Fabrizio Valente

people | sustainability | innovation

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NEW CHALLENGES IN RETAIL

Keys to success and international cases

KIKI LAB 360° Retail | PROMOTICA PEOPLE DRIVEN COMPANY

KIKI LAB:
RETAIL 360°

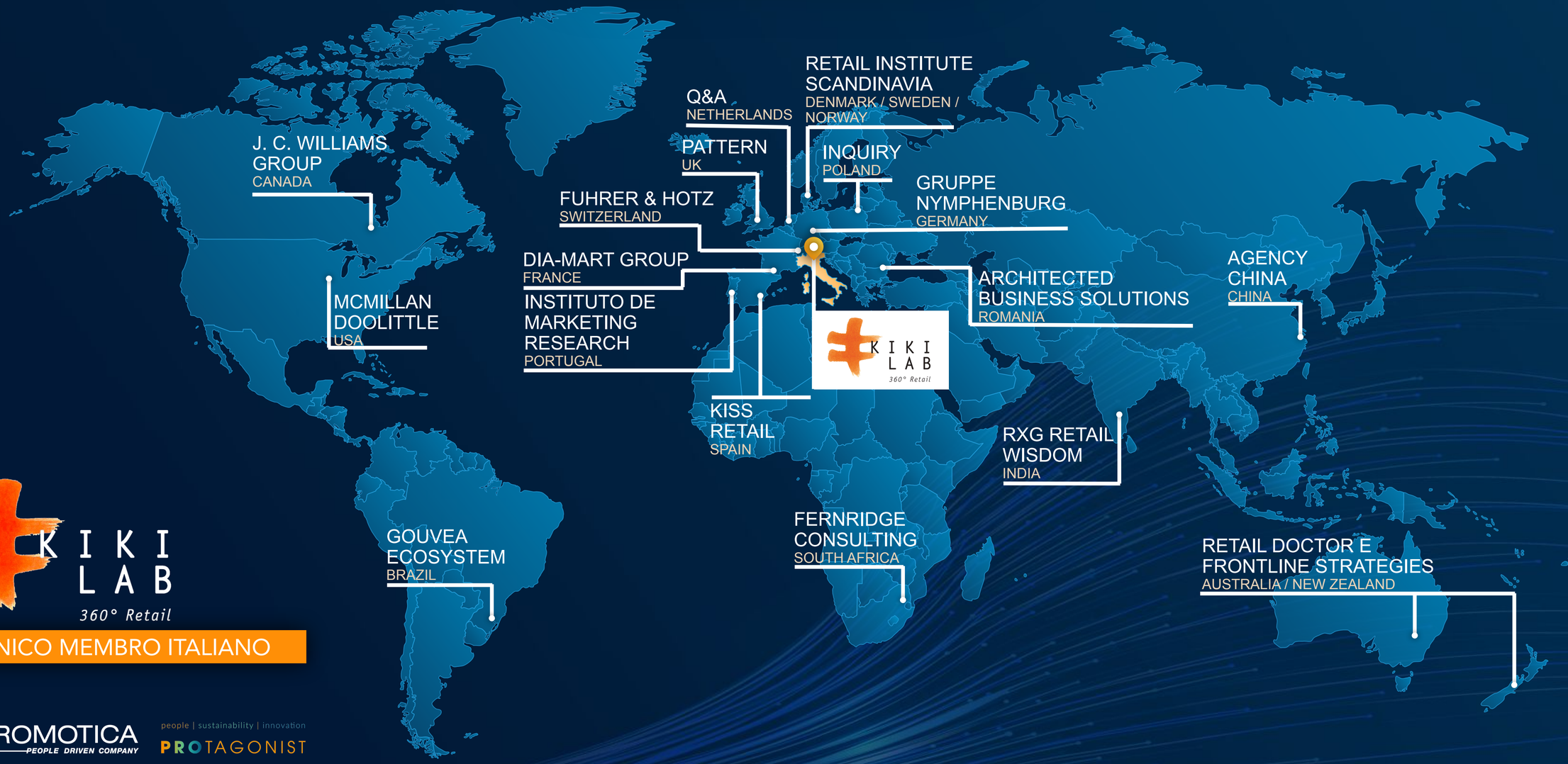
- RetailObserva® (watchdog)
- Organisational training and wellbeing
- Research
- Mystery Lab – Mystery customers
- 360° services and Innova Retail Tour



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Ebeltoft Group
Global Brand & Retail Experts



KIKI LAB
360° Retail

UNICO MEMBRO ITALIANO

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KEY TOPICS

1 Disruption

2 Quick&Easy

3 Feel&Link

4 Sustain

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KEY TOPICS

1 Disruption

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4 Sustain

The future of retail

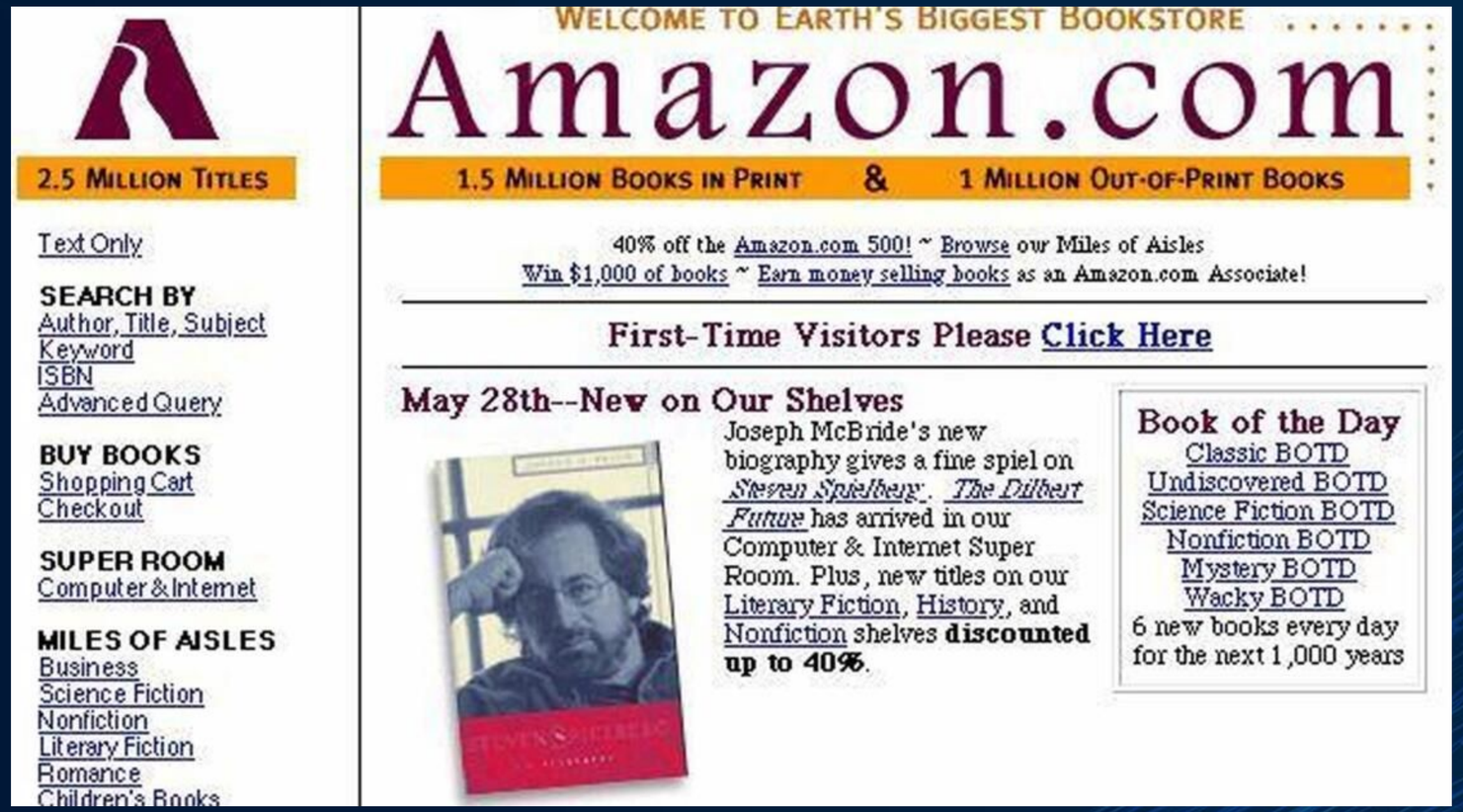


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Disruption 1: Sale of books with Amazon

1994
Amazon starts selling books online



2015
First bookshop opens



Disruption 2: Sale of books with Indigo

1997
First bookshop opens



1998
Heather's picks, satisfaction or money back

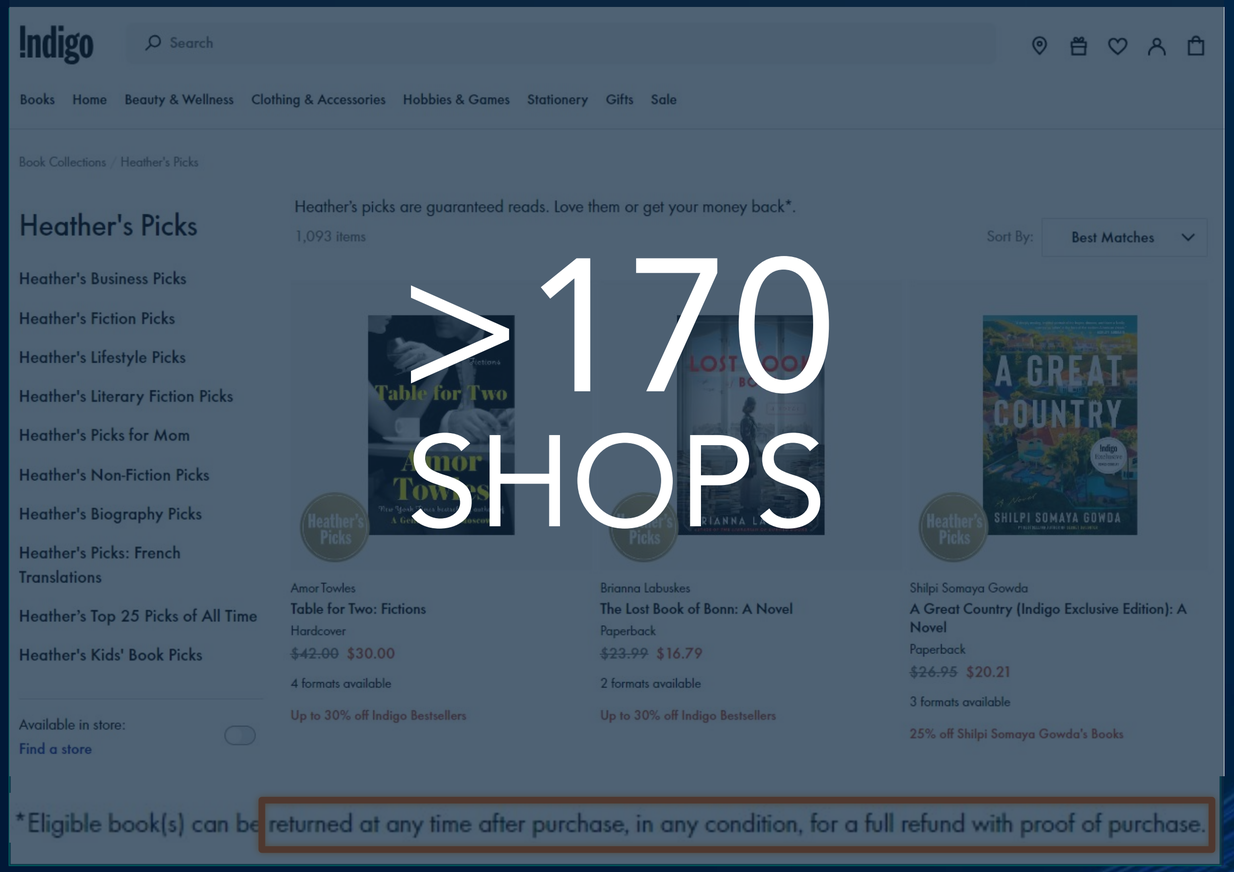
10 books recommended by the founder, herself with a passion for reading



Developments

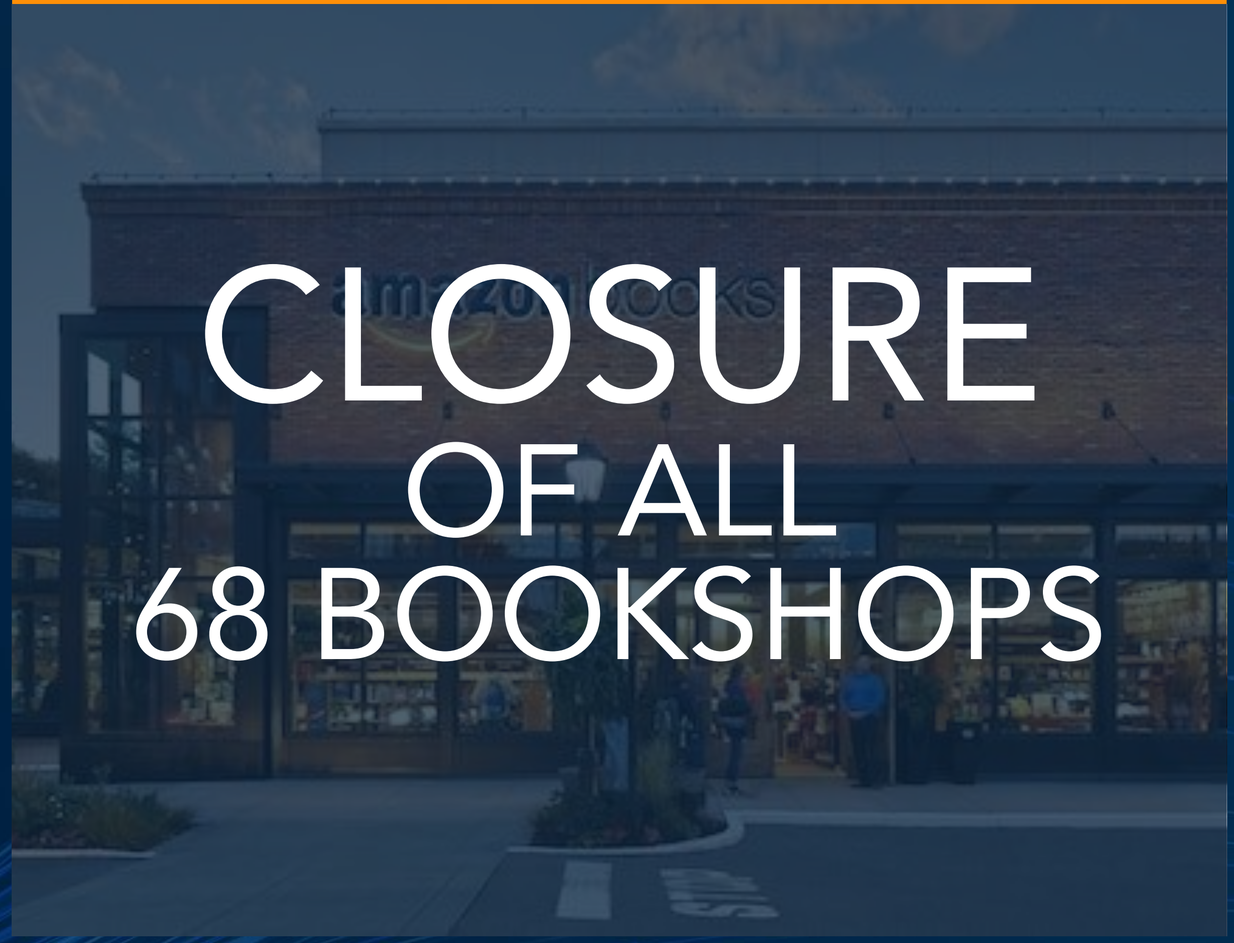
Indigo

Soddisfatti o rimborsati: esteso a quasi 1.000 libri



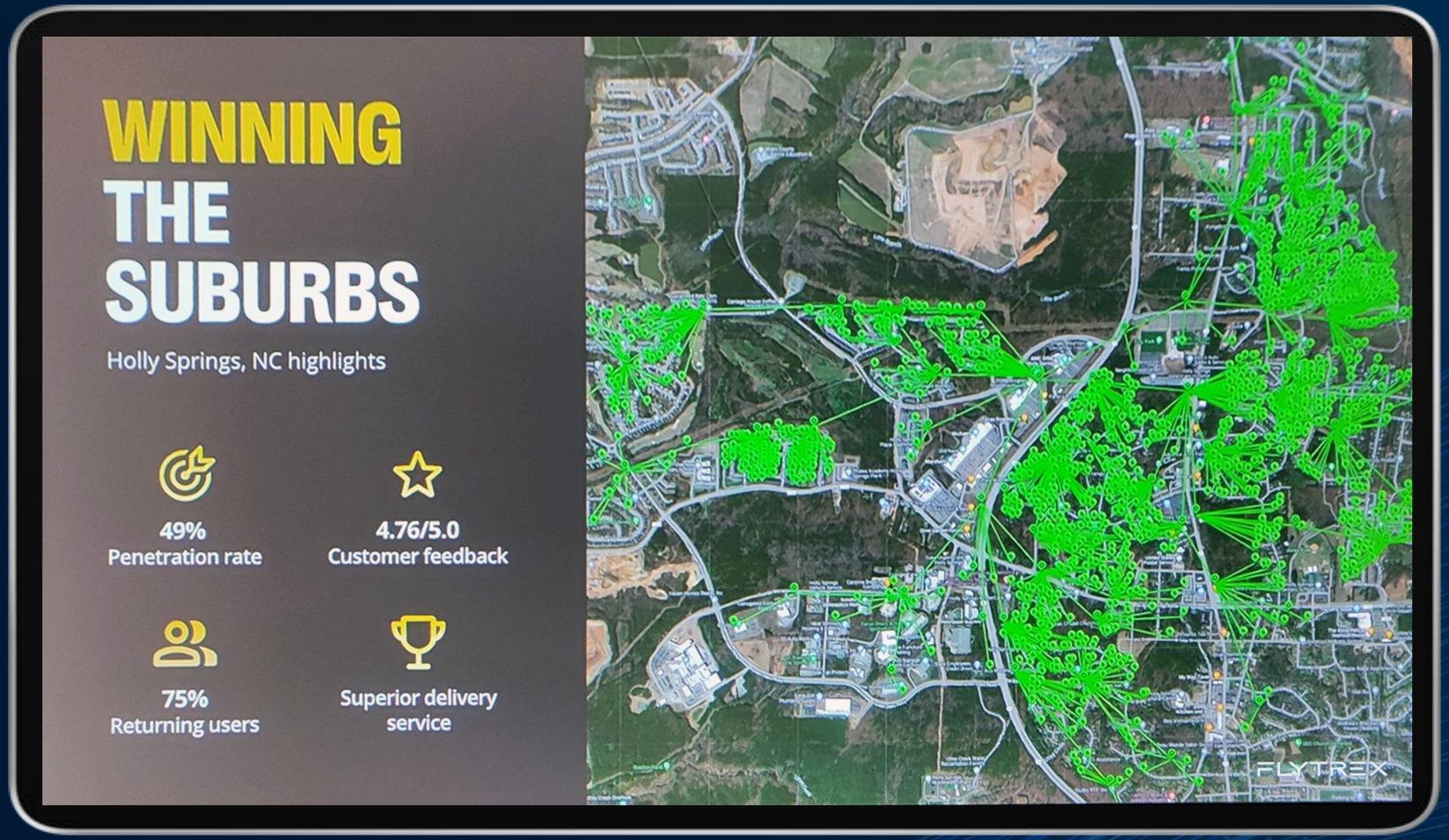
>170 SHOPS

Amazon Books



CLOSURE OF ALL 68 BOOKSHOPS

New forms of Disruption



Walmart

Deliveries with drones

- 7 US States
- 37 logistics hubs
- Competitive costs
- Quicker
- Greener
- Mailboxes partnership to optimise return flight

DRONES WITH Walmart

from extraordinary to the new normal





+511K like

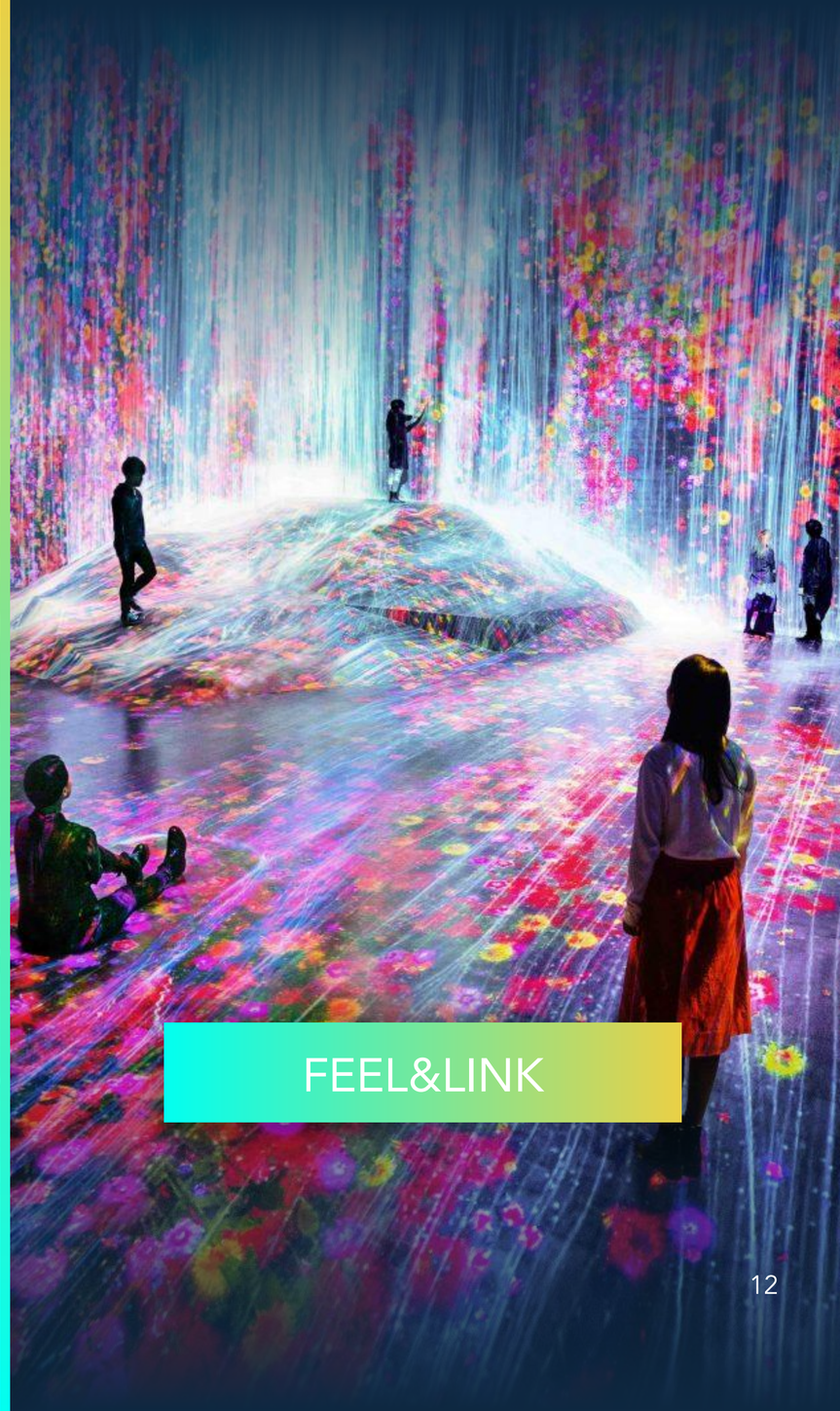
Macro-trend



QUICK&EASY



SUSTAINABILITY



FEEL&LINK

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Sweetgreen | Infinite Kitchen

Chicago



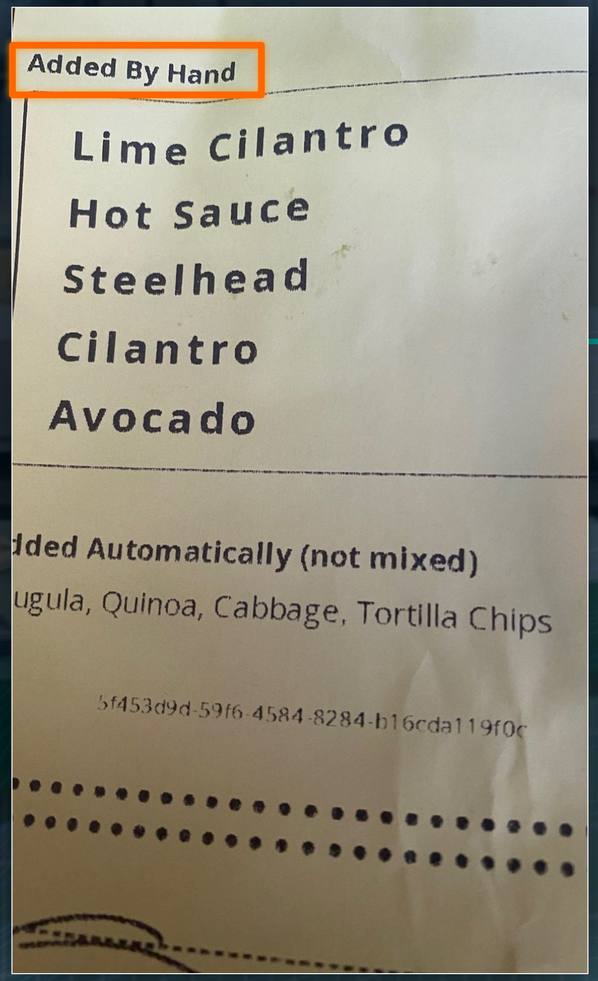
Fast casual salad chain, since 2007

- 2023: Infinite Kitchen, new automated flagship
- Fully customised orders
- Accurate, efficient, waste-free distribution

Sweetgreen | Collaboration for the final details

Chicago





600

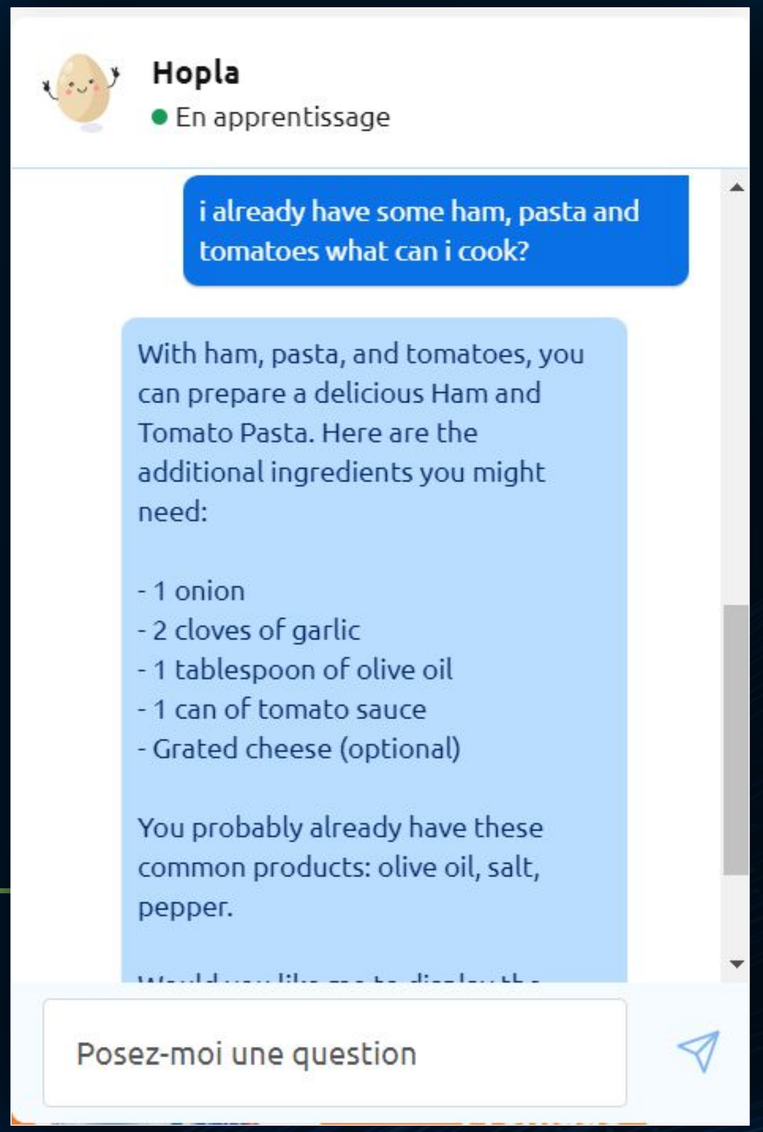
salads an hour

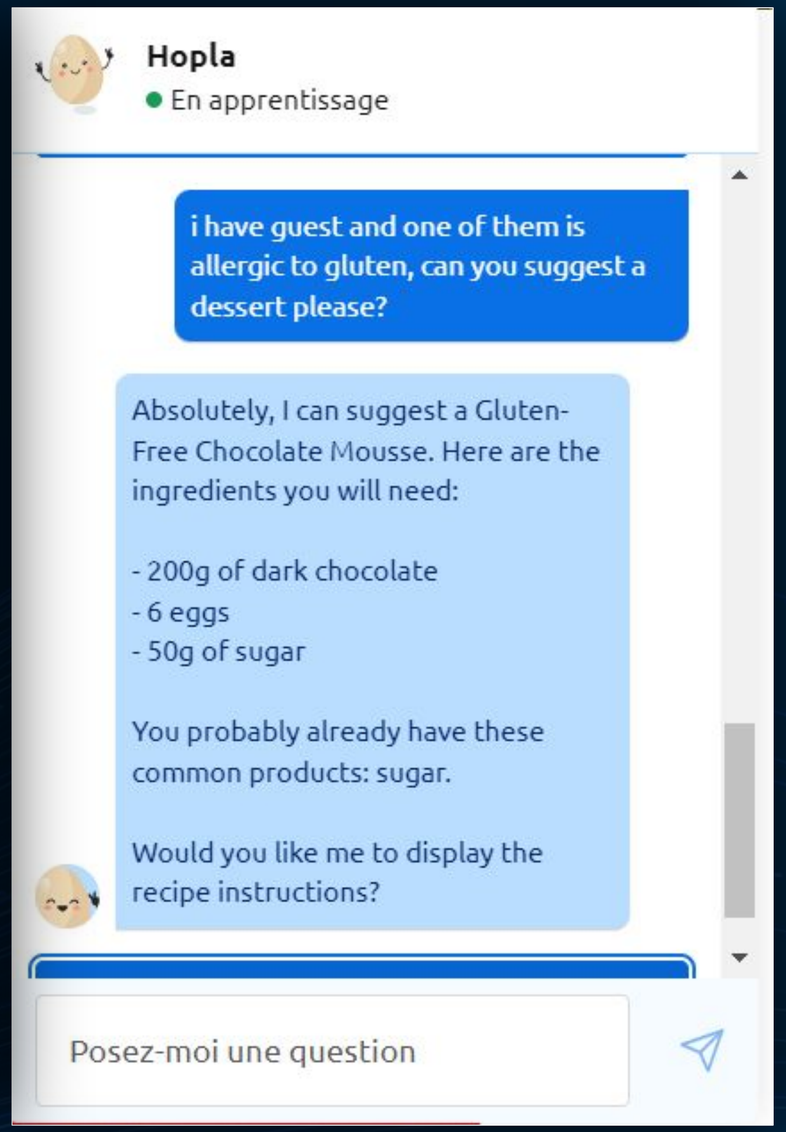
Carrefour Hoplà

2023: Chatbot with Chat GPT4 and AI, integrated with e-commerce

Diet-specific and waste-free recipes

AI suggests natural, healthy products





Decathlon Retail Lab
Madrid



1750 shops in 60 countries

2023: Retail Lab opens:

- testing innovative solutions and services to be extended throughout the network

App-free Scan & Go using QR code and RFID system

New shop-in-shop layout

Circular economy:

- Sale of second-hand products
- Equipment hire

Decathlon Retail Lab
Madrid

Testing products
for various sports



Decathlon Retail Lab
Madrid

Comparing footwear



Decathlon Retail Lab
Madrid

Click&Collect
self-service



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FEEL&LINK

Ultraviolet by Paul Pairet, multi-starred chef

Shanghai



Multi-sensory gourmet restaurant

2012: opens

2022: concept upgrade

Dynamic theatrical ambiance:

- Ad hoc visual and musical setting for each course
- Walls covered with UHD screens
- Sensors to track customer movements to synchronise the evolution of images

Ultraviolet by Paul Pairet, multi-starred chef

Shanghai





Chefs à Mesa | Accessible cuisine with ‘chefs at home’

Lisbon



Specialist Michelin starred cuisine

2023 opens:

- Partnership between 6 Portuguese chefs

Only takeaway or home delivery

Ready meals with original recipes

- Fresh, vac-packed or frozen
- Also stock or sauces to complete at home

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Chefs à Mesa | Recipes Famous chefs at affordable prices

Lisbon



11,50 €

2 portions of lasagne



Fresh | Fresh, quality self-service

France



2017: first opens

- average area 500 m2

1300 items, fresh only

700 suppliers :

- 80% with high environmental value certification
- Mainly 0-km
- Nothing frozen

Only take away
(no counters)

Fresh | Stall design
France

46 shops, replenished 6 times a week

- Fruit and vegetables at centre of layout
- Constant humidity to ensure freshness
- Merchandise displayed by colour



Stradivarius (Inditex) | Wave Store Concept

Barcellona



850 shops in 64 countries

- 2023: new concept opens
- 2.000 m² over 2 floors
- Historic ex-bank premises - retail layout that captures the original setting



Stradivarius Wave | Click & Collect in ex-bank vault

Barcellona





Stradivarius Wave | Fragrance Lab for testing fragrances

Barcellona



Macro-trend



BikeFlip | Bike leasing for children

Netherlands



Social sustainability and commitment to the community

2019: online launch (Utrecht)

2019: store opens in Amsterdam

monthly fee of between €5 - €17.50

9 sizes

Discounted used bikes for sale

Social sustainability and commitment to the community

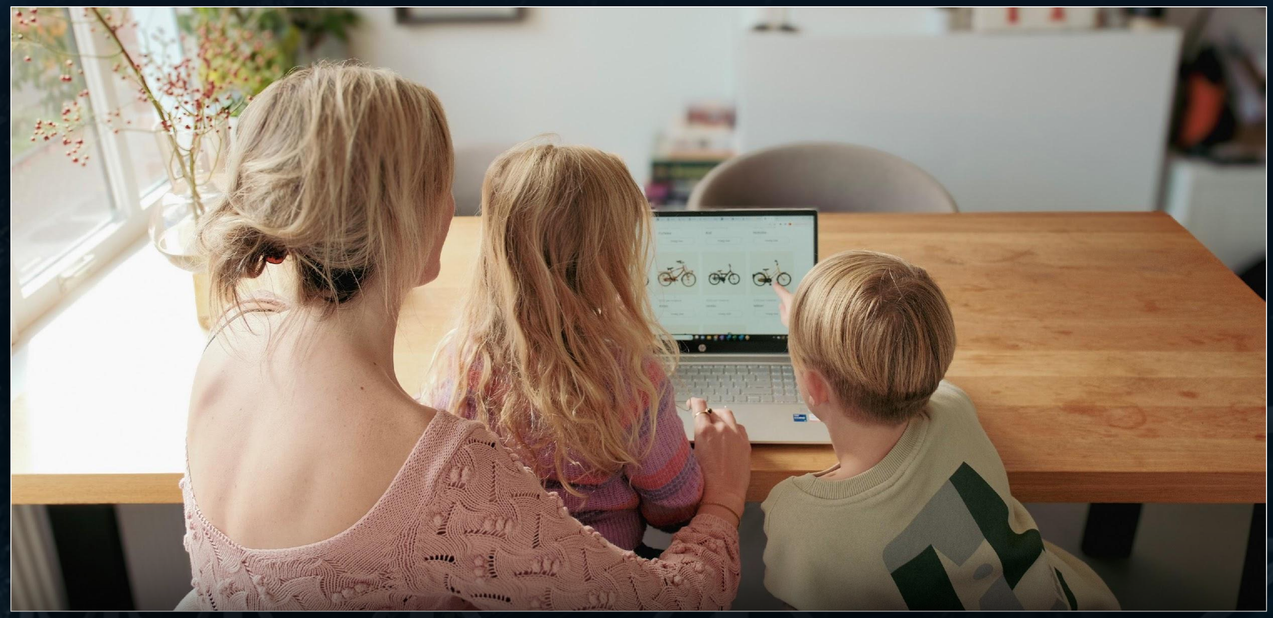
Bikes for marginalised groups

Training for the disadvantaged

BikeFlip | Convenience
Netherlands

2.000 bikes used by 750 children in 2022

- Choose a bike remotely
- Delivered in 48 hours
- Repairs at home are free
- Possible cancellation in 1 month





Binstar | Outlet with surprising bargains

USA

5 million tonnes

of new products are thrown away every year



2023 launch of Binstar, with its 'bargains in a bin'

New products and known brands (even Apple)

- Clothing, technology etc.
- Old models, returns, unsold stock
- From chains and e-commerce

Treasure hunt - market shopping experience

Binstar | Prices downwards and social media upwards!

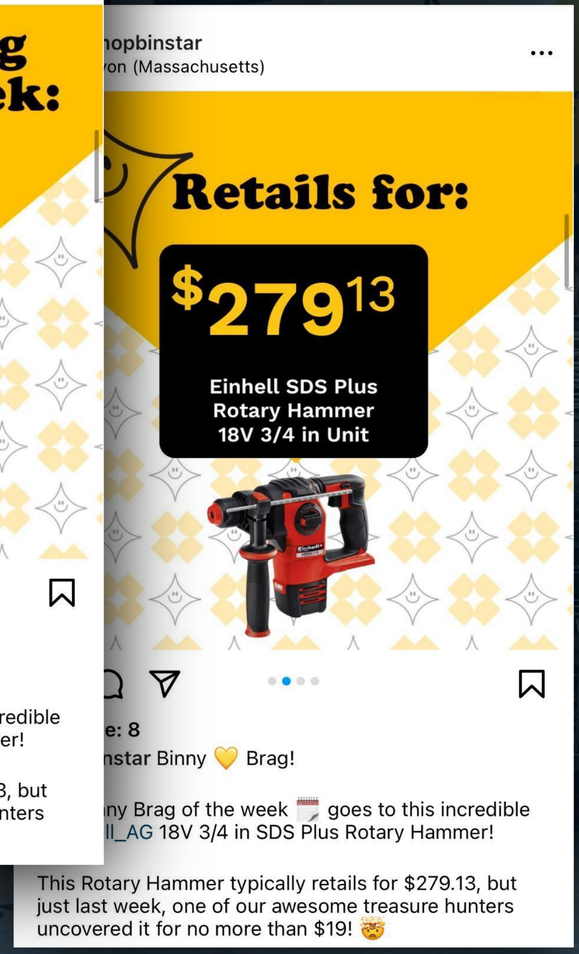
USA

One price

that gradually decreases from $19 on Saturday to $2 on Friday







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Arena Centauro Ibirapuera

San Paolo



New sports goods retail format

225 shops in Brazil since 1981

Flagship Ibirapuera 2023

1000 m² over 3 floors

Location is a park popular with exercise enthusiasts

Wide range of activities offered:

- Football, basketball, yoga and dance courses
- Cultural events and entertainment

Facility dedicated to the creation of content

Arena Centauro Ibirapuera

San Paolo



Repair service

Arena Centauro Ibirapuera

San Paolo



Generous brand

Park enhanced with the installation of stretching areas and restructured jogging route

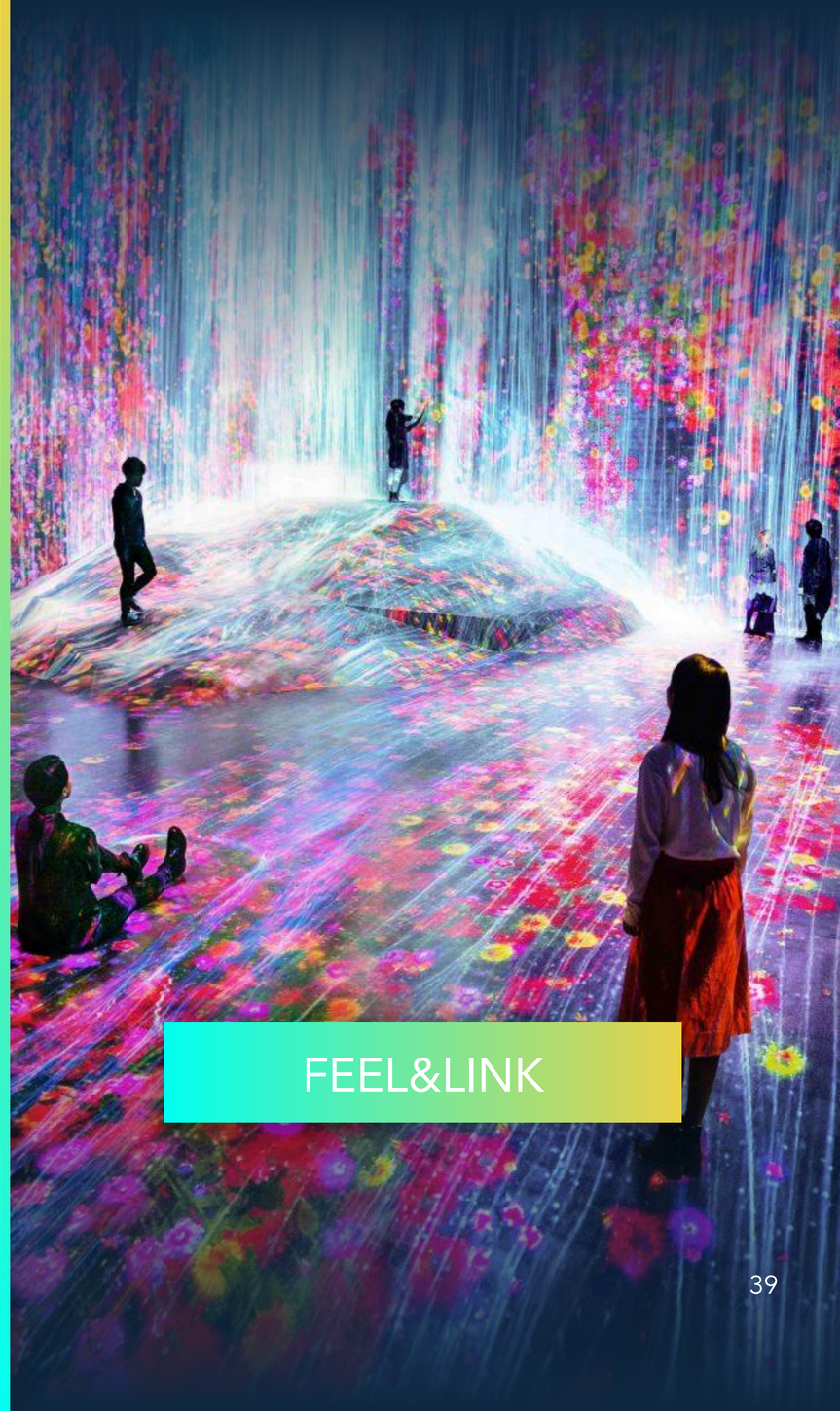
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SUSTAINABILITY



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KEEP IN TOUCH!



4 July | Webinar

Retail Rafting with CFMT

AI and new tech in Retail

24 September| Webinar

Retail Rafting con CFMT

Food Retail

22 October| Milan

Innova Retail Award

Presentation of final designs and awards ceremony

12 November | Webinar

Retail Rafting con CFMT

Sustainability and People

26-28 November | Cannes

Mapic

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