Brick Meets Click Guidance for 2014
Five Directives for Driving Growth in Retail

Barrington – (February 5, 2014) -- In its newly released Guidance for 2014, Brick Meets Click offers the retail industry a short list that’s long on opportunity. The list focuses on what retailers can do to capture growth as a result of shifts taking place in both shoppers and the retail landscape.

“These shifts are subtle – you have to look carefully to see them – but they are important because they hold real opportunity and have big implications,” says Bill Bishop, the omnichannel retail consulting group’s Chief Architect.

Guidance for 2014 delivers five directives clearly and concisely. “Most retailers are just too busy to wade through pages of text,” says Bishop. “We know that in order to survive and thrive they need to quickly identify where the potential is and what the opportunities are.”

The 5 directives are:

1. Prepare for shoppers to assign a monetary value to time.
2. Look for the point of diminishing returns in personalization.
3. Test new approaches to fee for services.
4. Increase your vigilance regarding competitive prices.
5. Watch for new vulnerabilities in very large competitors.

With 40-plus years of retail experience, Bishop has developed a reputation for being able to see around corners. “There are three major forces putting significant pressure on today’s retail environment,” he says, “digitally connected shoppers, the imperative to grow, and the natural/inevitable lifecycle of retail formats. Think of department stores and traditional supermarkets, for example.”

Recognizing these forces makes incorporating the five directives into business strategy even more important. “Retailers need to take advantage of the changing landscape instead of resisting it.” Bishop says.


About Brick Meets Click

Brick Meets Click helps organizations that sell grocery goods work smarter in today’s omnichannel market. We combine a lifetime of retail experience with a tight focus on how technology is changing the way people shop to deliver the insight and guidance needed to drive growth now. Our online forum on the future of shopping features some of the best retail thought leaders from around the world. Visit us at brickmeetsclick.com.