

# Future of Retail

We are living in unprecedented times brought about by the COVID-19 pandemic. To assist in shaping this (uncertain) future, PwC has developed the Future of Retail framework, to help retailers **(re) evaluate their strategy**, sharpen and transform their organization to **emerge stronger in the future**.



## Keeping business robust

- How do I ensure cash flow liquidity and good financial health during crisis situations?
- Which technologies can best optimize my business operations and resources?
- How do I attract & retain the best talent, and transform my retail workplace to be fit-for-future?

## Staying attractive for customers

- How do I stay connected and engaged with my customers in a relevant way?
- How do I switch selling channels to provide a consistent omni-channel experience?
- What is the best-fit technology solution enabling personalization and customer engagement?



## Gaining actionable insights

- How can I better predict customer demand, changing consumer behaviours & needs?
- How do I need to re-shape my technology platform to generate more value from data?
- How do I create a data driven organization?

## Becoming more sustainable

- How do I make my business more circular and sustainable while growing customer appeal?
- How do I set realistic sustainability goals, and measure these accordingly?
- How can your technology platform support recommerce and resell models?

# How can we help?

Envision the future with our two gamification based PwC accelerators:



## 1. Envision

### Maturity Quick Scan

Self-service questionnaire to assess your maturity with the retail value chain.

### Future of Retail Game

Interactive gaming experience to simulate futuristic retail challenges and opportunities.

With Future of Retail, you'll get guidance to navigate through an unpredictable global marketplace and quickly make the right choices for your retail business. Within a few weeks, you will be able to paint a vision for your organization's future and be ready to execute it with a fit-for-future strategy roadmap. Ready to convert COVID-19 challenges into opportunities to not only stay fit but also emerge stronger in the market?

## Our innovative four-step approach

To help you confidently deal with the challenges of the (post-)covid era, we use our four-step approach, enabled by next-gen accelerators.

## 3. Design & Plan

High-level future-state design for retail business.

Detailed roadmap identifying short, medium and long-term opportunities and expected benefits.

## 2. Diagnose

Extensive capability assessment to evaluate your maturity against market leaders.

Prioritize opportunities for improvement based on business impact.

## 4. Deliver

Implementation of retail strategy to reach designed target state.

Transformation process to get your organization ready for the Future of Retail!

# Why PwC?



### Strategy through execution

Transformation partner with strong business strategy, technology and customer expertise.



### Brand values and societal impact

A brand rooted in purpose, trust, diversity and inclusion. We care about contributing to society and making sustainable impact.



### Unique approach & accelerators

We bring next-gen accelerators to the table - such as Future of Retail game and Maturity Quick Scan.



### Partnerships & market insights

Alliances with all best-of-breed enterprise vendors, start-ups and research institutions.



### Global network, experience and partnerships

Extensive global knowledge and experience in technology enabled business transformations within retail.



For more information or to schedule a demo, please reach out to:



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More industry insight available at [www.pwc.nl/retail](http://www.pwc.nl/retail)



[Global Consumer Insights Survey 2020](#)



[Retail in 1.5m insights webpage](#)