

Favourites Lists and Email Alerts

Within SnapShop, from June 2010, it will be possible for **Full Members** to create lists of favourite retailers for quick reference purposes. Email alerts will automatically be added for each list. These alerts can then be removed or modified.

1) Creating a favourites list

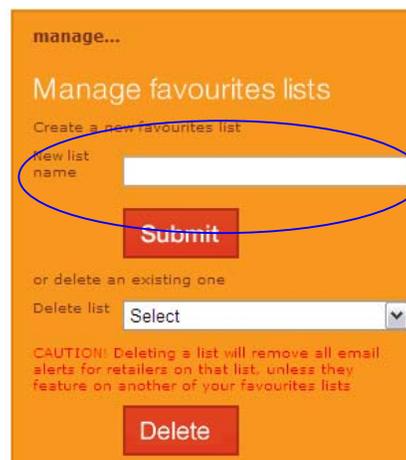


When logged into SnapShop from the Retailer Directory Screen, choose the button towards the right hand side that says 'View my Favourites – Click Here'

From here, you can create new lists, as well as being able to delete them, move retailers between them, and manage your email alerts options. You will also be able to view which retailers are in your lists from here.

To create a favourites list from this screen, type the name of your new list in the 'New list name' box and click submit

You can also create a favourites list directly from the retailer directory, or from a retailer record

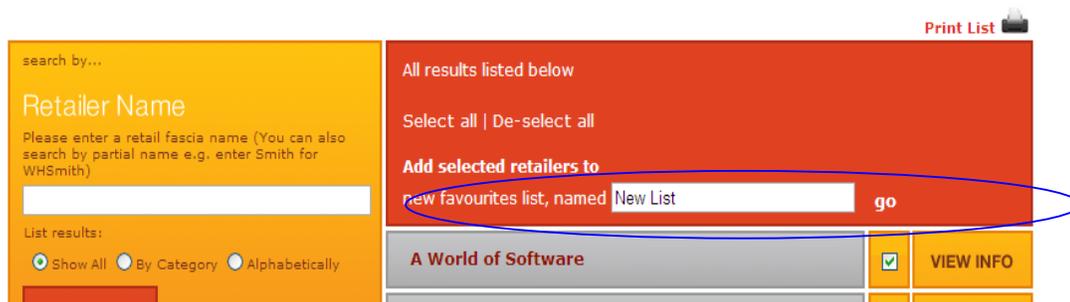


The "Manage favourites lists" screen has an orange background. At the top, it says "manage...". Below that is the title "Manage favourites lists". There are two main sections: "Create a new favourites list" and "or delete an existing one". The "Create a new favourites list" section has a text input field labeled "New list name" and a red "Submit" button. The "or delete an existing one" section has a dropdown menu labeled "Delete list" with "Select" as the current selection and a red "Delete" button. A caution message is displayed: "CAUTION! Deleting a list will remove all email alerts for retailers on that list, unless they feature on another of your favourites lists".

From the Retailer Directory

From the retailer directory, tick the box next to the retailer you wish to add to a favourites list. Type in the name of your new list in the box at the top and click go.

Retailer Directory



The "Retailer Directory" search results page has a yellow and red header. On the left, there is a search box labeled "Retailer Name" with a "search by..." dropdown. Below the search box are radio buttons for "Show All", "By Category", and "Alphabetically". On the right, there is a red box with the text "All results listed below" and "Select all | De-select all". Below this is a red box with the text "Add selected retailers to" and a text input field labeled "new favourites list, named New List" followed by a red "go" button. Below the "go" button is a table with a grey row for "A World of Software" and a yellow row for "VIEW INFO". A "Print List" icon is in the top right corner.

From a retailer record

Click on the star next to the retailer's name. The red box as above will appear. Type in the name of your new list and press go. The new list will be created and the retailer will be on it.

Abercrombie and Fitch Details

[< Back to search results](#)



Note: If you create a new list from either the Retailer Directory or the retailer record, the retailer that you either ticked or created it within will be included on your list. To create a blank list, do so from the View my Favourites section of the site.

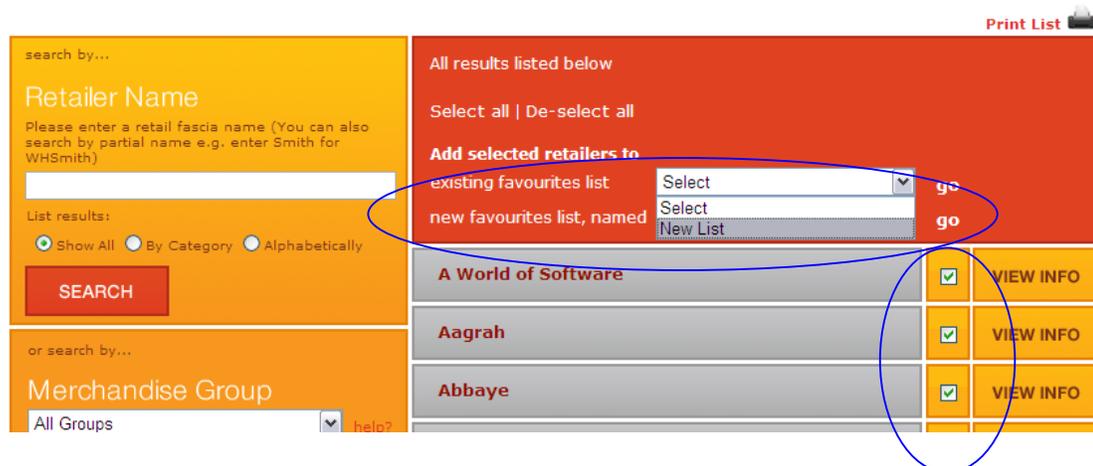
You can create as many lists as you like, and lists can contain an infinite number of retailers within them.

2) Adding retailers to your list

As discussed above, you can add retailers to your lists in a number of different ways.

From the Retailer Directory, you can select retailers to add by checking the tick box next to the retailer's name, and then either by selecting which list to add them to from the drop down, or by typing in the name of a new list and pressing go.

Retailer Directory





To denote that a retailer appears on a favourites list, a tick will appear next to it. Hover over the tick to see which lists that retailer is in

Note: when you select retailers using the check boxes (above), after pressing 'Go' the page will appear to reload. When it does, the check boxes will still appear next to the retailers you had chosen and no tick will appear next to the name. However, a small notice will appear in the red box saying that they have been added. Do not try and re-add them! Once you leave the screen and return, the ticks will be in place and the check boxes will be blank. If you wish to double check that they have been added to your list, visit that list view in 'View my Favourites'.

To add a retailer from the retailer screen, follow the instructions as above.

You can add any retailers from the Retailer Directory that are displayed in the grey area, so, if you wish to perform an advanced search or a retailer name search, you can add retailers from these results.

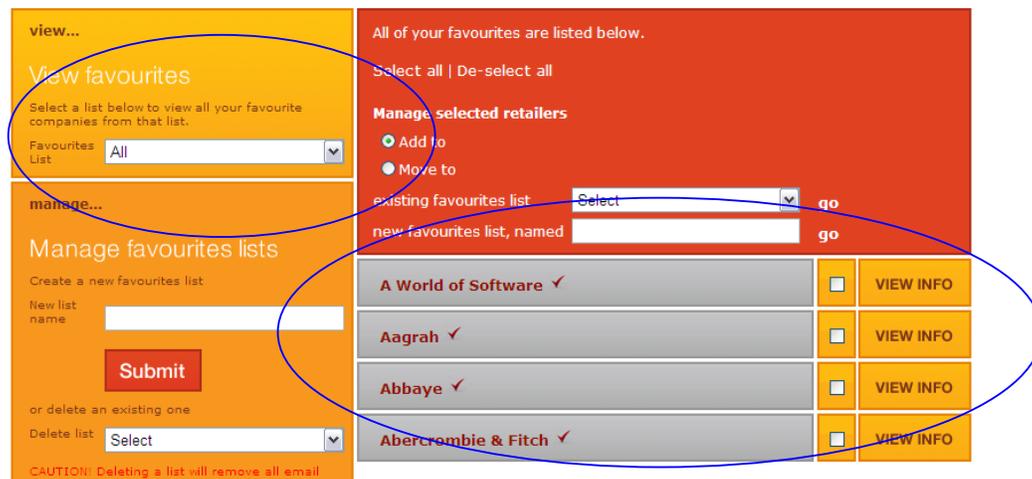
It is recommended that you use the advanced search to look for retailers to add to your first few lists; some list suggestions can be found at the end of the document. Remember that the content of your favourite's lists will also dictate the content of the email alerts that you can receive..

3) Viewing your favourites

You can see all of the retailers you list as favourites, and each list's contents, in several places.



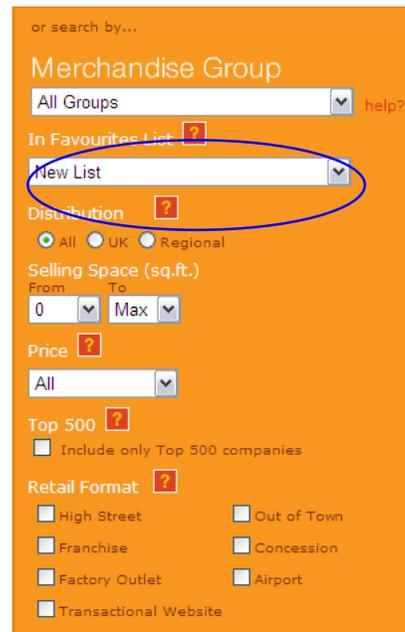
Favourites



In 'View my Favourites', the default view within the grey retailer list area (image above) displays a long list of all the retailers that you have across all of your lists, sorted alphabetically. To view which retailers are in a specific list, choose the list name from the drop down in the top left section called 'View – View Favourites'.

You can also see which list a retailer is in by hovering over the tick mark next to the retailers' name.

The Advanced Search can be used to show your favourite retailers, too (right). Select a list from the 'In favourites list' drop down and click search. Search results are displayed as a long list of all retailers by default, however you can also choose to show them by [merchandise] category or alphabetically.



4) Moving retailers between lists – moving or copying(adding)

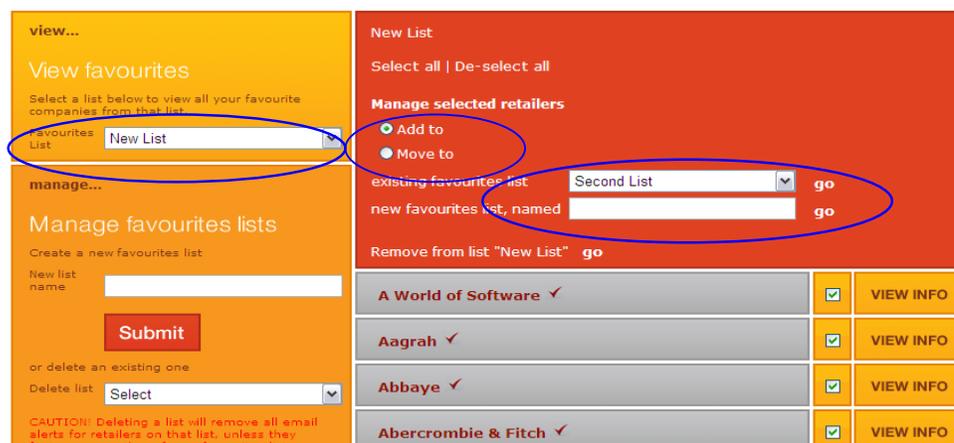
You can manipulate retailers on lists by either moving them or copying (adding) them to other lists. Moving will move the retailer(s) selected from one list to another; adding will ensure they remain in the original list but also get added to another.

Select the list containing the retailers you want to move from 'View favourites'.

Choose which retailers you want to move by checking the tick box – you can also 'select all'.

Once the retailers that you wish to move are selected, you can then move them to your other list by checking the relevant option from the red box ('add to' to copy, 'move to' to move them completely), and by choosing from the drop down menu which list you wish to move them to. You can also add them to a new list by typing the name of the new list in the relevant box.

Favourites



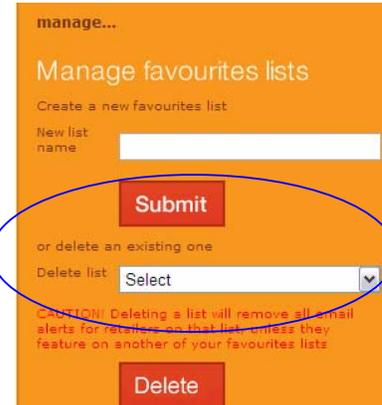
Retailer	Select	Action
A World of Software ✓	<input checked="" type="checkbox"/>	VIEW INFO
Aagrah ✓	<input checked="" type="checkbox"/>	VIEW INFO
Abbaye ✓	<input checked="" type="checkbox"/>	VIEW INFO
Abercrombie & Fitch ✓	<input checked="" type="checkbox"/>	VIEW INFO

5) Deleting whole lists and removing retailers from lists

Whole lists

To delete a list, go to 'View my Favourites', and within 'Manage favourite lists' at the left hand side, select the list that you wish to delete from the drop down. Click 'Delete'. This list will now be erased. (See right image)

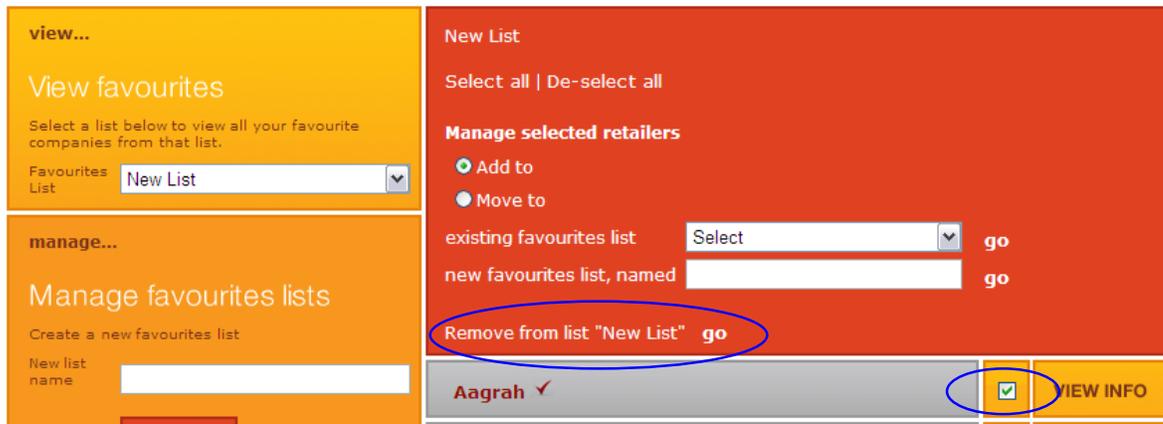
Note: if you delete a list, you will also delete any email alert settings that you had created for that list and therefore the retailers within it. If you still wish to continue receiving news for some of the retailers within a list that you no longer need, you can either move those retailers to a new/other existing list, or choose individual retailers to delete from the list rather than deleting the whole thing.



Retailers within lists

To delete retailers from a list, you must be in 'View My Favourites', and you must have the list from which you wish to delete selected under the 'View Favourites' section towards the top left of the screen.

Favourites



When the retailers on your list are shown in the grey area, tick the box(es) next to the retailer(s) you wish to delete, and click on 'go' next to 'Remove from list "listname"' in the red box above.

Email alerts

Setting up a Favourites List automatically includes selection of all email alerts that will arrive when certain selected things have been reported against your chosen retailers. Emails are sent once a day, and will only arrive if there is something changed about at least one of the retailers on your activated lists.

Alerts are created automatically on a list-by-list basis when the list is created. You can choose to deselect any or all alerts. Alerts are categorised, enabling you to tailor the type of alert you receive

- When the status of a retailer changes

This email alert is automatically selected on creation of a new list. This alert will provide notification when a retailer's status changes. Status is either Live, In Administration or Closed. Deselect this email alert if you do not require this type of notification

- When press articles within a particular category are recorded.

This email alert is automatically selected on creation of a new list. This alert will provide notification when certain types of news articles are recorded against a retailer.

Categories of articles/notifications include;

- Financial restructure - includes news on financial results and profit warnings; ownership changes through takeovers, management buyouts and mergers, and rumours thereof; collapse of a retailer into administration or ultimately liquidation and closure, as well resurrection through pre-pack
- Internal restructure - includes news on re-organisation of the business, changes in key staff, new services, store closures and advertising campaigns
- Other - various other news items not covered by other headings, including legal, environmental and international development
- Property - shopping centre and building related news
- Store news - includes news on retailers' stores, including expansion, requirements, lettings, refurbishments and shop formats, along with news about virtual store e-tailing

Deselect any of the press article alerts if you do not require notification of that type of news.

- When the latest accounts are added to SnapShop

This email alert is automatically selected on creation of a new list. This alert will provide notification when the retailer's latest accounts are added to SnapShop. Please note, accounts are only monitored when a registered company is identifiable. For groups of companies, accounts may only be available at holding company level, not fascia level e.g. Arcadia Group Brands and Topshop. Deselect this alert if you do not require notification of accounts being added to SnapShop

An example of an email alert is attached. These will be issued at 2pm each day, notifying you of changes under the alerts you have requested, that have been made to the retailer record over the past 24 hours.

Please note, if a retailer is recorded in more than one list, your alert email will only not duplicate the information.

6) Suggested lists/email alerts

As a starting point, you might like to set up some of the following lists;

- **Top 500 retailers** – go to advanced search and tick the Top 500 box. Do search, select all of the retailers returned, and add them to a new or pre-created list called 'Top 500'.
- **Lower price high street retailers** – select 'lower' from the price drop down on advanced search, and check the 'high street' box. Select all and add to a list with a relevant name.
- **Regional retailers** – those operating within your regions of interest
- **Property** - retailers trading within particular space confinements
- **High turnover** – retailers with a turnover of between £10m and £1bn
- **Expanding Retailers** – keep on top of those making waves in retail at the moment

These are just suggestions. You may have a specific retail focus, so you may find it useful to set up lists for each shopping centre in your portfolio, for example, or for a particular format – i.e. outlet centres – or merchandise category. Of course, you can just set up a list of your favourite retailers with no other agenda! Don't forget, alerts are automatically added for new lists, but you can remove any or all of these alerts!

7) New Retailers

Please note, it is currently not possible to add an alert for new retailers, as alerts are retailer specific. However, the next phase will build this into the News Search function, so that you can select alerts to be notified of any new retailers. In the meantime, you can see who is new in the retail market in SnapShop Monthly, or by searching the news archive for articles about new retailers

From: <snapshop@fspretail.co.uk>
Date: Wed, May 19, 2010 at 2:35 PM
Subject: SnapShop Alerts
To: email@email.com

Dear Elizabeth,

The Status for the following has changed:

[Ethel Austin](#)

News articles have been added to SnapShop under the categories below, for the following retailers in your portfolio of favourites:

Other News

[Sports Direct International Plc \(OFT investigates Sports Direct stake in Blacks\)](#)
[C&J Clark \(Business Review - Year ended 31 January 2010\)](#)
[ASDA \(Asda staff to pocket £47m\)](#)

Financial Restructure

[Mitchells & Butlers \(Mitchells & Butlers boosted by food sales\)](#)

Internal Restructure

[Sainsbury's Supermarkets \(Sainsbury's offers click and collect counters\)](#)
[Whitbread PLC \(Whitbread to develop social media strategy\)](#)
[Argos \(Argos to launch iPhone app\)](#)
[HMV Group \(HMV shuffles management team\)](#)

Store News

[Waitrose \(Waitrose to trial scratch-and-sniff labels\)](#)

Annual Accounts have been added to SnapShop for the following (please note, at this stage basic P&L data has been added; a full analysis will be available within a few weeks):

[C&J Clark](#)

Kind regards,

The SnapShop Team

FSP

Email: snapshop@fspretail.co.uk

SnapShop: www.snap-shop.co.uk • FSP www.fspretail.co.uk

20 Manor Court Yard • Hughenden Avenue • High Wycombe • Bucks • HP13 5RE •
United Kingdom • +44(0) 1494 474740