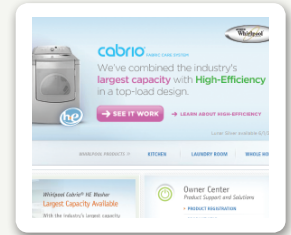
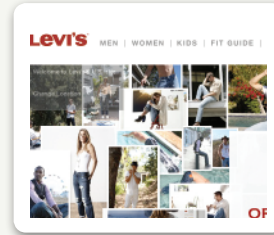
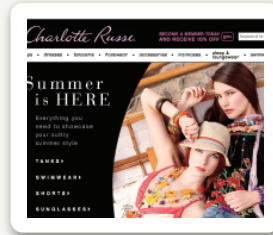




BUSINESS CONSULTING

Looking ahead. Digging deep.
Taking all sides into consideration.



With over a decade of experience helping leading retailers and manufacturers develop and improve their strategic capabilities, Fry Consulting Services offers value and expertise that goes beyond that of other consulting firms. Through a collaborative and strategic, yet pragmatic approach, we partner with our clients to create customized business solutions that address the complex issues they face in today's competitive marketplace. Our experienced team consists of former industry executives, managers and consultants who are dedicated to finding the best solutions for our clients. We work to achieve tangible and meaningful results and partner with our clients from beginning to end.

Fry Consulting Services offers a deep and broad range of eCommerce and multi-channel services that spans the many functions of the retail and direct-to-consumer space. Our functional areas of expertise include:

OFFERINGS

eCommerce Strategy & Business Planning

Marketing & Analytics

Merchandise Management & Sourcing

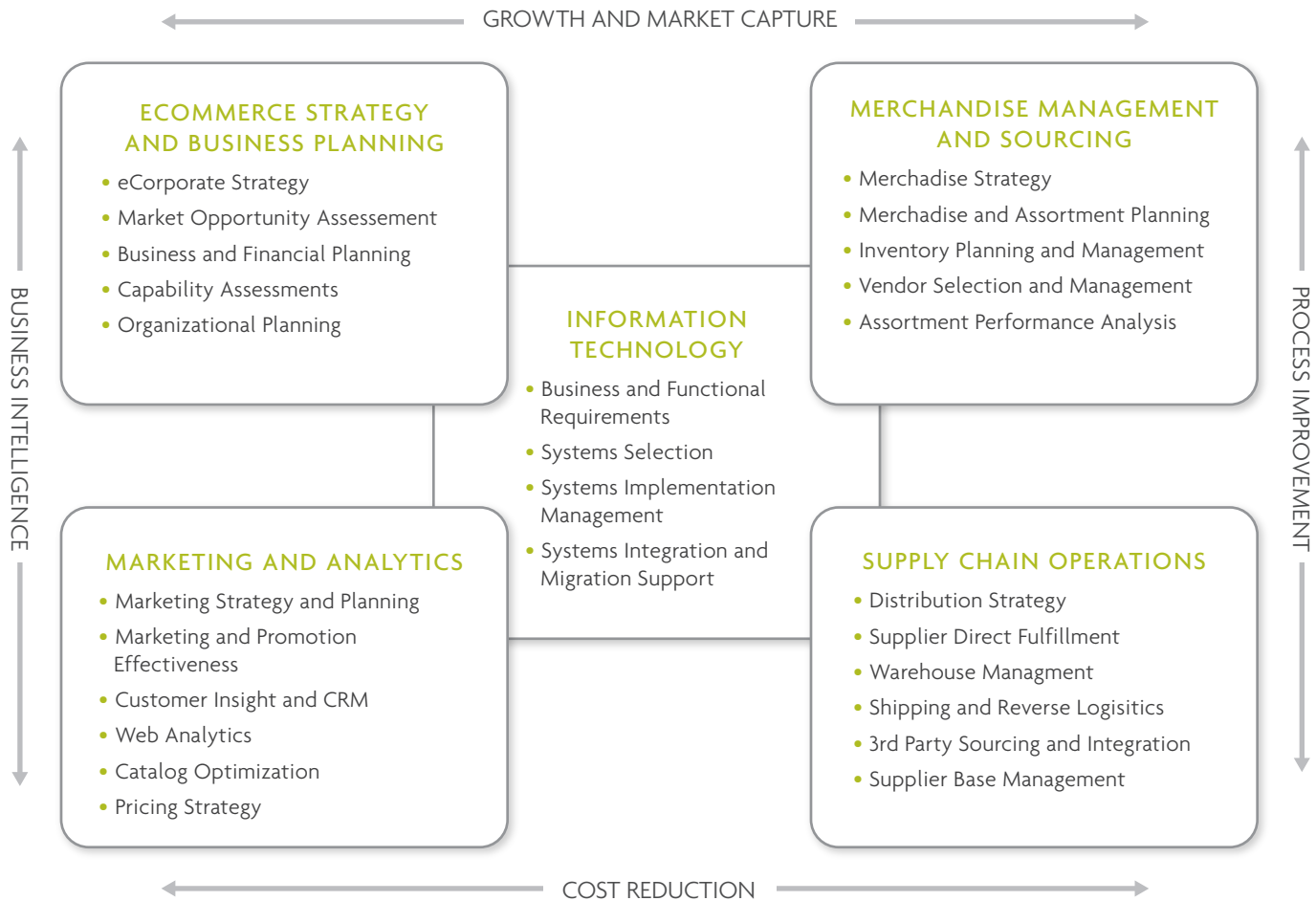
Supply Chain Operations

Information Technology

DISCOVER...

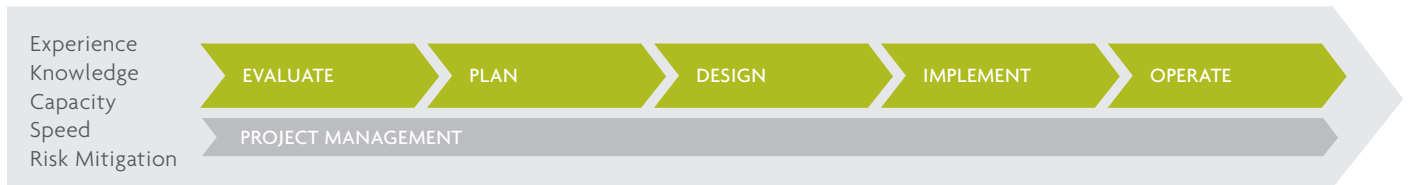
- Our deep multi-channel expertise in retail and CPG value chain
- How we support our clients throughout the solution process
- Why to choose Fry

FRY CONSULTING SERVICES DELIVERS COMPREHENSIVE DIRECT-TO-CONSUMER AND MULTI-CHANNEL EXPERTISE ACROSS ALL DIMENSIONS OF THE VALUE CHAIN



WWE SUPPORT OUR CLIENTS THROUGHOUT THE END-TO-END SOLUTION PROCESS

PROJECT METHODOLOGY: Support clients from concept to ownership



WHY CHOOSE FRY?

- Retail industry and multi-channel subject matter experts
- Breadth and depth of functional competency
- Focus direct-to-consumer and eBusiness enablement
- Industry and consulting experience
- Strategic and pragmatic approach
- Successful track record and long standing relationships with clients