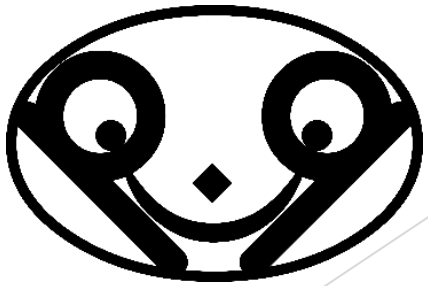
Kaizen in Dutch retail marketing

Insights in Dutch retail



Highlights Dutch (retail) market







High tech versus back to basics







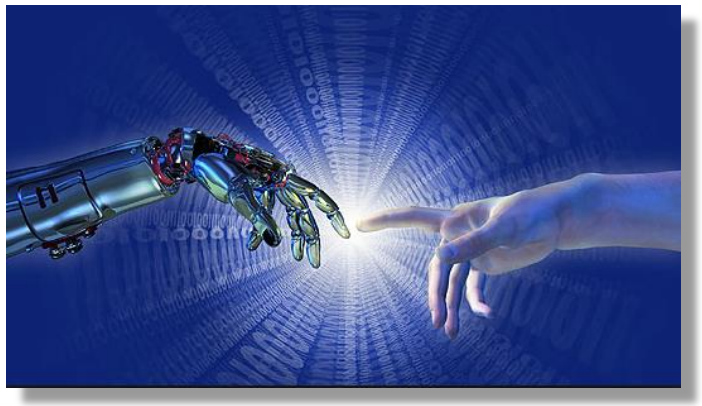


Influencial developments on shopping

Demografic



Technological



Social-cultural

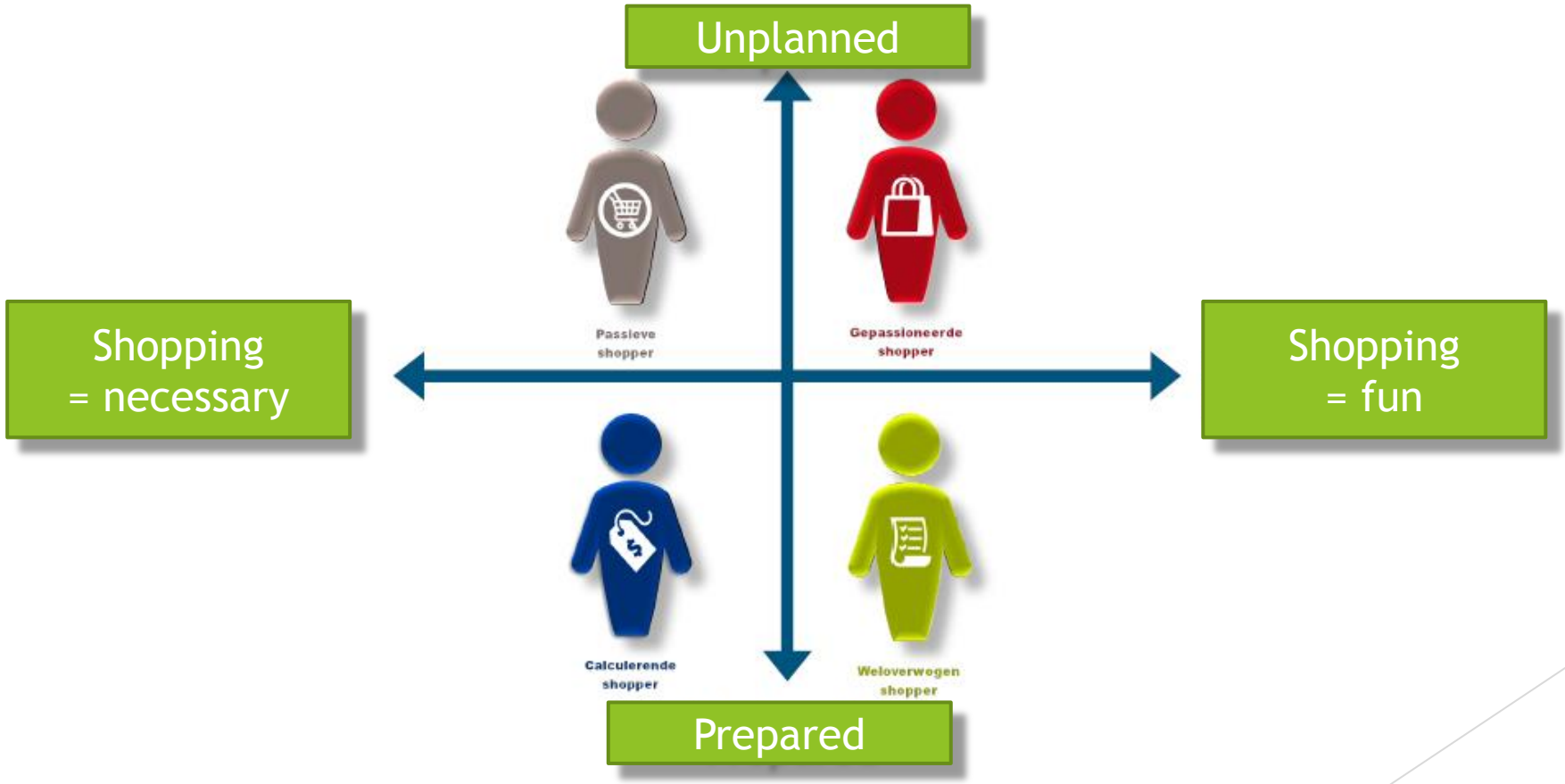


Economic



Shopping 2020 – GfK 2014

Shoppers - omnichannel / omnidevice



Shopping 2020 – GfK 2014

How to withstand?

Think from a different point of view

KAIZEN

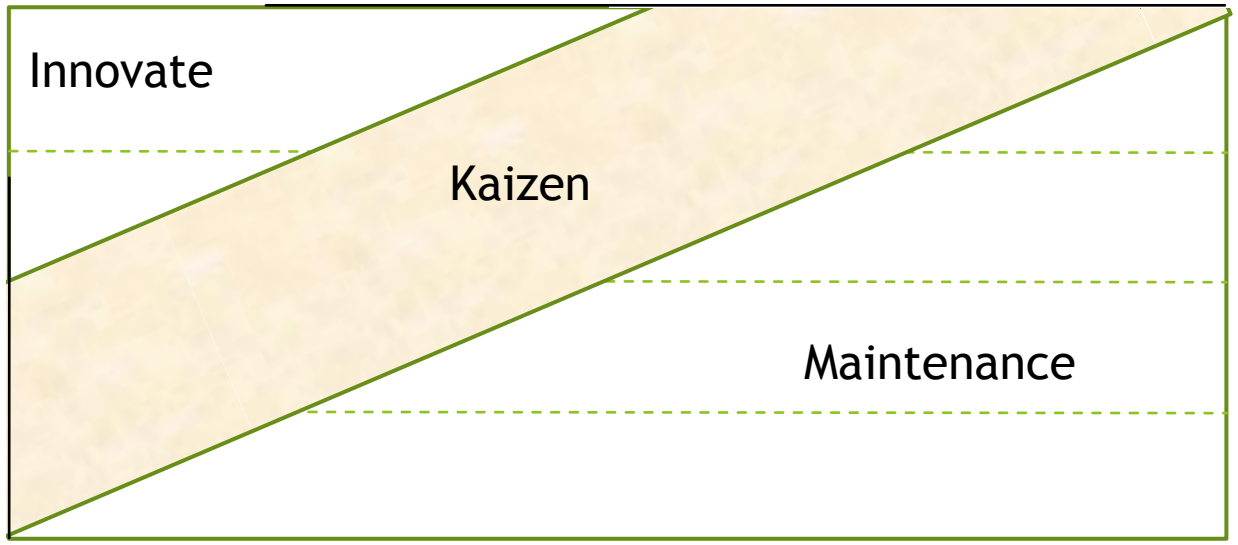


AGILE



Kaizen is an attitude, filosophy

- Originally: production plants
- On all levels, in different weight



Agile way of working

- Originally: projectmanagement IT

- Right people and interaction = KEY
- Cooperation in a team with specialists
- Make it ‘work’ instead of documenting it
- React on changes not rigid ‘stick to plan’

How to think kaizen and work agile?

- First question: ‘does your company need it?’
- How is the current internal mindset?
- What are the differences between your reality and KA?

- Still okay?
  - Start small
  - Take one step at the time
  - Focus on long term horizon

- TIP: let’s discuss and exercise! Follow my workshop tomorrow

Sources of this presentation

ABN·AMRO

Autoriteit Consument & Markt



Centraal Bureau voor de Statistiek

Consultancy.nl
Online platform voor de adviesbranche

GfK RETAIL REPORTS
Q4 / 2014

CREATIVE #OLLAND

Dutch Game Garden

EMERCE

shopping 2020

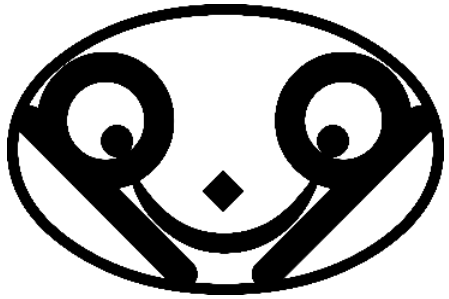
nu.nl

pixabay

ONETOMARKET
catching online opportunities

telecompaper





THANK YOU!

PeP retail marketing
by Jung Sun Beijsens

Linkedin profile: carlabeijsens

Mobile: +316 51 03 29 49

Email: carlabeijsens@hotmail.com