

What do Retailers Need to Know Before Starting eCommerce?

Who wants to shop online, and why?

What are they willing to pay for it?

How do I customize eCommerce without disrupting everything else?



Three primary customer segments...

Parents



- Reducing Stress
- Curbside pickup

Working Professionals



- Saving Time
- Home & work delivery

Mobility Impaired



- Increased Independence
- Home delivery

...make purchases based upon values other than the food

Profitable eCommerce for Independent Grocers

Operations

- Personalized shopping experience
- Use aisle locations & scanners for picking
- Leverage POS integration

Marketing

- “Understand the Why” of each online customer
- Engage and interact with target audience
- Effective pricing strategy

Data

- Increase in-store revenue
- Obtain new revenue from manufacturers
- Decrease costs

...Technology enables cost-effective best practices to achieve profitable growth.