



Estratégias essenciais

[As estratégias que fazem a diferença no varejo]

Sergio Herz

7000 lojas fechadas nos EUA em 2017

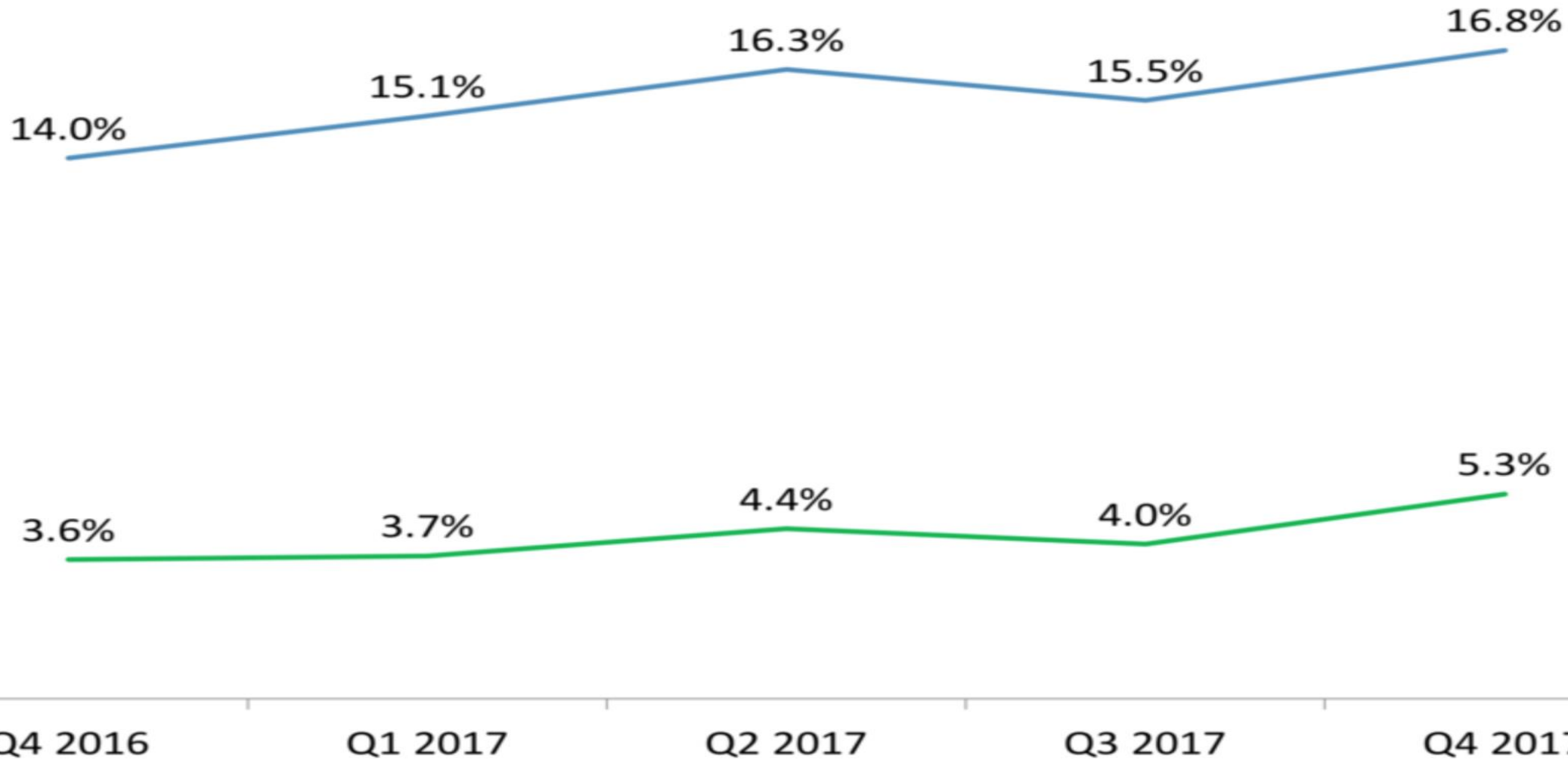




Número de visitantes vem diminuindo mais de 10% por ano desde 2013

Estimated US Sales Growth YoY

— E-commerce — Retail

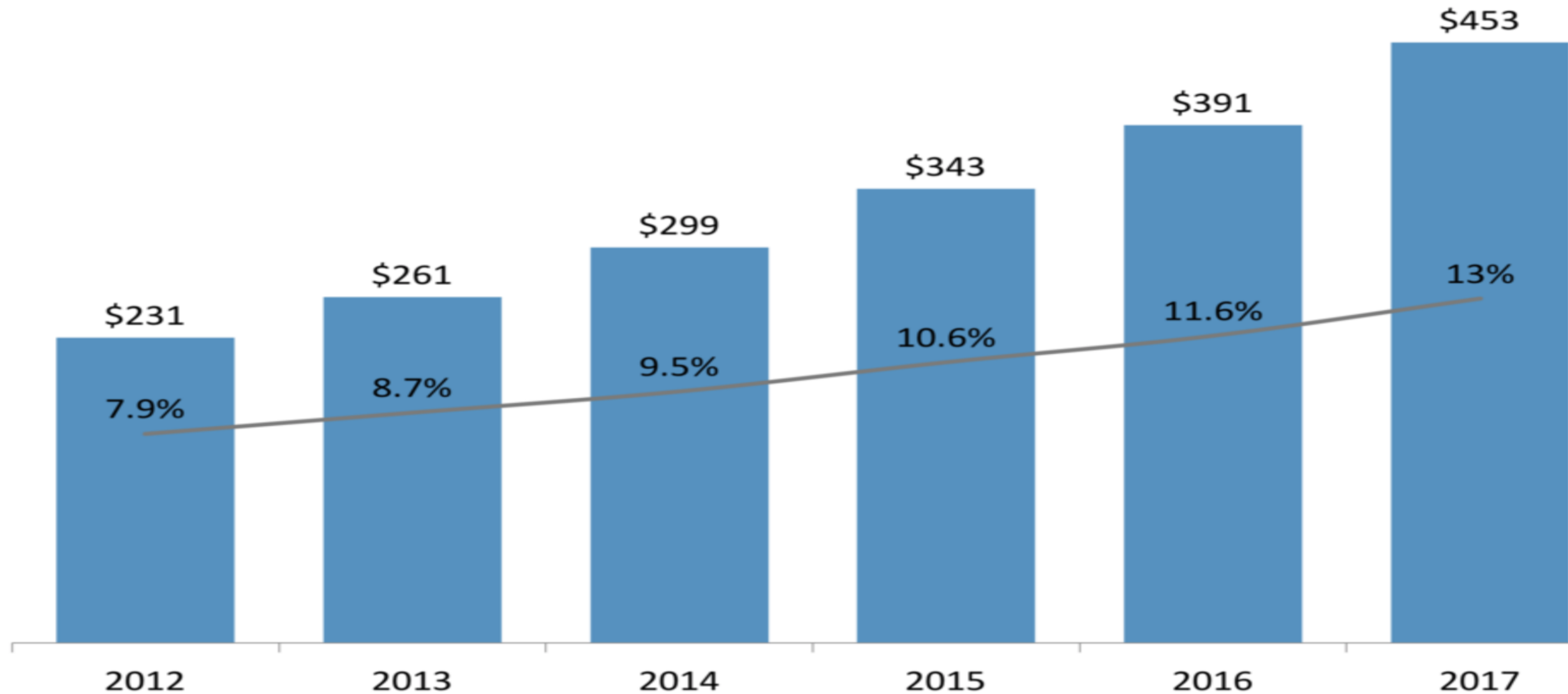


Source: US Department of Commerce, 2018

Estimated US E-Commerce Sales

Billions

—Share of total US retail sales



Note: Figures are based on estimates that remove retail sales of goods not usually purchased online.

BI INTELLIGENCE

E-commerce na China – 30% do total de vendas

made in China

A barcode is positioned below the text 'made in China'.

Participação do e-commerce nas compras de Natal em relação ao varejo físico



*Previsão

Fontes: Centre for Retail Research, RetailMeNot, Statista, ABComm

adaptado de:

statista

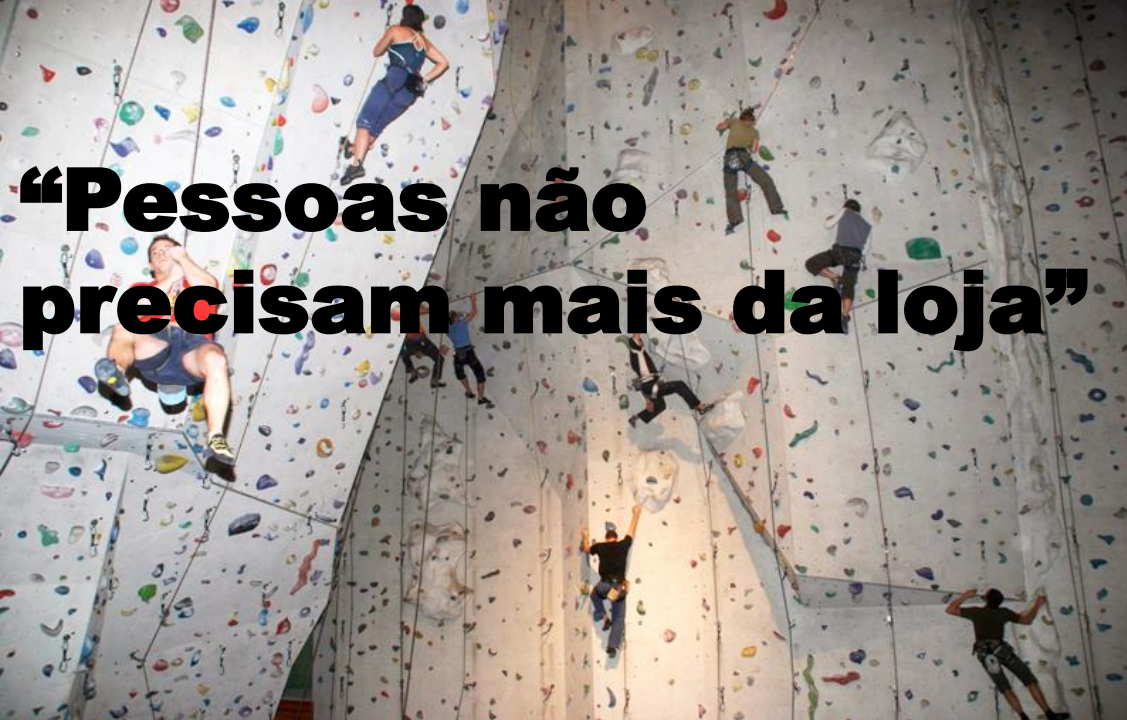


Apocalypse do Varejo?

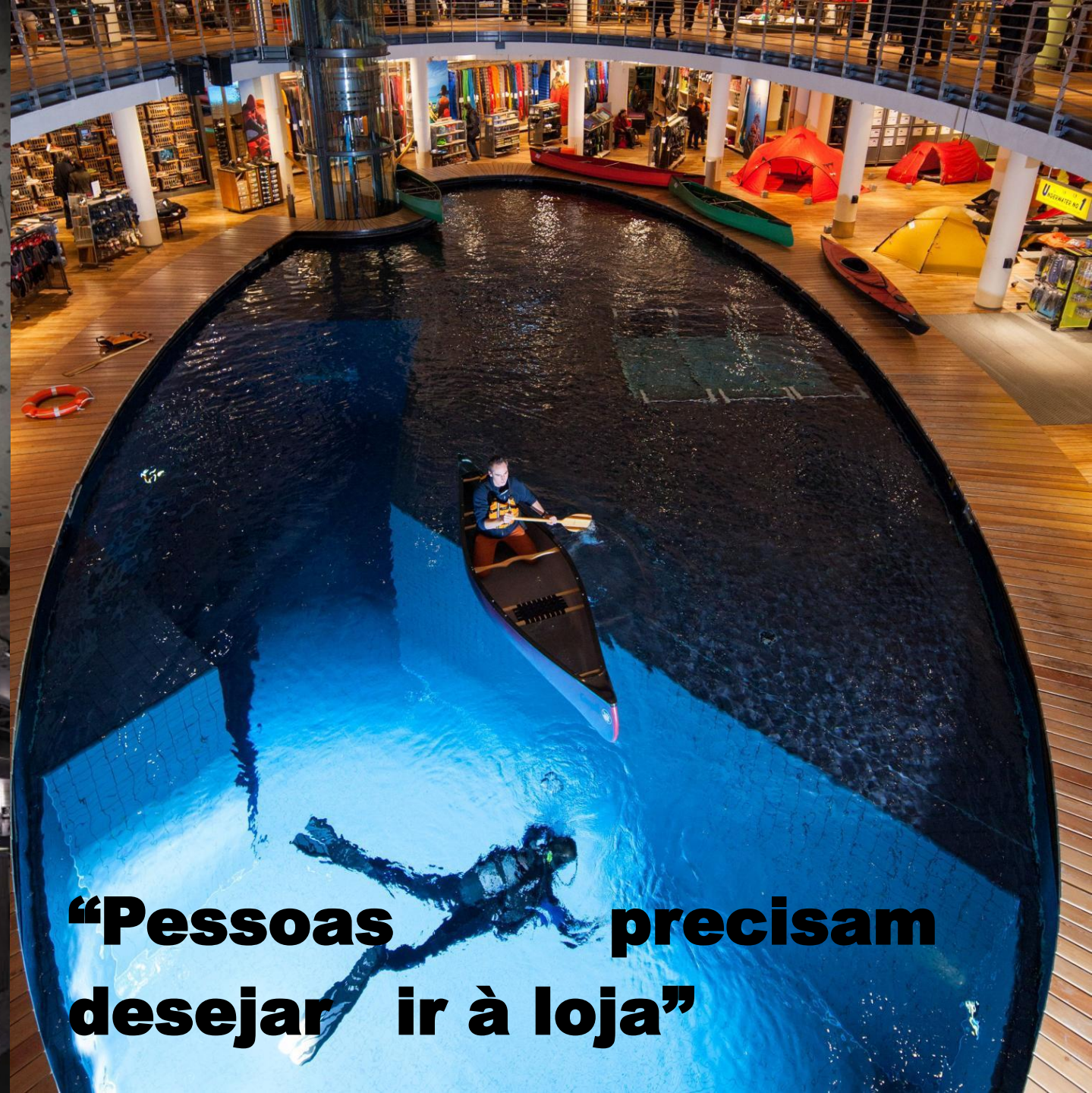


“Physical retail isn’t dead! Boring retail is”





“Pessoas não precisam mais da loja”



“Pessoas desejam ir à loja”



Images: Kim Bhasin / Business Insider



TEMPO – limitado



ATENÇÃO – escassa



DINHEIRO – gasta no que mais gosta ou acha vantagem



**L
O
J
A**


- **Experiências**
- **Conexões**
- **Marca**
- **Vendedores são embaixadores desta marca**

- **ENTENDER** o consumidor
- **AJUDÁ-LO** a decidir
- **COLOCAR-SE NO LUGAR** dele, o consumidor



Know what they really love



A close-up photograph of a hand holding a dark, bumpy avocado. A circular sticker is affixed to the surface, divided into three horizontal sections by white lines. The top section is light green and labeled 'NOT RIPE'. The middle section is a darker green and labeled 'FIRM RIPE'. The bottom section is dark brown and labeled 'SOFT RIPE'. The sticker also features the text 'Freshmax NZ Ltd' at the top.

Freshmax NZ Ltd

NOT RIPE

FIRM RIPE

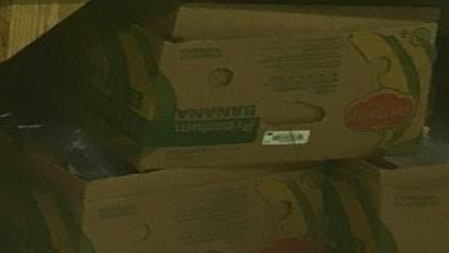
SOFT RIPE

READY NOW!

BEST PRICE
BANANAS
GUATEMALA/HONDURAS
48^c
LB
PLU# 4011

READY IN...
1-2
DAYS

READY IN...
3-4
DAYS



*Test hier uw
favoriete
toiletpapier*

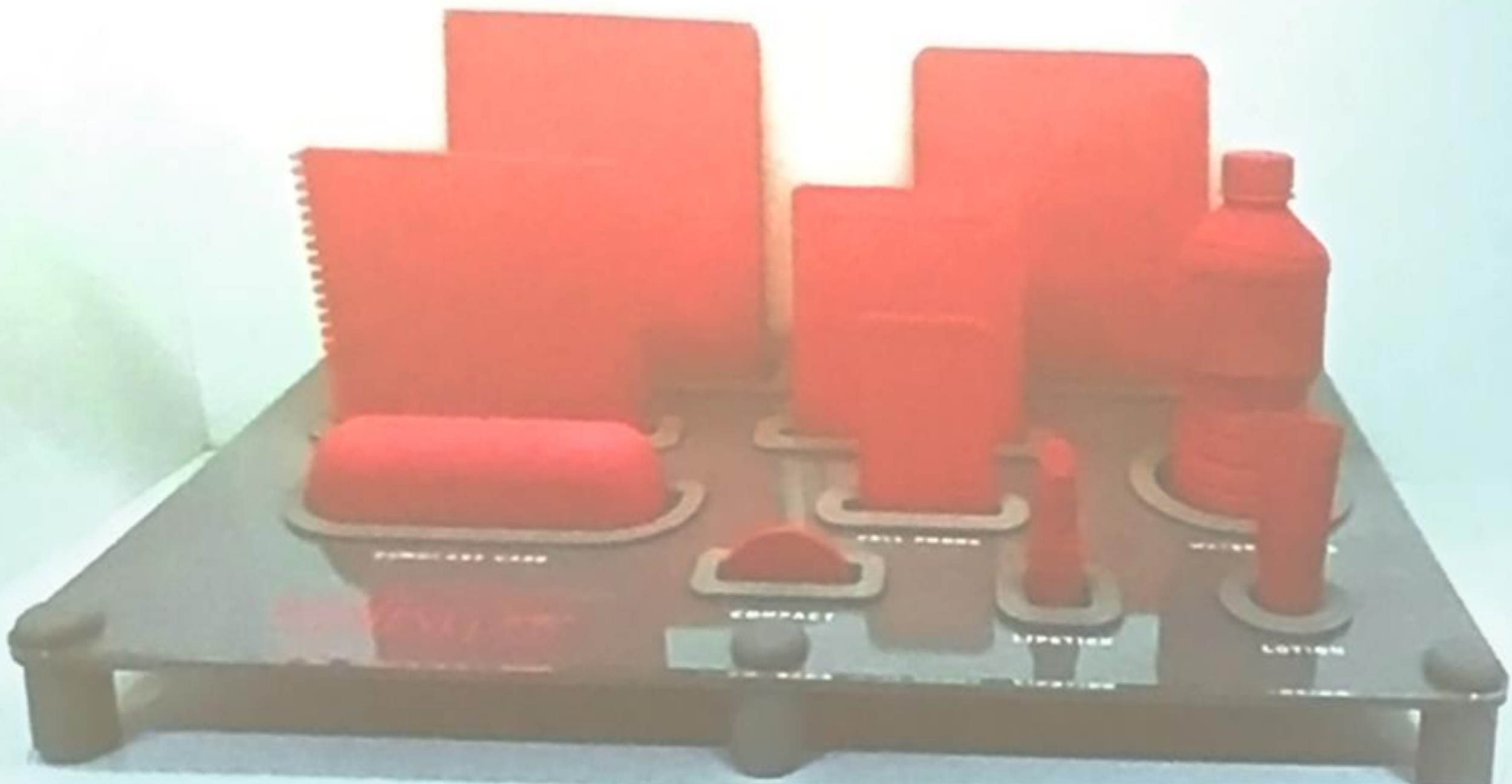
JUMBO elke dag beter

JUMBO 3 LAAGS
TOILETPAPIER

EDDY SOFT
TOILETPAPIER

JUMBO ZACHT
TOILETPAPIER





Umbrella

GRÖSSBY

blue/yellow



\$ 499



Rainy day
special

\$ 250



ABSOLUTELY

POSSIBLY...



ECOSSISTEMA



livraria cultura

livraria cultura





**FUNDAMENTO:
FAZER O
BÁSICO
BEM FEITO**

**“NÃO
PODEMOS
PERDER AS
BOLAS
FÁCEIS!”**





R.M.L.

AN ERROR ISN'T A MISTAKE




UNTIL YOU REFUSE TO CORRECT IT



Live Leak



A person in climbing gear is seen from behind, ascending a steep, snow-covered mountain ridge. The person is wearing a red helmet and dark clothing. The snow is bright white, and the sky is a clear, deep blue. In the background, a vast, hazy mountain range stretches across the horizon under a clear sky.

***If we want to make
something epic, we
choose to be terrified.***

***Obrigado,
Sergio Herz***

sherz@livrariacultura.com.br