

Laying The Foundation For Brick-And-Mortar Success

Stores are here to stay, but they must take on a new role in order to stand the test of time.



85%

of consumers still prefer to do their shopping in a physical store.²

Former online pure plays such as **Oak Furniture Land** and **sofa.com** have opened physical stores that now generate as much as **60%** of sales.¹

“Stores are not just showrooms, **they are digitally enabled inspiration sites, testing labs, purchase points, instantaneous pickup places, help desks, shipping centers, and return locations.**”³

Subscription Models Expand Into Stores



“Stores don’t necessarily need as much foot traffic as they have had in the past to succeed. **If 20% of their sales are shipments from online orders to nearby customers, they are still valuable.**”⁴

Stores-Within-Stores Reach More Shoppers



Retailers can test the offline waters **via pop-up stores or mini stores within another retail business.**

Pop-Ups Drive Seasonal Sales



Geospatial analysis will help identify an optimal mix of **flagship stores and seasonal or pop-up stores.**⁵

Alternative Experiences Enhance The Brand Relationship



Customers are forcing a fundamental reshaping of retail by demanding a seamless convergence of the in-store and digital experiences. **Retailers realize they can no longer divide that experience among separate channels.**⁶

Sources

¹ McKinsey, *Making Stores Matter in a Multichannel World*, December 2014

² <http://www.timetrade.com/news/press-releases/study-85-consumers-prefer-shop-physical-stores-vs-online>

³ Harvard Business Review, *eCommerce is Not Eating Retail*, August 2014

⁴ ibid

⁵ McKinsey, *Making Stores Matter in a Multichannel World*, December 2014

⁶ Boston Retail Partners, *Real-Time Retail -- The New Retail Imperative*, 2015