



Navigating the Retail Industry

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History of the Retail Industry



Minimal Technology Use

Retailers were, and some still are, hesitant to change



Mostly In-Store Purchases

Minimal online presence for stores before the rise in e-commerce



Mom and Pop Stores

Many stores were owned by families who had run their businesses a certain way for generations



Less Efficient Advertising

Landlords had minimal use of online advertising and could struggle to reach potential tenants

Innovative Companies in the Industry



- Allows users to find information on brands and retailers
- Saves shoppers time and money
- Partner with retailers to gain access to potential customers through online advertising



- All-in-one platform that allows for prospecting, analyzing and understanding data
- Automates retailers' management and outreach processes through AI



- Allows landlords to streamline the management of their retail portfolio using technology
- Improves the customer experience and increases sales by using technology

Real Estate Prop Tech Companies

 LeaseAccelerator

COMPASS

Top Retail Investors

Asset Management Firms

BlackRock
Vanguard
Fidelity Management & Research

Real Estate Development Firms

Greystar
Cushman & Wakefield
Hines
Prologis

Institutional Investors

Citadel
Morgan Stanley
Bridgewater Associates
Goldman Sachs

Private Equity Firms

Blackstone Group Inc
KKR & Co. Inc
CVC Capital Partners
The Carlyle Group

Family Offices

Walton Enterprises LLC
Cascade Investment
Bezos Expeditions
Mousse Partners

The Future of Retail: Retail Trends and Technology



Automation/AI

Stores are utilizing automation for restocking merchandise, tracking supply, rearranging items, contactless payments, and offering self-checkout operations.



Data Technology

Retailers are now taking advantage of cloud integration tools and e-commerce integration software to combine data from various sources and using AI/ML driven analytics platforms to acquire useful insights.



Augmented Reality

The pandemic has made AR technology increasingly vital for shoppers wanting to combine virtual and real-world shopping. This snapshot illustrates virtual mirror technology used in virtual fitting rooms - one of the most successful applications for AR.



Omnichannel Strategies

Omnichannel approaches focus on reaching clients via both digital and physical platforms. This unified experience allows customers to purchase products through online, mobile, and brick and mortars.



Sustainability

Implementing environmentally-friendly practices and offering eco-friendly products.

Retail Challenges and Solutions

Challenge: In the upcoming decade, the retail landscape is expected to shift substantially as technology advances. With more uncertain times ahead with our current economic landscape, such as inflation, interest rates, labor shortages and competitive pressure, it becomes imperative for retail investors to invest in technological advancement to ensure profitable outcomes.



Technology Investment

Solution: Investors should consider putting their money into retail markets that have plans in place to introduce proptech which involves data analysis, automation, and physical store alternatives to achieve profitable results.



Technology Adoption

Solution: Making sure adopters don't find the implementation process to be daunting and that knowledge of the technology is at the forefront of its adoption.

Key Points/Strategies to Implement

Our team believes that the retail space has many opportunities for growth despite its current economic challenges. The key point to consider is that a trend towards automation and data technology is already being implemented in this space. With the right partnerships, strategies and a willingness from those partnerships to implement change when needed, this class can be positioned to withstand a downturn.



Improvement of the Asset Class

Can we turn this asset class from a Class-C to a Class A asset? If not, what other alternative improvements can be made?



Form mutually beneficial partnerships

In this climate, it's important to align with partners where there is a mutual benefit and an alignment of synergies.



Invest in new technology

Investing in modern tech like AI and tech software offers a range of opportunities for growth.



Leverage Data and Analytics

Use customer data and analytics to guide strategies.



Focus on customer experience

Focus on the experience of the end user. This is vital for growth.

By using data analytics and implementing modern technologies as well as considering consumer feedback, this asset class can be optimized for exponential growth.

Thank you for listening!

Any questions?