

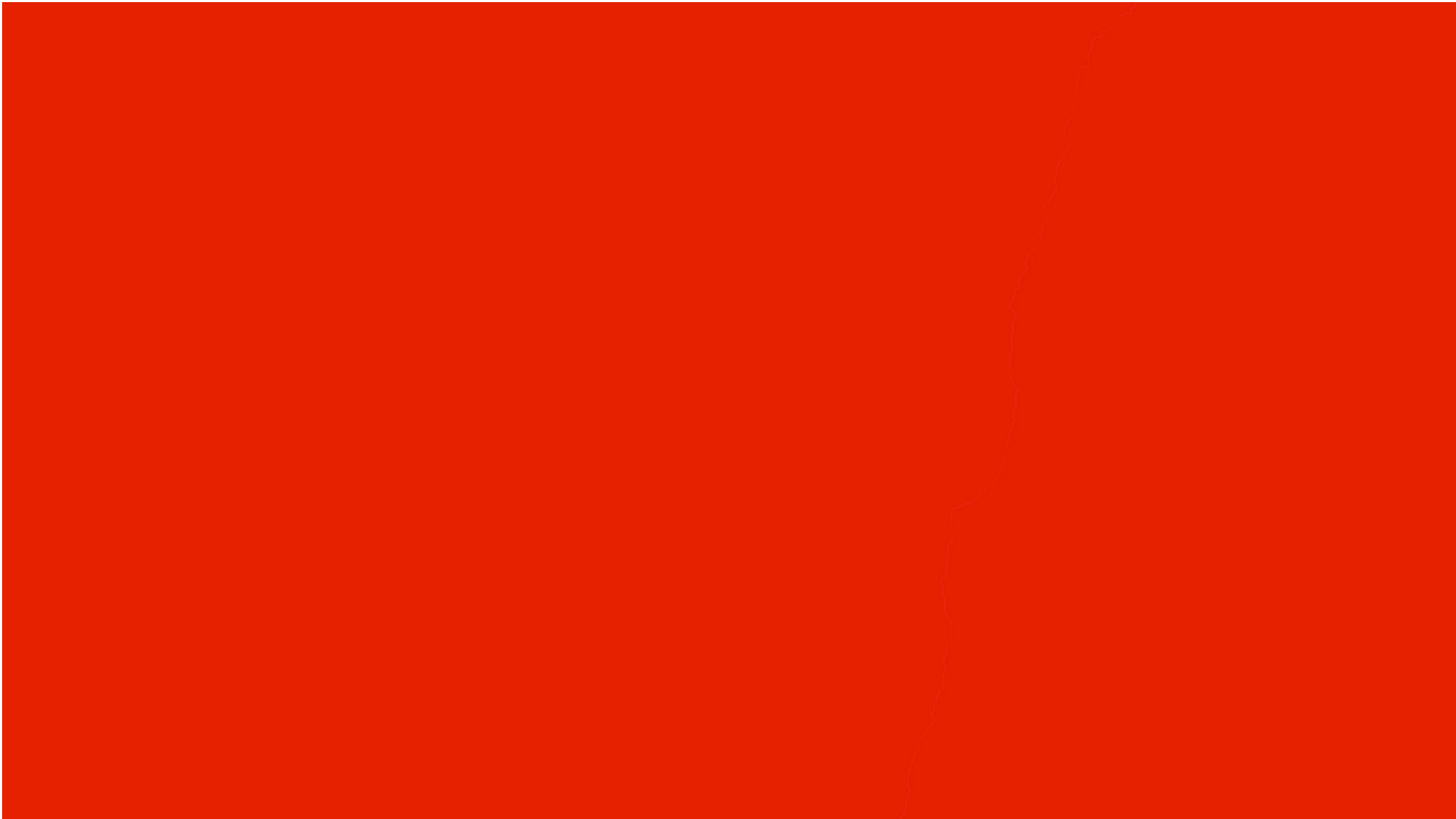
**THE COMPLACENCY TRAP: DON'T GET
CAUGHT DOING WHAT WORKED
YESTERDAY WHEN CUSTOMERS
ALREADY ARE OBSESSED WITH WHAT
THEY WANT TOMORROW**

JAMES E. DION

DION
CO

RULE #1: SHIFT YOUR THINKING YET AGAIN

REQUIRED OF RETAIL LEADERS TO WIN IN TODAY'S ENVIRONMENT OR **RISK BECOMING IRRELEVANT**



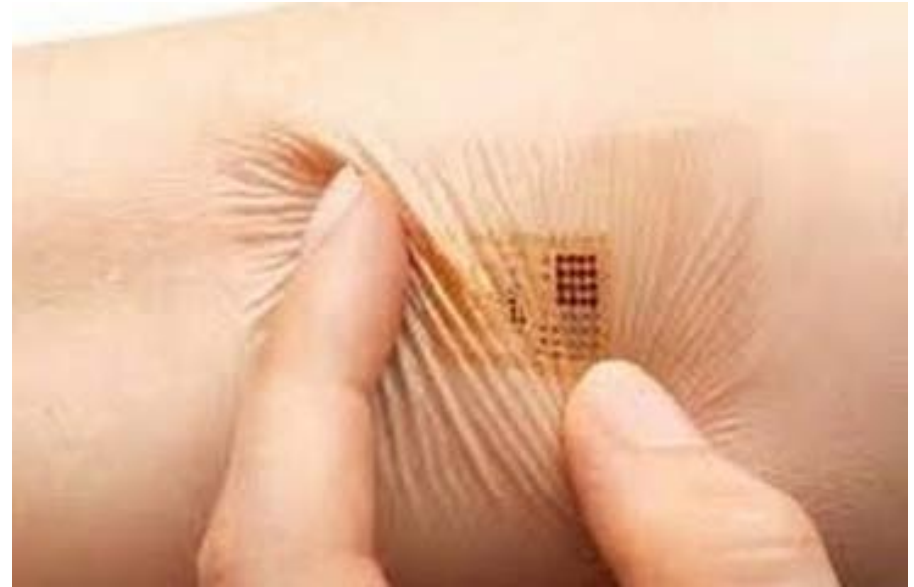


IRRELEVANCY: ONE GLARING EXAMPLE

\$350,000 4 YEARS
AGO (NYC)

NOW LESS THAN
\$150,000 AND STILL
DROPPING

BLAME IT ON TECHNOLOGY



NEVER IN THE HISTORY OF HUMANITY HAVE SO MANY
TECHNOLOGIES BEEN MOVING AT THIS **EXPONENTIAL SPEED**

SOME NOT SO MUCH-OUT-THERE EXAMPLES



JUST A TASTE OF THINGS TO COME FOR NOW

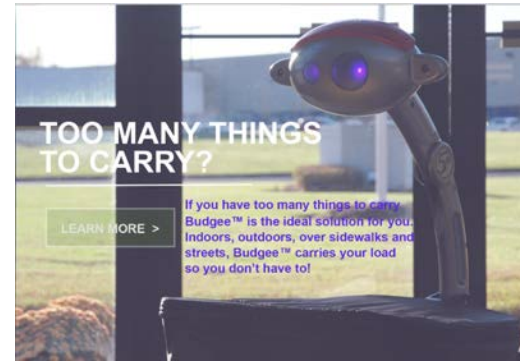
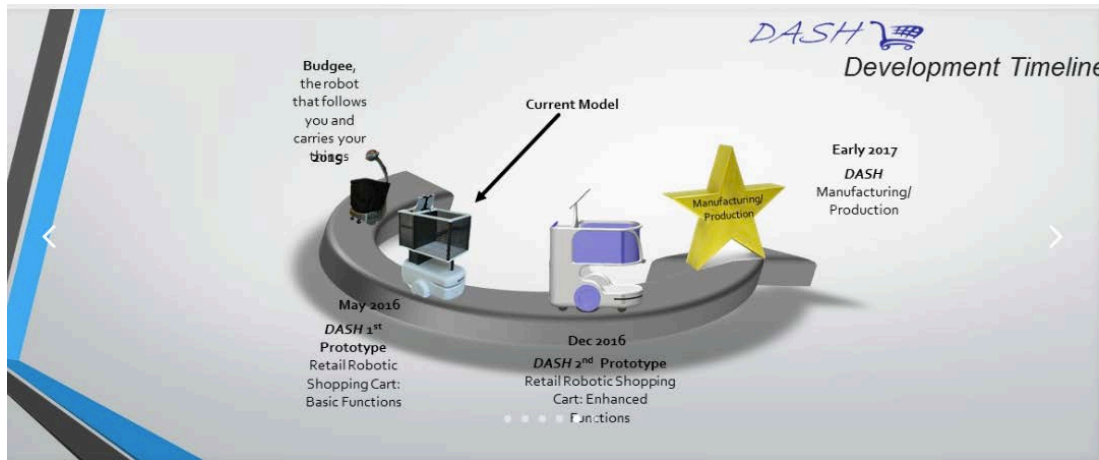
SELF-DRIVING CARS



Singapore Is Already Planning for a Future of Driverless Taxis

Officials see the technology as a way to make the city-state "even more sustainable and liveable."

Self-driving cars – easier for people to get around and for companies to make deliveries



Features

Plans Shopping Trip
 DASH maps out the most effective route through the store and leads the customer to their items

Transfer or Create Shopping List
 Customers can transfer shopping list from their phone or use the display's search and find interface to create their shopping list.

Automatic Scanning of Items at the Cart
 Items are scanned as they are placed in the cart

Point of Purchase Checkout at the Cart
 Using credit card, Apple Pay or Google Wallet

Targeted Advertisements on Cart's Display
 DASH gathers data about each customer's historical buying habits then displays targeted advertisements for each customer

Other Features:

- Integrated security
- Follows customer to car after purchase
- Automatic return to docking station

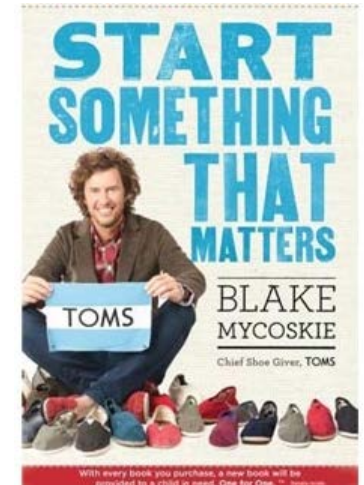
Pushing a shopping cart yourself is so 20th century...at least that's what Wal-Mart thinks

**NOT JUST
AMAZON...OR
7-ELEVEN**



Drones

BLAME IT ON THE VISIONARIES



VISIONARY ENTREPRENEURS WITH A SOCIAL AGENDA PUSHING THE BOUNDARIES OF THEIR OWN FIELDS, ENABLING THEM TO AFFECT THE CULTURE AT LARGE

MORE VISIONARIES... MAYBE

CVS Health

Other Sites | Prescription Help | Contact

About | Social Responsibility | Thought Leadership | Careers | Newsroom | Investors

Help us deliver the first tobacco-free generation

We are extending our commitment to help people lead tobacco-free lives.

#BeTheFirst

Casper

100 NIGHT TRIAL, FREE RETURN PICKUP

Sleep on it, lounge on it, dream on it — if you don't love it, we'll pick it up and give you a full refund. No springs attached.

CVS Health is a leading provider of pharmaceuticals, retail clinics, and health services. The banner promotes a commitment to a tobacco-free future. The Casper banner highlights a 100-night trial and free return pickup service for their mattresses.

Free shipping on your first order within 24 hours of sign-up

EVERLANE

WOMEN | MEN | MINI | FACTORIES | ABOUT

The Linen Collarless Square Shirt

\$55

Professional Retail: \$110

COLOR

OVERSIZED FIT

SIZE (SIZE CHART)

ADD TO BAG

Free Shipping

FIT DETAILS

- Oversized fit. Intentionally messy
- 00-0 (XS) | 2-4 (S) | 6-8 (M) | 10-12 (L)
- Model featured here is 5'10" and wearing a size 2
- Questions about fit? Email fit@everlane.com.

STYLE DETAILS

- The Linen Collarless Square Shirt is oversized and easy, with a raw, organic texture that creates a perfectly lived-in look.
- 100% linen
- Collarless design with one chest pocket
- Indigo color is made of real indigo-dyed yarns. Pair with similarly-colored items to avoid color transfer.
- Machine wash cold, tumble dry low

THE FACTORY

After a rigorous vetting process to find the best tailored shirting vendor, our Head of Production chose to partner with this factory that produces woven garments for top brands around the world. This factory is part of a family-run business that started in 1968 as a dress shirt manufacturer in post-war Hong Kong. Today they're based in Shenzhen, China with production bases across China and Vietnam. See more.

Transparent Pricing

We believe customers have the right to know what their products cost to make.

WATERPROOF SHIRT | RECYCLED SHIRT | LINEN SHIRT | COTTON SHIRT | TRANSPARENT SHIRT

EVERLANE \$55

TRADITIONAL RETAIL \$110

The diagram illustrates the cost breakdown for a linen shirt. It shows that Everlane's price of \$55 is significantly lower than the traditional retail price of \$110, highlighting their transparent pricing strategy.

WITH NEW DISRUPTIVE IDEAS

**MORE
VISIONARIES...
BLOOMING IN
YOUR DIRECTION**



'ETSY FOR FLORISTS' - AN E-COMMERCE
MARKETPLACE FOR BRICK-AND-MORTAR FLORISTS
CUTTING OUT THE MIDDLE MEN - 10%



FRESH BOUQUETS OF FLOWERS, STARTING AT \$35, WITHIN
TWO HOURS OF ORDERING...AND SUPER FRESH THANKS
TO THEIR FULLY (AND ONLY) VERTICALLY INTEGRATED
OPERATION

REINVENTING THE \$10B BUSINESSES OF **BUYING
FLOWERS** - GETTING RID OF A 'TON OF WASTE'

**MORE
VISIONARIES...
BLOOMING IN
YOUR DIRECTION
(CONT'D)**

BLOOM  THAT

'A TECHNOLOGY COMPANY' - THE FLOWERS ARE SECONDARY... CONNECTING PEOPLE IS MORE IMPORTANT. DELIVERING A SLEEK MOBILE EXPERIENCE AND TRYING TO SOLVE PROBLEMS LIKE GETTING A BOUQUET TO SOMEONE IF YOU DON'T KNOW THEIR PHYSICAL ADDRESS.

the Bouqs
.com

CUTTING THE MIDDLE MEN – SENT DIRECTLY FROM ECUADOR

REINVENTING THE \$10B BUSINESSES OF **BUYING AND GIVING FLOWERS** – GETTING RID OF A 'TON OF WASTE'

THE PROCESS SUCKS (PAIN POINTS)

Bloomthat, the “Uber-For-Flowers,” SV Angel, Ashton Kutcher

Posted Feb 6, 2014 by [Kim-Mai Cutler \(@kimmaicutler\)](#)



“Every time I send them, they’re ugly or they’re wrong or they’re different, and they’re never really a representation of who I am or what I want. And they’re expensive!” (Silicon Valley BloomThat, Co-Founder Matthew Schwab)

WHY DOES THIS MATTER?

A person is sitting on a wooden stool, their legs crossed. They are wearing blue and white striped socks. In front of them is a laptop computer and a glass of beer on a small wooden table. The background is a plain, light-colored wall.

NEVER FORGET THE IMPORTANCE
OF **HORIZONTAL SHOPPING**
(CROSS-INDUSTRY APPROACH)

THE RULES HAVE CHANGED

IT USED TO BE THAT YOU HAD TO
WATCH CUSTOMERS. **TODAY YOU
MUST WATCH BUSINESSES
(INNOVATORS)**

**GAME-CHANGING INNOVATIONS
CREATE NEW CUSTOMER
EXPECTATIONS**

WHY DOES THIS MATTER?

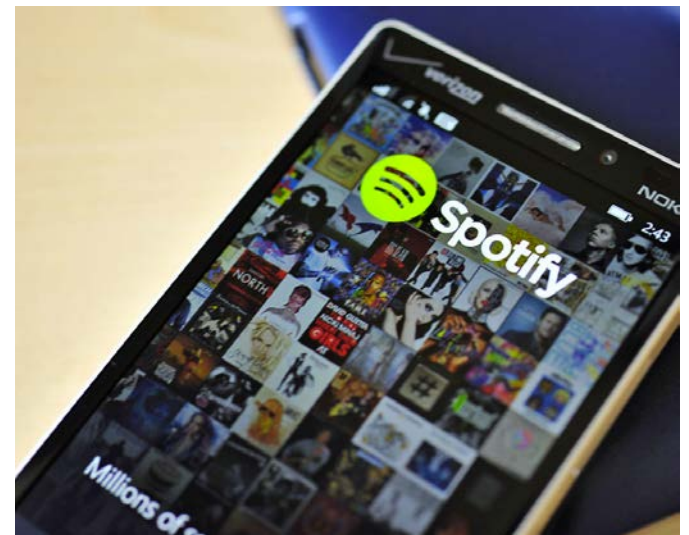
TRACKING INNOVATIONS ALLOWS
YOU TO TAP THE COLLECTIVE
INTELLIGENCE OF THE BUSINESS
CROWD WHEN IT COMES TO THE
QUESTION: WHAT WILL
CUSTOMERS WANT NEXT?

INNOVATIONS...
EVEN THOSE
THAT APPEAR
WRONG NOW

From



To



**THERE IS A
LITTLE
PROBLEM
THOUGH...**

WE ARE **NOT READY** FOR THIS
RATE OF CHANGE



TREND: A NEW DEFINITION OF COMPETITION

INDUSTRY SHAKERS

AMAZON'S DOMINANCE



CUSTOMERS BYPASS THE ENTIRE WEB AND GO DIRECTLY TO AMAZON FIRST TO SEARCH FOR PRODUCTS

WHY?

54 M PRIME MEMBERS (NEARLY HALF OF US HOUSEHOLDS)

14 MILLION JOINED IN 2015 AND 3 M JOINED IN THE THIRD WEEK OF DECEMBER ALONE

SPENDING AN AVERAGE OF \$1,100 PER YEAR, WHICH IS ABOUT DOUBLE THE AMOUNT FOR NON-MEMBERS

WHY?
A TRUE LOVE
AFFAIR WITH
THE BRAND

97% OF PRIMARY GROCERY CONSUMERS SHOP AT AMAZON AT LEAST OCCASIONALLY

74% SHOP AT AMAZON MULTIPLE TIMES PER MONTH

35% SHOP SEVERAL TIMES PER WEEK

97% ARE SATISFIED WITH THEIR PRIME MEMBERSHIP

55% OF GROCERY SHOPPERS ARE AMAZON PRIME MEMBERS AND 15% SAY THEY PLAN TO JOIN PRIME WITHIN 12 MONTHS

45% OF BOOMERS ARE PRIME MEMBERS AND 11% WILL JOIN WITHIN 12 MONTHS

55% OF GEN X ARE PRIME MEMBERS AND 17% WILL JOIN WITHIN 12 MONTHS

63% OF MILLENNIALS ARE PRIME MEMBERS AND 15% WILL JOIN WITHIN 12 MONTHS

DELIVERY IN AN HOUR

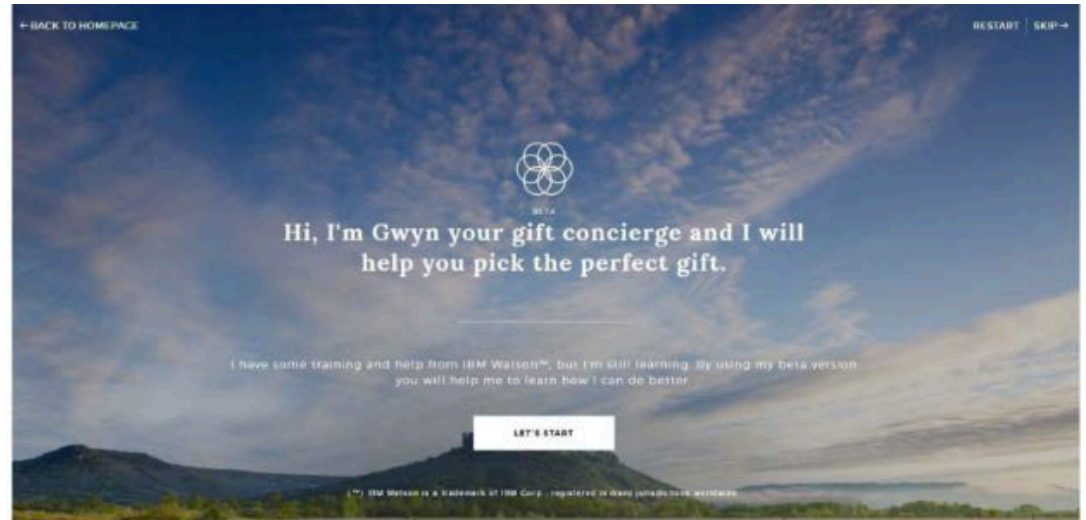


Starting Wednesday, Amazon Prime customers will be able to have flowers delivered in just... [more](#)

JAMES CRICLOW

Flowers **delivered in as little as an hour** if they are a member of the \$99-a-year Prime service. Two-hour delivery is free through Valentine's Day, and one-hour delivery costs \$7.99. (1-800 Flowers and Pro Flowers are also among the national companies promising same-day delivery)

AND THEN
THERE IS
THEM



1-800-FLOWERS.COM Launches Beta of "GWYN," an Artificial Intelligence Powered Online Shopping Experience

Not standing still...

WHY DOES THIS MATTER?

AMAZON AND SOME OF THE
OTHERS MAY HAVE A
COMMANDING LEAD, BUT B&M
BRAND EXPERIENCES CAN POWER
A COUNTERATTACK

SUCH AS

"You just can't compete with our **freshness**," (Libby Francis, Modest Florist, Hampden)

"It's a **totally different product** and a totally different approach to the value and the quality....and we **have very high-quality customer service**." (Eddie Wingrat, Flowers & Fancies, Owings Mills,)



IN OTHER WORDS

Dallas, TX
February 2015

“The best part about being a small business is that we can make the customer’s experience whatever they want it to be.” - Angela Ferris, Owner, Lane Florist

NRF



AND BY THE WAY....

**2015: ONLINE SALES WERE
7% OF ALL RETAIL SALES**

**2018: ESTIMATED INCREASE
IS TO 8.9% (STILL A
MINISCULE AMOUNT
COMPARED TO OVERALL
RETAIL SALES)**

**E-COMMERCE IS NOT THE REASON FOR EVERY B&M SALES
DROP OR UNEXPECTEDLY POOR PERFORMANCE**

**COULD IT BE
CUSTOMER
SERVICE, THE
REASON FOR
THE SALES
DROP?**

**CUSTOMERS FEEL THAT ONLINE
RETAILERS DELIVER A SUPERIOR
CUSTOMER EXPERIENCE TO THAT
OF TRADITIONAL RETAILERS**

(Forrester Research)

TREND: A NEW DEFINITION OF SHOPPING

ONLINE AND MOBILE IMPERATIVES

WHEN/WHERE ARE CUSTOMERS SHOPPING?



ONLINE AND FROM THEIR MOBILE PHONE



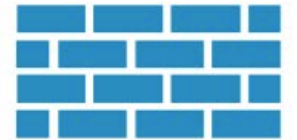
On The Go
Mobile minded

**2017: THE TIPPING
POINT FOR
M-COMMERCE TO
OVERTAKE E-
COMMERCE IN SALES**

Gartner Research

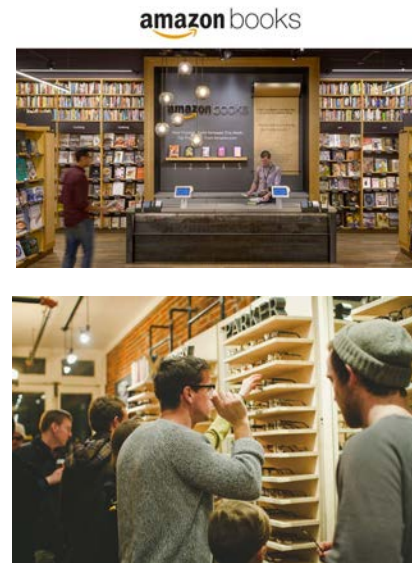
**B&M WILL STILL
DOMINATE**

**Brick and mortar
will remain the dominant
revenue generating channel**



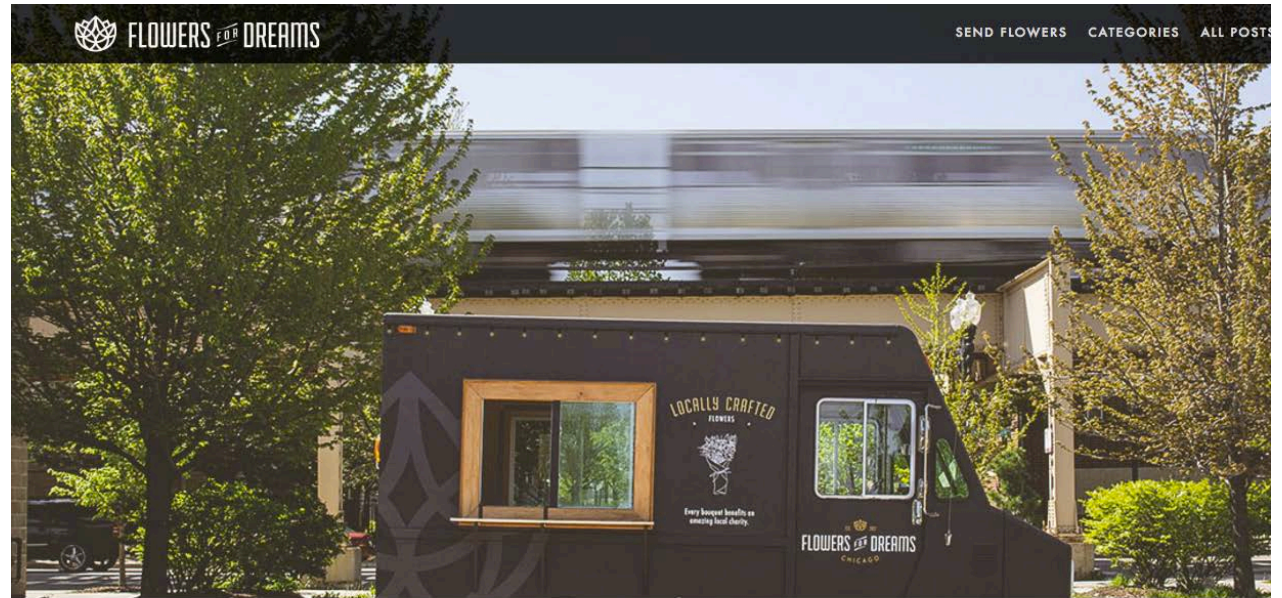
**BUT SHOPPERS STILL WANT TO BE ABLE TO VIEW IN-STORE
INVENTORY ONLINE AND BE ABLE TO BUY ONLINE AND PICK-UP
IN THE STORE**

THAT'S WHY SO MANY COMPANIES ARE GOING OFFLINE



BUT NOT WITHOUT UPPING THEIR GAME TO FURTHER ENRICH THE IN-STORE EXPERIENCE BY OFFERING SERVICES ON TOP OF "STUFF" (MORE ON THIS LATER)

**EVEN A
TRUCK
WILL DO**



WE HAVE A TRUCK!

"This truck is a good way for offline and in-person discovery."

IN FACT, FORGET ABOUT RETAIL PURE PLAYS!

THEY WILL DISAPPEAR



#OmnishopperGuide

#1 KEY FINDING

The Omnishopper Has Arrived Globally: She's Your New Best Customer

How often do you use technology when shopping?

80%

Always, Sometimes

20%

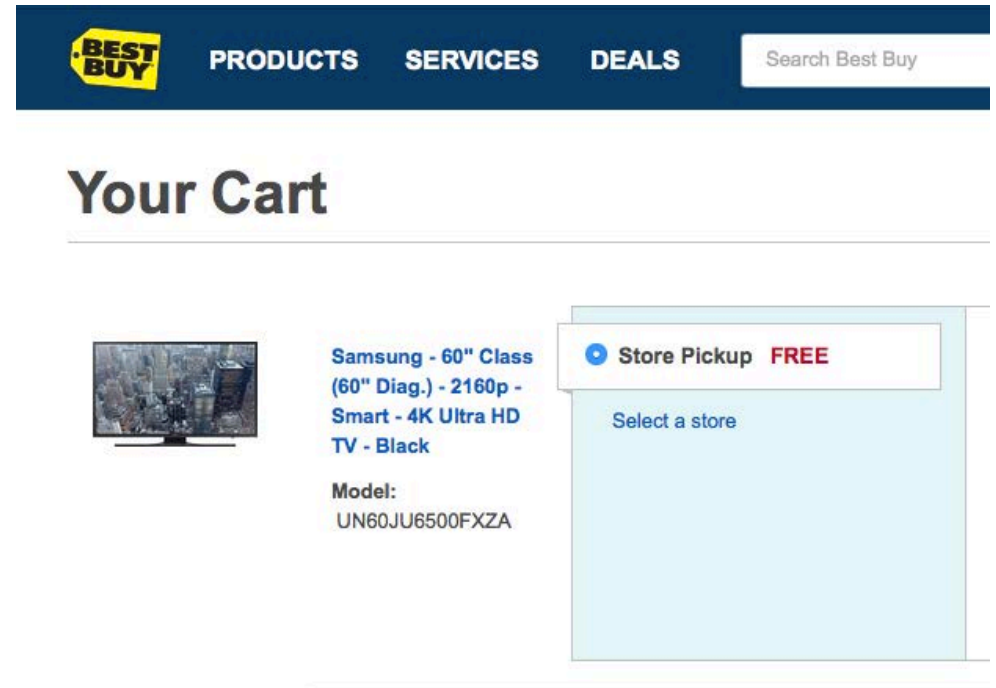
Rarely, Never

Source: The MasterCard Omnishopper Project. 2015

WHICH MEANS YOU NEED TO PRACTICE **TRUE OMNICHANNEL** **RETAILING**


YOUR TICKET TO END TO SHOWROOMING. **CUSTOMERS**
SHOULDN'T THINK ABC BUSINESS ONLINE OR ABC B&M, JUST
ABC

**DO IT RIGHT:
MAKE IT EASY
TO PICK UP IN
STORE**



BEST BUY PRODUCTS SERVICES DEALS Search Best Buy

Your Cart



Samsung - 60" Class (60" Diag.) - 2160p - Smart - 4K Ultra HD TV - Black

Model:
UN60JU6500FXZA

Store Pickup **FREE**

Select a store

STORE PICK UP BUTTON FOR CUSTOMERS WHO LIKE TO BROWSE AND PAY ONLINE BUT PREFER TO ACTUALLY PICK UP THAT TV THEMSELVES

ASK GEN ZERS AND MILLENNIALS

US Internet Users Who Believe It Is Important for Brands to Own Physical Stores, by Generation, Feb 2016

% of respondents



Note: Gen Z ages 15-20; millennials ages 21-33; Gen X ages 34-50; baby boomers ages 51+
Source: iModerate Research Technologies, "Brick and Mortar Stores: Nice or Need to Have?" March 30, 2016

208157

www.eMarketer.com

BUT THEY MUST BE 'CONNECTED'

DO IT RIGHT: REWARD YOUR LOYAL SHOPPERS

How to Save Money with ExtraCare and ExtraBucks at

CVS/pharmacy



It's time to collect your quarterly **extrabucks** rewards!

Get them today and use them like FREE CVS money on most things in the store.*

PremeditatedLeftovers.com

**BOTH ONLINE AND IN-STORE; NO CARD, NO PROBLEM;
PERSONALIZED COUPONS; USE YOUR COUPONS EVEN IF YOU
FORGET THEM EXTRABUCKS**

**DO IT RIGHT:
PROVIDE AN
EXPERIENCE**



**YOUR TRUE [COMPETITIVE ADVANTAGE](#) (MORE ON THIS
LATER)**

DO IT RIGHT: MOBILE CHALLENGES

8 IN 10 COMPANIES HAVE A MOBILE APP



9 IN 10 COMPANIES HAVE A MOBILE WEBSITE

What are your company's biggest challenges in executing a successful mobile strategy?

PLEASE SELECT ALL THAT APPLY

54%
Integrating mobile strategy into overall marketing strategy

20%
Not having the budget to do so effectively

16%
Lack of consumer insight

42%
Uniting our marketing and IT departments

18%
Lack of internal support from management for mobile

8%
None of the above

24%
Lack of internal resources (staffing, etc.)

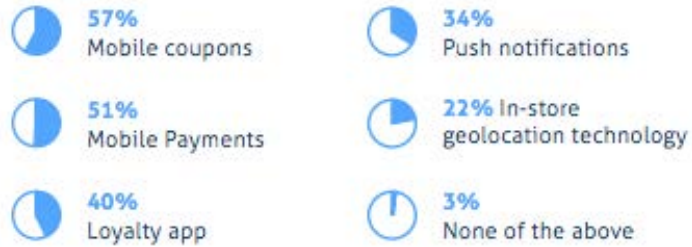
17%
Not sure what a successful mobile strategy would be for the business

1%
Other (please specify)

ALMOST UNIVERSAL, YET ISSUES PERSIST WITH
MOBILE APP ARCHITECTURE AND DESIGN

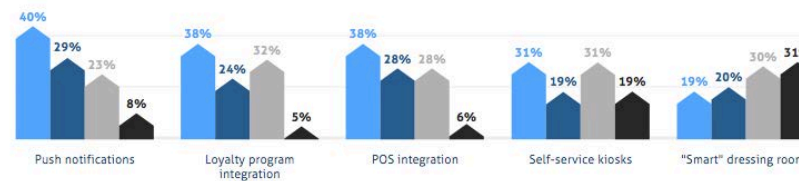
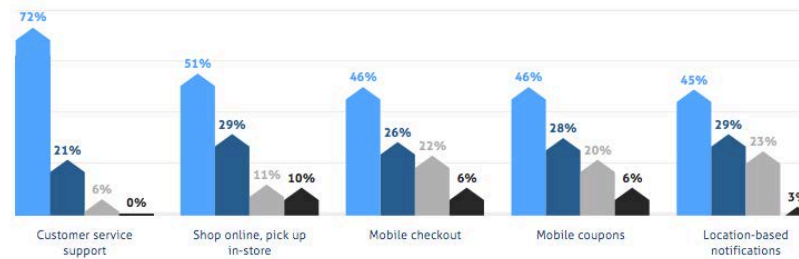
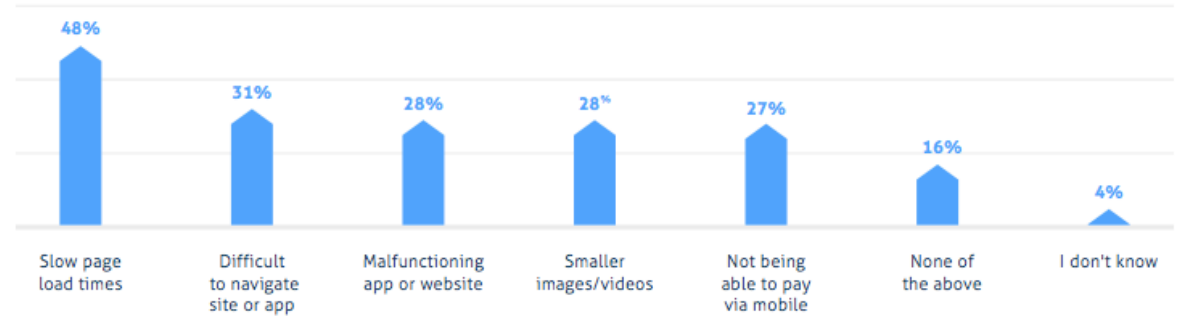
Which of the following mobile experiences do you currently use to engage your customers?

PLEASE SELECT ALL THAT APPLY



Which of the following are mobile pain points for your customers?

PLEASE SELECT ALL THAT APPLY



MORE MOBILE CHALLENGES

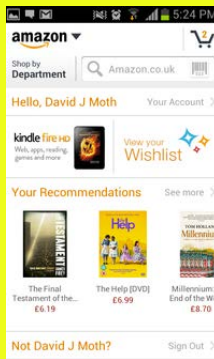
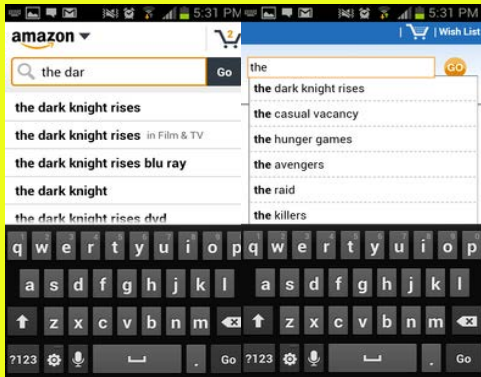
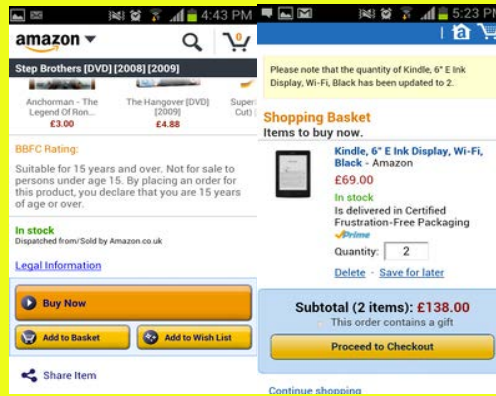
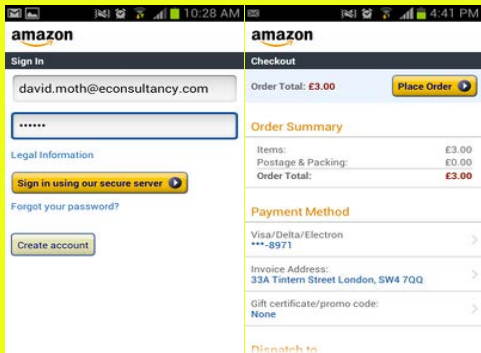
**IS ANYBODY
DOING IT
RIGHT?**



Take a guess...

**1 IN 10
AMERICANS
USES THE
AMAZON APP
EVERY MONTH**





12 VERY GOOD REASONS

1. It has a mobile site – sounds obvious?
2. Easy repeat purchases
3. It got in early
4. Consistent design across mobile site and apps
5. Big calls-to-action
6. One shopping basket across all platforms
7. Predictive search
8. Barcode scanner
9. Apps on all platforms
10. Great product pages
11. The personal touch
12. Product range

THE WAY TO THE FUTURE OF POS

OMNI-MOBILE POS

RETAILERS MUST MOVE PAST TRADITIONAL SYSTEMS TO THE NEXT-GEN "OMNI-TERMINAL"

TRENDAGRAM

"Instead of a simple point of checkout device, the POS needs to serve as the link to customer information, shopping history and purchasing behavior across channels."⁽¹⁾

6.9 years

The average age of a traditional POS system.⁽¹⁾

28%

Retailers increasing store IT spending on tablets.⁽¹⁾

"The majority of retailers continue to use traditional POS hardware as their basic POS, adding mobile options and additional PCs or tablets as supplements."⁽²⁾

62%

Retailers have refreshed their stationary POS terminals in the last five years.⁽³⁾

65%

Retailers plan to increase tablets by 2018 as part of their POS hardware plans.⁽²⁾

27%

Retailers have implemented assisted selling to their portable/mobile employee capabilities.⁽⁴⁾

1/3

Retailers are planning to make a new POS decision in the next 12 months, while 30% will make a mobile POS purchase decision.⁽⁵⁾

35%

Retailers still support disparate technology between online, mobile and store operations.⁽⁶⁾

26%

Retailers currently implementing tablet POS devices.⁽⁷⁾

Source: 1 - DRI Research, "State of the Industry Research Series: 2015 Retail Point-of-Sale Blueprint"; 2 - Boston Retail Partners, "POS Customer Engagement Survey"; 3 - RDS&L Group, "12th Annual Store System Study 2015: Making Stores Matter"; 4 - RDS, "Mobile Retail Field: New Purposes"; 5 - RIS News, "The 12th Annual Store System Study 2015: Retail Technology Spend Trends"; 6 - Forrester Research, "Customer Desire vs. Retailer Capabilities: Mind the Omnichannel Commerce Gap"; 7 - RIS News, "2015 Annual Retail Technology Study: Retail Transformation"

SPONSORED BY:

POSIFLEX

WHY DOES THIS MATTER?

CUSTOMERS ARE INCREASINGLY
UNFORGIVING OF COMPANIES
WHO DO NOT DEPLOY
INTELLIGENT AND USEFUL
TECHNOLOGY (REMEMBER
HORIZONTALITY?)

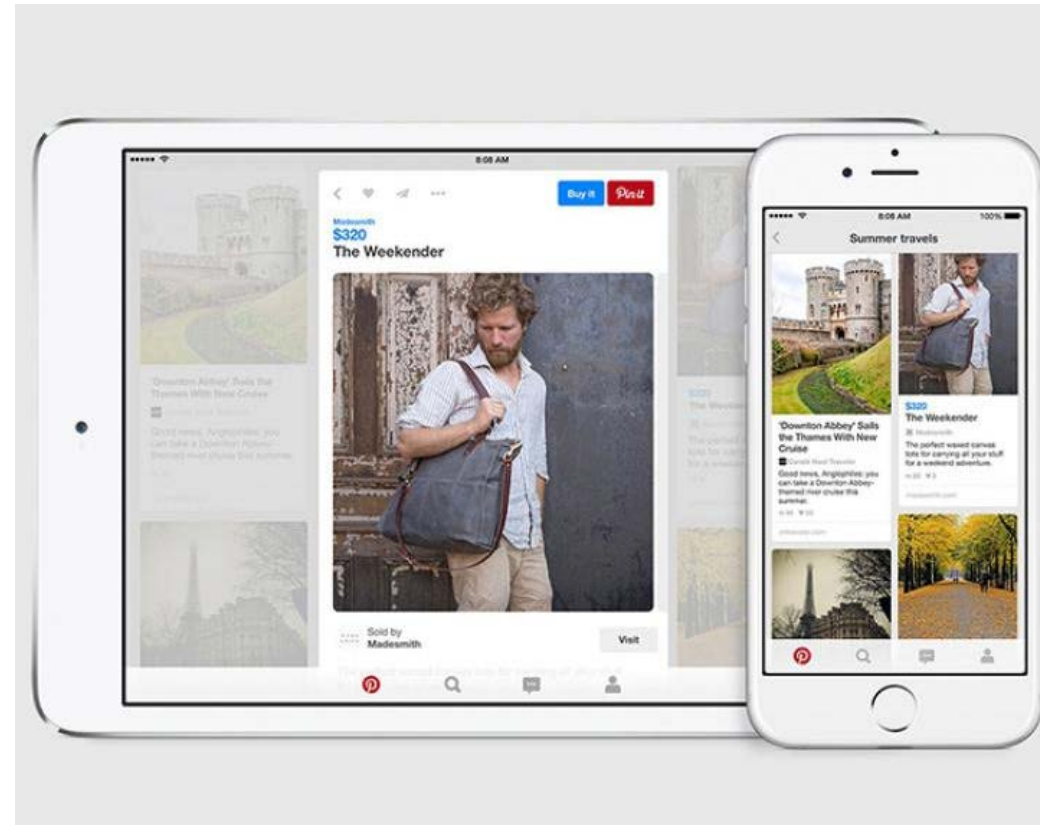
TREND: NEW RETAIL CHANNELS

SOCIAL RETAIL OUTLETS

**WHAT ARE
SOCIAL RETAIL
OUTLETS?**

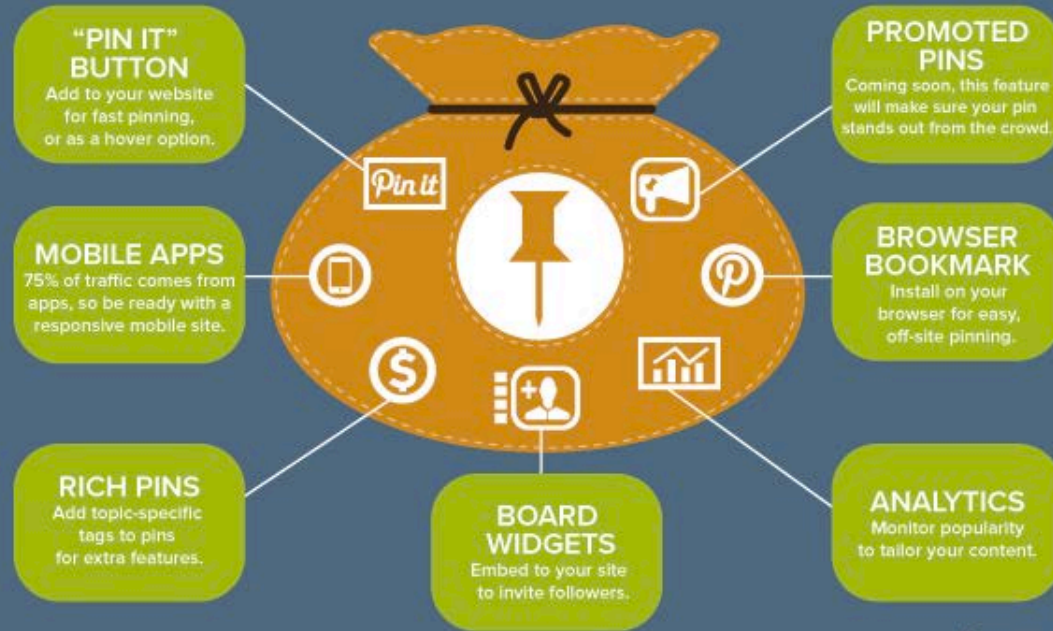
**SOCIAL MEDIA PLATFORMS THAT
ARE BECOMING FULL-FLEDGED
RETAIL OUTLETS**

PINTEREST BUYABLE PINS



TAP THE **“BUY IT”** BUTTON ON A PIN YOU LIKE AND IMMEDIATELY PURCHASE THE DISPLAYED ITEM WITH APPLE PAY OR CREDIT CARD. PERSONAL INFO CAN BE SAVED TO MAKE PURCHASES EVEN FASTER

SWEETEN YOUR PINTEREST WITH “GOODIES”



HERE IS THEIR FULL ARSENAL

TWITTER BUY NOW



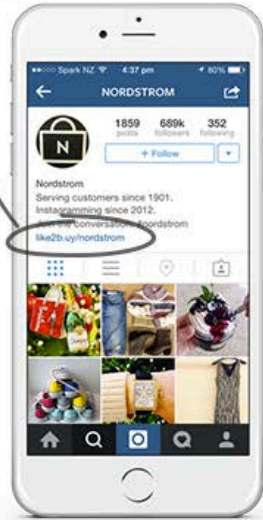
**BUY DIRECTLY ON TWITTER.COM AND THROUGH ITS
MOBILE APP....MAYBE NOT ANYMORE**

YOUTUBE SHOPPING ADS

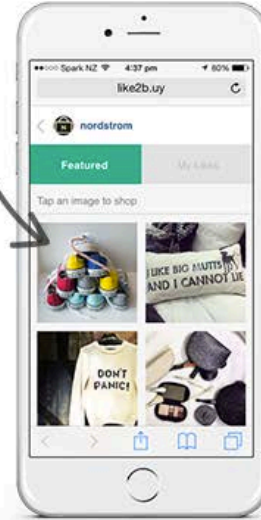


**START THE PURCHASE DIRECTLY FROM VIDEOS – BETTING ON
THE POPULARITY OF VIDEOS (REVIEWS AND TUTORIALS) WITH A
40% VIEWERSHIP GROWTH**

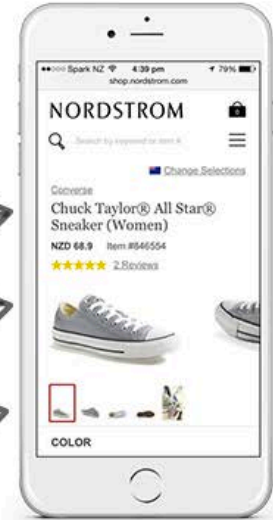
Like to buy link
on instagram



Similar look to
instagram page



More details
on products



Another example: Nordstrom

WHY DOES THIS MATTER?

ONLINE TRANSACTIONAL
FUNCTIONALITY MUST **EXTEND**
BEYOND THE CONFINES OF
YOUR PROPRIETARY E-
COMMERCE PAGES

WHY DOES THIS MATTER?

CUSTOMERS EXPECT YOU TO
BE COMPLETELY LINKED TO
THEIR LIVES AND THIS
INCLUDES SOCIAL MEDIA

<http://fortune.com/2016/06/28/pinterest-buyable-pins/>



But, does it really work? **Yes and No...**

TREND: CARING FOR GENERATION Z

YOUR PLAN FOR THE FUTURE

25% OF THE TOTAL US POPULATION

GENERATION Z:
CONNECTED FROM BIRTH.

Born mid-1990s to 2010.

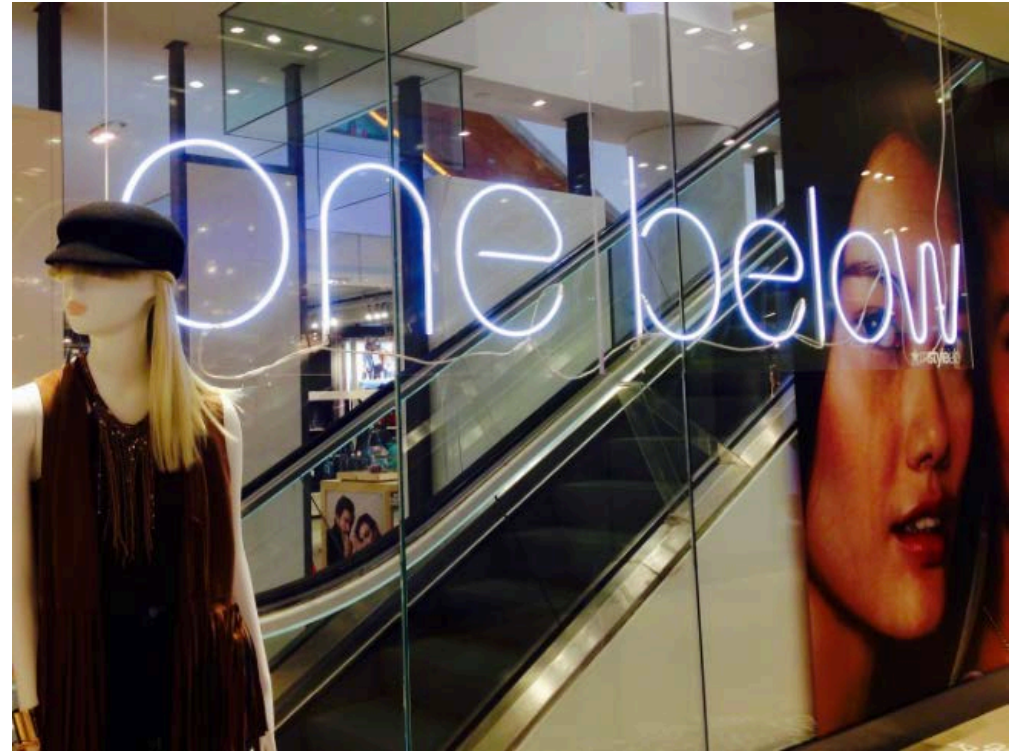


\$44B IN ANNUAL SPENDING AND INFLUENCING
ANOTHER \$150B IN THE US

WHILE CONTINUING TO CAPTURE GENERATION Y

MILLENNIALS – THE MOST DIFFICULT CUSTOMERS AND
THE LARGEST DEMOGRAPHIC GROUP AMONG THE US
POPULATION (**75 M STRONG**)

MACY'S 'ONE BELOW'



MACY'S 'ONE BELOW' FLOOR -- MILLENNIAL WONDERLAND
FOR PRICE CONSCIOUS SHOPPERS

WITH ADDED 'FEATURES'



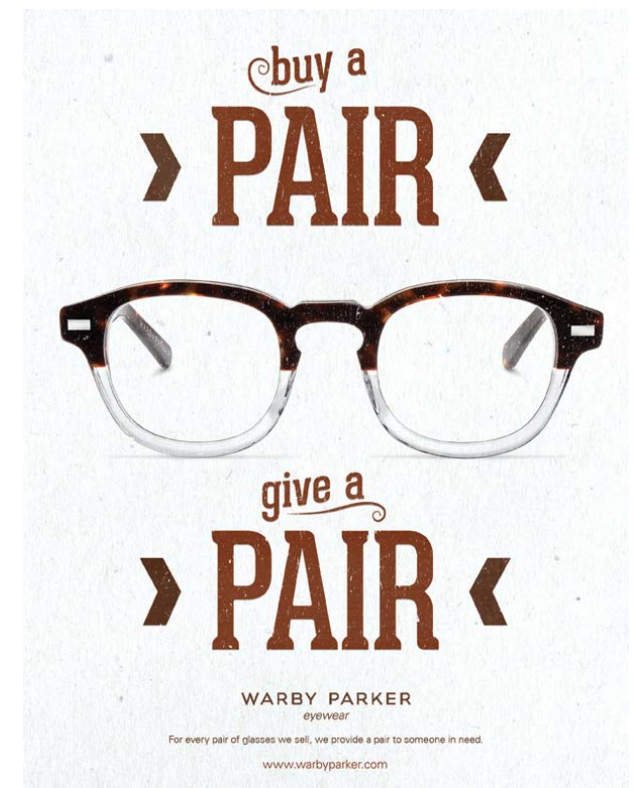
Watch engraving, jean embroidering, a blowdry station, 3D printable jewelry and iphone case machine, and a touchscreen "selfie" wall

WARBY PARKER



COMBINING THE “SNAPPY EASE OF ONLINE ORDERING WITH THE FUN AND SERENDIPITY OF REAL-LIFE SHOPPING” (WITH A PHOTO BOOTH OR TWO)

AFFORDABILITY AND SOCIAL RESPONSIBILITY







EYEWEAR AT A FRACTION OF THE GOING PRICE AND EVERYONE
HAS A RIGHT TO SEE – BUY A PAIR, GIVE A PAIR PROGRAM

HIP, CHEAP AND CHARITABLE

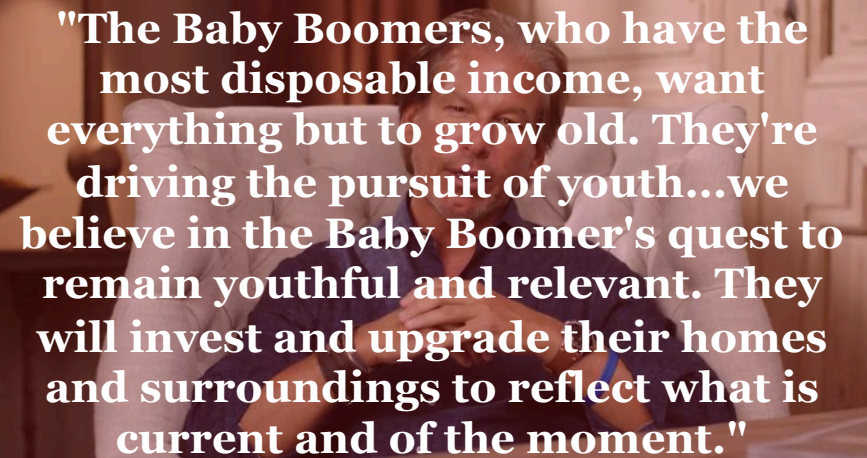
Flowers for Dreams draws millennials with hip take on bouquets



 <h3>MODERN BOUQUETS</h3> <p>Locally crafted flowers. Our stems are hand curated daily at local markets to create fresh, unique bouquets for every customer. Everything is sourced, designed, and delivered by us to ensure unprecedented levels of quality control.</p> <p>Bouquets come wrapped in recyclable cloth and vases range from reclaimed wood to vintage tins. We don't have 'carnation cupcakes' and we hate balloons.</p> <p>SEND NOW</p>	 <h3>HONEST PRICES</h3> <p>Our bouquets have simple prices. They start at just \$35. No, not \$34.99 and no, not \$34.99 plus a teddy bear and service charges. \$35, all in.</p> <p>We don't want to trick you. I know, weird. Believe it or not, the price you see at the beginning is the price you will pay at the end. We don't believe in silly upsells or deceptive add-ons. We believe in fair and simple.</p> <p>SEE PRICING</p>	 <h3>FREE DELIVERY</h3> <p>Not only do we deliver for free, but we deliver by hand, on bikes, with real people. We're allergic to suffocating boxes, massive trucks, and suspect water bags.</p> <p>Get to know your courier; you might see him or her often, and maybe, if you're nice, they'll surprise you with a case a beer. Yes, it's happened before.</p> <p>CHECK MAP</p>	 <h3>LOCAL CHARITIES</h3> <p>Every purchase benefits an amazing local charity. Each month, we feature one worthy cause and contribute 1/4 of all our profits to it.</p> <p>We believe giving back is more than just a nice thing to do. We see it as one of our core business functions. In just two years, we've contributed over \$140,000 to some of our favorite local charities. We're very proud.</p> <p>THE CHARITIES</p>
---	--	--	---

MILLENNIAL HOT BUTTONS

BUT DON'T LOSE SIGHT OF **BOOMERS**



"The Baby Boomers, who have the most disposable income, want everything but to grow old. They're driving the pursuit of youth...we believe in the Baby Boomer's quest to remain youthful and relevant. They will invest and upgrade their homes and surroundings to reflect what is current and of the moment."

THEY ARE MORE AND HAVE MORE MONEY - 70% OF THE
NATION'S WEALTH) (Silver Spenders)

WHY DOES THIS MATTER?

**MOST OF TODAY'S 'COMMON
WISDOM' IS TO GO AFTER GEN X
& Y AS THE BOOMERS ARE
DONE.....**

MAYBE THIS IS JUST NOT TRUE

**NEED TO HAVE
A DIFFERENT
APPROACH**

DIFFERENT GENERATIONS REQUIRE
THAT YOU ADAPT TO THEIR DIFFERENT
NEEDS AND SHOPPING PATTERNS -
MILLENNIALS AND GEN Z – WANT IT
FAST AND SMART: INVEST IN MORE
ROBUST ORDER FULFILLMENT SYSTEMS
AND FAST (BUT EXCELLENT) CUSTOMER
SERVICE

TREND: A NEW DEFINITION OF STORE

“MERCHANTAINMENT”

“RETAILTAINMENT” ...

DISCOUNTS, COUPONS, POINTS AND OMNICHANNEL: BASIC CUSTOMER EXPECTATIONS



MEMORABLE, SHAREABLE, FACE-TO-FACE ACTIVITIES ARE THE
CUSTOMER EXPERIENCES THAT WIN THE HEARTS, MINDS AND
WALLETS OF CUSTOMERS IN **A NEW ERA OF SHOPPING**

CATEGORY CONVERGENCE - THE DEFINING TREND OF 21ST CENTURY RETAIL



THE LINES BETWEEN FASHION, TECHNOLOGY, ART, HOSPITALITY AND MUSIC ARE BLURRING MORE EVERY DAY

LEADING RETAILERS HAVE A NEW GAME PLAN FOR CUSTOMER ENGAGEMENT: **WHERE YOU SPEND YOUR TIME IS WHERE YOU SPEND YOUR MONEY**



In-store archery range, Dutch oven cooking classes and bowling alleys, where full-size bowling eyeballs are returned through gagging shark and alligator mouths at BASS PRO SHOPS



San Francisco, CA
September 2014

Melinda Gates and Bill Clinton are just a couple of the famous faces who've been seen at Flora Grubb Gardens – a San Francisco garden center that has become an important gathering space in the community.



VISIT OUR STORE
DESIGN YOUR GARDEN
THE POTTING BENCH
GIFT CERTIFICATES

DESIGN PORTFOLIO
FLORAL
RITUAL COFFEE
EVENTS
RESOURCES



Paradise and Coffee



Here at Flora Grubb Gardens we're fortunate to have an outpost of Ritual Coffee Roasters right inside the store. Come enjoy a cappuccino and a pastry, take in the serene atmosphere, or get fueled up to browse the yard.

Call Ritual at the Gardens: 415-694-6448

Ritual Coffee Kiosk Hours:

Monday to Thursday 9:00 – 4:00
Friday and Saturday 9:00 – 4:30
Sunday 10:00 – 4:30



VISIT OUR STORE
DESIGN YOUR GARDEN
THE POTTING BENCH
GIFT CERTIFICATES

DESIGN PORTFOLIO
FLORAL
RITUAL COFFEE



We host lots of daytime events here at the store and would love to have you come! We can plan a visit for your garden club or group. We also offer group DIY events with instruction from our staff.

Group Visits

We would love to have a visit from your garden club or other group! Please contact our events manager.

We offer really fun planting parties for groups large and small.

Photo Shoots

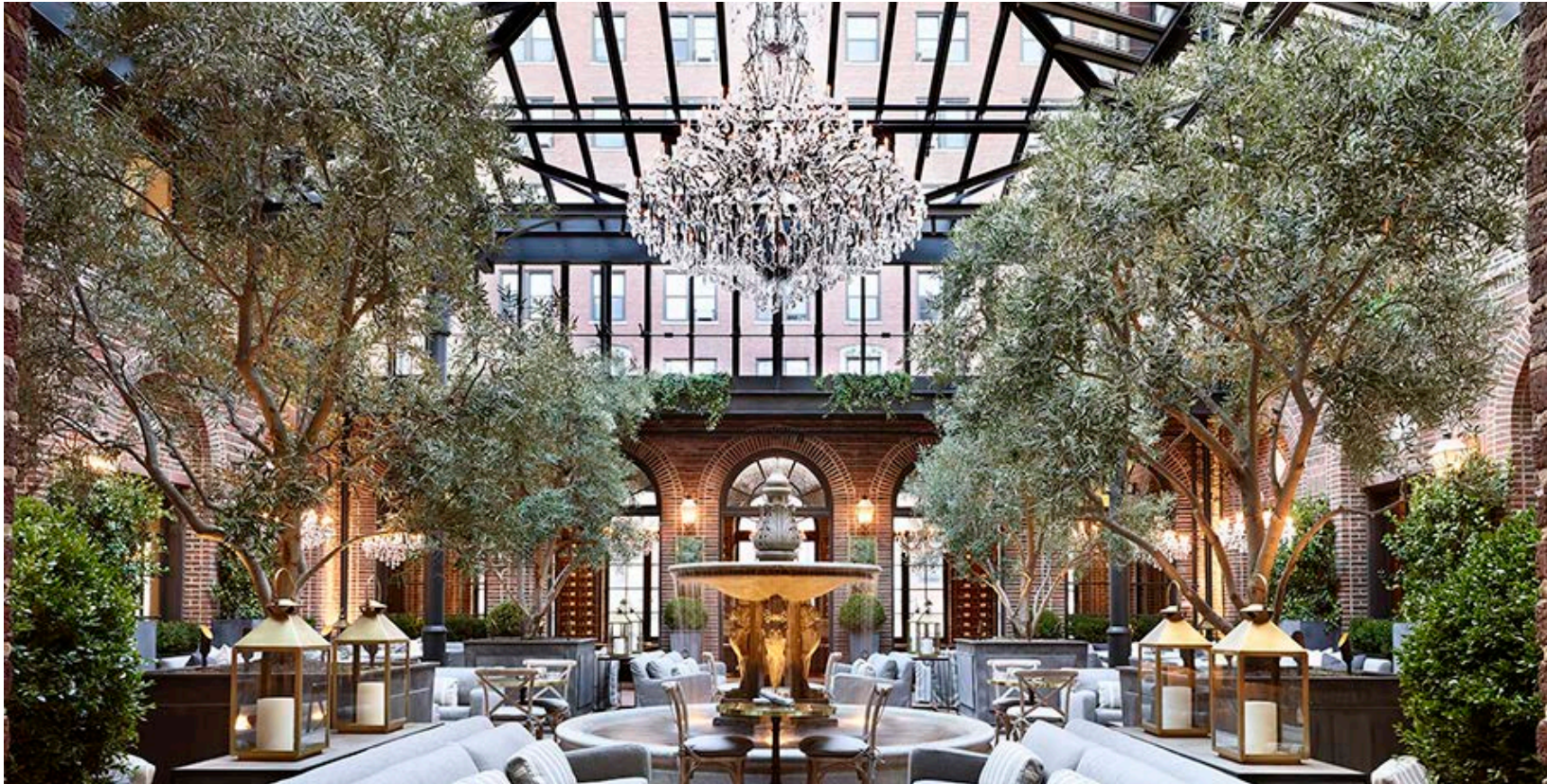
Engagement Photos? Commercial photo shoots? Video location? We'd love to! Please contact our events manager if you'd like to schedule a photo shoot of any kind.

Gathering place at FLORA GRUBB GARDENS

AND THEN THERE IS FOOD



RETAILERS ARE DISCOVERING THAT **A WAY TO A SHOPPER'S
HEART IS THROUGH HIS/HER STOMACH**



Retail and hospitality at Restoration Hardware: Restoration Hardware's (RH) new store in Chicago features its signature blend of upscale home furnishings amid an opulent backdrop but adds a new twist: a restaurant by a celebrity chef, complete with a courtyard and fountain; a wine tasting room; and a café and expresso bar



A **martini at the swanky new bar** at Nordstrom in Seattle, San Francisco and Chicago and a new suit



Urban Outfitter **lifestyle centers** - a way to a shopper's heart is through his/her stomach. Plus, **food and shopping go together**



And then there the new Samsung store NYC which is really not a store but rather a **'technology playground'** (you cannot purchase anything at the store)... with a **cafe' too**. Who needs another store?

TREND: SLOW SHOPPING

TAPPING INTO U.S. CONSUMERS' GROWING
PREFERENCE FOR **EXPERIENCES**

HOW TO SLOW THEM DOWN?

WITH LIBRARIES, ART
INSTALLATIONS, PERFORMANCE
SPACES AND COZY LOUNGES

**IT IS LIKE ADMITTING
THAT
TRANSACTIONS ARE
USUALLY MUCH
FASTER AND MORE
CONVENIENTLY
DONE ONLINE**

BROWSING IN A STORE SHOULD BE
A LEISURELY AND ENRICHING
EXPERIENCE THAT'S **NOT OVERTLY
FOCUSED ON BUYING SOMETHING**

THE MEDIUM IS THE MESSAGE.....

THE SLOWER THEY SHOP THE MORE THEY SPEND



At an Origins store in Houston customers can get facials and try products at the in-store sink station. (Todd Spoth/WSJ)

Todd Spoth

2/3

If you sit down in an Origins store, you'll probably **spend about 40% more** than you would standing up

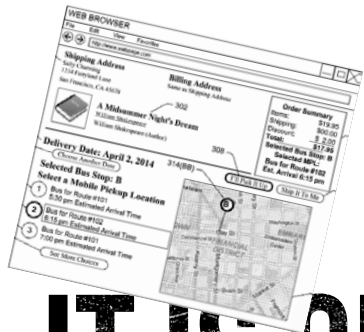
WHAT ABOUT THOSE WHO WANT TO BE IN AND OUT QUICKLY?



Express lanes, self check-out, eventually RFID...

TREND: DELIVER ME NOW

ANY WAY POSSIBLE



WunWun [Learn More](#) [Our Pricing](#) [Locations](#) [Working With WunWun](#)

Delivery		Service	
We Charge	You Make	We Charge	You Make
\$15 Flat Rate*	\$10	\$2 for every 5 minutes*	\$15 per hour (\$1.25 for every 5 minutes)
\$20	\$15	\$2.50	\$18

IT IS GETTING CROWDED OUT THERE

Postmates

Get It Now
Get anything in the city delivered in under an hour

Google Shopping Express

Get unlimited same-day delivery

We're piloting in the San Francisco Bay Area

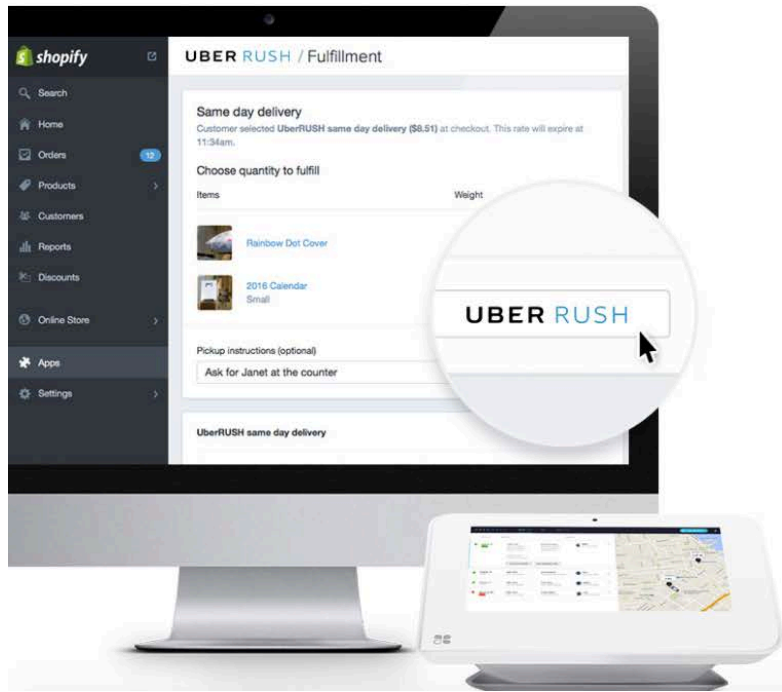
Learn how to become a tester

SPRING x UBER RUSH

NEED IT NOW?

SPRING ON DEMAND IS HERE FOR A LIMITED TIME ONLY!

ORDER SELECT PRODUCTS FROM ANY OF THE 8 PARTICIPATING SPRING BRANDS BELOW, AND YOUR ORDER WILL BE DELIVERED TO YOUR DOOR IN 3 HOURS OR LESS AT NO EXTRA CHARGE.



A perfect fit

UberRUSH integrates with platforms like Shopify and Clover so you can build deliveries right into your day-to-day operations. No need to worry about complicated set-up or installation.



FLOWERS TOO

TREND: IOT

TO GAIN OPERATIONAL EFFICIENCIES AND DEEPER
CUSTOMER RELATIONSHIPS

FOR RETAILERS



Source: RSR Research, August 2015

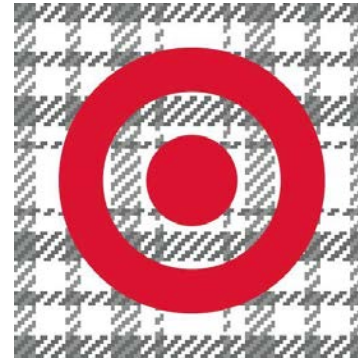
INVENTORY ISSUES, FULFILLMENT, NIMBLENESS

RFID SYSTEM



ROLLED OUT AT THE RATE OF 1,000 STORES A YEAR

IN STORE MARKETING



URBAN OUTFITTERS



IN-STORE BEACONS TO TEMPT SMARTPHONE
EQUIPPED CUSTOMERS WHO OPT IN

IN STORE EXPERIENCE



SMART MIRRORS (WEDDING PLANNING ANYONE?)

AT HOME MARKETING



WASHERS CAN ORDER THEIR OWN DETERGENT FROM [AMAZON](#)
....SO DO DOG BOWLS, PRINTERS, [FLOWERS](#), AND MANY MORE

**TREND: LOW PRICE NO
MORE**

**YOU NEED A POINT OF DIFFERENCE AND LOW
PRICE IS NOT IT**

**NOT TOO LONG AGO
MARKDOWN
MADNESS WAS THE
TREND**



'In a market awash in increasingly similar – even identical – goods, price is the ultimate arbiter, the lower, the better'

**LEADING TO
THE
INEVITABLE**



CUSTOMERS STILL EXPECT PROMOTIONS

Times When US Internet Users Would Like to Hear from Retailers, Sep 2015

% of respondents

When there is a sale/promotion	57%
When something I've been looking at becomes cheaper	47%
When something I've been looking at is close to selling out	26%
When a holiday is coming up	25%
When I'm at home	17%
After I visit a company's website	16%
When I'm shopping in or close to their store	16%
After I visit a company's store	12%
When a loved one's birthday is coming up	12%
After I visit a competitor's retail store	7%
After I visit a competitor's retail site	7%
After I visit a company's social media page	7%
When I'm at work	3%
Total	81%

Note: n=2,120 ages 18+

Source: emarsys, "2015 Advertising Week Survey," Sep 30, 2015

197853

www.eMarketer.com


amazon Prime

All Rave Turbo Shoot

Departments Your Amazon.com Today's Deals Gift Cards & Registry Sell Help

Sports & Outdoors Sports & Fitness Outdoor Recreation Sports Fan Shop Sports Deals Outdoor Deals

Sports & Outdoors > Outdoor Recreation > Water Sports > Waterskiing & Towsports > Towables



Rave Turbo Chute Lake Package 2014
by Rave
★★★★☆ 2 customer reviews

Was: \$4,632.04
Price: **\$1,532.00 & FREE Shipping**. Details
You Save: \$0.01

Item is eligible: No interest if paid in full within 12 months with the Amazon.com Store Card. Apply now

Note: Signature required upon delivery due to high value of this item. Details
Only 9 left in stock.
Ships from and sold by Amazon.com.

Size: **02472**

- The Turbo Chute Water Slide Lake Package is a traditional style water slide made from commercial grade reinforce materials that skims
- The Turbo Chute Water Slide Lake Package features 3 - 20' sections of commercial strength sliding
- 1 Turbo Chute section = 20' x 3'10" x 9" inflated. Product weight of 24 lbs. per section

9 new from \$1,532.00

Click to open expanded view

Seller Forums

Amazon Seller Forums » Selling on Amazon » General Selling Questions

Thread: Why does Amazon not display "list price" anymore?

★ This question is **answered**.

Replies: 15 - Pages: 2 [1 2 | Next] - Last Post: 05 Jul, 2016 12:03 PM by: MAG

Travis

Posted on: 06 May, 2016 7:49 PM

⚠️ Reply

Posts: 15
Registered: 01 Dec, 15
6:31 AM

IMG_1313.PNG (355.4 KB)

On my listings, only the current price is displayed. The listing used to display the "list price" and if I had it on sale, it would also display the price before the sale with a line through it. Why does Amazon not display these prices anymore? I feel like it would make people more likely to buy your product because it would display the amount "you save" between list price and your price. Any ideas why Amazon took these away from listings? Sorry if this has been asked before. I couldn't find anything.

I attached a photo of an example of what I'm talking about.

Thanks!

Is this a helpful question? 2

But truth (must) be told

Agility Gear 

Posts: 197
Registered: 28 Nov, 13
1:48 AM

Posted on: 06 May, 2016 10:04 PM [↑](#) in response to: [Travis](#)



[Reply](#)

Because "List Price" was bogus and an insult to the buyer's intelligence.

Was this reply helpful? **Yes** 13 **No** 11

And the answer is.....

SO, NOW

BUSINESS DAY

Amazon Is Quietly Eliminating List Prices

By DAVID STREITFELD JULY 3, 2016



'IN AMAZON'S THIRD DECADE, WITH ITS COMPLETE DOMINATION OF THE E-COMMERCE LANDSCAPE, THERE ARE SIGNS IT IS BEGINNING TO EMPHASIZE THE VALUE EACH CUSTOMER BRINGS'

**TREND: STOCKING UP ON MORE
MERCHANDISE NO MORE**

SHOPPERS THESE DAYS ARE ALREADY

OVERWHELMED WITH TOO MANY CHOICES

LESS IS MORE



THE RISE OF SUBSCRIPTION SERVICES THAT **CURATE**
PRODUCTS FOR CUSTOMERS

REMEMBER THE DISRUPTORS WE TALKED ABOUT EARLIER?



BLOOM  THAT

the Bouqs
.com

 urbanstems



ELIMINATING CHOICE: 'ONLY ONE ARRANGEMENT PER DAY' (FARMGIRL)

AND NOW

New (old) business rules

**WHAT GETS
MEASURED
GETS DONE**



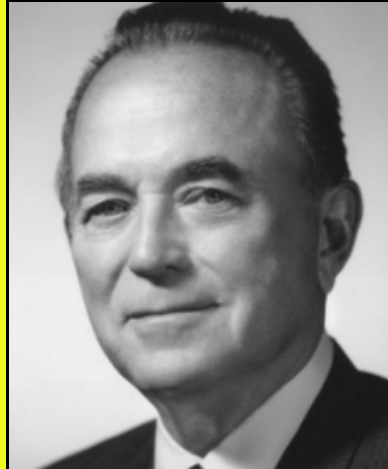
GIVE ME 5!



**PEOPLE WILL
SUPPORT WHAT
THEY HELPED
CREATE**



**WE ONLY HAVE
ONE CHANCE
TO MAKE A
FIRST
IMPRESSION**



If you've got time to lean, you've got
time to clean.

— *Ray Kroc* —

NO EXCEPTIONS!

We waited

30 min

NO SERVICE

**THE SALE
BEGINS
AT THE END**

What you do after you make the sale will determine the likelihood of that customer coming back

What after sales “WOWs” have you put in place?

IN CONCLUSION

Resolutions moving forward

RESOLUTIONS

CHANGE – THE PRICE OF IRRELEVANCY IS TOO HIGH
(OUT OF BUSINESS)

STAY AWAY FROM COMPLACENCY – IT IS YOUR WORST
ENEMY

DISRUPTION IS A HOT WORD TODAY AND AN EVEN
HOTTER REALITY (THINK OF THE CAB INDUSTRY) –
WATCH OUT FOR IT, EMBRACE IT, DO IT

STUDY YOUR INDIRECT COMPETITION MORE SO THAN
YOUR DIRECT COMPETITORS

MAKE **TECHNOLOGY AND DIGITAL** PART OF YOUR DNA

RESOLUTIONS (CONT'D)


SOCIAL IS HERE TO STAY (SOCIAL OUTLETS AN EXTENSION OF YOUR SITE)

MILLENNIALS AND **GEN Z** WANT IT ALL

DON'T THINK **RETAIL, HOSPITALITY, ENTERTAINMENT,** ETC. – **THEY ARE ALL THE SAME BLENDING TOGETHER**

USE **CATEGORY CONVERGENCE** TO SLOW THEM DOWN – YOUR TICKET TO THEIR LOYALTY AND WALLET

NOBODY IS A CUSTOMER – THEY ARE ALL PARTNERS AND YOUR JOB IS TO LEARN ABOUT THEIR '**PAIN POINTS**' AND ADDRESS THEM



**“I’M NEVER SATISFIED. I’VE NEVER
MET ANYONE THAT WORKS
HARDER THAN ME IN MY
INDUSTRY.” *BEYONCE***

A tropical beach scene with several tall palm trees in the foreground, a clear blue sky with light clouds, and a turquoise ocean in the background. The text is overlaid on this scene.

THANK YOU!

DIONCO
storecheckap.com®
by DIONCO

PRESENTATION BY: STEFANIA PINTON

DIONCO INC. - 300 west grand avenue - suite 505 - chicago, illinois 60654 |

office: 312.527.9790 | email: info@dionco.com

DOWNLOAD @ WWW.DIONCO.COM
(DOWNLOADS)

PASSWORD: [SAFMAUI16](#)