



# NON STORE FORMATS & OMNI CHANNEL

# Today's Discussion



## MAIN POINTS

What are different store formats

Popularity and concern

E-tailing

Future and current industry trends

Omni Channel

What are the concepts of Omni channel

# Different Non Retail Formats

## HOW IT ALL BEGAN

Non Retail formats are those which do not need a brick and mortar store to sell the goods

- Catalogue Retailing
- Online Retail Store
- Telecalling Retailing
- Whatsapp Retailing
- Mail order retailing
- B2B Retailing
- Direct Selling





# Case Study on Amway Selling Plan

DIRECT SELLING PRODUCTS

THINK ABOUT IT



# Omni Channel

## **EXPANDING OPPORTUNITIES WHEREVER YOU ARE**

Omnichannel is a cross-channel content strategy that organizations use to improve their user experience and drive better relationships with their audience across points of contact. Rather than working in parallel, communication channels and their supporting resources are designed and orchestrated to cooperate.

# MULTICHANNEL RETAILING

means a company sells in multiple online channels (e.g. a web store, marketplaces, and social media).



# OMNI CHANNEL RETAILING

refers to retailers with both a physical and digital presence.. Almost all the brands these days have adapted to Omni channel retailing. With the help of IOT now they are also able to create an endless aisles experience for them. Stock is seen as one at the backend and customer is able to order through physical as well as online stores.

# OMNICHANNEL RETAIL OPTIMIZES MULTIPLE SALES CHANNELS WHILE AT THE SAME TIME BRINGS ABOUT A HIGH LEVEL OF INTEGRATION AMONG THEM.

Seamless Shopping Experience

Shared or separate inventory management system

Decentralised data management system

Co-existing physical and online stores

