



THE
AFFINITY
GROUP
INTERNATIONAL

CAPABILITIES STATEMENT

DeAnna McIntosh

Global Retail + E-commerce Consultant

deanna@tagiconsultancy.com | 833-600-8244 Ext 3 | tagiconsultancy.com

CORPORATE OVERVIEW

The Affinity Group International (TAGI) is a Retail and E-commerce Consulting Firm building magnetizing brands and retail destinations worldwide.

We prove that retail is not dead, every single day, because it isn't. Lack of innovation, lack of a financial plan, lack of merchandising + operational strategy, and being behind the trends is.

In this rapidly – changing retail environment, it is critical that you have a retail and e-commerce consulting partner who empowers you with the tools, strategies, and merchandise to continuously drive sales, conversion, productivity, customer engagement, and overall business growth. *TAGI is that partner.*

Our diverse, global team of millennial fashion graduates + seasoned retail and e-commerce industry experts from all walks of life bring the fresh, strategically innovative, “up with the times” perspective that is ever so needed to not only be competitive, but to dominate today’s retail landscape.

The impact of our consulting firm expands beyond borders, our strategies unprecedented, and methods sometimes unconventional – but this what it takes to break out from the masses and become the retail destination you are purposed to be. We are a seamless extension of your team, empowering you to be at the forefront of the evolution of retail.

PAST PERFORMANCE

chico's

AVENTURA
MALL



Office DEPOT
OfficeMax

BLK + GRN



CONSULTING SERVICES



Brick + Mortar
Store Launch
Strategy



E-commerce
Store Launch
Strategy



Product Line
Launch
Strategy



Product Buying
+ Sourcing
Strategy



Innovation
Strategy



Public
Speaking