

Shop Thursdays: Post-COVID-19 Strategy

Introduction

The "Shop Thursdays: A post COVID-19 strategy": The case of Shop Thursdays analyses how a retail business can address the challenges and capture the opportunities when implementing business strategies in the period after COVID-19. This paper focuses on the contortions that are needed in retail business for the sector to carry on running while focusing on changes in operation and consumer behavior as a result of the pandemic.

Digital Transformation

Future existence and development all lean to e-commerce and digital marketing. Improving on the factors influencing buying decisions for online shopping, the adaptation of a website for use by mobile devices and the integration of social networking sites will also help appeal for the changing market share that is being experienced online.

Consumer shopping

COVID 19 is now affecting or has affected retail environments all over the world. Consumer shopping behaviour and expectations have changed due to lockdowns, social distancing and health i¼»concerns. Companies such as the Shop Thursdays were dislocated from their initial functioning to adapt to a new operational model that would create competitiveness and relevancy. Consumers have displayed higher interests in online shopping, payments with minimal physical interaction and hygiene measures.

Conclusion

A few of the changes that the COVID-19 pandemic brought include the advantages and difficulties that Shop Thursdays as a retail business will face. By using smart strategies which will focus on digitization, safety, customer experience and supply chain flexibility, Shop Thursdays can prepare itself for long term success with regard to the new retail world.

Recommendation

This is just a sample partial case solution. Please place the order on the website to order your own originally done case solution.

Resource: Visit thecasesolutions.com for detailed analysis and more case studies.