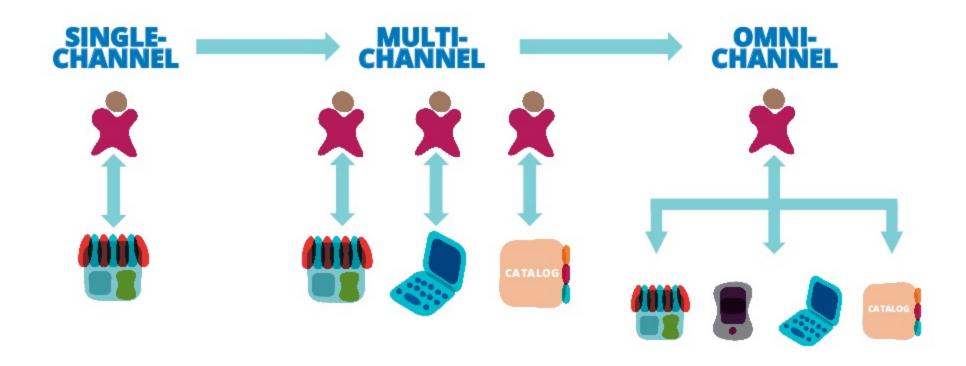
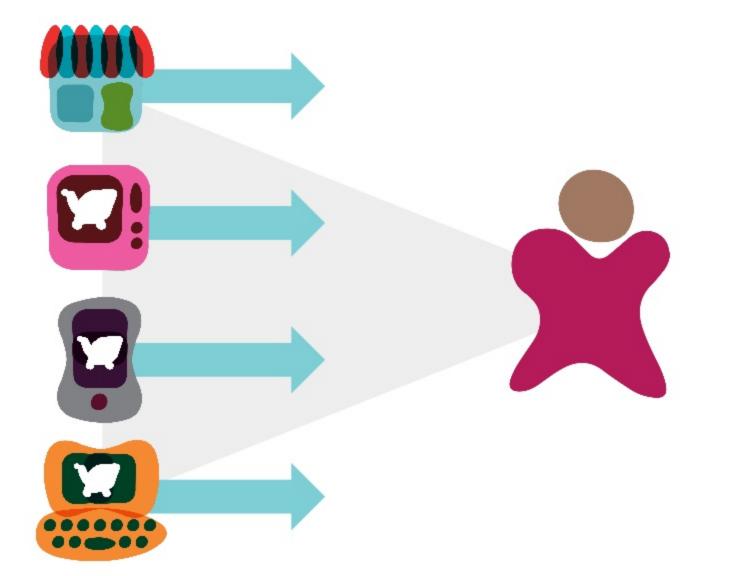
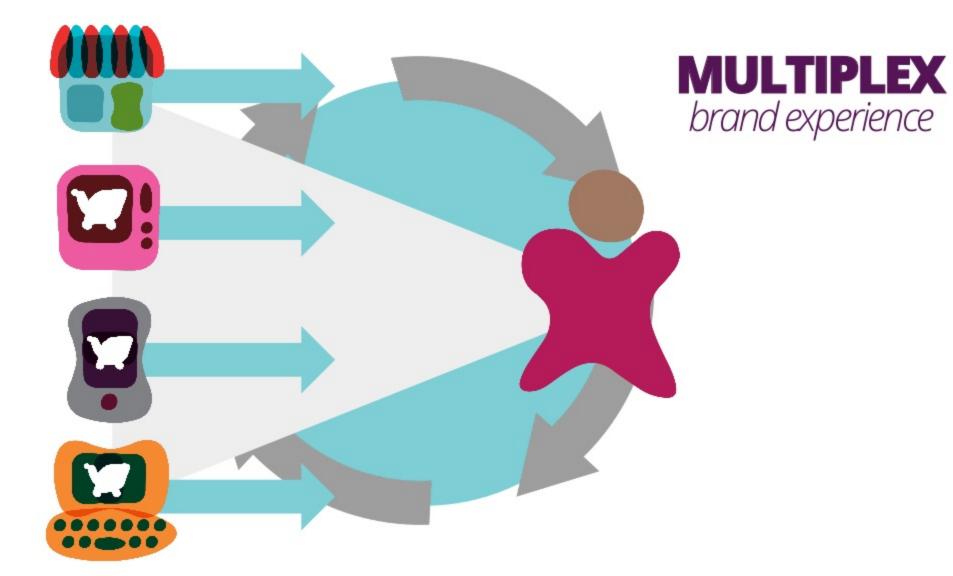


Joshua C. Sigel

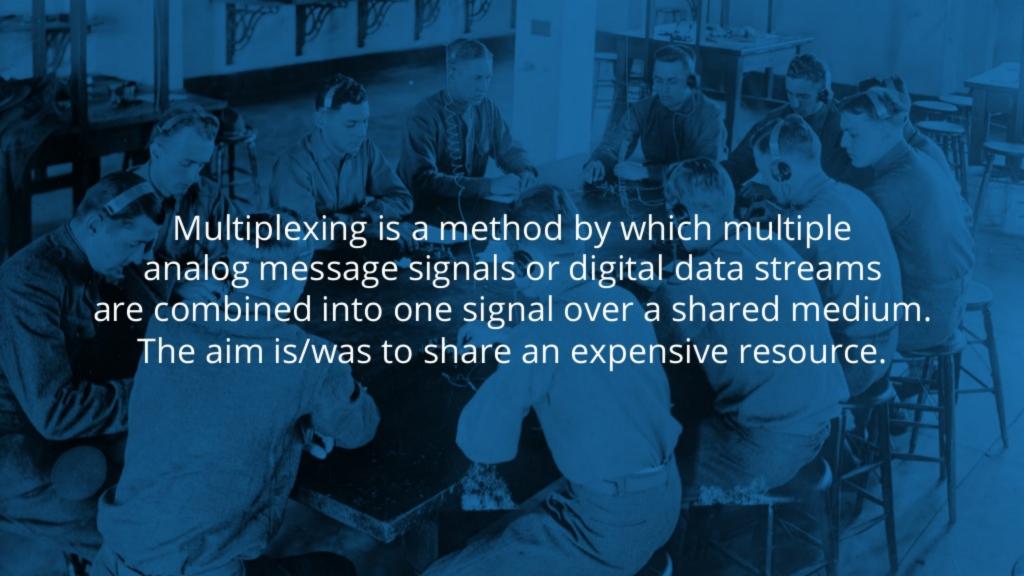
Evolution of the Retail Shopping Experience











Today the expensive resource is the customer's time and attention. The retailer positioned to enable the customer journey through which ever channels the customer choses whenever the customer wants will win.

CUSTOMER EXPERIENCE JOURNEY	ONLINE	E-MAIL	SOCIAL	IN-STORE	MOBILE	SUPPORT	KIOSK	LOGISTICS
Awareness								
Research & Planning								
Selection								
Checkout								
Acquisition/Delivery								
Returns & Refunds								

CUSTOMER EXPERIENCE JOURNEY	ONLINE	E-MAIL	SOCIAL	IN-STORE	MOBILE	SUPPORT	KIOSK	LOGISTICS
Awareness				•				
Research & Planning				•				
Selection				•				
Checkout								
Acquisition/Delivery								
Returns & Refunds								

MULTIPLEX brand experience

CUSTOMER EXPERIENCE JOURNEY	ONLINE	E-MAIL	SOCIAL	IN-STORE	MOBILE	SUPPORT	KIOSK	LOGISTICS
Awareness	•							
Research & Planning								
Selection				•			-	
Checkout				•				
Acquisition/Delivery				-				
Returns & Refunds					•			

THE NATURAL MARKETS STORY

Creating a MultiPlex Channel Brand Experience

"It's Just a Fad."



growth rate for all food



\$27B 2012

\$11B 2004

\$1B 1990

The total value of the organic industry in Australia is an estimated

\$1.27B in 2012

The average growth projection for the coming years is

10-15%

Global organic market sales are slated to grow at an estimated CAGR of

12.9% to \$105B by 2015



GLOBAL \$100B

UNITED STATES

\$21B

by 2016

by 2016



\$13B by 2018

OUR CHALLENGES ARE NOT UNIQUE

Existing operating environments and technical infrastructure

Define and gain agreement on roadmap/development and deployment plan

Define and gain internal agreement on what the "to be" is

OUR CHALLENGES ARE NOT UNIQUE

Internal resources/capacity BUDGET COMPETITO GHNOLOG **CULTURE** Vendors TIME Organization training

	WEB PRESENCE	DIGITAL MEDIA	POS SOFTWARE	POS HARDWARE	ORDERING	STORE LEVEL REPORTING	TELEPHONE	EMAIL	IDENTITY MANAGEMENT	NETWORK
Richtree Natural MARKET RESTAURANTS		f	SILVERWARE	⊕ Ø IBM.	Produce Ordering Sheets Vendor's Websites	MARKET STATES ON LINE	Bayview – PBX All others - analog	Microsoft Exchange Server 2003	Int.richtree.ca	JUNIPER
PLANCT ORGANIC M A R K E T	- Marie - Mari	f 🛂	BREAKPOINT	⊘ NCR TOSHIBA	Produce Ordering Sheets Vendor's Websites	Extract from JS Excel based	2 Stores – PBX 6 Stores - analog	Microsoft Exchange Server 2010	POM.local NMRC.local	
Mrs.Green's		f 🛂	BRdan	IBM.	iunfi	Manual Entry Labor, COGs Import Data from Vendor files	Panasonic PBXs	Smarter Mail -	?	SONICWALL
fresh@greens		f 🕶	BRdata	IBM.		BRdata	Panasonic PBX, Nortel PBX, etc	Microsoft Exchange Server 2003	Int.richtree.ca	JUNIPER
wilde@ greene		f	BRass micros	IBM.		BR _{data} micros	New Panasonic IP Phone System	Alicrosoft Exchange Server 2003	Int.richtree.ca	Juniper

where do we begin?

Do we look at this as a POS decision?

If we choose a platform that everyone else has deployed how do we create a competitive edge?

What about on-line ordering and grocery shopping?

How long will it take to make changes?

How does mobile come into play?

How expensive will those changes be?

experience design process

- 1
- Observation (The good, the bad and the ugly)
 - Our own stores
 - Competitors stores, online and off
 - Other consumer facing businesses
 - Past work experience
- Research
 - Customers
 - Street and analyst community
 - Employees