



RETAIL & EDUCATION

Case Study - Store A

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# CURRENT SCENARIO



SHIFT IN DEMOGRAPHICS



COMPETITORS

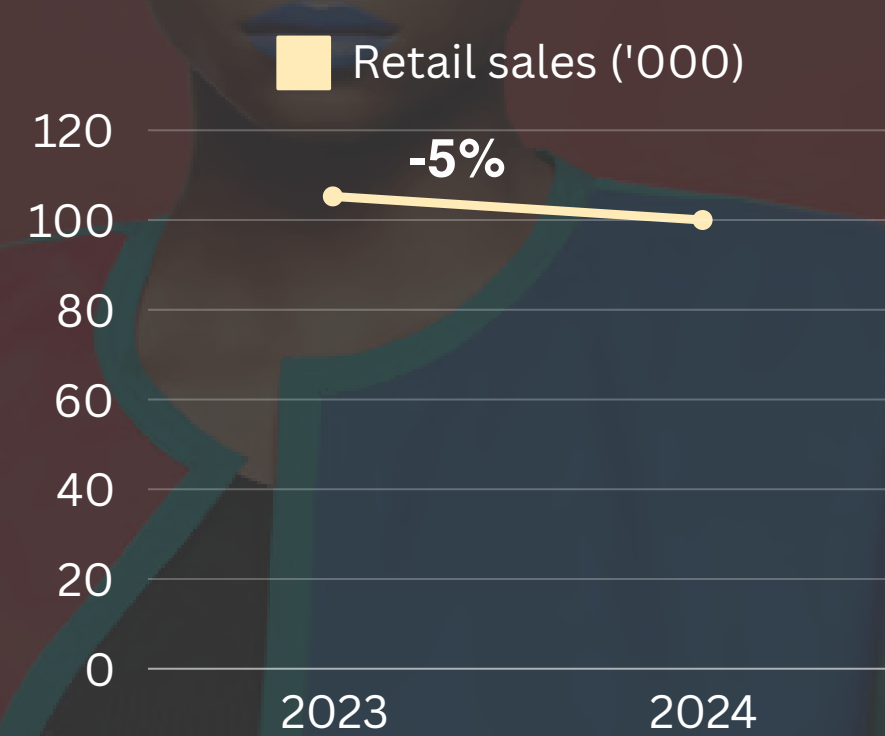
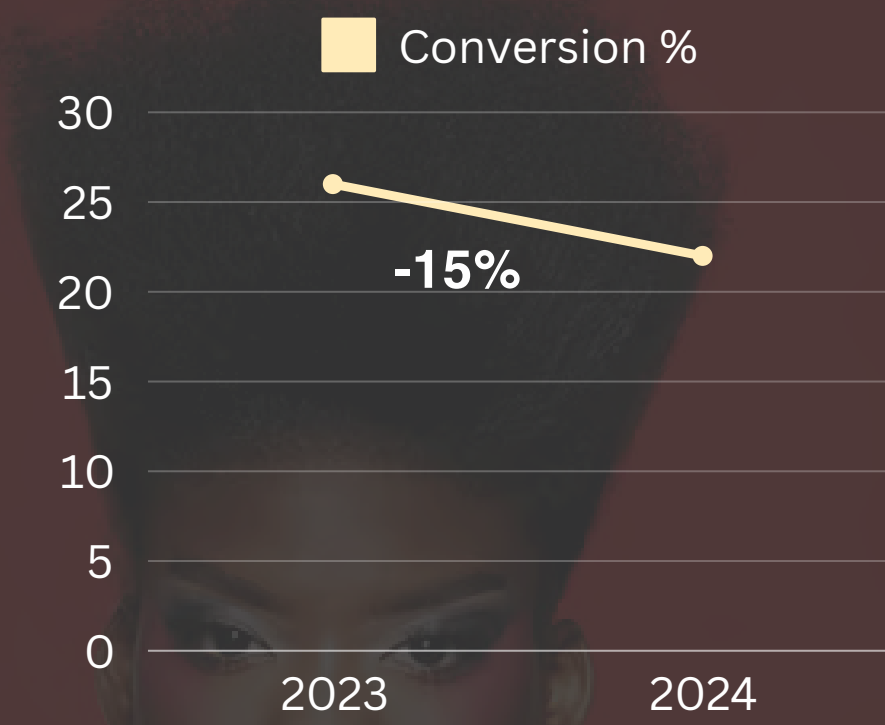
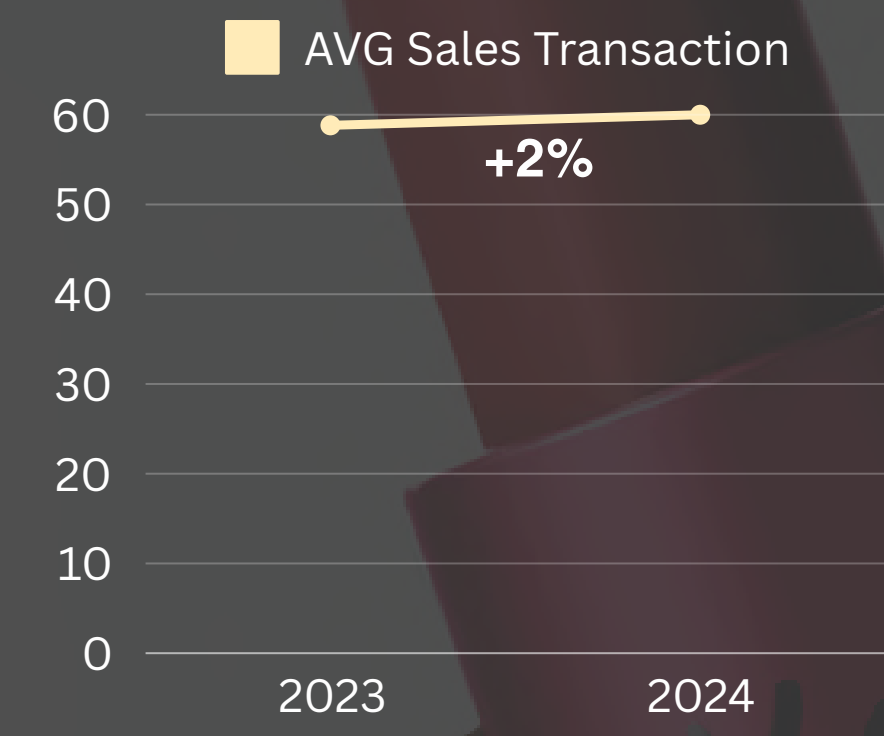
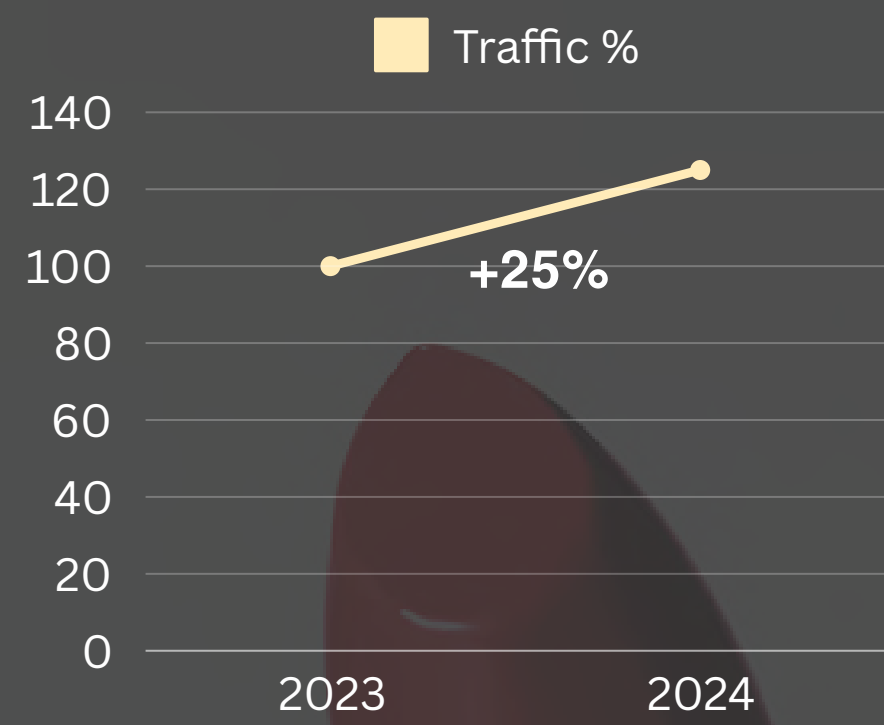


OPERATIONAL CHALLENGES





# STORE PERFORMANCE SO FAR





# SWOT ANALYSIS

## STRENGTHS

- Perfect location with good visibility
- Good Average transaction
- Solid Mystery shopper score
- Strong team
- CRM capture

## WEAKNESSES

- Decreasing conversion rate
- Lower retail sales
- Absence of retail manager
- Frustrated retail artists
- Operational challenges

## OPPORTUNITIES

- Local awareness
- Leverage brand image to outshine competitors
- Visibility on competitors (store designs / POS)
- Turn stockouts into opportunities for up-selling / cross-selling
- Use CRM for tailored weekend campaigns
- Engaging in-store experiences for local customers.

## THREATS

- Decreased tourism
- Shift in Gen Z shopping habits (ex: Online, click & collect)
- Competitors in close proximity

# HOW ARE GEN Z CUSTOMER DYNAMICS SHIFTING?

GEN Z DYNAMICS	FOCUS AREAS	UNIQUE METRIC IMPACTED
Experiences + Ownership	Immersive Experiences: Multi-sensory, interactive physical and digital experiences.	Retail Sales
Fluid Brand Loyalty	Authenticity in Brand Voice: Transparent, genuine communication with Gen Z.	CRM Capture Rate
Social Proof	Peer validation, authentic voices, reviews on social media (Instagram, TikTok, Reddit)	Traffic
Digital Engagement	Invest in AR campaigns, virtual try-ons, and gamified experiences.	Customer Visit Frequency
Purpose-Driven	Highlight sustainability, diversity, and social impact.	Brand Loyalty



# ACTION PLAN

## STORE LEVEL OPERATIONS



### HIRE A DEDICATED RETAIL MANAGER:

1. Hire an experienced retail manager knowledgeable in Gen Z engagement and MAC trends.
2. Ensure strong leadership skills for training and motivating retail artists.
3. Responsible to oversee CRM strategy, peak traffic engagement, and customer experience.

*Impact: Streamlined operations, better team performance, and enhanced customer experience.*

# ACTION PLAN

## STORE LEVEL OPERATIONS



### MARKET ANALYSIS & BEST PRACTICES:

1. Assumption: Store A is in Paris, where Gen Z shopping habits are key to driving retail growth.
2. Segment regional markets (Europe -> France -> Paris) to identify winning in-store tactics from both MAC stores and competitors.
3. Analyze tactics like upselling methods and how top stores handle traffic peaks.
4. Share insights with trainers to create customized strategies for Store A, focusing on Gen Z habits.

*Impact: Better conversion rates and higher retail sales.*



# ACTION PLAN

## STORE LEVEL OPERATIONS



### PRODUCT CUSTOMIZATION:

1. Track viral trends.
2. Design seasonal campaigns based on these trends (e.g., "MAC Holiday Sparkle" during Christmas, bold summer palettes).
3. MAC has EVERYTHING ! Use the diverse product range to ensure every season and trend is covered.
4. Promote these campaigns in stores with eye-catching displays and interactive product stations.

*Impact: Increased footfall, higher CRM sign-ups, and better product relevance for Gen Z.*



# ACTION PLAN

## STORE LEVEL OPERATIONS



### PEAK TRAFFIC ENGAGEMENT:

1. Host weekend events (e.g., influencer meetups, live makeup tutorials) to attract foot traffic during peak hours.
2. Encourage customers to post about their experiences, amplifying the store's reach, building FOMO.

*Impact: Increased footfall and brand visibility.*



# ACTION PLAN

## STORE LEVEL OPERATIONS



### CUSTOMER REVIEW FORMS:

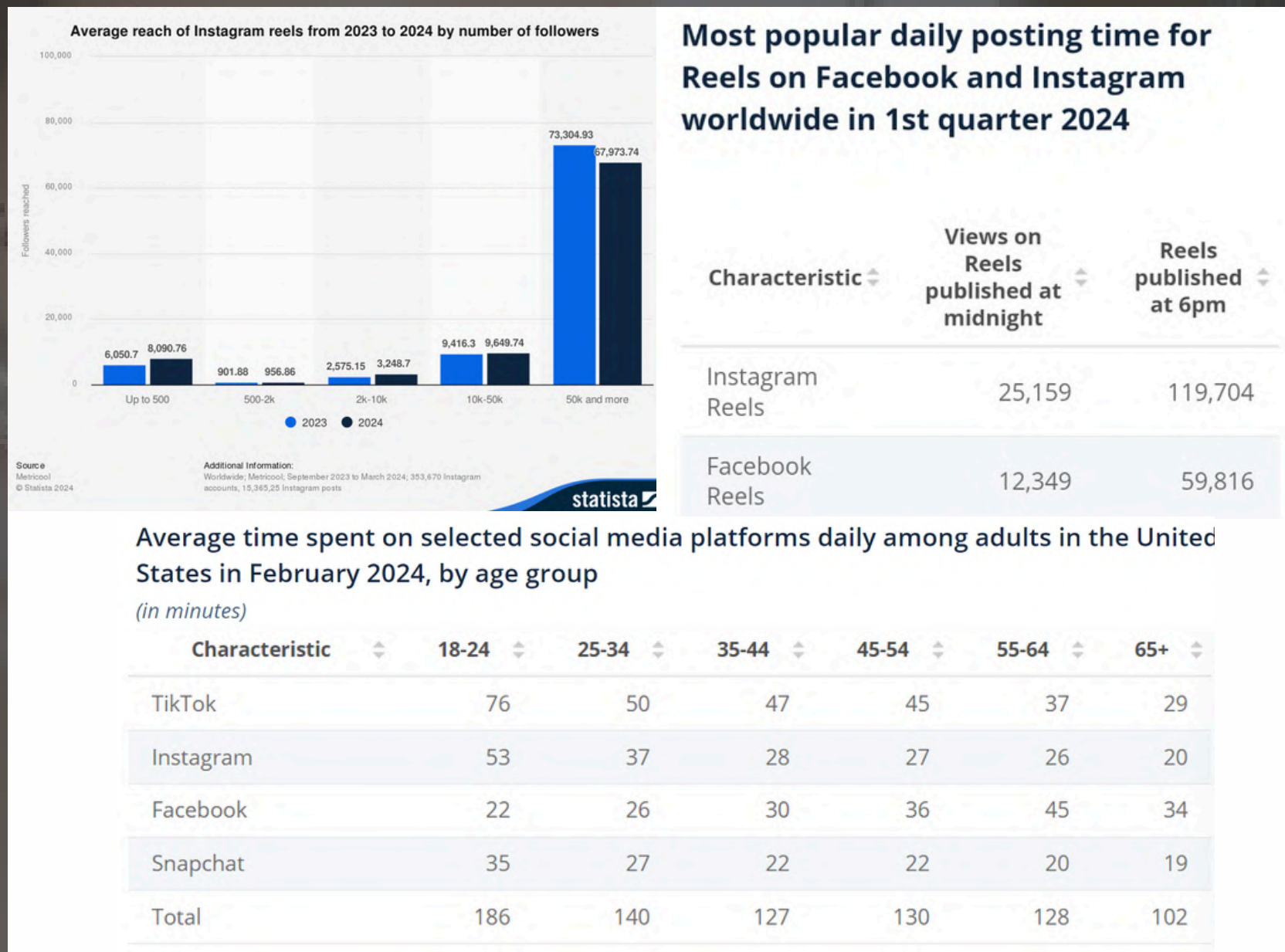
- Place QR codes and kiosks in-store for easy access to customer review forms.
- Offer small incentives (e.g., a consultation) for customers who fill out the forms.
- Analyze feedback to:
  - a. Understand shopping preferences (e.g., preferred product categories, service feedback).
  - b. Identify barriers to conversion (e.g., stock availability, in-store experience).

*Impact: Conversion rate, Mystery Shopper Score*



# MARKETING & EDUCATION TACTICS

## CUSTOMER-FACING AND TEAM TRAINING INITIATIVES.



Source - Statista

### SOCIAL MEDIA MARKETING:

- Partner with influencers to showcase MAC products authentically.
- Create TikTok/Instagram challenges highlighting MAC's offerings (e.g., "5-minute power glam").
- Leverage social platforms for user-generated content and raw, unfiltered reviews (Gen Z's preferred social proof).
- Focus on bold, visually compelling, trend-driven campaigns, and align posts with peak interaction times.
- Analyze social media metrics to refine strategy.

*Impact: Increased traffic, stronger Gen Z engagement.*

# MARKETING & EDUCATION TACTICS

## CUSTOMER-FACING AND TEAM TRAINING INITIATIVES.



### RESEARCH & DATA-DRIVEN APPROACH:

- Analyze available data to uncover key insights like: what are Gen Z shoppers buying most often, is the AST less?
- Combine these insights with trend analysis (e.g., popular influencers, viral aesthetics)
- Refine marketing strategies based on these insights

*Impact: Optimized product targeting and better alignment with customer preferences.*



# MARKETING & EDUCATION TACTICS

## CUSTOMER-FACING AND TEAM TRAINING INITIATIVES.



### RETAIL ARTIST COMPETITION:

1. Turn retail artists into brand ambassadors by hosting competitions for the best makeup looks.
2. Create innovative looks using substitute products for out-of-stock items.
3. Reward winners with incentives to boost team morale and ensure a vibrant store atmosphere.
4. Share winning looks on social media as “*Look of the month*”.

*Impact: Increased morale, better customer service, and higher sales through creative product positioning.*



# MARKETING & EDUCATION TACTICS

## CUSTOMER-FACING AND TEAM TRAINING INITIATIVES.



### EXPERIENTIAL MARKETING:

- Focus on creating in-store experiences that Gen Z can connect with (e.g., interactive makeup stations and customized product creation areas).
- Use trend-based window displays that align with current aesthetics Gen Z favors (e.g., “Fiery Eye with MAC”).
- These displays should be visually striking and grab attention from the street.

*Impact: Traffic, Conversion Rate, Retail Sales.*



# MARKETING & EDUCATION TACTICS

## CUSTOMER-FACING AND TEAM TRAINING INITIATIVES.



### RETAIL ARTIST TRAINING:

- Equip retail artists with tools to appeal to Gen Z's preferences.
- Train them on emerging trends and how to communicate MAC's value proposition to resonate with Gen Z.
- Teach upselling and cross-selling techniques using storytelling.
- Ensure artists provide personalized, non-intrusive advice to Gen Z shoppers, focusing on their preferred aesthetics.

*Impact: Conversion Rate, Retail Sales, Basket Size.*



# MARKETING & EDUCATION STRATEGY

## LONG-TERM BRAND POSITIONING.



### CRM STRATEGY & CUSTOMER ENGAGEMENT

#### USE CRM DATA TO:

1. Track visit frequency, basket size, and purchase behaviors.
2. Identify shopping patterns and popular product categories.
3. Segment customers for personalized email campaigns and offers.

#### ENGAGE CUSTOMERS WITH:

1. Mini product samples or trial kits to introduce MAC to new customers.
2. Win-chance campaigns offering discounts, perks, or exclusive product drops to boost sign-ups.

#### ANALYZE CUSTOMER REVIEWS TO:

1. Understand shopping preferences and barriers to conversion (e.g., stock issues or service feedback).



# MARKETING & EDUCATION STRATEGY

## LONG-TERM BRAND POSITIONING.



### GEN Z CENTERED LOYALTY PROGRAM

1. Develop a tiered loyalty program tailored to cover different age segments
2. For Gen Z - offer benefits that resonate with their preferences.
3. Like exclusive early access to trending collections, sustainable product launches, and VIP digital experiences.
4. Leverage the program to create a sense of belonging and community around the MAC brand.
5. Use CRM data to reward engagement metrics (e.g., social media shares, reviews) alongside purchases.

# MARKETING & EDUCATION STRATEGY

## LONG-TERM BRAND POSITIONING.



### SUSTAINABILITY STORYTELLING & TRANSPARENCY

1. Launch long-term campaigns highlighting MAC's commitment to sustainability, diversity, and ethical practices.
2. Integrate these stories across social media, product packaging, and CRM email strategies.
3. Partner with sustainability influencers to educate customers on MAC's impact and encourage repeat purchases tied to a cause.





**THANK YOU !**