



## Retail Trends & Strategies

*“It’s no fun being in an industry that’s being disrupted!”*

*Annie Morhauser 2018*

- The new retail model is not Ecommerce or Retail but Omnichannel Commerce, which is the combination of the two.
- You need to create a seamless experience from your online store to your retail store
- In Store experience must be memorable, customer service is key!
- Now is the time to explore expanding via Pop Up locations, due to increase availability and lower rents



Consumers today may start by shopping online, or finish by purchasing online, but they will visit your store one way or another, so you need to capitalize on it!!

# Ecommerce or Retail?

## 2022 Omnichannel Commerce rules

- Online stores are finding it harder with the new privacy laws to get more sales.
- They are opening retail stores but keeping inventory elsewhere and using it for “*showrooming*” to make shopping more *experiential*.
- **Omnichannel-** Online store, brick and mortar showroom, warehouse for inventory and shipping.
- Showrooming gives consumers a place to go to experience something new (aka retail therapy)

# When that customer visits your store, the opportunity begins!



1. Gather customer information and create a profile. Don't forget Birthdays!
2. Enter them into your loyalty program-if you don't have one, create one!
3. Create a customer experience they won't forget
4. If they prefer to purchase online, provide them a link to the items they are interested in via email or phone number.
5. Remind every customer to follow you on social media so they can see the latest and greatest!

# Think Sustainability-Think Supply Chain!

- Supply chain is a huge issue at them moment for everyone and it is forcing everyone to increase pricing, as we heard in Atlanta. We are very lucky that Annieglass is made in the USA, however it does not make us immune. We have experienced issues with procuring glass, gold and now glue!
- Consumers are now demanding sustainability from the brands they buy.
- As Brick and Mortar Stores you are providing that sustainability
  - No boxes, fuel charges, eco delivery.
  - Shopping in a real store reduces waste, fuel, saves tree, and cardboard.

**Buy American, Buy Annieglass!**

**“The only constant in commerce is change”**