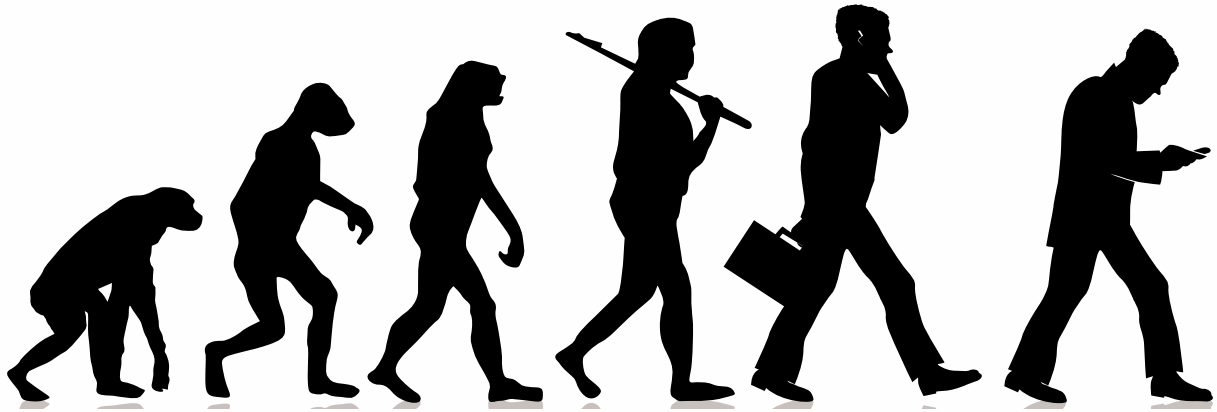
# TRAVEL RETAIL

# UNDER SIEGE ?



# SURVIVAL OF THE FITTEST…

# duty-free

/ˌdjuːtɪˈfriː/

*adjective & adverb*

1. exempt from payment of duty "the permitted number of duty-free goods" *noun*
2. goods that are exempt from payment of duty "a bag of duty-free"

# METEORIC RISE

## OF E-COMMERCE

阿里巴巴 Alibaba.com™

is currently ranked as the world's second most valuable retail brand with a brand value of US$49.30 billion*

*according to WPP's 2016/2017 Brandz Top 25 Most Valuable Global Retail Brands ranking

# SINGLES' DAY 11.11.16

1. Sales reached **US$17.8 billion** on **Alibaba** platforms
2. Total number of **transactions** hit just over **1 billion**
3. **$14.6 billion** of the orders were made on **mobile devices**

stocks
flooding
the market

high
*rents*
to landlords

easy
price
comparison

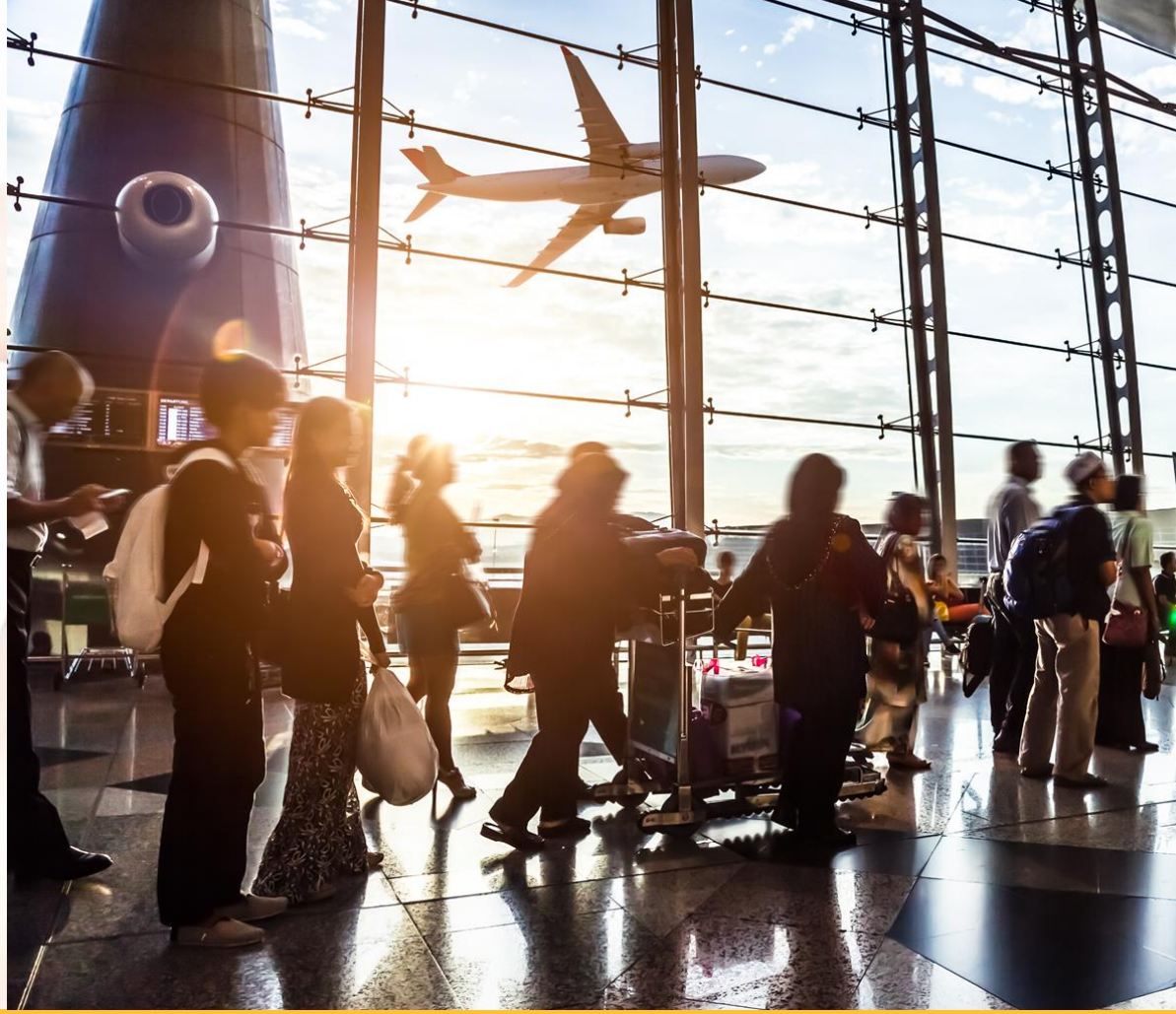
terrorism
global
currencies

high
*rents*
to landlords

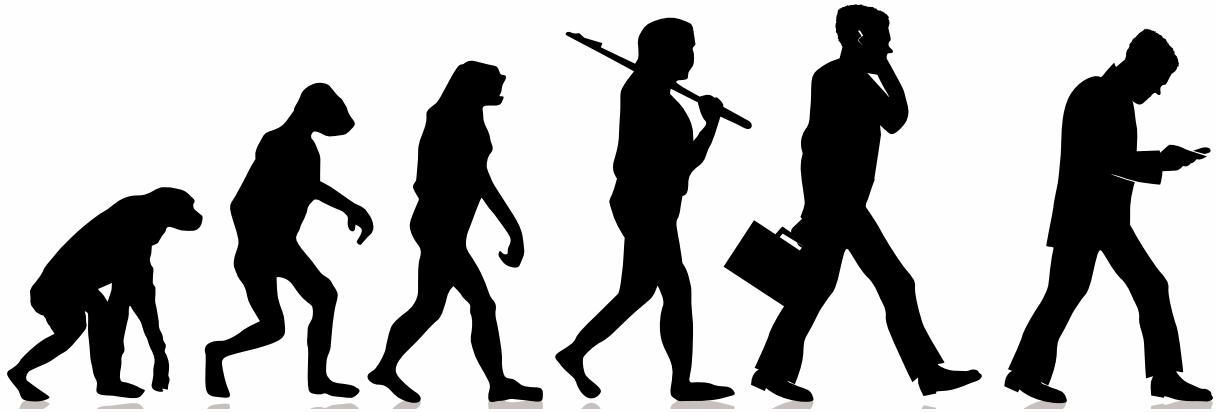
+ travellers

*low spend*

unsustainable



"TIME IS
THE MOST
VALUABLE
THING A MAN
CAN SPEND"

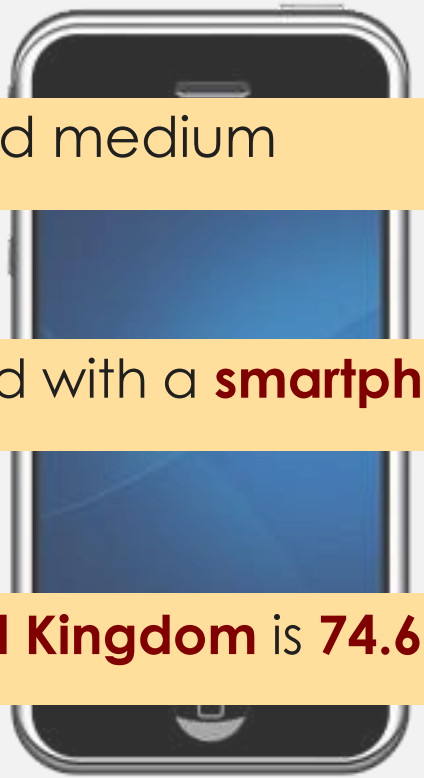


# SURVIVAL OF THE RICHEST ?

NEW
RULES

# M-COMMERCE IN CHINA – KPMG

1. **M-commerce** to become the preferred medium
2. **90.4%** of Chinese respondents purchased with a **smartphone**
3. **United States** rate is **74%** while the **United Kingdom** is **74.6%**

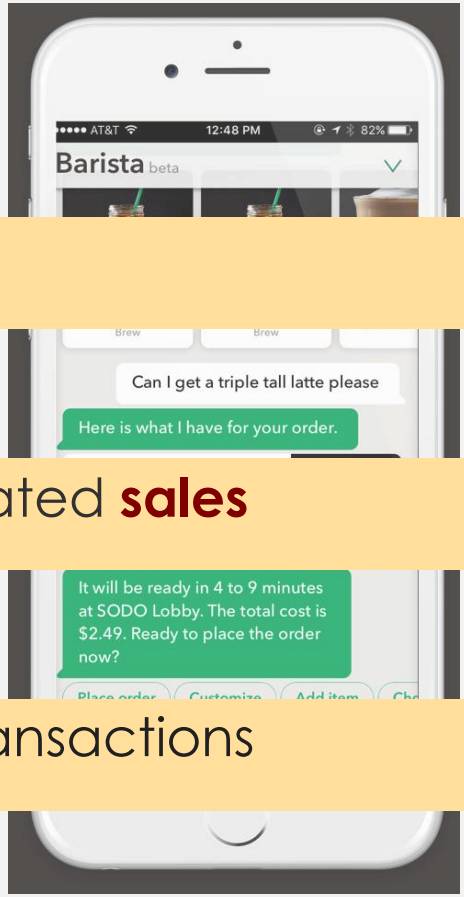


BIG DATA
&
INNOVATION

SEAMLESS ONLINE
&
OFFLINE EXPERIENCE

MULTIPLE DIGITAL
TOUCHPOINTS

# MY STARBUCKS COFFEE BARISTA




1. Investing in **AI – Artificial Intelligence**
2. **Increase** in customer **loyalty** and generated **sales**
3. **Mobile ordering** system = **10%** of total transactions

amazon go
NO LINES. NO CHECKOUT.
JUST WALK OUT
SHOPPING
NO-LINE LUNCH
NO-LINE
BREAKFAST
LUNCH
SNACKS
GROCERY
ESSENTIALS
DINNER
amazon go

How can we entice our consumers ?

“To secure ourselves against defeat lies in our own hands, but the opportunity of defeating the enemy is provided by the enemy himself.”

**Sun Tzu: The Art of War**