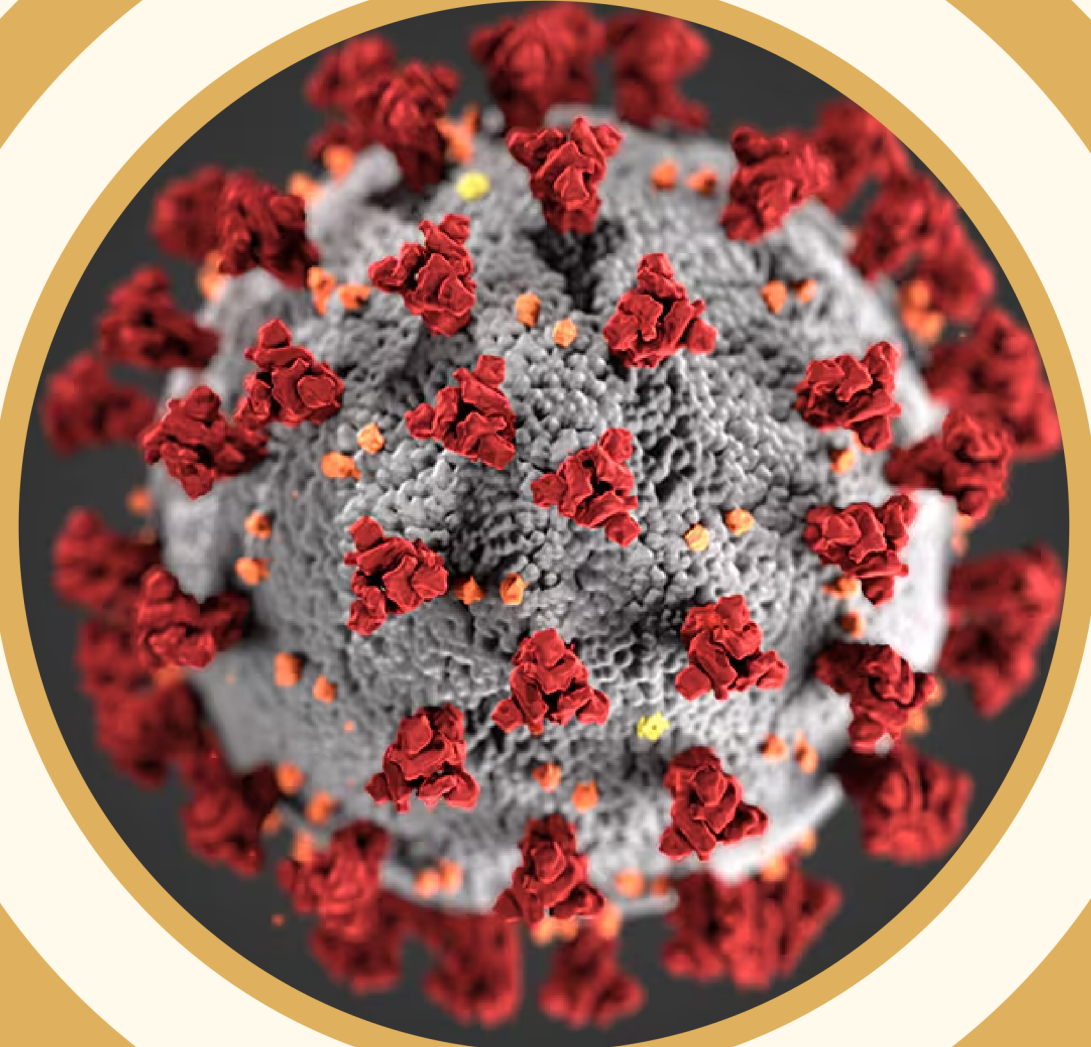


SHOP THURSDAYS: POST COVID-19 STRATEGY



Introduction

- The covering of COVID-19 has impacted the retail industry by changing its design, and therefore, new tactics have to be adopted. The stated program of the “Shop Thursdays” offers a logical solution to the threats that affect retailers in the COVID-19 world. This case solution focuses on understanding various strategic objectives and their implications for bringing the characteristic of vitality back into the retail process, for improving customers’ cooperation, and for achieving emergent sustainability.



Diffusion of the New Retail Territory

The outbreak of the coronavirus has pushed consumers more to doing their shopping online as they prefer to avoid physical contact. Independent store environments have seen tremendous numbers of customers dwindle, which puts pressure on stores to adapt. These changes are effectively countered by the 'Shop Thursdays' strategy as it consists of the points of contact both in online and offline shops.

Measuring Success

For the specific case of analyzing the effectiveness of the “Shop Thursdays” strategy, retailers must look at KPIs. Some of the information that can be collected here may include the number of foot traffics, sales, customers’ feedback and various online analytic results. Thus, the constant tracking and evaluation of these KPIs will facilitate rational decision-making by retailers and improve the efficiency of the strategies implemented.

Conclusion

The "Shop Thursdays: This case solution of "Post COVID-19 Strategy" presents a clear and detailed map that local retailers can follow in order to overcome the challenges brought by COVID-19. When retailers concentrate on increasing the number of visits; improving the shopping environment; maintaining shopper health; and effectively marketing their businesses, they will stand to reap huge benefits in the new wave retailing environment.



Resource

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

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