles R&D and manufacturing in Izmir Turkey. During this time, we have developed our own in-house design and production capabilities to produce Casual Society and Fusilier London, menswear clothing brands.

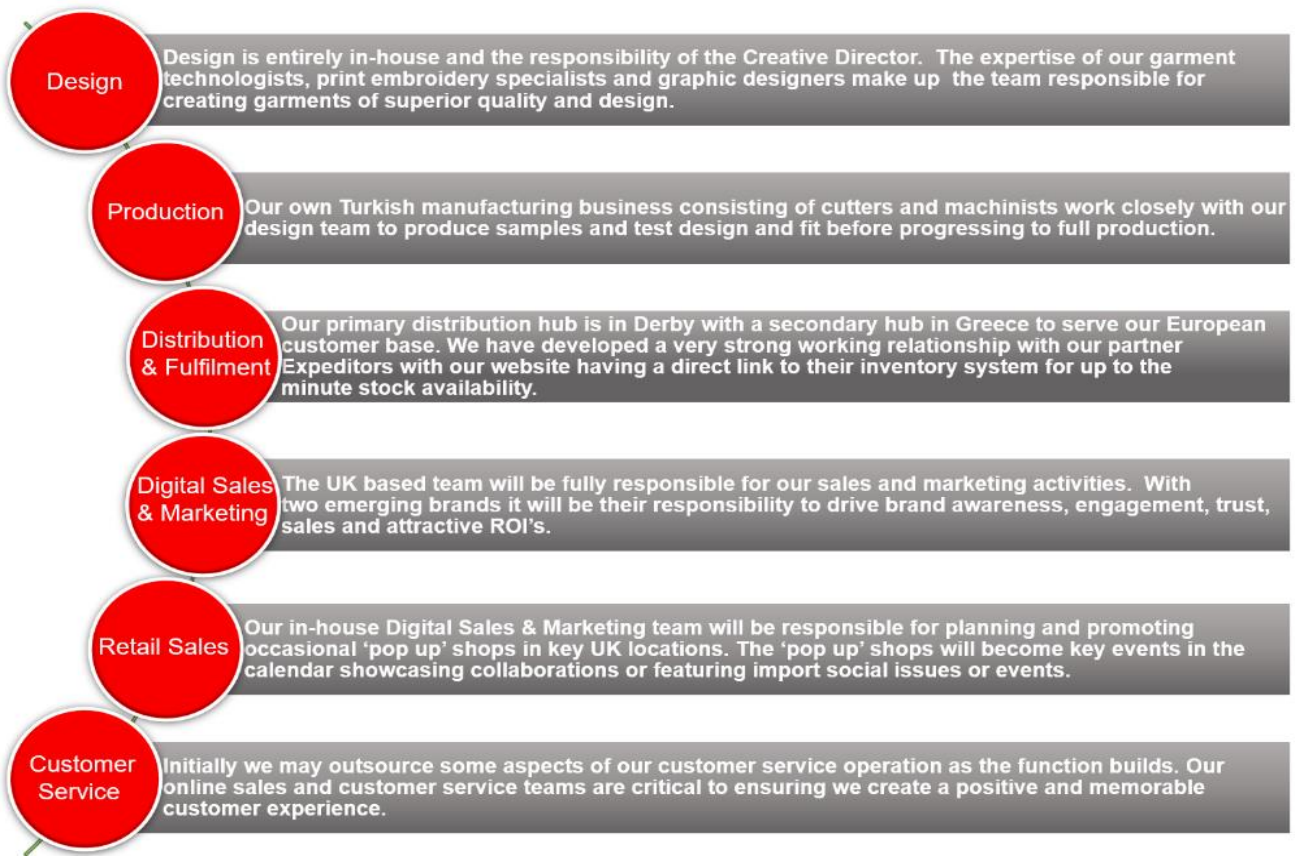
Like the big continental brands, we have our own production facilities, in Izmir Turkey. We are in total control of design and production quotas, with no minimum or maximum order quantities. Mini-capsule collections can be turned around in four weeks and major collections in six to ten weeks. We control design, manufacture, exportation, importation and distribution of our brands through our fulfilment partners.

Fashion, music, entertainment and arts focused collaboration projects will partially define our creative persona and brand philosophy and business personality.



Our Business Operation

There are six core functions to our business:



Our Brands

We consider Sport-lux to be the modern fusion between high-end designer finishes, innovative fabrics, streetwear and sportswear. Our brands Casual Society and Fusilier London will provide a mix of expensive, creative print and embroidery embellishments delivering the sought after point of difference desired by the youth and style conscious Gen X, Y and Z.

Our garments are made with only the finest, innovative modern engineered fabrics, coupled with outstanding finishes. The garments are completed with the best branded zippers, press studs and external tech branded labelling, that come in an array of technical material finishes, trimmings, and linings, all of which are central to the designer and street sportswear concept.

The accessorising of our clothing is the central point of difference, the unique artwork is often the focal selling point, and the main point of attraction for our customer.

We will be among the first British brands to develop a brand reputation for combining the arts with fashion. We will exploit this to gain publicity, creating something which is sought after by collectors.





Casual Society

Is a high-end sport-lux designer brand, fusing sports and casual wear. Lounge wear will also be a feature for this brand. Our garments are made for the consumer to get the maximum use and value for their money. Design embellishments are toned down and replaced with design finishes that are expensive but subtle providing a standout brand whose identification is themed around the ever growing and highly profitable sport-lux market.



Fusilier London

Is a high-end sports-lux and street wear designer brand, emphasising a contemporary fusion and twist on traditional sports and casual wear themes. The look provides what could be called a digital age fusion of cultures between sports, casual and streetwear. Merging arts and graphic design with high-end and intricate embroidery, print techniques and expensive accessories.

Our Brand Ethos

The merging of fashion and culture is a trend which continues to evolve. Fashion, music, entertainment and arts focused collaboration projects will partially define our creative persona, brand philosophy and business personality.

The Millennial and Gen Z mode of dress is primarily centred around streetwear and sportswear. They take inspiration not only from the music they listen too such as Indie, EDM, Hip-Hop, Grime and Drill (which is also listened too by the more progressive style conscious Gen X) but also technology, influencers, creatives and intellectuals.

Brands such as Adidas, Puma, Nike, Louis Vuitton, Moncler and Burberry are all collaborating with streetwear influencers from EDM to Hip-Hop, to Drill and beyond. Armani and Hugo Boss are using their affordably priced labels EA7, Emporio Armani and Boss Green respectively to attract a younger Gen Y and Z audience.

Through an innovative approach to what we do we will aim to appeal to audiences who care about society and community for example, the environment, sustainability, music, the arts, design and current affairs. However, at the heart of this we also want to have fun with what we do and how we do it.

Our affiliate programs with influencers, will feature these topics appearing in our website Lifestyle Magazine, showcasing artists, musicians, writers, creatives, and “Smart Thinking” business, educational, health and well-being specialists.



Our People

In simple terms success is reliant on a business's ability to attract and retain high-end candidates who contribute to business growth.

It is our experience that people want to work for a company which provides:

- interesting work which utilises their skills and abilities.
- enables opportunities for growth and development.
- fosters a culture of collaboration which celebrates diversity and inclusion.
- pays competitively for the job that they do but also rewards when going above and beyond.

Through concentrating on the above and supporting key business enablers critical to our success the People Strategy will focus on how we make this a place where people want to work and remain.

Our philosophy will be to build a business which creates opportunity, rewards performance and embraces diversity in thought and culture.

We believe that by truly embracing a culture of diversity and inclusion we will benefit by not limiting our ability to attract the very best talent. And by doing so we will create a narrative which will resonate with our customer as a brand which understand what is important to them.

Our Offer to You

Base salary negotiable for the right person

Bonus up to 30% of base plus opportunity to earn more based on company performance

Pension

Flexible Benefits

25 days' holiday

Employee discount

The Role

BUSINESS PARTNER ROLE

The Financial Manager/Director role will suit someone who is not only financially astute with an impeccable track record but also someone who wants to be part of an international boutique fashion business, leading the project to be a “Digital First Leader” in the online sport-lux and eventually the entertainment market.

The individual required must come from a retail background and have a passion for the luxury creative industries.

Reporting directly to the Managing Directors, this position will be responsible for managing the day-to-day financial operations which include digital marketing sales and fulfilment business in the UK which also comprises our own manufacturing facility in Izmir Turkey established in 2014.

Longer-term there is a view for this person to step into a Finance Director position, where the role will become strategically and commercially focused on the growth of the business in Turkey and the UK late in 2022.

MAIN RESPONSIBILITIES

The Finance Director/Manager will need to be knowledgeable about retail or another similar highly transactional business sector with the same/similar remit.

The successful candidate will be eager to work in a start-up environment and have experience of most of the following and/or willing to grow into such a role with the help of our appointed chartered accountancy firm.

The scope of service will mostly include:

- Full responsibility for the management of the finance function on a day-to-day basis.
- Responsible for driving the forecasting and budgeting and managing the production of the monthly management accounts.
- Bank reconciliations
- Invoicing and reconciling payments
- Preparing and filing the quarterly VAT returns
- Supporting the business owners with mid-term financial planning and longer-term growth strategy, including building out a finance team.
- Monitor the AP/AR functions
- Work closely with other department managers to review invoices
- Maintain fixed assets register
- Look after the treasury function
- Responsible for working on ad-hoc project work.

- Heading up the implementation of the UK growth strategy
- Heading up the implementation of the Turkish manufacturing growth strategy
- Taking ownership of the budgeting and forecasting and working capital strategies
- Leading the transformation of systems and processes
- Business partnering with non-finance, including Sales & Marketing
- Managing & leading a team of junior finance professionals Stakeholder management, particularly where investors may be involved
- Financial oversight of the modelling provided to investors, and investor reporting.
- Lead on monthly reporting, providing strategic guidance and direction
- Drive revenues, gross margins, and profitability
- Implementing and reporting on company KPI's and benchmarking
- Developing and maintaining first-class systems, processes, and controls
- Working with external accountants: Prepare and present monthly management accounts
- Responsible for merchandise planning model to inform stock buys
- Ensure that the regulatory requirements are met

ACCOUNTANTS - OUTLINE SCOPE OF SERVICE

- Retail Accounting & Performance Management
- Knowledgeable in providing customers flexible ways to pay and how the payment structures customers use affect profit, loss and cashflow.
- In-depth awareness important factors outside basic transaction
- Ultimately, retail is about profitably delivering a great customer experience.
- Accountants need to understand all the factors that come together to create that experience.
- Freight and import & exports and logistics and inland transportation
- Financial management for international staff, production, commercial premises, business rates and international taxation coordination
- Flexible payments
- Experience in customer services, returns and refunds
- Empathise genuinely with the customers
- Experience Developing retail sites from inception
- Retail from sales sites, website, apps and social media platforms
- Stock Control Management and Replenishment
- Implementation of Processes for the complexities of International cashflow and finance models
- Decisions on investments and technologies
- Help the business understand, when to and when not to invest or spend

- Benefit and risk case analysis modelling
- Fulfilment Centre Distribution, shipping, stocktakes and the logistics thereof.
- Planning retail, operations, buying and merchandising teams
- Costs and profit contributions
- Auditing, Risk management
- Managing sales fluctuations, rapid market change, trends and planned sales versus market and customer
- spending fluctuations and adjusting cash flow to consider fluctuations.
- Everything is interlinked, so you need to understand how a decision on one area might affect something happening elsewhere.
- Able to quickly grasp the dynamics of managing external bricks and mortar store accounts, online sales channels, B2B relationships, marketplaces, and wholesale.

WHAT YOU'LL NEED TO SUCCEED

You are required to be a qualified accountant (ACA/ACCA/CIMA) with a commercial background in FMCG retail.

You will have budgeting, forecasting, analysis and business partnering experience and ideally, you will have had exposure to revenue growth management. You will have excellent communication skills and the gravitas to deal with senior, often non-financial, stakeholders.

ESSENTIAL EXPERIENCE

- Experience in a retail environment
- Qualified CIMA/ACCA/ACA
- Enjoys working in and creating a fast-paced environment
- Excellent communicator
- Ability to engage with senior stakeholders
- Enthusiastic, highly motivated and ambitious
- Non-Essential Experience:
- Experience working in a start-up
- Experience working within a fashion/ luxury retail environment

NON ESSENTIAL EXPERIENCE

- Experience working in a start-up
- Experience working within a fashion/ luxury retail environment