IS YOUR RETAIL BUSINESS GROWING IN THE RIGHT DIRECTION?

Learn how your business stacks up, and identify ways you can improve.

Analysts agree that 2019 will be a year of consistent growth for the retail market. According to Kiplinger, retail will grow by 4%, excluding gasoline and autos, while ecommerce will rise aggressively -- by about 15%. The National Retail Federation (NRF) also expects that "despite threats from an ongoing trade war, volatile stock market and the effects of the government shutdown," retail sales will rise between 3.8% and 4.4% this year.

NRF forecasts that retail sales will exceed $3.8 trillion in 2019, and other firms point to a significant global opportunity for retailers. As the industry embarks on another year ripe with opportunity, retailers must determine whether they're truly positioned for success.

The following questions will help you determine how your business stacks up. Track your answers and use the key at the end to see where you are today, and how you can improve in the future!

1

Do you have an enterprise resource planning (ERP)/accounting system in place?

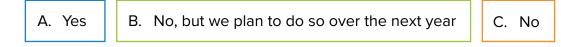| A. Yes	B. No, but plan to implement	C. No

In the new world of retail, only the fast and innovative survive. To achieve the speed, agility and forward thinking required to excel, organizations must have a real-time and centralized view of the business. That is what an ERP system can provide.

Specifically, ERP systems are designed to help retailers more seamlessly collect, store, manage and interpret data from across the organization. Users can combine, analyze and leverage financial, customer, sourcing, inventory and sales information to better understand where the business is today and where it is likely to go in the future. But the power isn't just in knowing — it's in doing.

The integration of disparate data sources gives different functions the power to respond to business trends and improve results — whether it's in operations, sales or marketing.

2

Would you categorize your business as "omnichannel"?

A. Yes	B. No, but we plan to do so over the next year	C. No

The reality is, omnichannel is table stakes for surviving in retail today. Even disruptive digital brands are investing in brick-and-mortar in some fashion — whether through pop-ups, branded partnerships or their own network of stores. Similarly, small mom-and-pop shops are taking their businesses online, even simply to raise brand awareness and drive local store traffic.

What's causing the ongoing blur between the digital and physical worlds? Your customers' increasingly digital behaviors. eMarketer research presented by Oracle Bronto indicates that by 2022, digital channels will influence 58% of in-store sales. While these shoppers only represent 7% of the U.S. shopper base, they account for 27% of all sales. If you want to get a piece of the growing omnichannel pie, you must create seamless experiences in which digital and physical experiences support one another.

3

Do you operate globally?

A. Yes, we have international presence online and/or in stores

B. No, but we plan to over the next 12 to 24 months

C. No

Although early sales predictions point to positive retail results worldwide, ecommerce is undoubtedly driving a significant share of this growth. With the global ecommerce market expected to reach $2.8 trillion by 2023, retailers must be equipped to engage and sell to international shoppers seamlessly.

In its 2019 Retail Outlook, Deloitte noted that to build a competitive advantage, "retailers should consider looking at global cross-industry trends and build capabilities that can shape consumer experience." The firm pointed to China as an example, as its consumers have "skipped a generation" in technology. Capitalize on new market opportunities by tailoring shopping experiences — including site design, currency and product assortment — to local preferences and customs.

The mantra "go global, think local" should also be applied to the store environment. However, creating stellar brick-and-mortar experiences is still something that many retailers are struggling with, according to research from NetSuite. Only 39% of consumers feel confident in retail stores today, and 53% said they felt negative emotions the last time they visited a store.

4

Is your ecommerce site personalized to specific shoppers?

A. Yes

B. No, but we plan to prioritize it in 2019

C. No

Part of the value of ecommerce is that it gives consumers instant access to a seemingly endless variety of brand and product options. However, digital technology is more intelligent than ever, and in turn, consumers are expecting more from retailers' digital experiences.

In fact, Accenture and the Retail Industry Leaders Association (IRLA) found that the majority (63%) of consumers want to receive personalized recommendations and would be willing to share data in exchange for perks like access to exclusive deals (60%) and special offers for items that interest them (53%). Advanced ecommerce platforms and marketing technologies can empower your brand to personalize all facets of the online shopping journey to individual consumers. The result is an immersive experience that makes the process more enjoyable — and products more desirable.

5

Do you have a comprehensive, 360-degree view of customer transactions and behaviors?

A. Yes	B. No

Consumers' insatiable appetite for relevance is only expected to grow over the coming years. However, retailers are slow to respond. In fact, 80% of consumers do not feel that they receive a personalized experience when they shop online or in stores, according to a survey from NetSuite, Wakefield Research and The Retail Doctor Bob Phibbs. And while 42% of consumers say they would pay more for improved personalization, only 11% of retail executives believe their staff has the tools and information they need to meet these expectations.

To deliver high-touch service across all channels, retailers must have a real-time, comprehensive view of customers' shopping behaviors. This includes everything from the products they browsed, to the offers they redeemed, the ads they clicked and, of course, the products they purchased.

6

Do you have real-time access to inventory across all channels (stores, ecommerce site, warehouses and DCs)?

A. Yes	B. No, but we plan to do so over the next 12 to 24 months	C. No

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A 360-degree view of inventory is central to omnichannel excellence. It empowers an online shopper to know whether her local department store has the dress she wants, in her size; and it allows the busy dad to run to the sporting goods store to pick up new cleats for his son before soccer practice.

Despite its importance, omnichannel inventory visibility and fulfillment are still a struggle for many retailers: 66% of executives surveyed said that inventory inaccuracies made their buy online, pickup in-store offerings inconsistent. Even more respondents (77%) said they mainly ship from ecommerce fulfillment centers, which creates shipping delays and inefficiencies.

Large retailers have a robust network of stores that they can leverage to get products to customers faster. For this strategy to be successful, however, they need real-time access to inventory levels across all channels. Without the proper insight, stores may end up over-selling products from their shelves, which would ultimately lead to out-of-stocks, frustrated customers and lost sales.

7

Can you use and access real-time sales and reporting intelligence?

| A. Yes | B. No, but we plan to prioritize this over the next 12 to 24 months | C. No |

Consumer behaviors and market conditions change at the drop of a hat. There are always new shopping and communication channels emerging, and there always seems to be a new, innovative competitor eager to take the industry by storm.

The direction of your business could pivot at a moment's notice. Is your team empowered to see and respond to this change?

Having a system that provides real-time sales and reporting intelligence gives you the chance to "take the pulse" of your business. What products are selling and where? Which stores are lagging? How is your store network performing compared to ecommerce? These are all questions that you can answer so you can determine the best course of action.

HOW ARE YOU GROWING?

So, are you optimizing customer experiences and capitalizing on new growth opportunities? Calculate your results using the key below and look at your final "growth profile." We hope it inspires you to capitalize on the new opportunities that lie ahead for your business.

MOSTLY C's

You're In Phase 1 Of Growth

Your customers expect seamless, omnichannel experiences. Now's the time to begin your journey! The first, most critical step is creating a comprehensive view of reporting and financials. Get the keys to success now.

MOSTLY B's

You're In Phase 2 Of Growth

You're making great progress! Consider a more proactive growth plan by ensuring your tools offer granular, real-time inventory and financial visibility. This will help you better understand and respond to customer preferences, and help you plan for scalable expansion.

MOSTLY A's

You've Reached Phase 3 Of Growth

Congratulations! You're a top scorer. Rev up your growth engine by optimizing personalization for international audiences, consider how you can automate additional processes, and embrace more advanced front- and back-end practices. In the end, you'll be able to position your business for long-term innovation and growth.

BEGIN YOUR JOURNEY TODAY

NetSuite can help in your journey, providing an end-to-end cloud across your business management system that extends financial, inventory and customer data across the business. With real-time access to the entire business, you will be equipped to respond faster, and more intelligently, to customer demands and expectations.

Are you ready to grow?

GET STARTED

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