



SMALL MAKES BIG BUSINESS SENSE

microFlagships in Retail

microFlagships can enhance customer experience and boost sales

INDUSTRY BACKGROUND

When your customers walk into a traditional store, they are usually accustomed to long lines, limited choices, out-of-stock inventory and not-very-helpful sales associates. Reason why online shopping has been gaining so much popularity – because they allow the customer to browse, navigate and even try options. However, what’s interesting is that 76% of Gen Z shoppers still prefer in-store shopping as much, or more than online shopping! Given this is the truth, the role of retail needs to vastly change from being just a stock point to becoming an experience point. A great situation for microFlagships to step in.

microFlagships can redefine apparel retail in smart ways: Think about microFlagships as a neighbourhood outlet that offers consultation, assures footfalls, optimizes inventory and enhances brand experience. They combine both digital and physical retail modes to deliver a seamless customer journey that makes apparel shopping both smart and hassle-free.

4 WAYS IN WHICH MICROFLAGSHIP CAN REDESIGN YOUR BRAND'S SUCCESS

01. INVENTORY THAT'S NOT STALE, BUT A SURE-SHOT SALE

Gone are stores that are crammed with stuff no one buys. microFlagships will do what big stores don't – keep only that inventory that's based on trends, needs and wants of the catchment areas. Customers can place the order online and head to the neighbouring store for trial and pickup. This will be made possible utilising technologies like Radius8, which pulls in real-time insights and advanced intelligence from the surrounding areas. This data will then work with your brand so you stock merchandise accordingly.

Watch how Nike's Speed Store uses data to stock store inventory



Copyrights reserved with Nike

02. LOCATION THAT'S CLOSE AND FAMILIAR

Ideally, no one wants to travel too far to shop. Keeping in mind that Amazon is in the shopper's pocket and a shopping mall is about 9 kilometres away from the shopper, your microFlagship's ideal location can be based in the neighbourhood markets (based on which ones have high footfalls and repeat visits). This means a lot of convenience for the customer, who now can walk to the microFlagship for an in-store experience. For you, this means spending less on expensive real estate, lower operational costs and more engagement initiatives.

Croma's Store of The Future integrated interactive technology and 'live' store associate interaction to engage customers better - from browsing to trial to purchase!



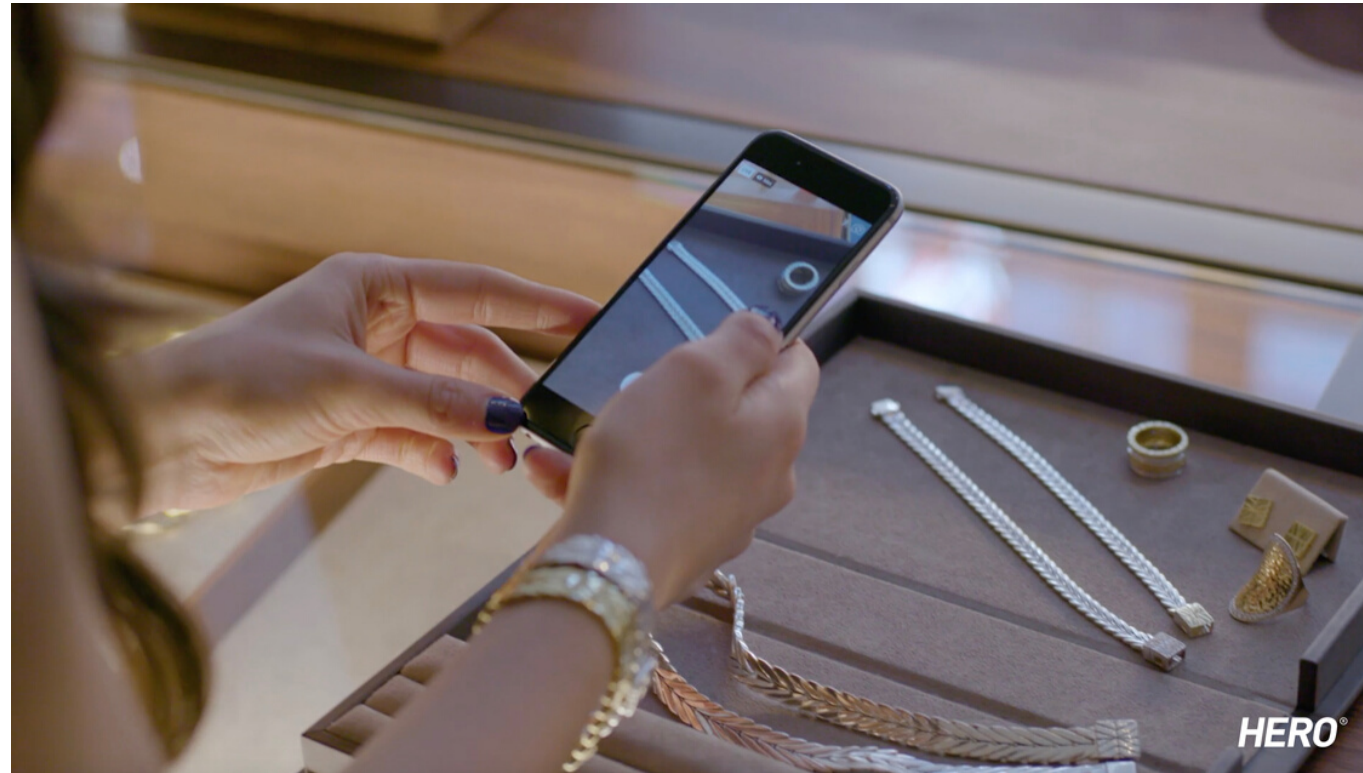
Croma microFlagship Store of the Future situated in Green Park, New Delhi

03. IN-STORE MEETS TECH MEETS INTERACTION

Shopping should be more than endless aisle browsing, right? The microFlagship is built as a Half Store-Half App, where store associates armed with Ipads can 'push' buying by bringing up customer preferences, past purchase history, online browsing wish lists and giving informed recommendations. What's more, customers do 'live' shopping along with the help of the store associate. Virtual try-ons bring another dimension to the standard endless aisle experience.

Nike teamed up with Hero, our global technology partner to enable online customers to connect with in-store staff for their very own personal shopping experience, offering real time product information, stock availability, sizing guidance and styling advice.

[Watch how Nike is revolutionizing online shopping](#)



Copyrights reserved with our technology partner, Hero

04. THINK NATIONAL, GO LOCAL

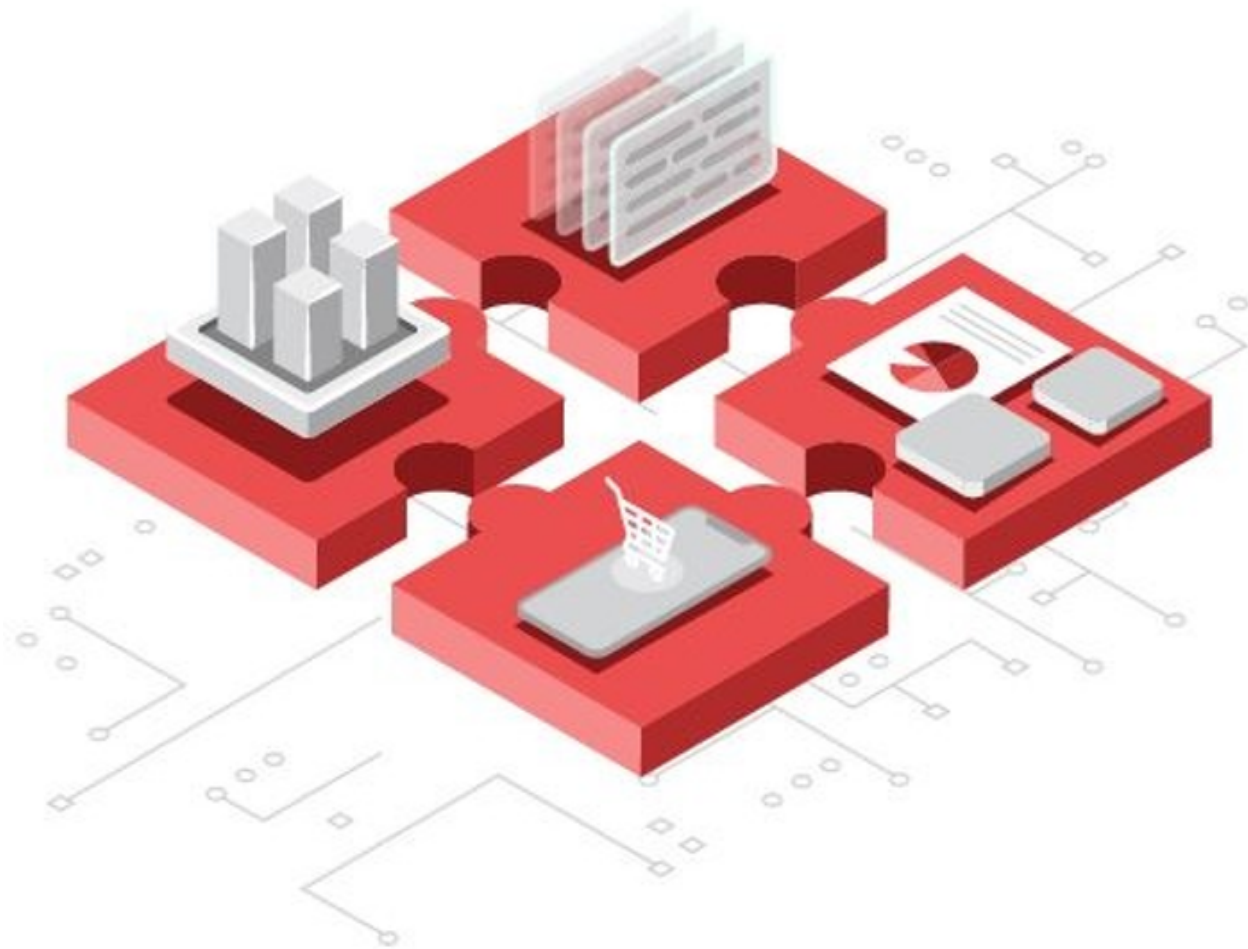
When Nordstrom wanted to go national, they opted for tiny microFlagships that didn't carry any merchandise, unlike their flagship store in a mall. While everyone found this strange, Nordstrom was actually not just shrinking their physical footprint but also reimagining their concepts to meet their customers in a wholly new, intensely relevant manner. Rather than use the one-size-fits-all model, Nordstrom used their small stores to meet specific customer desires.

Leading retail design experts Chute Gerdeman (CG) have imagined and brought to life a high-impact, high-end aesthetic to the style store Lilly Pulitzer, to deliver true business transformation. More details on how CG worked together to create one-of-a-kind experience in the store



Copyrights reserved with Nordstrom

OUR NETWORK PARTNERS



EXPERIENTIAL RETAIL DESIGN

chute
GERDEMAN

Award winning retail
design agency

checkland kindleysides

CK is an influential studio of
possibilities that re-imagines how
brands create and engage fans.

TECHNOLOGY PARTNERS

Face[note]
Face Recognition Technology

Facial recognition Note

RADIUS8

In-store traffic and online
engagement expert

Hero.

Live Sales Associate
chat solution

Tulip

Customer Sales mobility
associate

networkbay

Networkbay can help you set up microFlagships that address your brand needs. We work with the world's leading retail technology providers like Chute Gerdeman, Checkland Kindlyesides as well as Technology providers like Facenote, Radius 8, Hero, Tulip Retail to customise a microFlagship to suit your brand needs.

We are India's first curated retail platform comprising leading global retail design, technology & service providers, all coming together to propel the Indian retail industry to the next level of change.

Reach out to us for more ideas on how to truly activate your audiences

9819675752 | hozefa.attari@networkbay.net

