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retail development advisor

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Retailing in 2015

Are you clear?

Alistair Lorimer



Where were you on 31.12.99 at midnight?





Headline changes

- Shopping will become more emotional
- Mass market approach of the 1980s will decline
- Golden rules of retailing will tarnish



Headline changes

- Current Garden Centre approach will age rapidly
- Niche retailing will return
- Experience, atmosphere and lifestyle will rule



Headline changes

- The speed of change will be faster in the next 7 years than the last 20.



Demographic changes

- The hippy generation will be hitting 70.
- 70 will be the new 50
- They will redefine retirement
 - remain active
 - remain involved
 - become fleas !



Demographic changes

- The Digital generations will influence
- Today's 20 year olds will be creating family households by 2015
- Very different from Baby Boomers
 - Less enamoured by conglomerates and chain stores
 - More interested in entertainment and recreation
 - More likely to shop multi-channel



Generation Y will influence

- The digital divide is the new Rock 'n Roll

**DQMOT, but IMNSHO F2F talk
is NBD BC AIM is the best way to KIT.
BYKT. GGN.BIL.HAND**



Behaviour changes

- Baby Boomers will want
 - Smaller, closer, easier
 - Greater quality of life
 - Greater experiences, entertainment and enrichment
 - More leisure
- Career women will retire for the first time



Behaviour changes

- Digital generations will want

- Everything to be interconnected
- Everything to be available
- More personalisation
- More sharing, less privacy

- Social status redefined

- Who do you connect with?
- Who connects with you?



Changes in shopping

- Shift from spending on goods to spending on services
- Speciality retailing will return
- Consumers will buy less of “what’s popular” and more of “what suits me”
- Consumers will feedback and expect influence



Changes in retailing

- Big Box retailing defined by price tier and lifestyle
- Conventional shopping centres will move to lifestyle centres
- Only e-commerce and supercentres will see growth in the USA



Changes in retailing

- Retailers will be defined by who they serve not by what they sell
- More customer, less supplier led
- Group buying will arise - consumer to retailer



Changes in marketing

- Markets will fragment into niches
- Conventional media will not be the way to promote
- Here today, gone today - limited edition, fast fashion and customisation
- Share if you care - or be barred



Changes in globalisation

- Trade barriers coming down - allows global branding
- Think-global-act-local is a major change
- Threat from international competitors



Changes in globalisation

- People and planet policies will matter more
- Increased cultural diversity - concepts, ideas and influence



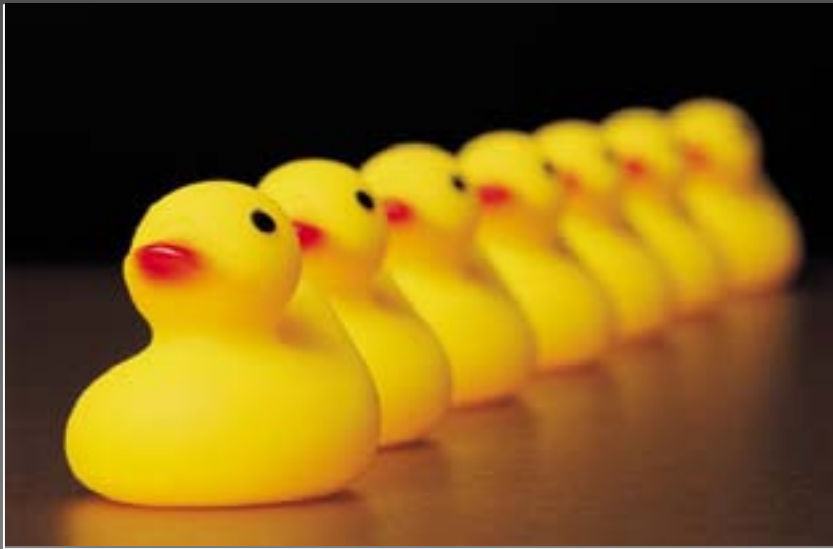
Opportunities for GIMA members

- As retailing becomes niche, so must distribution
- More rapid delivery
- More distribution direct to consumers



Opportunities for GIMA members

- Don't miss the bus - use trend forecasts
- Consumers are getting more complex - work to understand them



Opportunities for GIMA members

- Innovation will replace mass production
- Move towards
 - Limited production
 - Limited availability
 - Limited to niche concepts



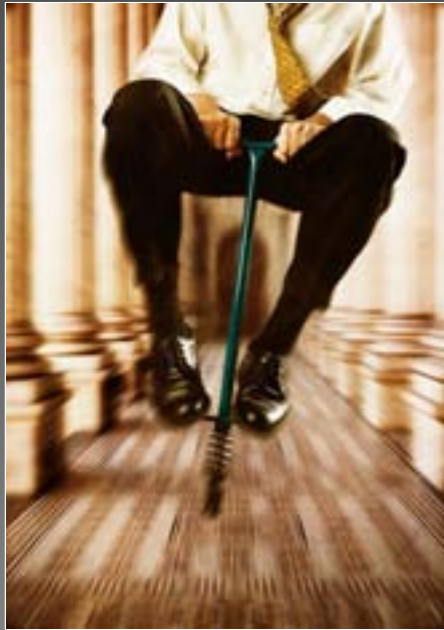
Opportunities for GIMA members

- Less privacy and more openness will require you to match your company ethos to that of your customers
- Facilitate sharing of information between
 - Suppliers and retailers
 - Suppliers and consumers
 - Retailers and consumers
 - Consumers and consumers



Opportunities for GIMA members

- Retailers will need private brands to help them differentiate
- Supply more service options to counteract commoditisation
- Allow personalisation and involvement in creation, co-creation and re-creation



Opportunities for GIMA members

- Products for Baby Boomers that help them defy, deal with or enjoy age
- Products and experiences that are fun for one !
- Products that embrace technology
- Products aimed at wealthy, confident women



Opportunities for GIMA members

- Look for branded supplier-retailer relationships
- By-pass the retailers to protect your brand values
- Look out for an explosion of new outlets and opportunities



Whose door will you be knocking on in 2015?

Plant Centre/Nursery

Outdoor leisure retailer

Other suppliers of
similar lifestyle
products and services

Garden service centre

Residential leisure parks
with retail

Mail order

Garden Centres

Conference and
well being centre

Lifestyle centre

Garden Leisure

Health and leisure

Internet retailers

Specific garden retailer
e.g. Garden Furniture

Consumer groups
and clubs

Garden/ gift boutiques

Garden Villages

Historic houses and gardens





Prepare for a new dawn

- The mass market will fragment
- Product design, introduction, distribution and marketing will fragment
- Mass appeal will be replaced by individual choice
- Experience, atmosphere and lifestyle will rule



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