

Solutii de prevenire raspandire COVID 19 cu aplicabilitate in retail



WELCOME
THE Post COVID-19 FUTURE OF RETAIL

Remember RetailTech 2019

Wagner Security la RetailTech 2019

REMS- Retail event monitoring system

- solutie software si hardware de masurare a urmatorilor indicatori:
- Numarul de vizitatori
- Rata de conversie
- Structura clientelei pe grupe de sex si varsta.
- Gradul de satisfactie
- Managementul cozilor

Solutia este implementata si functionala la nivel de locatii pilot



“What you don’t measure, you cannot manage!”



Ce urmeaza? Scenariu pre si post COVID 19



Optimizarea strategiilor de marketing si vanzari

- Implementarea reclamelor tinta, a actiunilor de marketing focusate pe segmentele de clientela determinate prin masurarea parametrilor anteriori
- Marirea eficientei prin tintirea clientilor potriviti cu content adaptat.

Implementarea automatizata a regulilor de distantare sociala

- Cu ajutorul echipamentelor existente se obtine live numarul clientilor intrati in magazine
- Cu ajutorul terminalului de queue management se opreste emiterea de bonuri de ordine cu mesaj adecvat pe display
- Alternativ se instaleaza un semafor ce semnaleaza interdictia/permisiunea intrarii in magazin



Solutii anti COVID 19 pentru retail

Solutii de distantare sociala

- Bratari in tehnologie BT sau UHW
- Semnaleaza optic si sonor apropierea mai mult de limita permisa
- Nivel de sofisticare variabil in functie de cerinta clientilor



Solutii anti COVID 19 pentru retail



- Dezinfectie automata carucioare
- Pick-up point pentru preluare comenzi online
- Solutii de automatizare self scan cu luarea masurilor tehnice corespunzatoare de prevenire a fraudelor



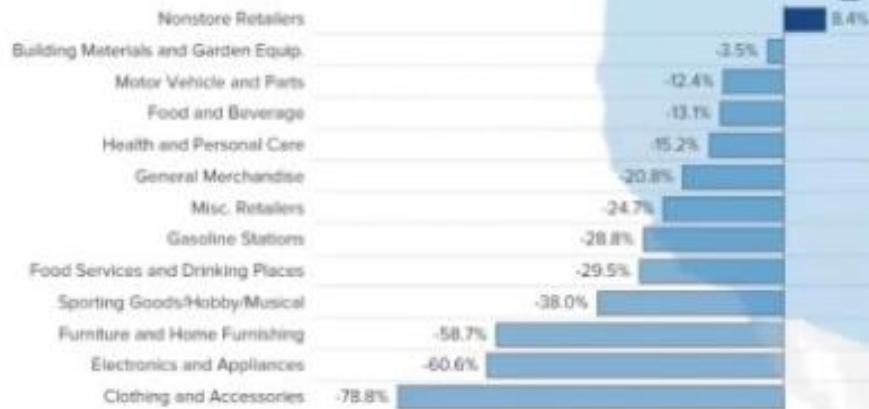
Impactul COVID 19 asupra retailului

April 2020 USA Retail Sales

COVID-19 IMPACT

Retail store sales by category

Percent change from March to April 2020. Total retail sales dropped by 16.4 percent.



SOURCE: U.S. Census Bureau

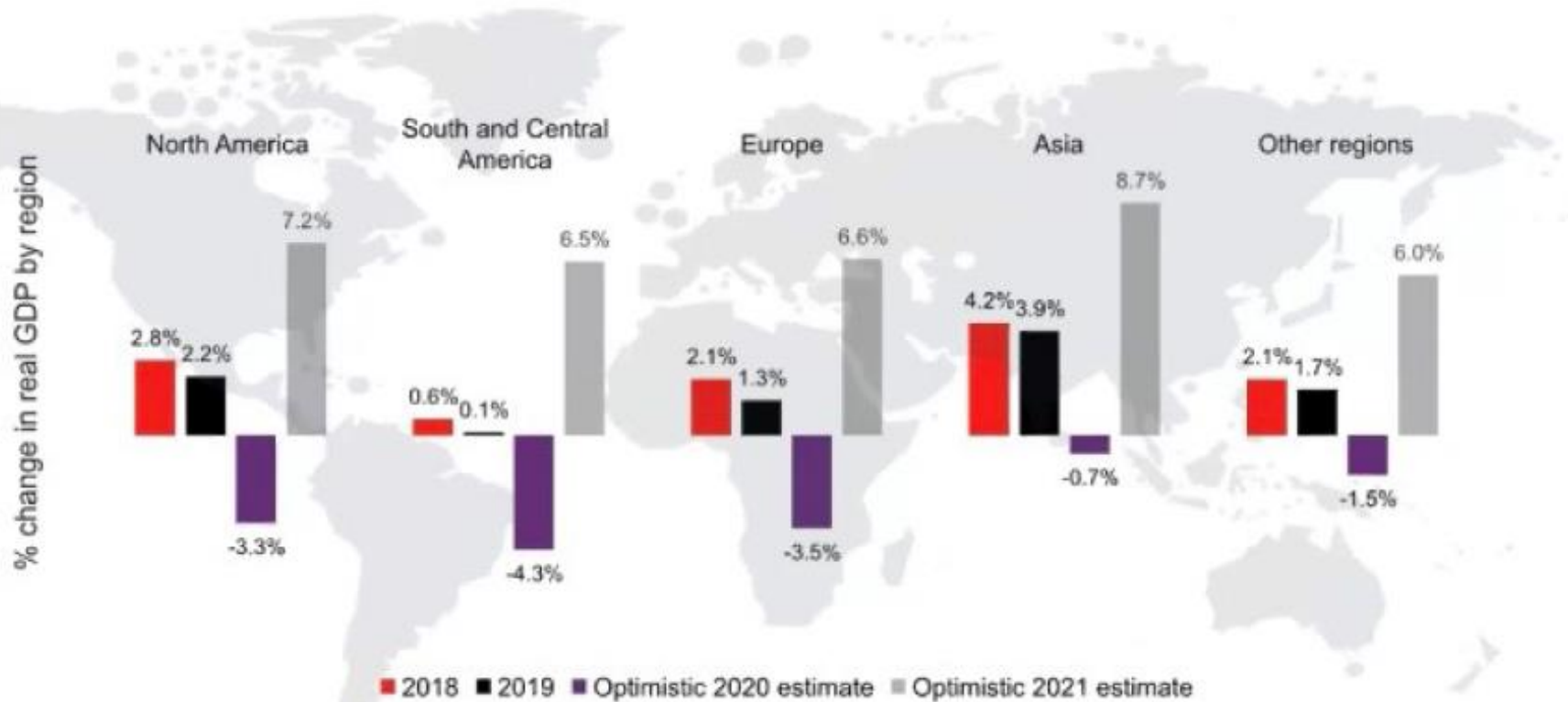
- April down -16.4%
 - Economists projected -12.3%
- March -8.3%
- 68% of USA \$21.5 trillion economy from personal consumption expenditures, which tumbled 7.6% in Q1
- Consumer sentiment
 - 73.7 in May from 71.8 in April
- A year of rebalancing – Under Armour

The Retail **Apocalypse** and **Recovery**



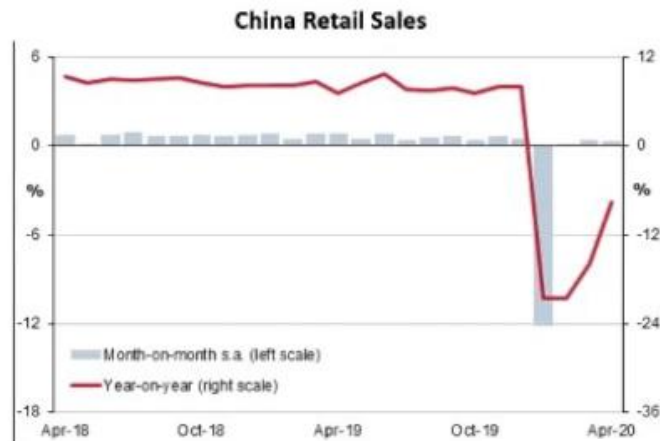
Impactul COVID 19 asupra retailului

We are all Looking forward to **2021**



Revenirea retailului post COVID

China Recovery Retail Trends



Shanghai



Dining



USA Recovery is Underway



Sources GlobalData.com 2020

Current metrics

Last updated: May 14th @ 7:15am Arizona / 10:15am Eastern



Stores closed

Current number of units and square feet

Store numbers:

185,419

(43.5% of total stores)

Floorspace (sq ft):

3,690m

(42.4% of total space)



Stores open with severe restrictions

Current number of units and square feet

Store numbers:

46,552

(10.9% of total stores)

Floorspace (sq ft):

1,075m

(10.5% of total space)

Note: Restrictions means by appointment only or curbside/outdoor pickup only



Monthly retail sales growth forecast

Year-over-year, non-seasonally adjusted sales



Note: January, February and March are actual data. April and May are forecasts. All data cover 'pure' retail only and so exclude gasoline, foodservice, and auto sales. Forecasts are based on GlobalData's latest model which takes inputs from our consumer panel, retailers and economic data.

Full year forecast for 2020

Year-over-year, non-seasonally adjusted sales

Overall	-5.6%
Apparel	-25.5%
Electronics	-7.1%
Food & grocery	+6.4%
Health & beauty	-5.2%
Home products	-13.5%

Impactul COVID 19 asupra retailului

USA – Worsened some pre-COVID-19 Trends

Moderated others

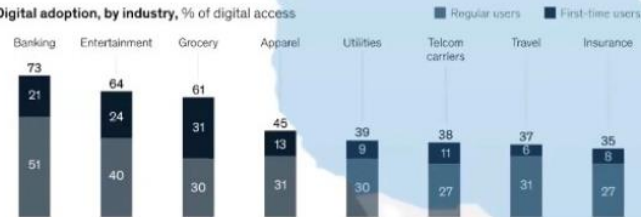


Impactul COVID 19 asupra retailului

We are all Digital Natives Now

US consumers are accelerating adoption of digital channels, a trend seen across global regions.

Digital adoption, by industry, % of digital access



Note: Figures may not sum to listed totals, because of rounding.
Source: McKinsey COVID-19 US Digital Sentiment Survey, Apr 25-28, 2020

After The Pandemic

Activities US Adults Are Likely to Do Once the Coronavirus Pandemic Ends, April 2020

% of respondents

Save more and spend less



Avoid nonessential travel



Use car to travel long distance instead of air travel



Order groceries online for delivery



Continue home-schooling children

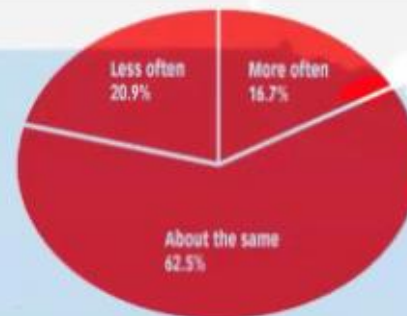


Move out of densely populated areas and toward rural areas



How Often Do US Adults Think They Will Shop in Physical Stores After the Coronavirus Pandemic Is Resolved?

% of respondents, March 31, 2020



Note: ages 18+; compared with before the pandemic; numbers may not add up to 100% due to rounding.
Source: Business Insider Intelligence, "Coronavirus Consumer Survey," April 6, 2020

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www.marketer.com

Impactul COVID 19 asupra retailului

How is COVID-19 Changing Consumer Behavior



47% of consumers have increased the amount of **online shopping** they do



39.3% have been **unable to find** everything they wanted online



25.5% have **not been receiving** orders on time

USA COVID-19 IMPACT



27.2% of consumers were not offered all of the fulfillment options they wanted • **60.5%** of respondents age 18-24 in that group **prefer BOPIS** to home delivery and **29.1%** of that group prefer curbside delivery and were not given those options.



73.5% care about product country of origin

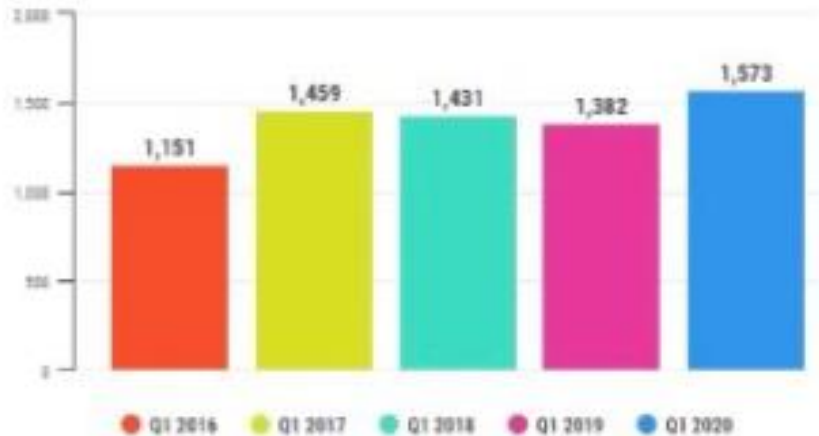
36.4% for the **first time**



Source of goods is **most important** to the **18 to 24** age cohort.

Fraudele din retail- tendinte actuale

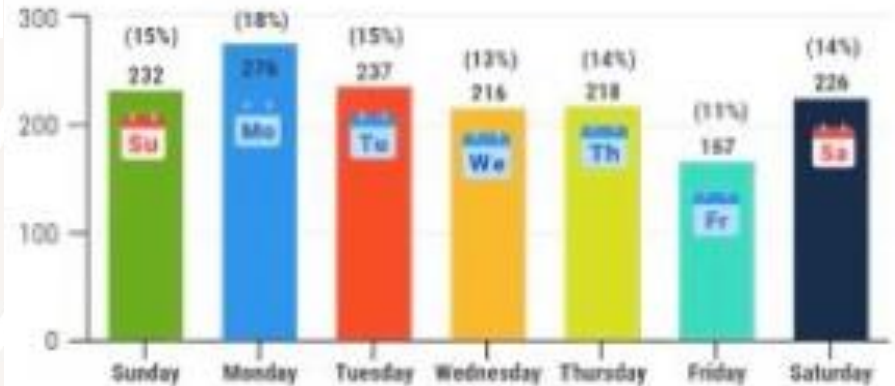
Yearly & Quarterly Comparison
2016-2020



Q1 Robberies Up 37% From 2016 - 14% from Last Year



Q1 2020 Robberies by Weekday
Monday Highest & Friday Lowest All Years



**Not all incidents reported a weekday*





Autonomous Vehicles



Inventory
Visibility



Autonomous Stores



Sentiment /
Demographics



Artificial Intelligence VS COVID-19

Contextual
Product
Information



Facial
Recognition

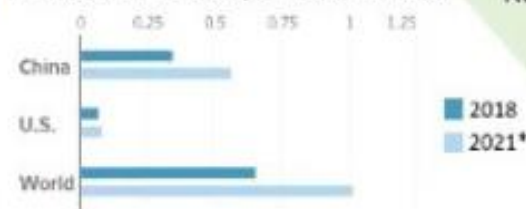


Theft
Prevention

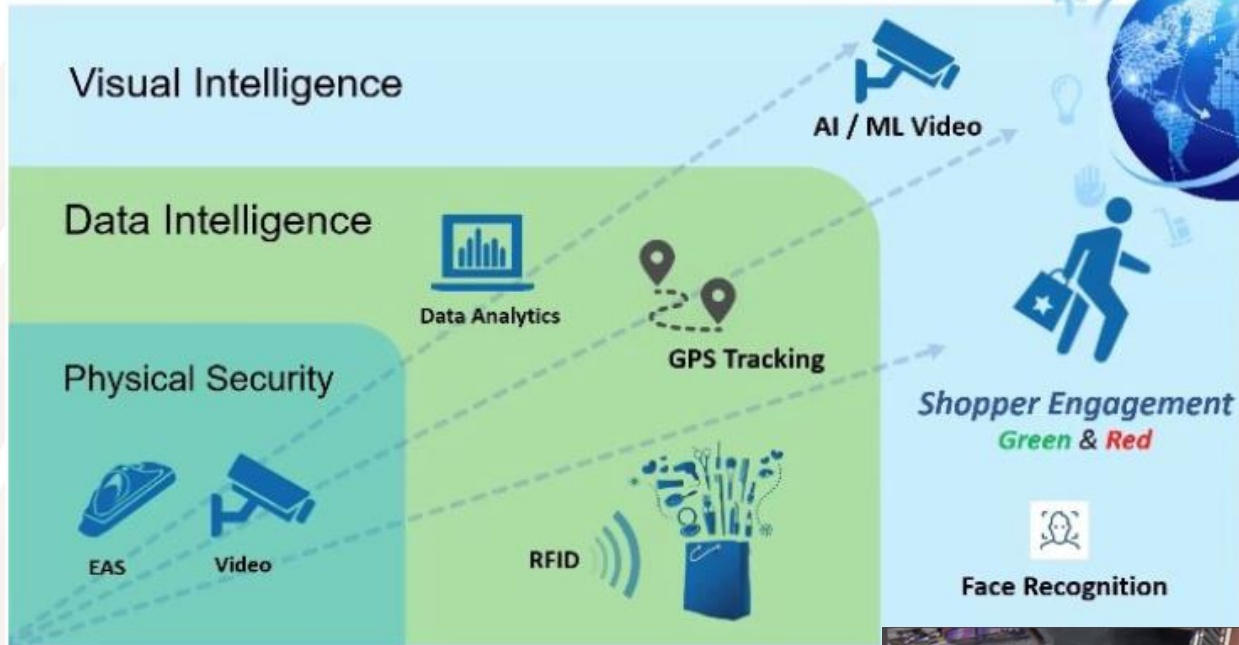


*Projection
Source: IHS Markit

Installed base of security cameras, in billions



The Evolution of Loss Prevention



V-a placut?

**Mulumesc pentru atentie!
Intrebari?**

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