



STRATEGY THAT MOVES. EXECUTION THAT DELIVERS.

Founder-led retail performance consulting for companies, owners
and management teams.

CORPORATE PROFILE & SERVICES

GERMANY | ITALY | INTERNATIONAL | 2026



01 / WHO WE ARE

Performance. Execution. Growth.

Raexon Group turns business priorities into measurable outcomes through practical, accountable execution.

THE RAEXON DIFFERENCE

01

PRACTICAL CLARITY

Complexity becomes clear priorities, owners and KPIs.

02

DIRECT INVOLVEMENT

Peter Virag leads every engagement directly - no layers.

03

ACCOUNTABLE EXECUTION

Recommendations become actions, routines and follow-through.

04

MEASURED PROGRESS

Work is connected to milestones and business outcomes.

15+ years of hands-on retail management across outlets, boutiques and European store openings.



Start with the business problem.

We diagnose the performance gap first, then select the right intervention.

01 SALES & CONVERSION

Commercial KPIs, selling routines and customer experience.

02 COST & PRODUCTIVITY

P&L, staffing, stock, loss prevention and operational control.

03 TEAM & LEADERSHIP

Manager coaching, 1:1 routines, accountability and team building.

04 RETAIL EXECUTION

Visual Merchandising, stock rotation and daily standards.

05 PLANNING

Business plans, forecasts, targets and performance cadence.

06 GROWTH

New openings, action roadmaps and measurable implementation.



01 / SERVICE

Business Audit Express

A focused on-site assessment that turns direct observation into a prioritised plan for action.

CLARITY

- One day on-site at one store or point of sale
- Business diagnosis and Mystery Shopping assessment
- Commercial, KPI, team, stock and operations review
- Prioritised step-by-step Action Plan
- Final report and 30-day follow-up call

THE OUTCOME

A clear view of what is happening, where value is being lost and what to do first.



Performance Acceleration

A tailored execution project that builds the strategy and supports implementation through to results.

FLAGSHIP - PROJECT-BASED

- Needs and opportunity assessment
- Step-by-step tailored strategy
- Live Action Plan with owners, milestones and KPIs
- Hands-on implementation support
- Progress review and guidance through to results

THE OUTCOME

Stronger execution, clear accountability and measurable progress against agreed priorities.



Raexon Advisory

Ongoing strategic guidance for leaders and stores that need clarity, continuity and remote follow-up.

CONTINUITY

- One strategic call per week
- Store Manager training support
- On-demand guidance when decisions arise
- Clear, actionable performance plan
- Remote store performance follow-up

THE OUTCOME

More confident leaders, clearer decisions and an active performance plan followed over time.



From insight to measurable action.

Five clear stages. One compact operating rhythm.

01

DIAGNOSE

Understand reality.

02

PRIORITISE

Focus on impact.

03

DESIGN

Build the roadmap.

04

EXECUTE

Create momentum.

05

MEASURE

Strengthen results.

Clear thinking is valuable only when it changes what happens next.



05 / CHOOSE THE RIGHT ENGAGEMENT

Three ways to work with Raexon.

Select the level of support that matches your current business need.

ASSESS

Business Audit Express

ACCELERATE

Performance Acceleration

ADVISE

Raexon Advisory



READY TO IMPROVE PERFORMANCE?

Let us discuss your priorities and define the right next step.

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Germany | Italy | International

Final scope, travel costs, deliverables and commercial terms are agreed in the written proposal or contract.