

MBCC AI Retail Transformation Playbook

Module 1 – Executive Foundations

AI in Retail Overview

- AI is transforming every retail function, from supply chain to customer engagement.
- Enterprises see AI as a driver of revenue growth and efficiency.
- MBCC positions AI as both practical and future-ready.

Market Landscape & Competitive Trends

- Global retail AI market growing at 20%+ CAGR.
- Competitors focus narrowly on ERP, CRM, or niche startups.
- MBCC differentiates as an end-to-end AI platform.

AI Adoption Strategies

- Start with quick wins (forecasting, personalization).
- Scale across enterprise workflows.
- Build executive sponsorship and governance early.

Executive Playbook for AI

- Define vision: Align AI with business outcomes.
- Empower teams: Training + change management.
- Monitor ROI: Dashboards for measurable results.

Case for Transformation

- Traditional retailers face rising costs and competitive pressure.
- AI delivers measurable ROI in 6–12 months.
- MBCC future-proofs enterprises with scalable AI.

Module Summary

- AI in retail is both urgent and inevitable.
- MBCC provides an executive roadmap for adoption.
- Leaders who act now gain long-term competitive edge.

Discussion Questions

1. What are the biggest barriers to AI adoption in your organization?
2. Where could AI drive immediate impact (customer, supply chain, operations)?
3. How can executives sponsor AI adoption more effectively?