

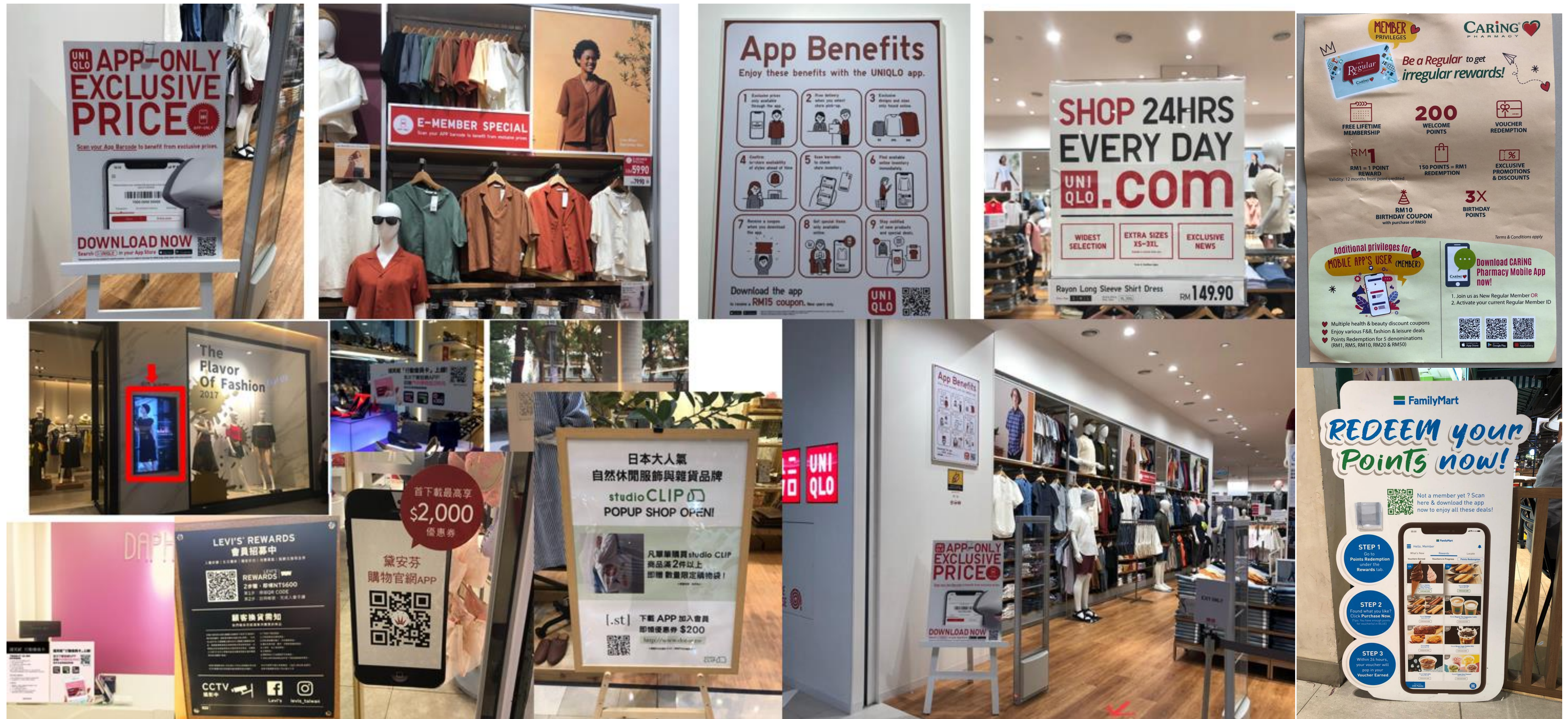
**91APP**

# What is New Retail?





# New Retail is Happening





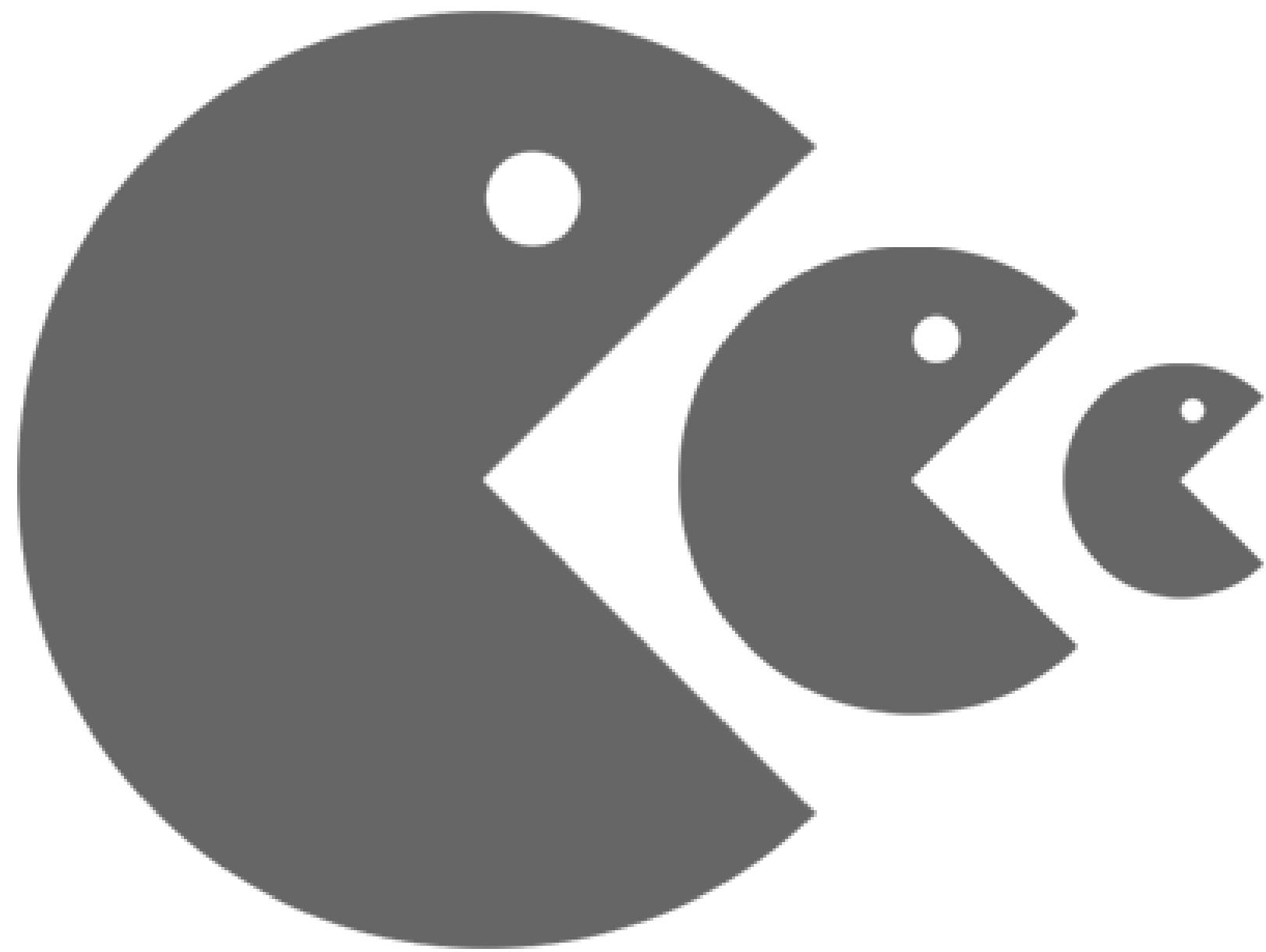
## What is New Retail?

“New Retail refers to the integration, or interlinking, of online and offline shopping using modern technologies, data and customer engagement techniques. ”

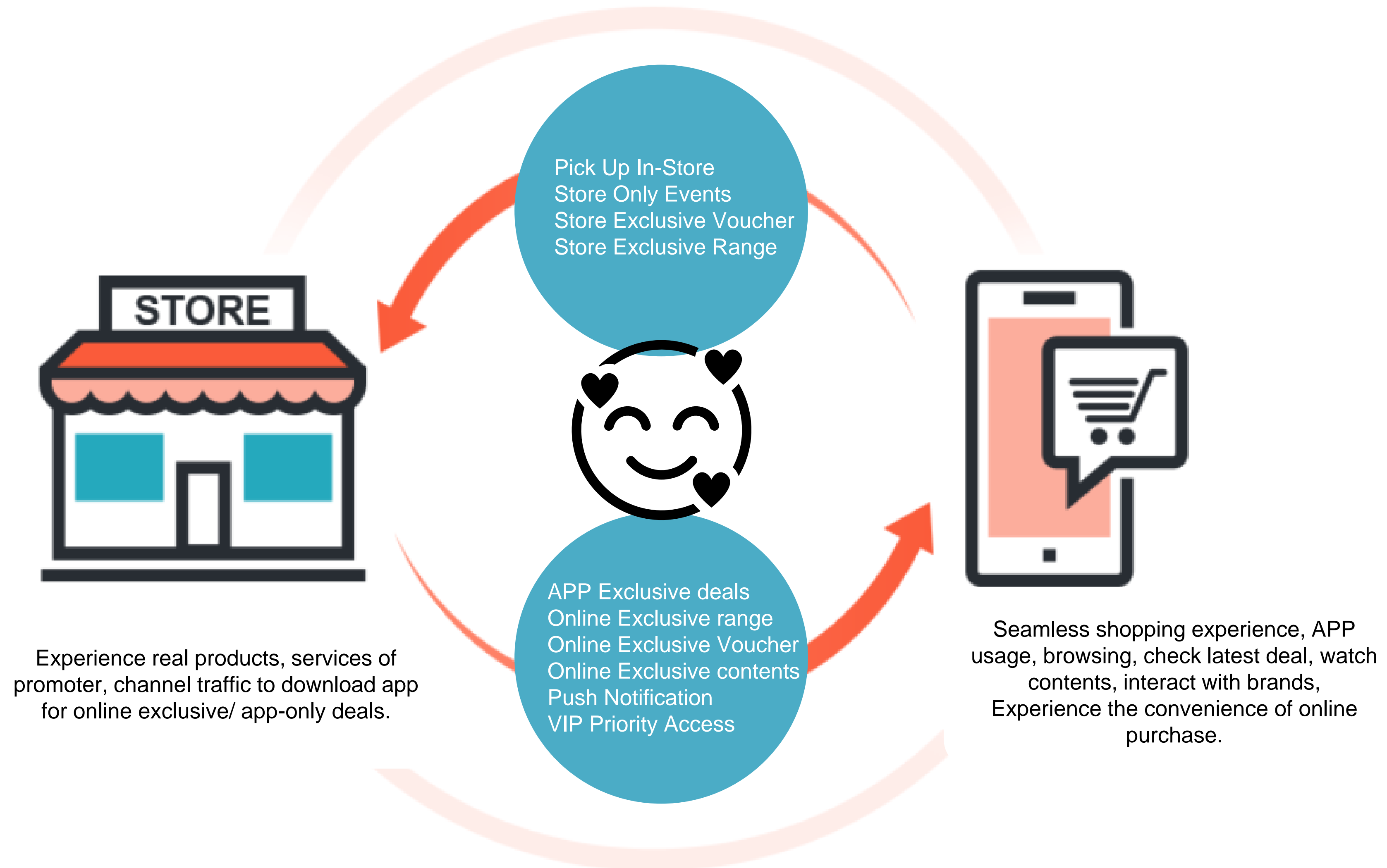
## What is New Retail?



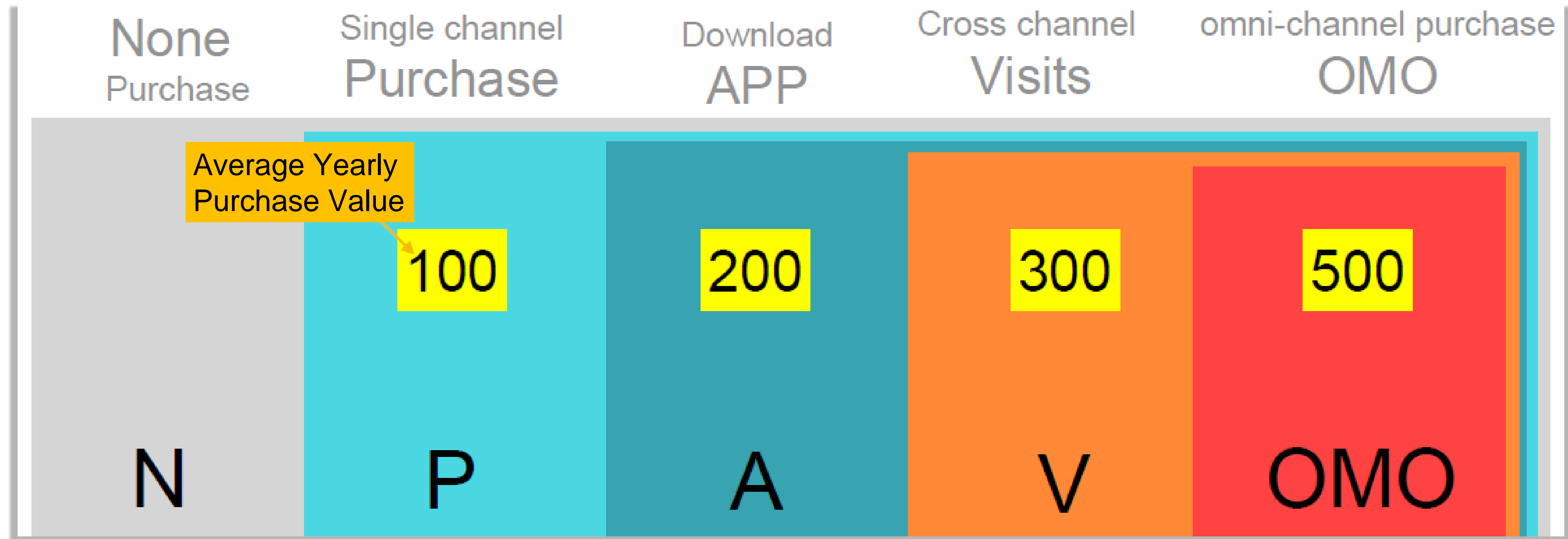
How is this different from the current retail model?



# What is the benefits of New Retail deployment?

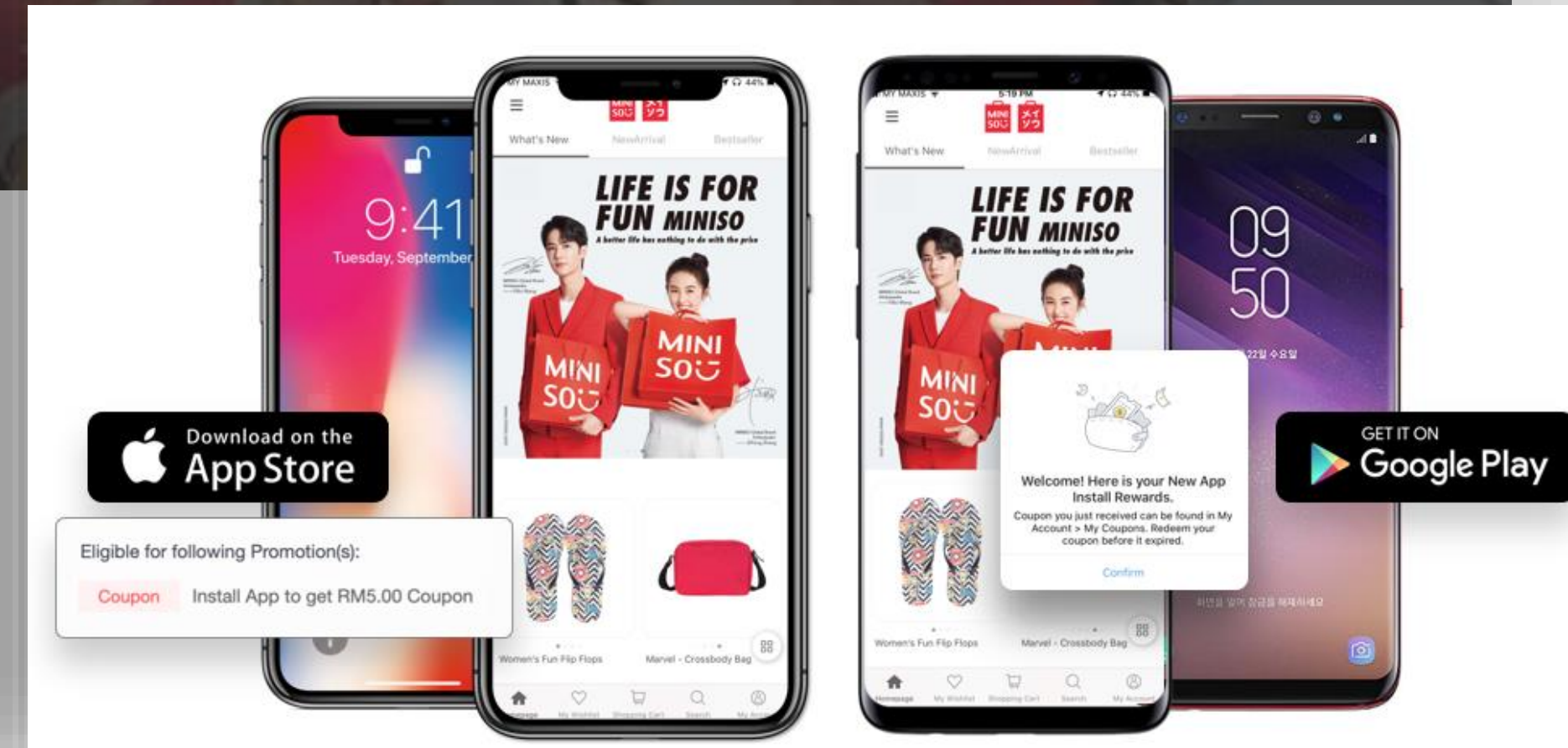
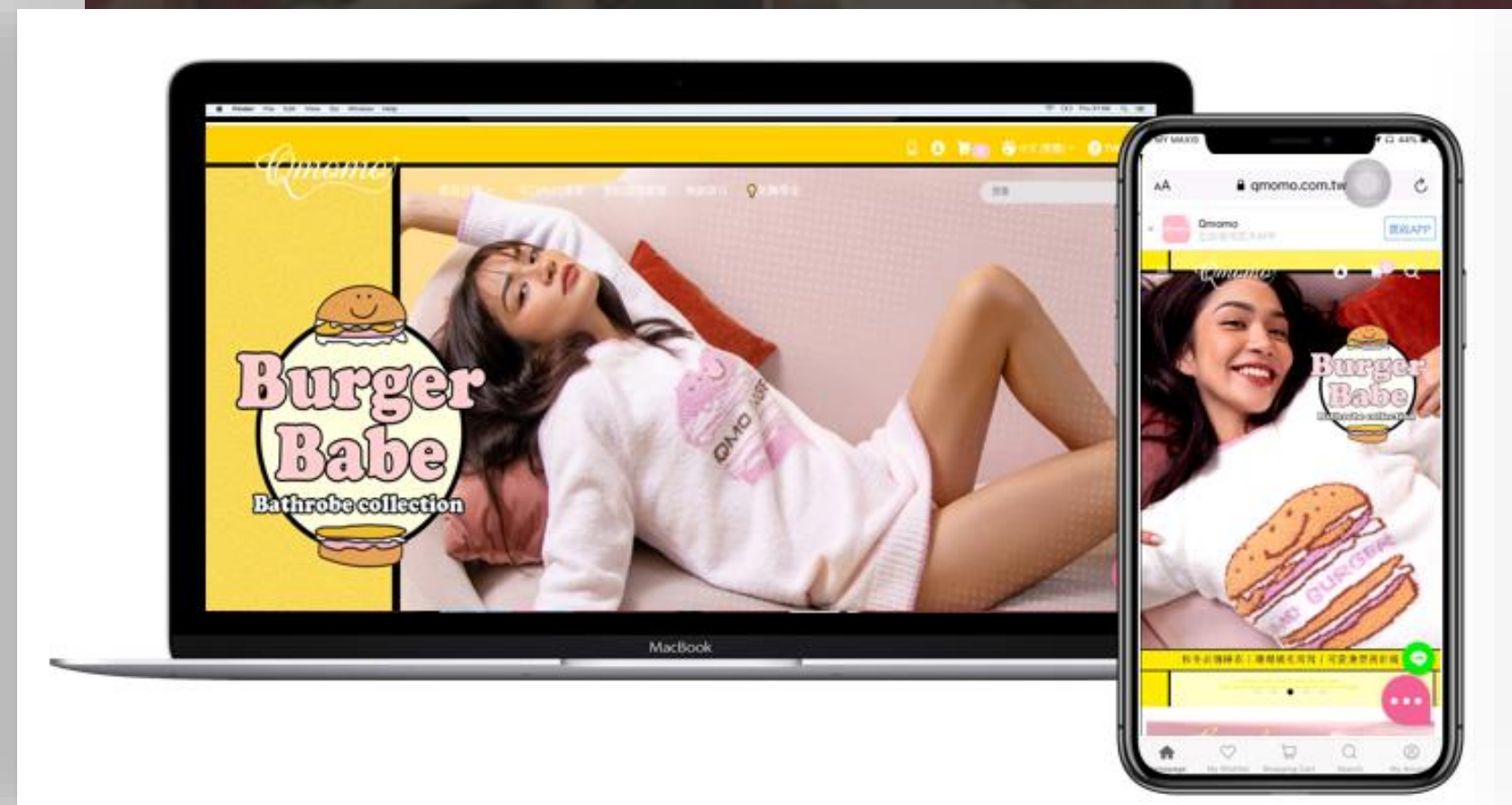
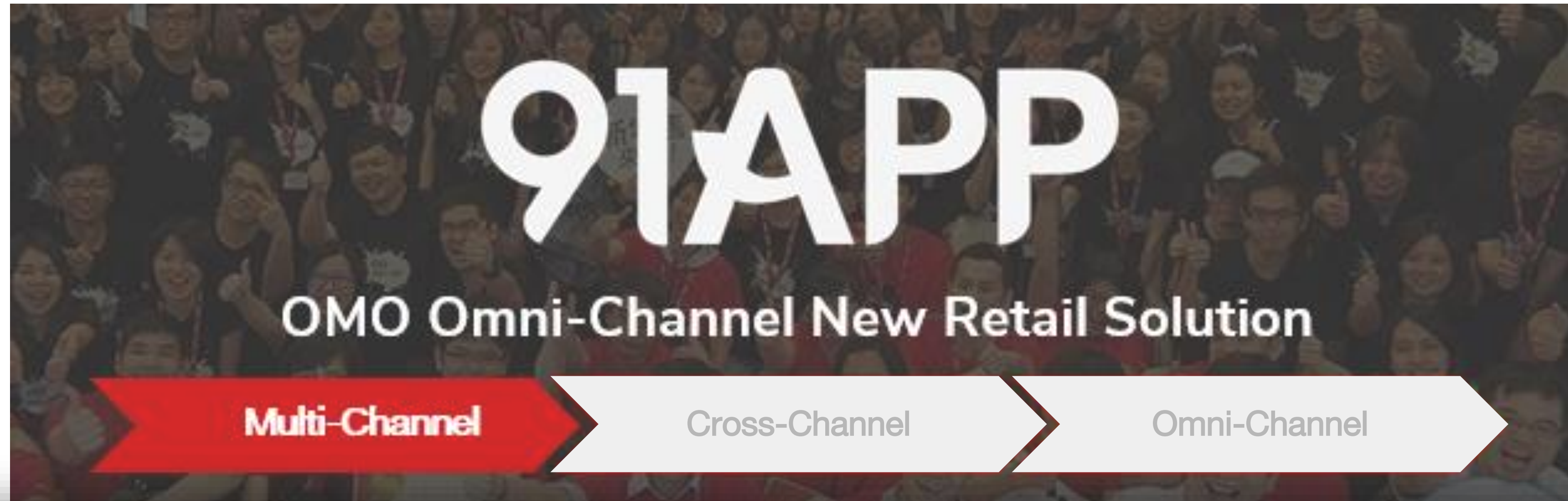


# What is the benefits of New Retail deployment?



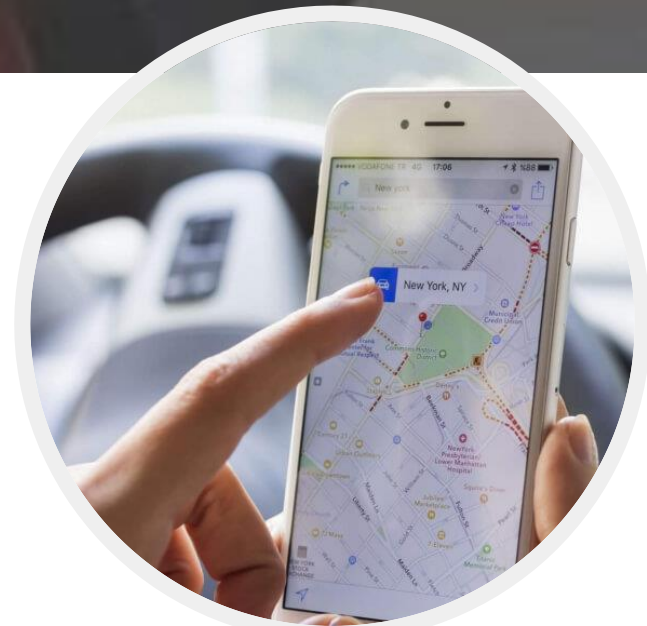
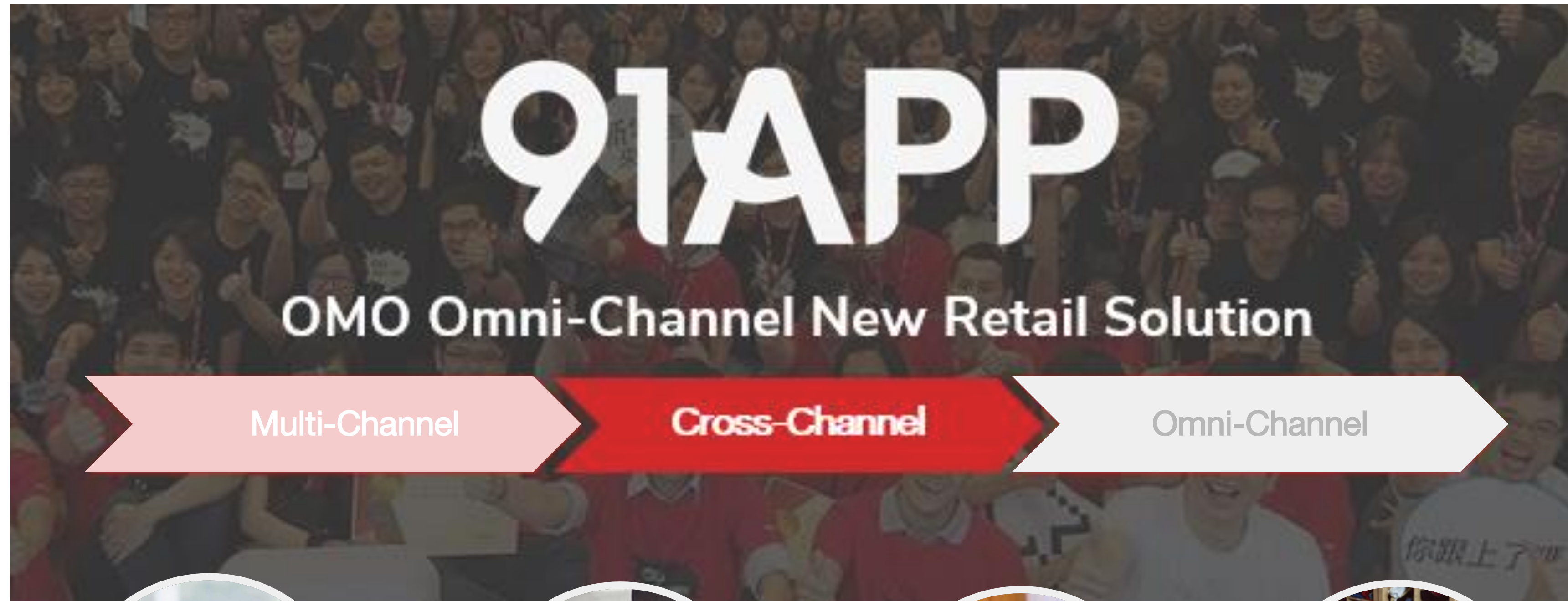


# Secret Reveal No.1: How to start? What is the Steps?





# Secret Reveal No.1: How to start? What is the Steps?



Store Locations  
Navigator



Employee  
Referral Program



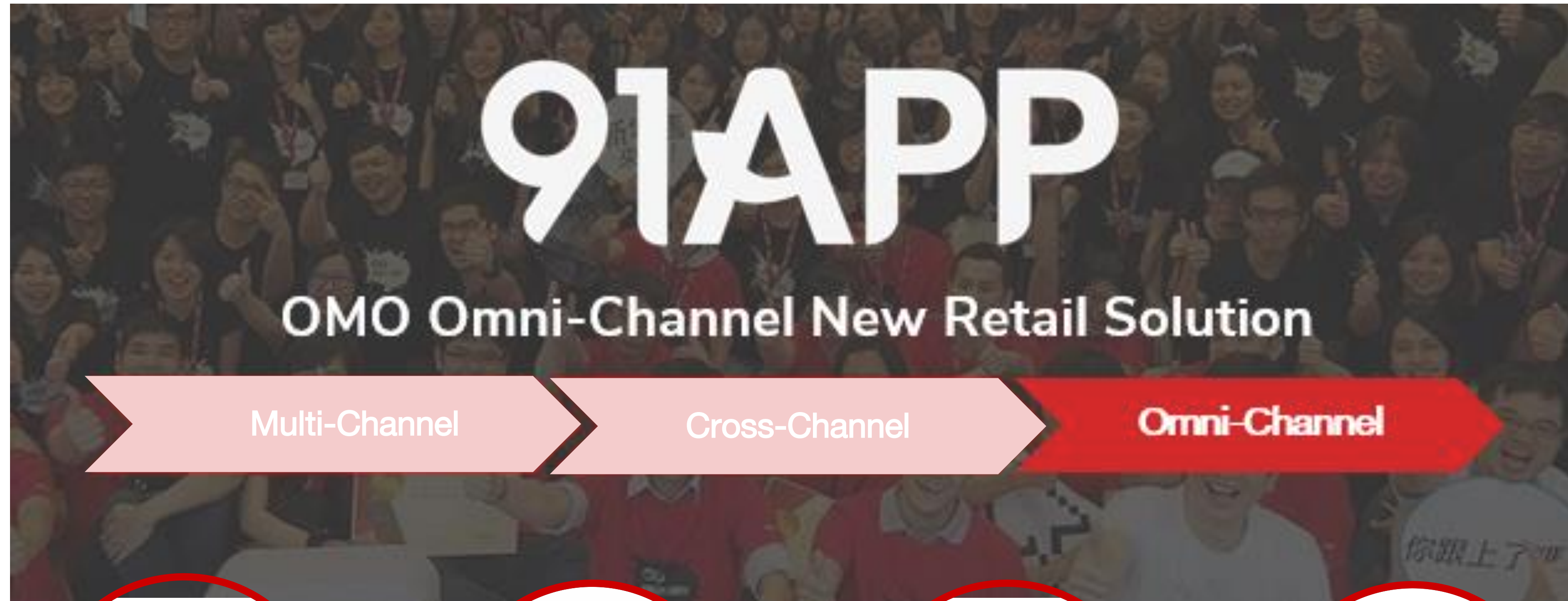
Retail CRM  
In-Store Portal



Buy Online  
Collect In-Store



# Secret Reveal No.1: How to start? What is the Steps?



POS  
Integration



Membership  
Program



Reporting and  
Analysis



ERP  
Integration



## Secret Reveal No.2: How to achieve massive competitive advantages?





## Secret Reveal No.3: What is the Best ratio for Online Revenue?

### Formula:

- 1) Sales = traffic x conversion % x average order value x frequency
- 2) Profit = total sales – total cost

	<table><tr><td>Sales</td><td>Online %</td><td>Conversion</td><td>Frequency</td><td>Profit</td></tr><tr><td>10E</td><td>15%</td><td>34%</td><td>3</td><td>0.8E</td></tr></table>	Sales	Online %	Conversion	Frequency	Profit	10E	15%	34%	3	0.8E				
Sales	Online %	Conversion	Frequency	Profit											
10E	15%	34%	3	0.8E											
	<table><tr><td>Sales</td><td>Online %</td><td>Conversion</td><td>Frequency</td><td>Profit</td></tr><tr><td>10E</td><td>30%</td><td>30%</td><td>5</td><td>1.5E</td></tr></table>	Sales	Online %	Conversion	Frequency	Profit	10E	30%	30%	5	1.5E				Optimum
Sales	Online %	Conversion	Frequency	Profit											
10E	30%	30%	5	1.5E											
	<table><tr><td>Sales</td><td>Online %</td><td>Conversion</td><td>Frequency</td><td>Profit</td></tr><tr><td>10E</td><td>45%</td><td>20%</td><td>6</td><td>1E</td></tr></table>	Sales	Online %	Conversion	Frequency	Profit	10E	45%	20%	6	1E				
Sales	Online %	Conversion	Frequency	Profit											
10E	45%	20%	6	1E											

## Genuine Case Study: So Nice

## SO NICE

	2015	2016	2017	2018	2019	2020
Pure Online	1%	8%	12%	10%	13%	14%
OMO	5%	22%	23%	28%	40%	45%
Pure Offline	94%	70%	64%	62%	47%	41%

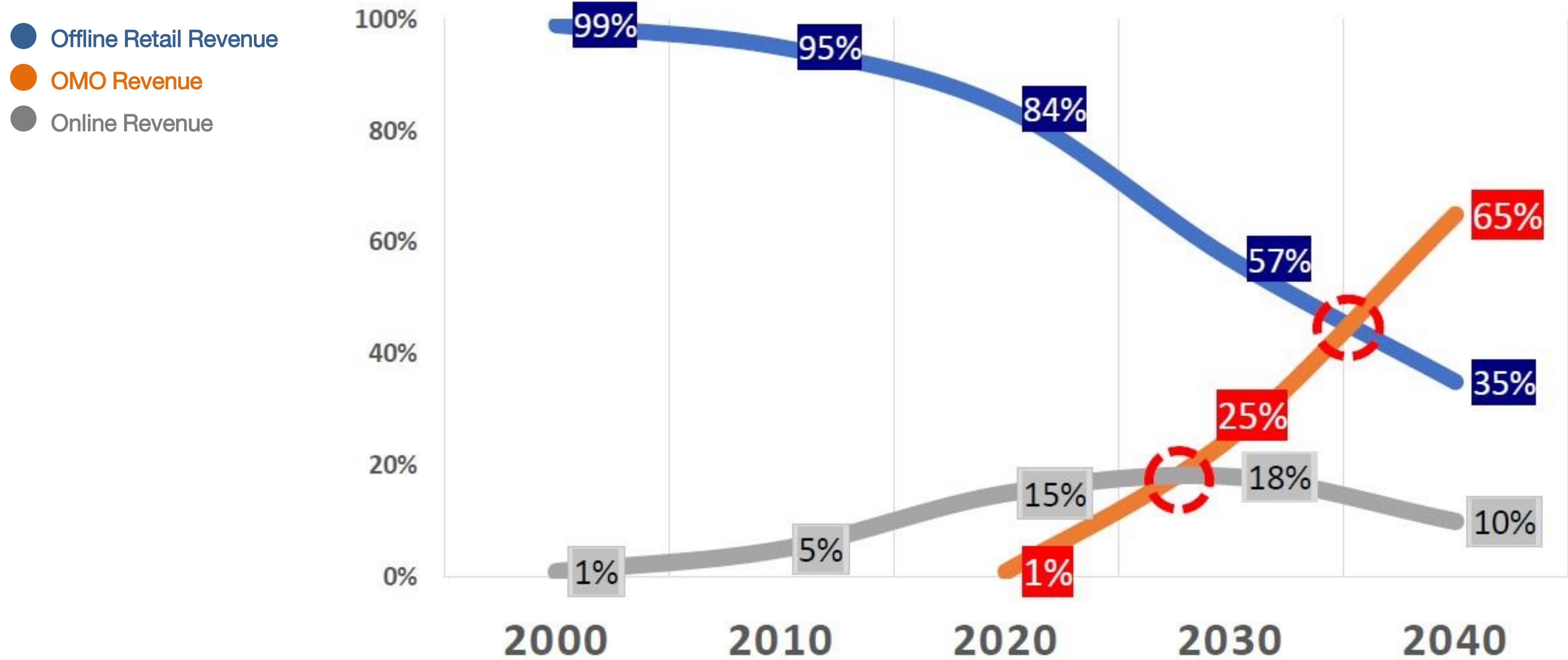
3X-5X Contribution



# Real Omnichannel Experiences with Consolidate Database



# Projection of future retail revenue model



Source: 91APP OMO Retail Research, 2021.



- 20-Year Experience in Retail Commerce
- Pioneer of Online-merge-Offline (OMO) New Retail Solution
- Empowering 10,000+ Brands and Businesses
- 500 Professional Team Members
- Operating in Taiwan, Hong Kong, Malaysia
- RM30,000,000 Paid-up Capital
- Deloitte Technology Fast 500 Award
- SOC 2 (Service Organization Controls 2) Certified





# Our Clients





Present and Future Trend : Are you a leader or follower?



## Q & A Session





# 91APP

OMO Omni-Channel New Retail Solution



Thank You for your precious time.

Please feel free to connect:

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