

91APP

What is New Retail?



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

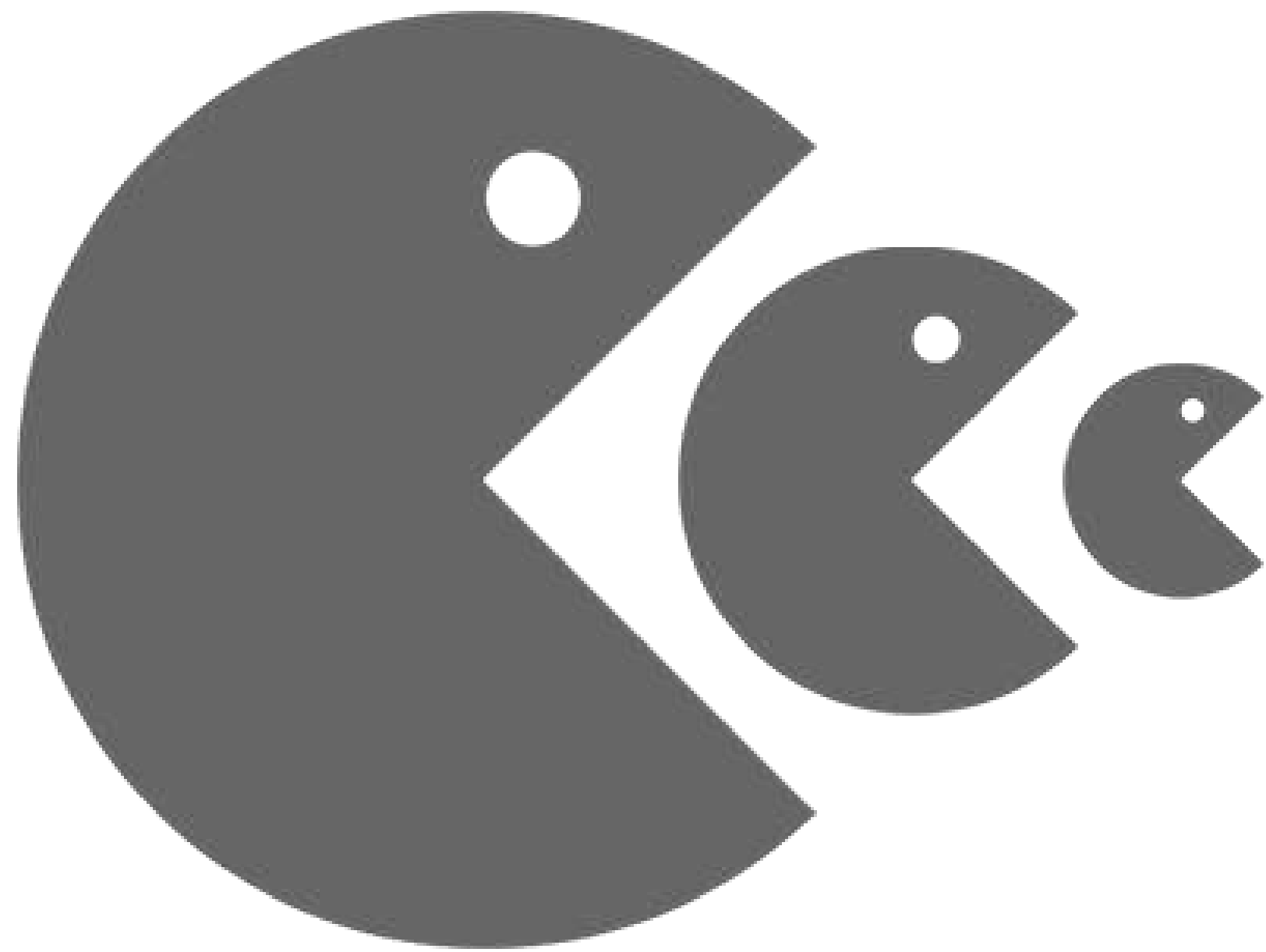
New Retail is Happening



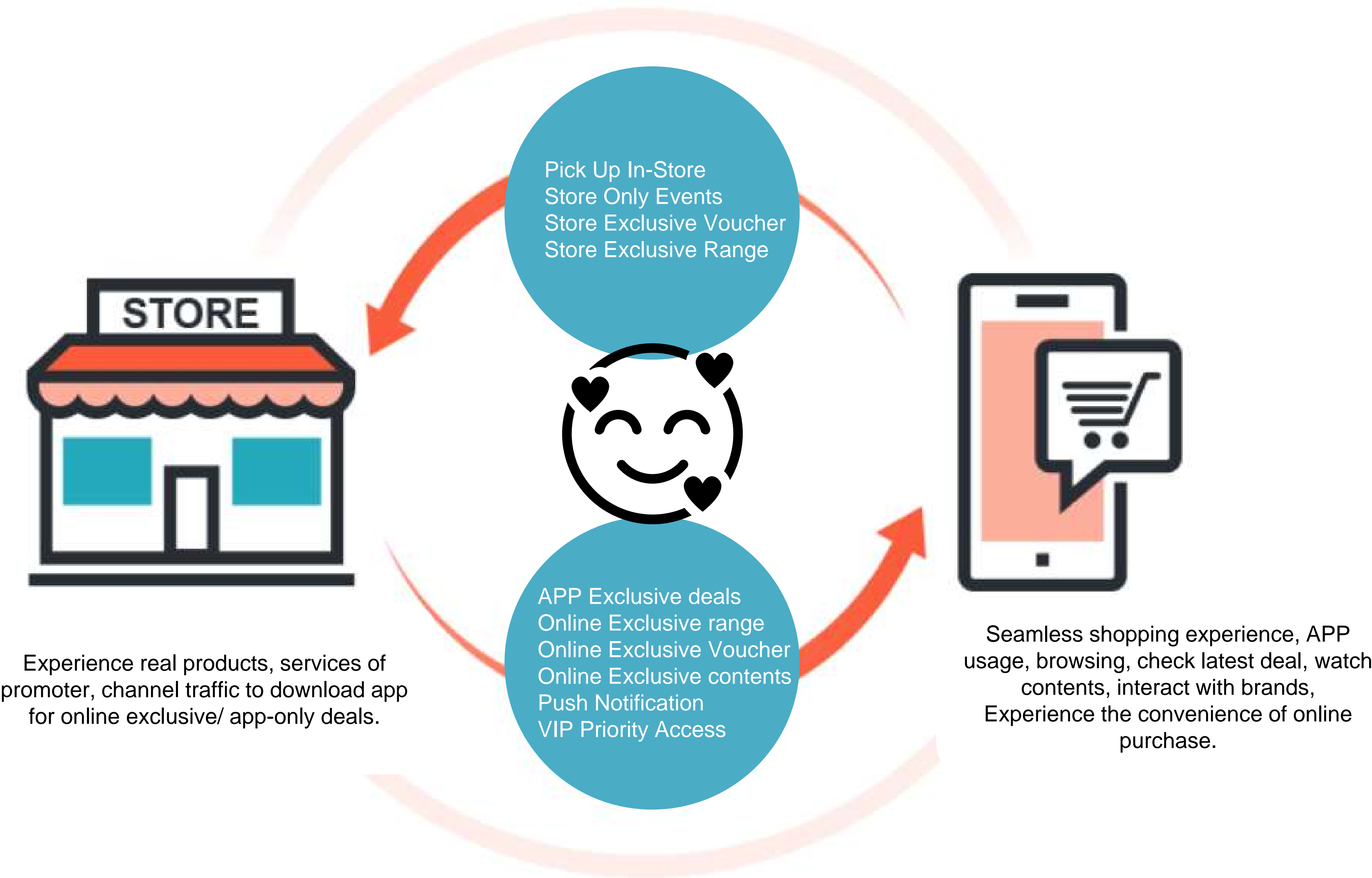
What is New Retail?



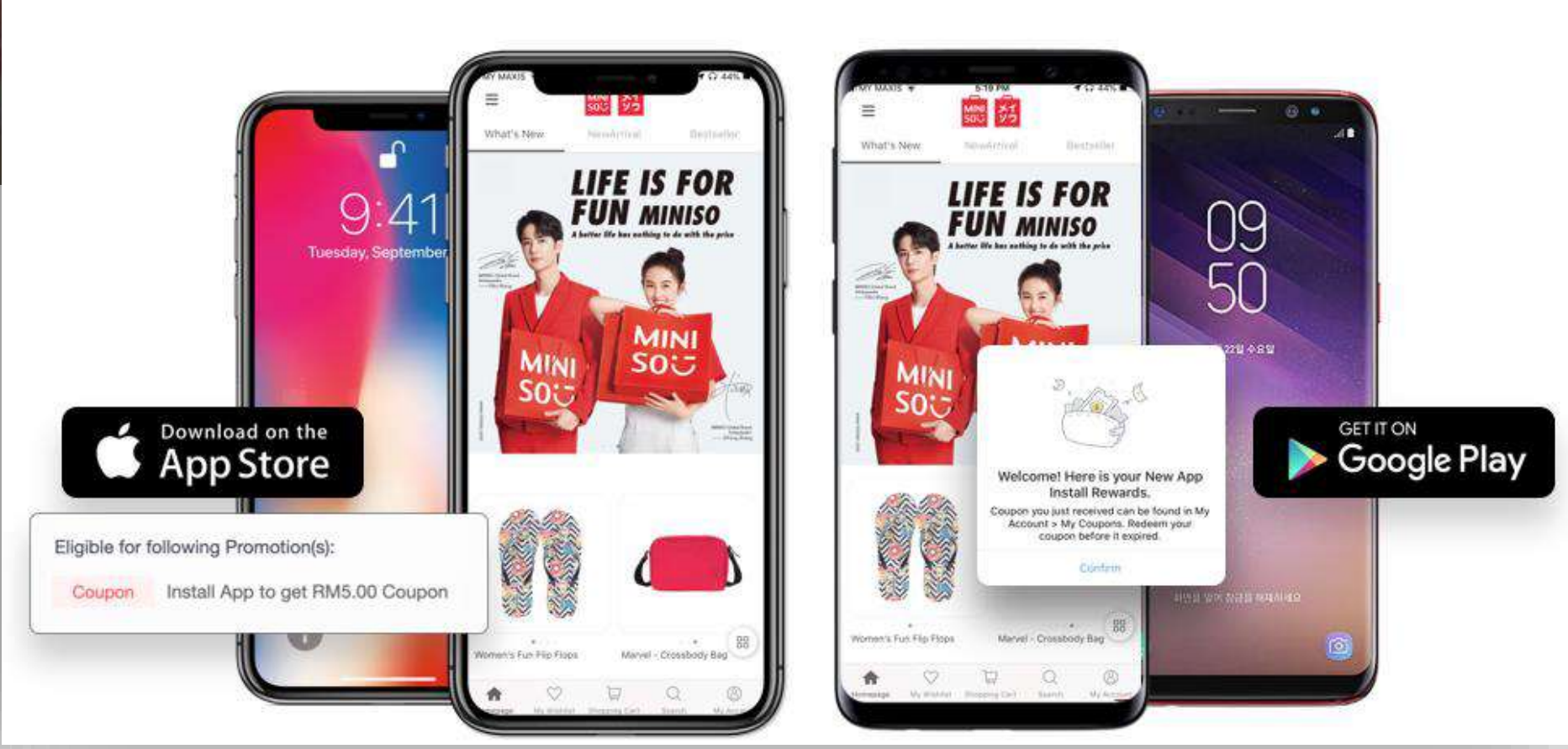
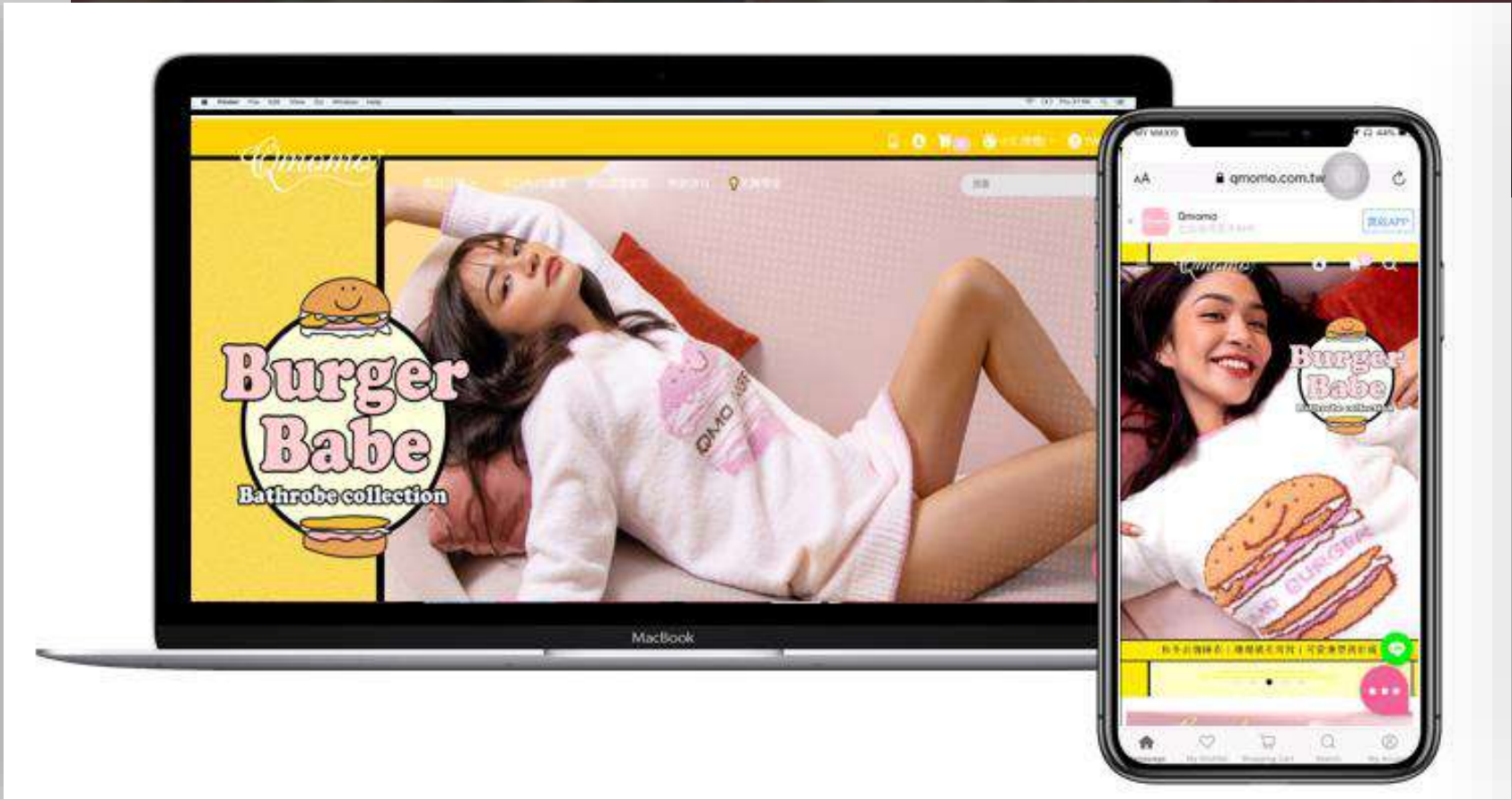
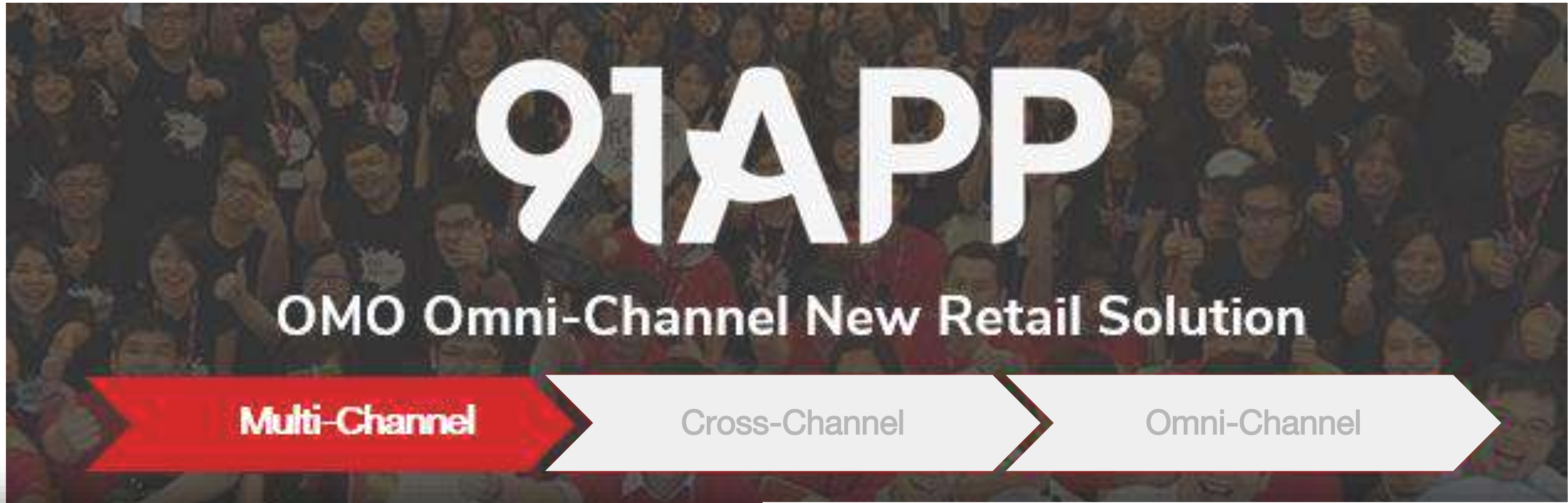
How is this different from the current retail model?



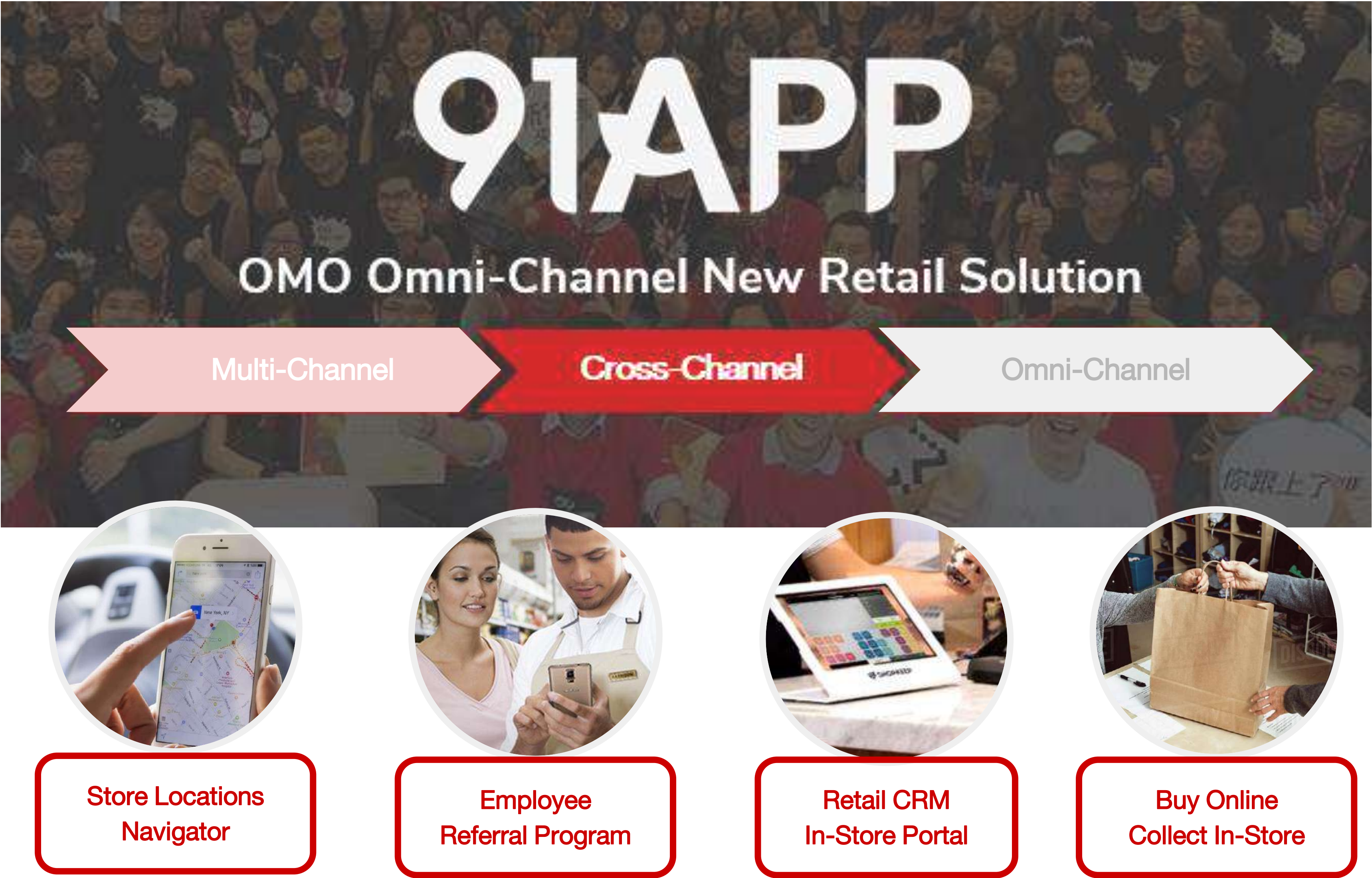
What is the benefits of New Retail deployment?



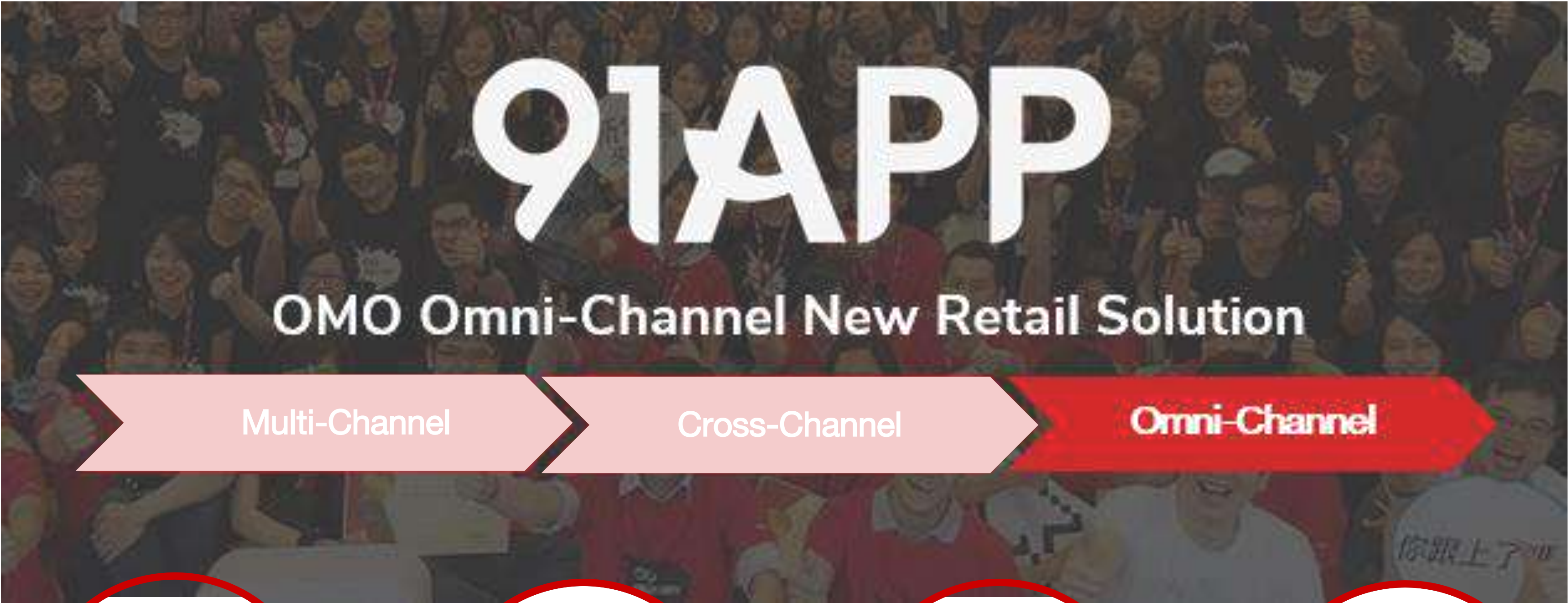
Secret Reveal No.1: How to start? What is the Steps?



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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

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

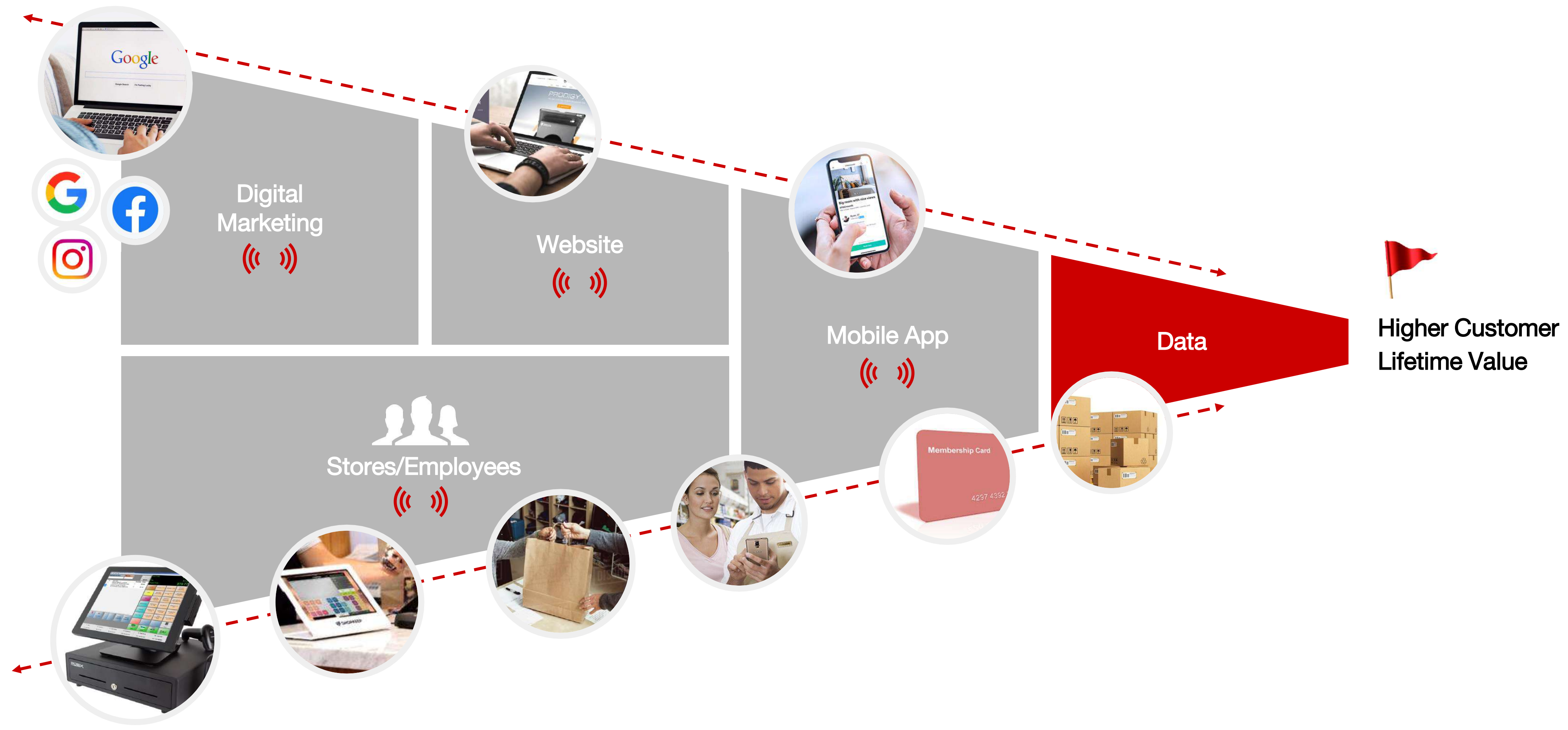
Genuine Case Study: So Nice

SO NICE

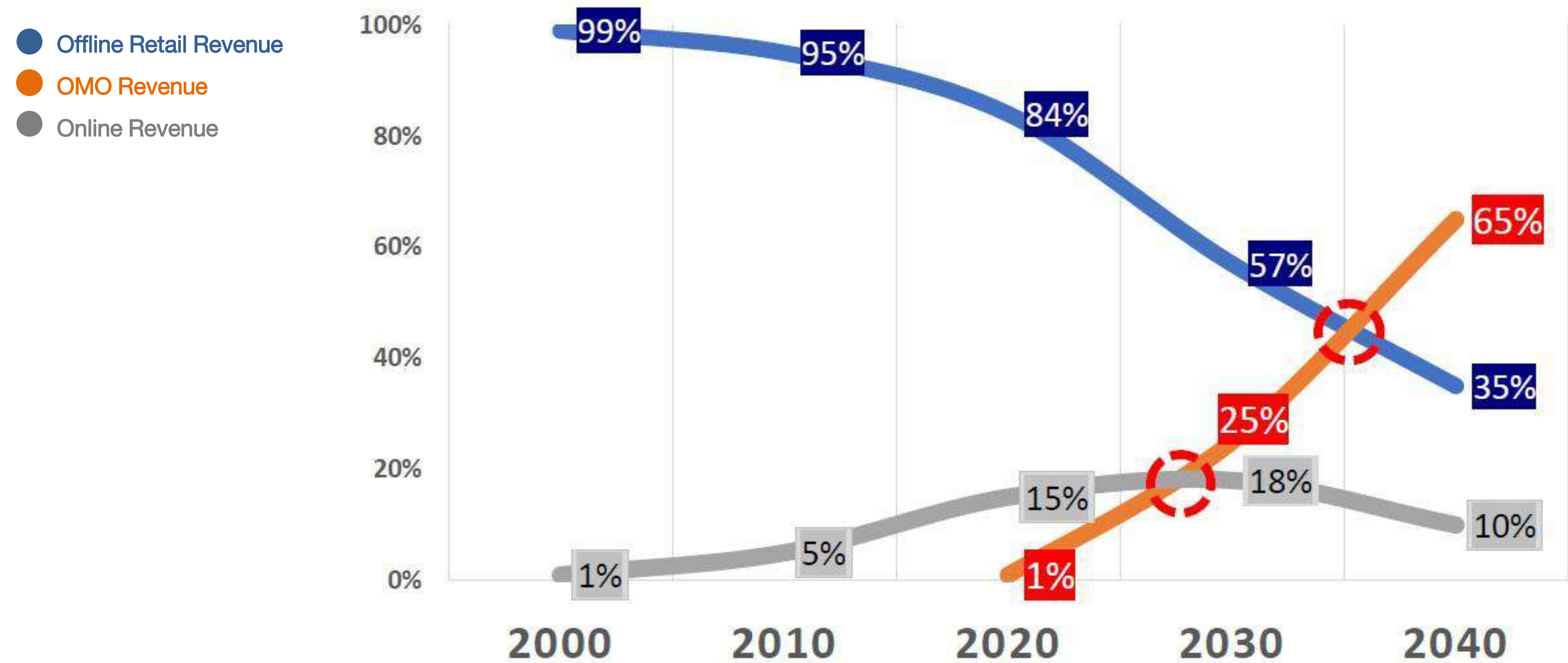
	2015	2016	2017	2018	2019	2020
Pure Online	1%	8%	12%	10%	13%	14%
OMO	5%	22%	23%	28%	40%	45%
Pure Offline	94%	70%	64%	62%	47%	41%

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





OMO Omni-Channel New Retail Solution



Thank You for your precious time.

Please feel free to connect:

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