

LES.BASICS

BUILDING RETAIL CHAMPIONS

2024 OBIA BIA Conference
Session TP2



ON DEMAND
INDEPENDANT RETAIL
EDUCATION, TRAINING
+ MENTORSHIP









bricks and mortar
retail is *not* dead
boring retail *is* dead

What we are going to talk about today

- Current State of Retail
- Biggest Challenges for Retailers
- How to be a Retail Champion



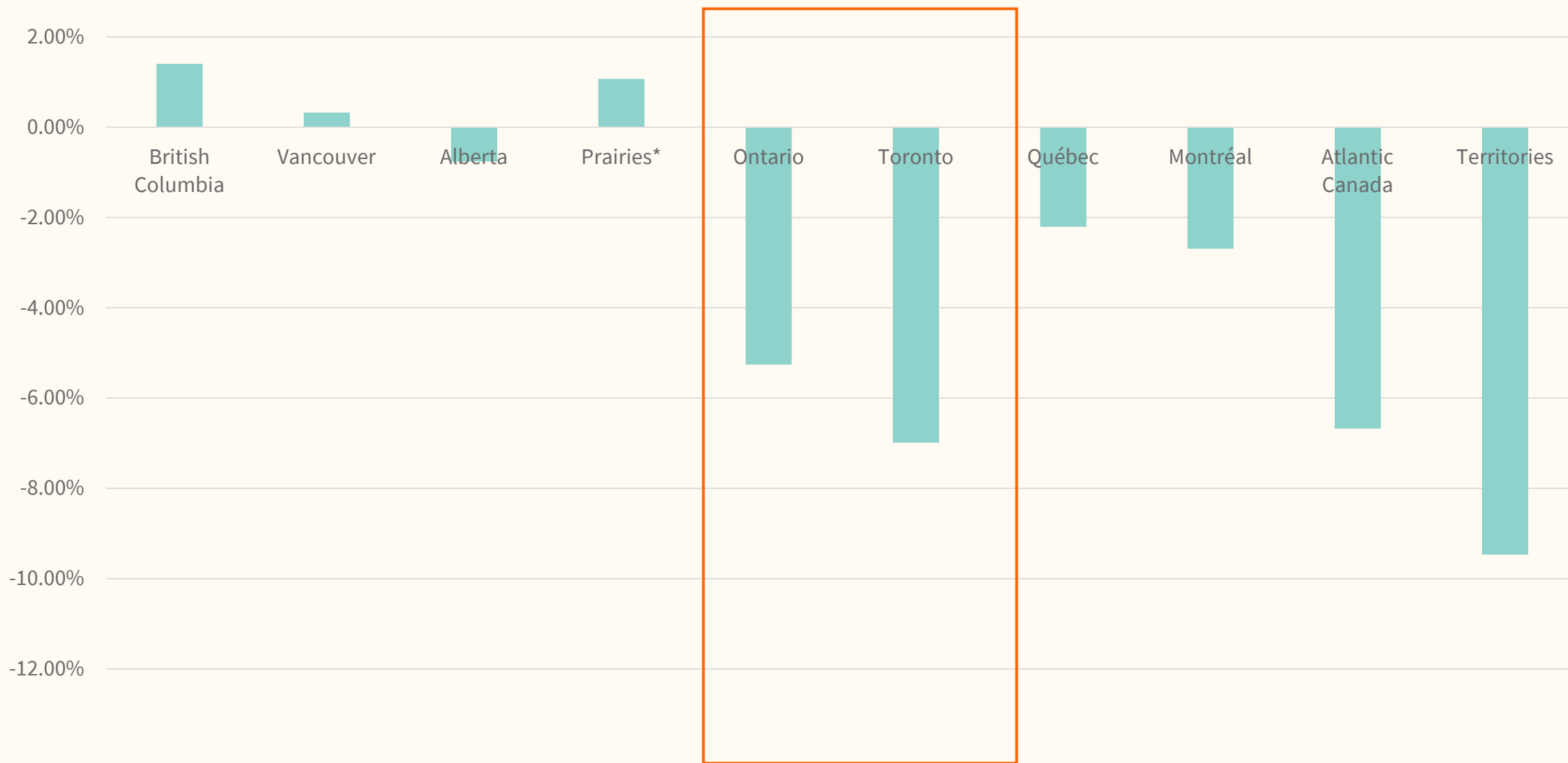
current state of retail today



Category **Sales**

All Stores	2.89%
Motor Vehicle and Parts Dealers	5.56%
Gasoline Stations	-5.55%
All Stores Less Automotive	3.39%
Food and Beverage Stores	2.81%
Health and Personal Care Stores	7.36%
All Stores Less Automotive, Food, and Pharmacies	2.68%
General Merchandise Stores	4.65%
Furniture, Home Furnishings, Electronic and Appliance Stores	3.33%
Clothing and Accessories Stores	0.34%
Sporting Goods, Hobby, Book and Music Stores	-0.81%
Building Material and Garden Equipment	3.16%
Miscellaneous Store Retailers	2.33%
Cannabis Retailers	1.15%

Regional Performance





The Current State of Retail

Traffic

- Overall traffic is down
 - Ontario is hardest hit
- BIAs are stronger seeing a modest increase in foot traffic **(+3%)**
 - Ontario BIAs are slightly higher **(+4.5%)**

Ecommerce (Clicks)

- Overall digital clicks is up **(+5.2%)**
 - Slightly lower in Ontario
- 

What was the percentage of total Canadian online retail sales at the peak of the pandemic?



What is the current percentage of total Canadian retail sales attributed to online?



- **86%** of retailers state their business model requires some change
- **39%** noted only 1-5% of their total sales came from digital channels in 2023
- **42%** expect digital share of sales to rise to >25% by 2030

Retail **Experience Drivers**



Shopping Local:

- 90% of Canadians prioritize buying from Canadian retailers.
- 83% value purchasing items made in Canada.



Sense of Belonging:

- Customers identify with the store's values, mission, and image.
- Fosters community and customer loyalty.

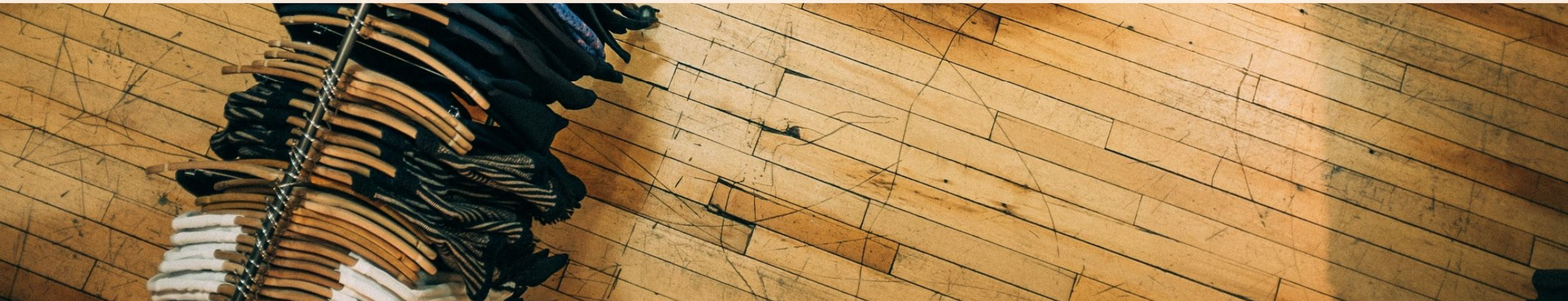


Learning & Growth:

- Customers acquire new skills or knowledge.
- Enhanced through hands-on experiences in-store.



what is keeping your retailers up at
night?



WHAT IS
KEEPING
YOUR
RETAILER
UP AT
NIGHT?

"It seems like
everyone is shopping
online these days."

— JEFFREY



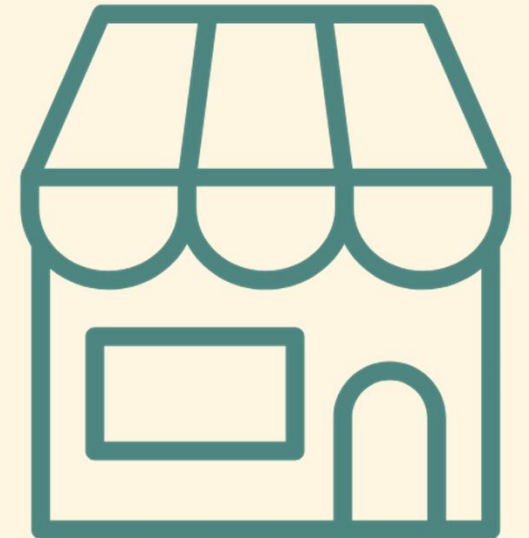
how to be a retail champion

**education &
mentoring**

**inspiring
innovation**

**economic
support**

storytelling



education & mentoring



Small
Business
Knowledge &
Strategy

+

Benchmarking

+

Sales &
Merchandising

Networking

+

Marketing,
social media &
storytelling

+

Adapting to
changing
consumer
trends



inspiring innovation

High Touch
Experiences

+

Retail Events

+

Marketing

economic support



Education
Opportunities



Lunch + Learn
Sessions



Mentoring

Access to
Grants,
Beautification
Funds,
Placemaking



Collaborative
Purchasing



Customer
Feedback +
Customer
Intelligence
Research



Flexible
Leasing
Arrangements



storytelling

Using your
Retailers to
tell your Story

+

Key into your
Purpose and
Values

+

Leverage the
Retailer Story

Turn Retailer
Challenges into
Retailer
Opportunities

+

New
Campaigns:
The power of
Shop Local

+

Community
Building

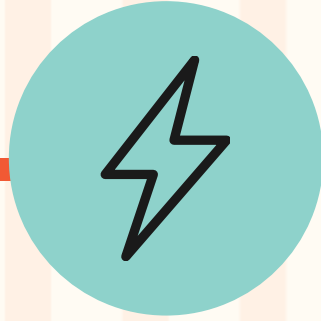
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Utilize empty
Spaces to tell
your Story

Components of the In-person Retail Experience



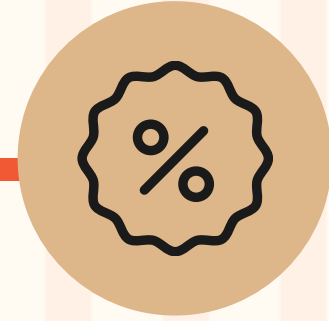
Discovering:
Finding that
perfect item.



Feeling:
The ambiance
and connection.



Connecting:
Interacting with
helpful staff.



Thrill:
Turning
shopping into
an adventure!



Psychology of In-person Retail Experience

- Higher dwell time = More money spent
- Desire for Experience post COVID
- Provide a Sensory Experience
- Social Interaction
- Emotional Connection
- Price Perception
- Atmosphere
- Technology Integration
- Community Building

Retail **Trend** Themes



Unique Experience

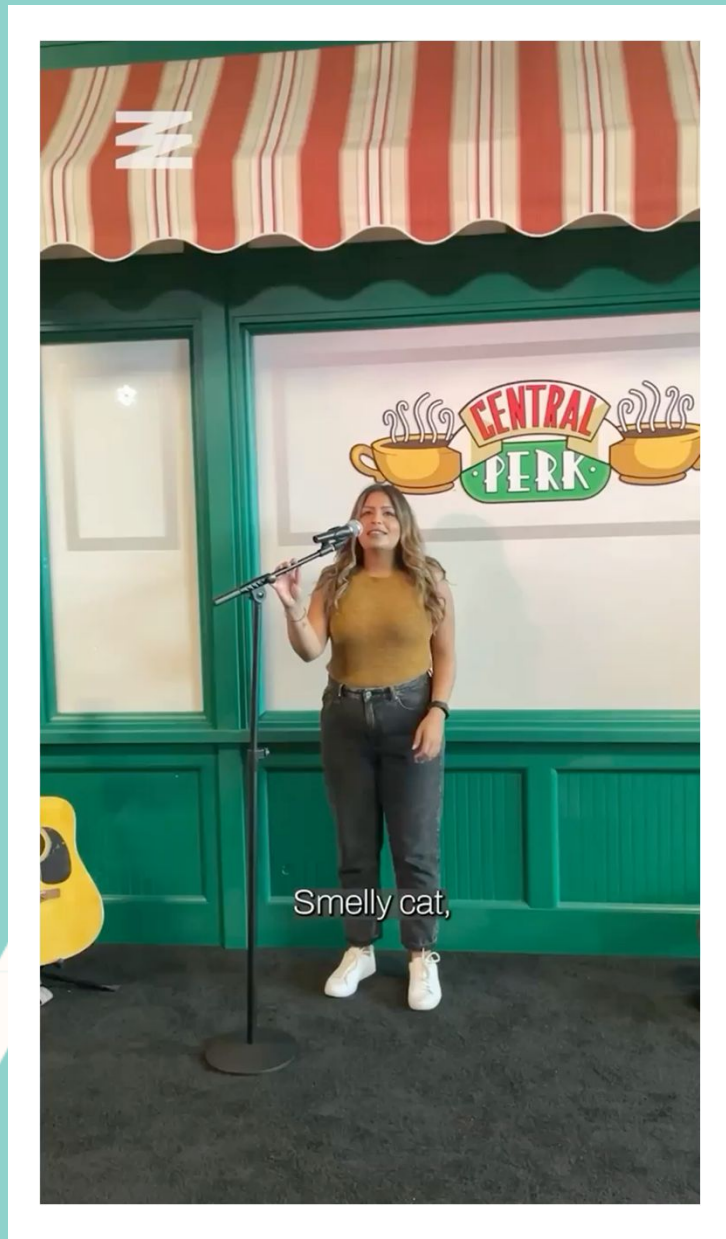


Uber Convenience



Ultimate Impact

Creating a **Unique** Experience



Smelly cat,



Oxford Experiences



Creating
**Memorable
Moments**



Unique Experience: **Petlove**





Uber **Convenience**

Omnichannel Experience:

Unlocking easy and convenient experiences.

+

Tech Adoption:

Evolving services and leveraging technology-based solutions.



RC Coffee

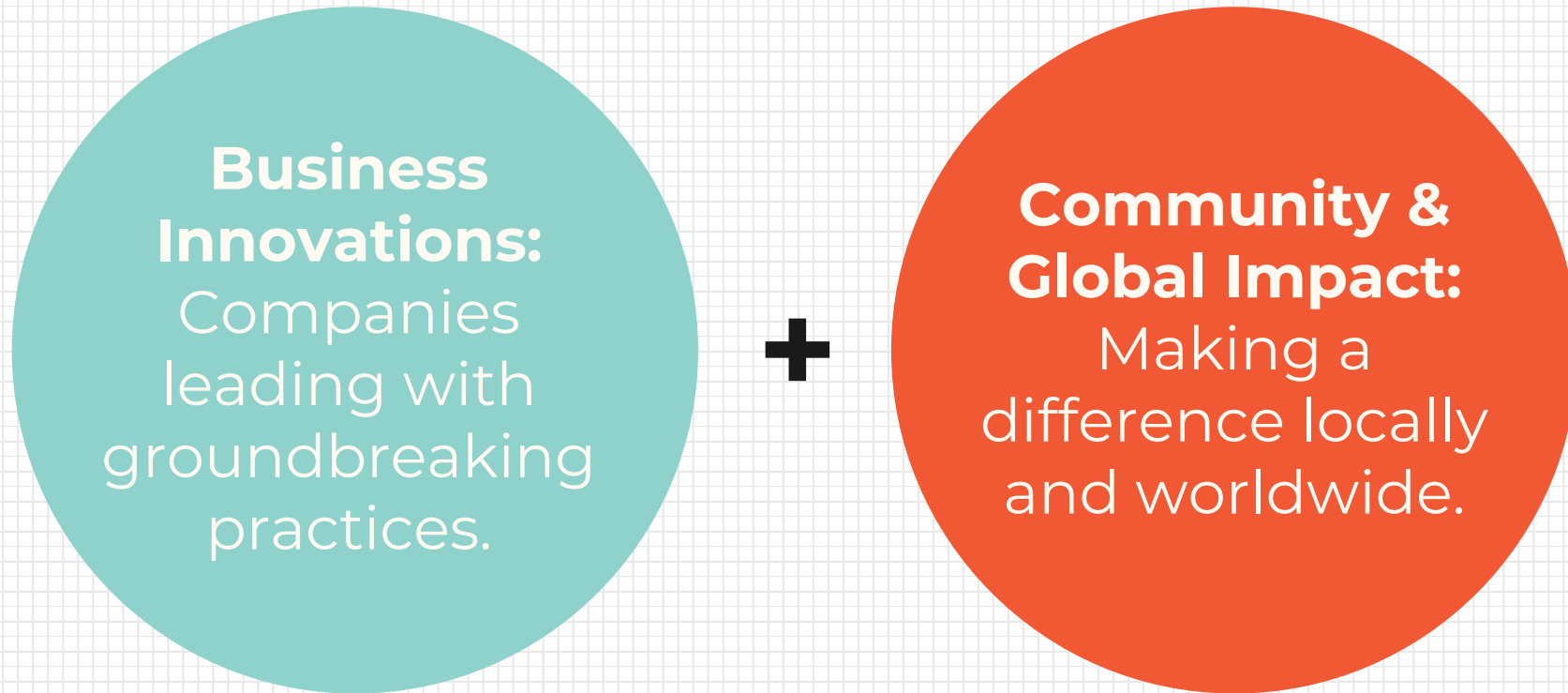




Rewe Snack Car



Ultimate **Impact** Beyond Sustainability and **Creating lasting positive change.**

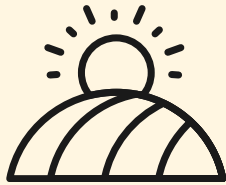


Ultimate Impact **Bike Flip**



Ultimate Impact **Drop & Loop**



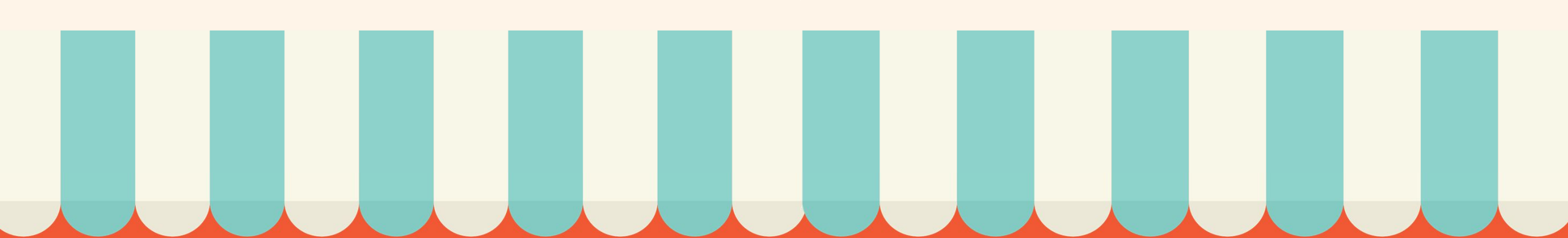


The Future

- **29%** see economic improvement in the next 12 months
- **45 %** predict their personal financial situation will improve over the same period
- **82%** of Canadians plan to make a major purchase in the coming months
- Younger generations more likely to plan a major purchase this year
 - **94%** of Gen Z and **90%** of Millennials planning big buys
- Vacations the most likely big purchase for Canadians (**45%**)
 - Technology (**22%**)
 - Tickets to an experience (**21%**), such as a concert or sporting event



Are you ready to be a
Retail Champion?



THE retail education STORE

*let's work
together!*



TheRetailEducationStore.com



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hello@theretaileducationstore.com