

# 4E4R

Four Es For Retail



## VALUE PROPOSITION

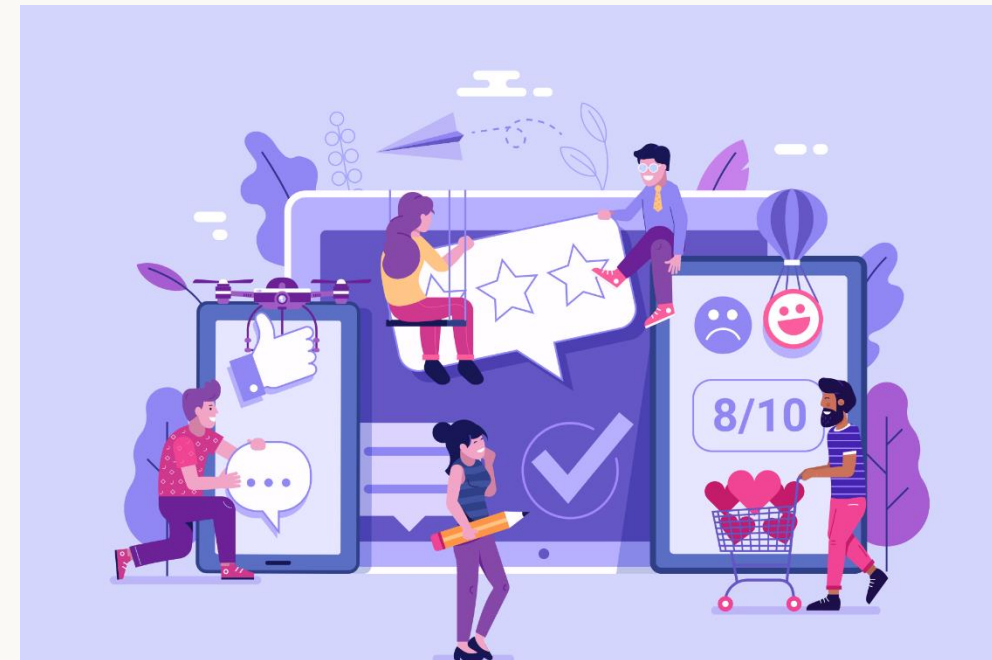
**Your business outcome matters to us most.  
As a trusted partner, we grow your  
customer base and increase your margin  
through our 4E framework.**

# RETAIL INDUSTRY LANDSCAPE



## Brick & mortar retailers

- Manual processes
- Inflexible operations
- Not scalable
- Costly
- No insights & data



## Today's tech jungle

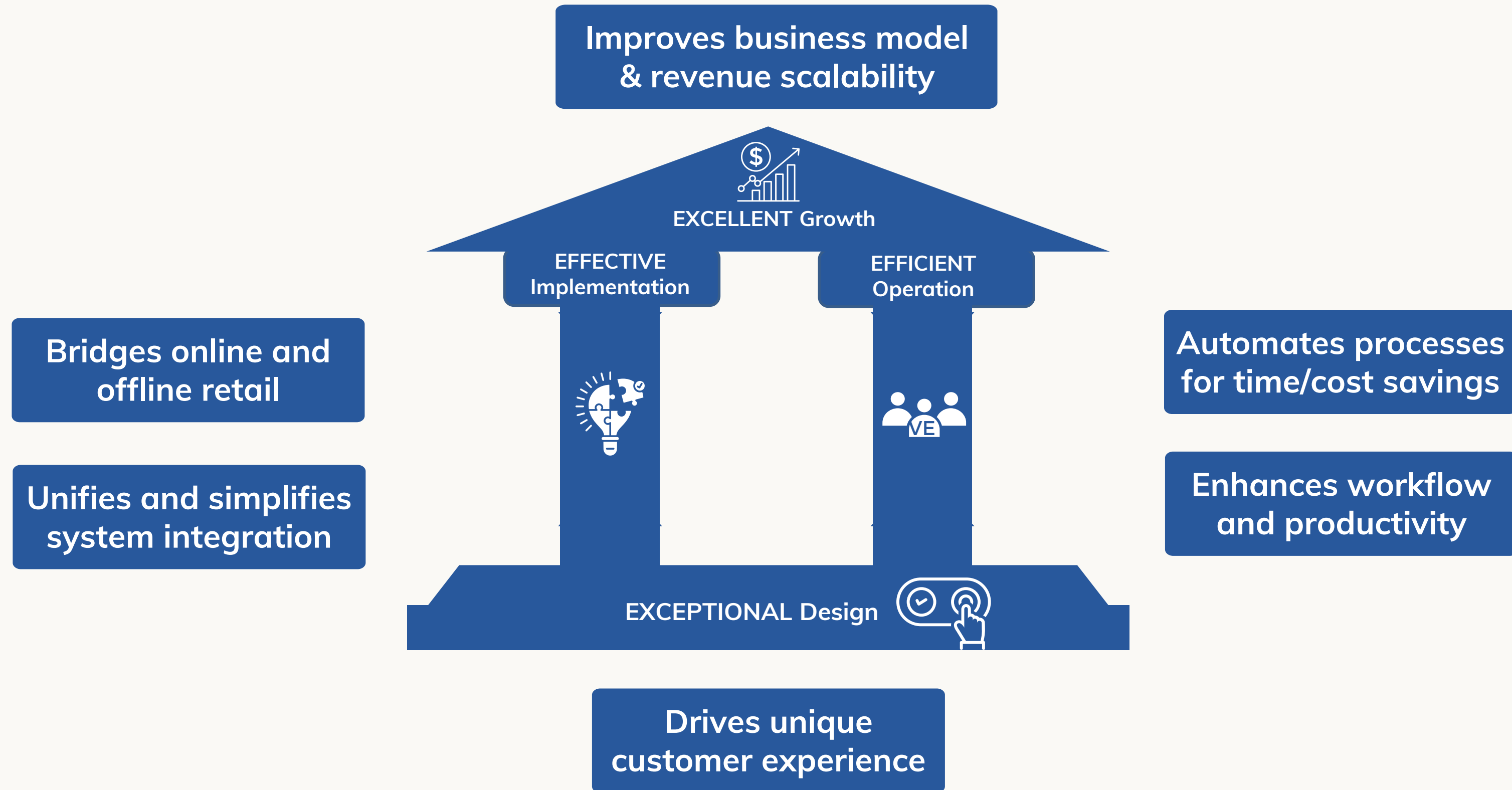
- Siloed systems
- Unoptimized workflow
- Not scalable
- Broken UI experience
- Hard to use data



## 4E4R driven solution

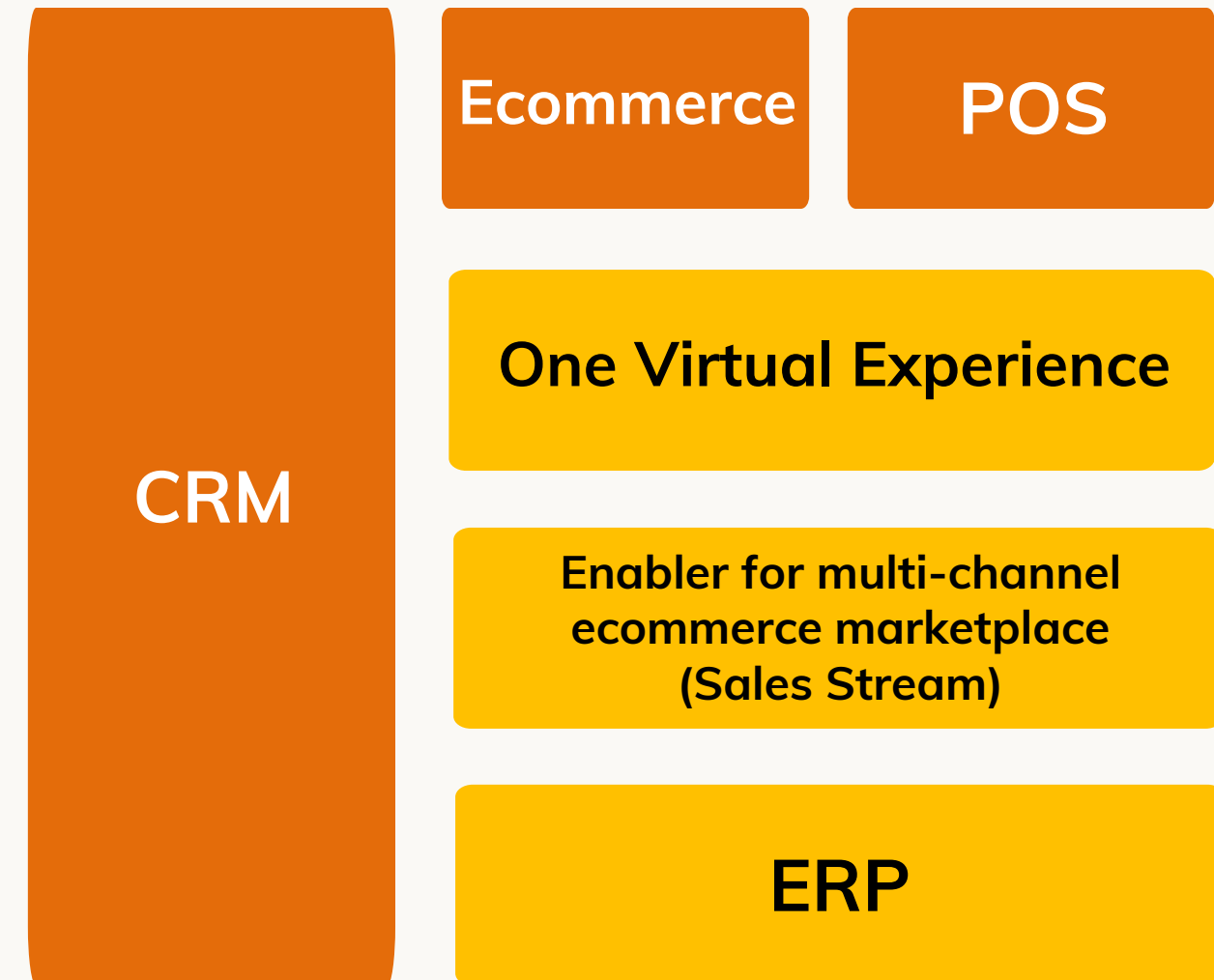
- Interconnected
- Efficient workflow
- Scalable
- Unique experience
- Business insights

# 4E FRAMEWORK FOR RETAIL

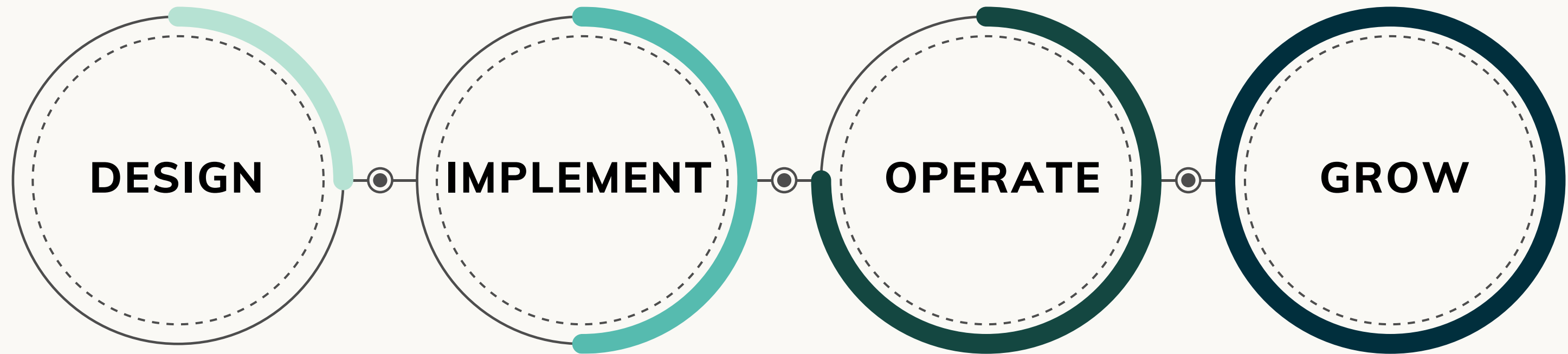


# THE SOLUTION FOR YOUR BUSINESS

- Modular, open tech enables scalability
- Improved integration between systems
- Create unique customer experiences
- Streamlined operations
- Time and cost savings
- Better productivity and customer delight
- Actionable data-driven insights



# OVERALL IMPACT



<b>Business</b>	<b>Growth in business model Venture into new markets</b>	<b>Differentiated offerings Revenue &amp; customer growth</b>	<b>Cost reduction Margin improvement</b>	<b>Geographical expansion New channels &amp; products</b>
<b>Operation</b>	<b>Process re-engineering Job framework</b>	<b>Reduced manual processes Productivity improvements</b>	<b>Higher yield Better employee morale</b>	<b>Streamlined multi-operation Better metrics and data</b>
<b>Technology</b>	<b>Modular &amp; open system Scalable architecture</b>	<b>Modern systems Seamless integration</b>	<b>User-friendly interface Configurable &amp; adaptable</b>	<b>Actionable insights Data monetisation</b>

 = Outcome

# DESIGN

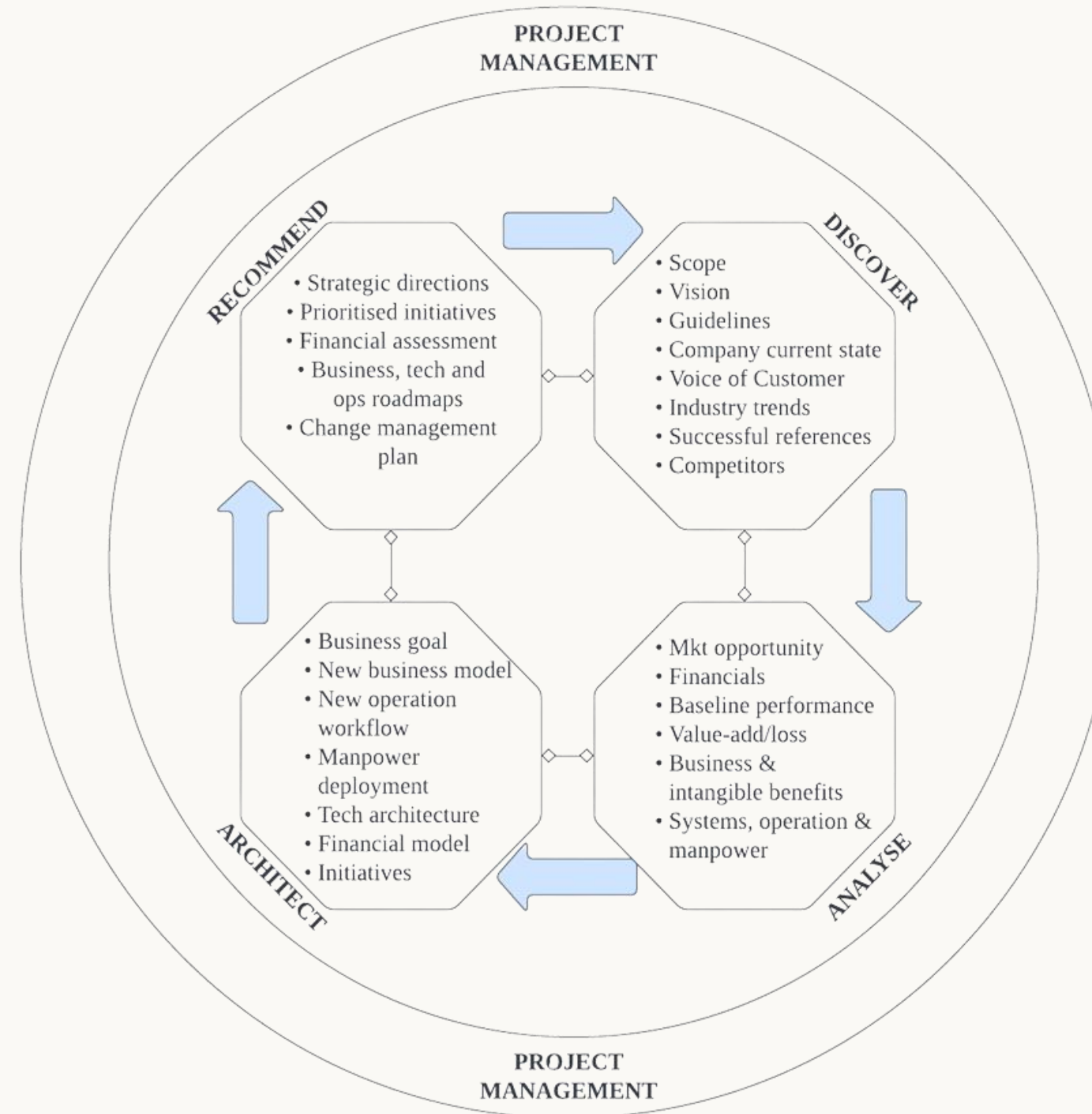
## ENABLING DESIGN WITH VE-DAAR

### RECOMMEND

- Derive actionable insights with integrated solutions.
- Identify new processes for productivity improvement & yield improvement.

### ARCHITECT

- Integrate systems into your operations while minimising workflow disruption.
- Enable future multi-operational scalability.
- Identify ways to improve employee productivity and morale.

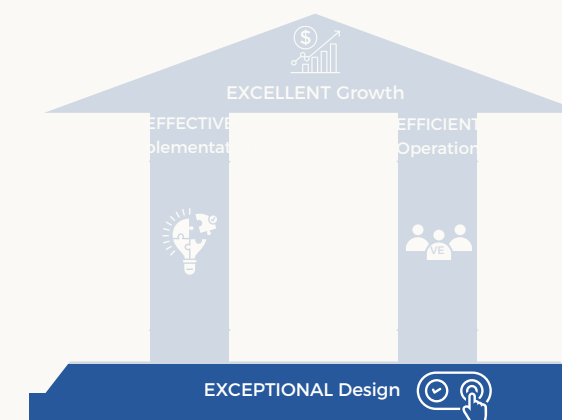


### DISCOVER

- Understand current state of business, both internal and external.

### ANALYSE

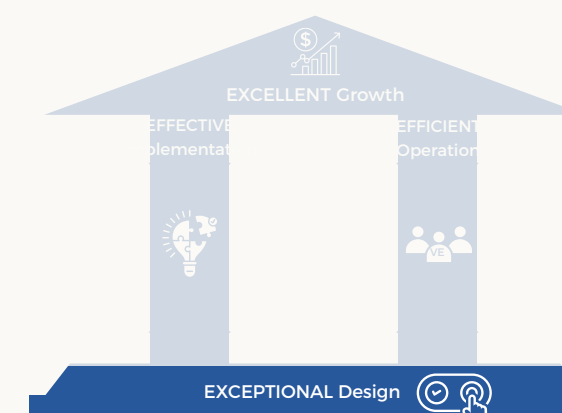
- Discover new growth opportunities in existing or new markets for channel, geographical and/or product expansion.
- Discover avenues for cost reduction to improve margins.



# DESIGN: EXAMPLES

Objective		Structured approach to drive operations efficiency and growth
Phases	Action Items	Deliverables
Discover	Define scope, vision, and mission	<b>Current State Analysis:</b> <ul style="list-style-type: none"> <li>• Business model</li> <li>• Business performance</li> <li>• Current manpower deployment</li> </ul> <b>Prioritised initiatives:</b> <ul style="list-style-type: none"> <li>• Design strategic business solution</li> <li>• Identify and implement the right solution</li> <li>• Operational efficiency for business</li> <li>• Growth in revenue</li> </ul>
	Study current business, operations, manpower & tech	
	Survey existing customers and internal team	
Analyse	Examine current market trend & opportunities	
	Examine business performance	
	Assess current gaps to benchmark and set goals	
	Assess improvement benefits & investment appetite	
Architect	Conduct management workshop	
	Strategise and define business goals	
	Strategise new business model, retail operations workflow (both front-end and back-end) and manpower	
	Design new business structure	
Recommend	Propose strategic directions	
	Prioritise deployment initiatives	
	Highlight benefit assessment	
	Propose roadmap to implementation	

Consulting Objective		Examination of technology feasibility, industry and market, readiness and acceptance
Stages	Action Items	Deliverables
Discover	Assess market readiness of the proposed initiative and industry acceptance of the proposed initiative	<ul style="list-style-type: none"> <li>• Market Analysis Report</li> <li>• Technology Feasibility Report</li> </ul>
	Validate technology availability and readiness	
	Identify possible challenges in deployment	
Analyse	Evaluate the hardware, software, and other technical requirements of the proposed initiative	
	Conduct workshops with successful reference sites	
Architect	Architect and design technology solution	
Recommend	Propose technology specification & architecture	



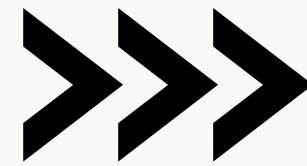


# IMPLEMENT

## A SUITE OF HIGHLY-INTEGRATED TECHNOLOGY SOLUTIONS



Storefront



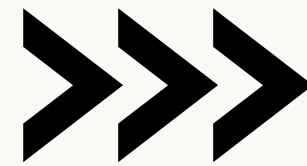
E-commerce  
Webstore



Immersive  
3D Webstore



Systems



Point of Sales

Enterprise Resource Planning  
(ERP)



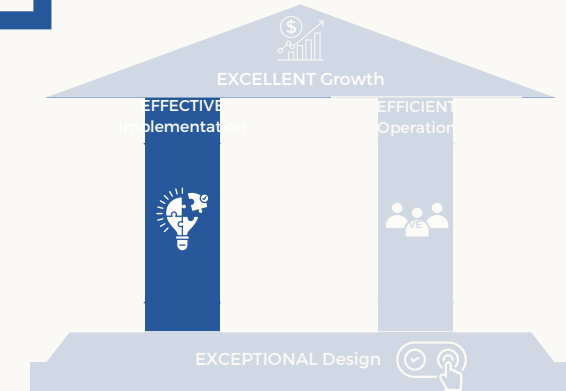
Information  
Management



Multi-channel  
e-commerce  
enabler

AI  
Recommendation

Customer  
Relationship  
Management



# IMPLEMENT: WEBSTORE



WEB IMP  
E-COMMERCE DEVELOPMENT



ONE VIRTUAL EXPERIENCE

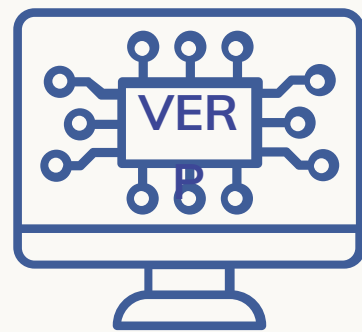
- Tailored e-commerce design
- Mobile-first approach
- Digital marketing
- Multiple payment options integration
- Immersive 3D experience
  - Browse & match in a familiar environment
  - VR chat for increased engagement
- Smart insights
  - Customer interaction tracking and insights
  - Product bundling recommendations
  - Promotion personalisation
- Digital presence management
  - Manage new and existing catalogs
  - Self-managed digital publishing
  - Business ecosystem API integration



# IMPLEMENT: SYSTEMS



- Multiple payment modes
- QR & barcode
- Sales information across all outlets (with breakdown by time of day, location, category, etc)
- ERP integration to plot revenue trends and real-time profitability
- CRM integration for customer insights
- Ease of use



ENTREPRISE RESOURCE PLANNING

- Order, procurement, inventory and report management
- Information sync and correlation across departments
- Flexible, scalable & configurable to support enterprise business processes
- Customisable dashboards for real-time KPI tracking



# IMPLEMENT: INFORMATION MANAGEMENT

**sellstream**

MULTICHANNEL E-COMMERCE ENABLER



MAGIC EYE



TRUEBLU

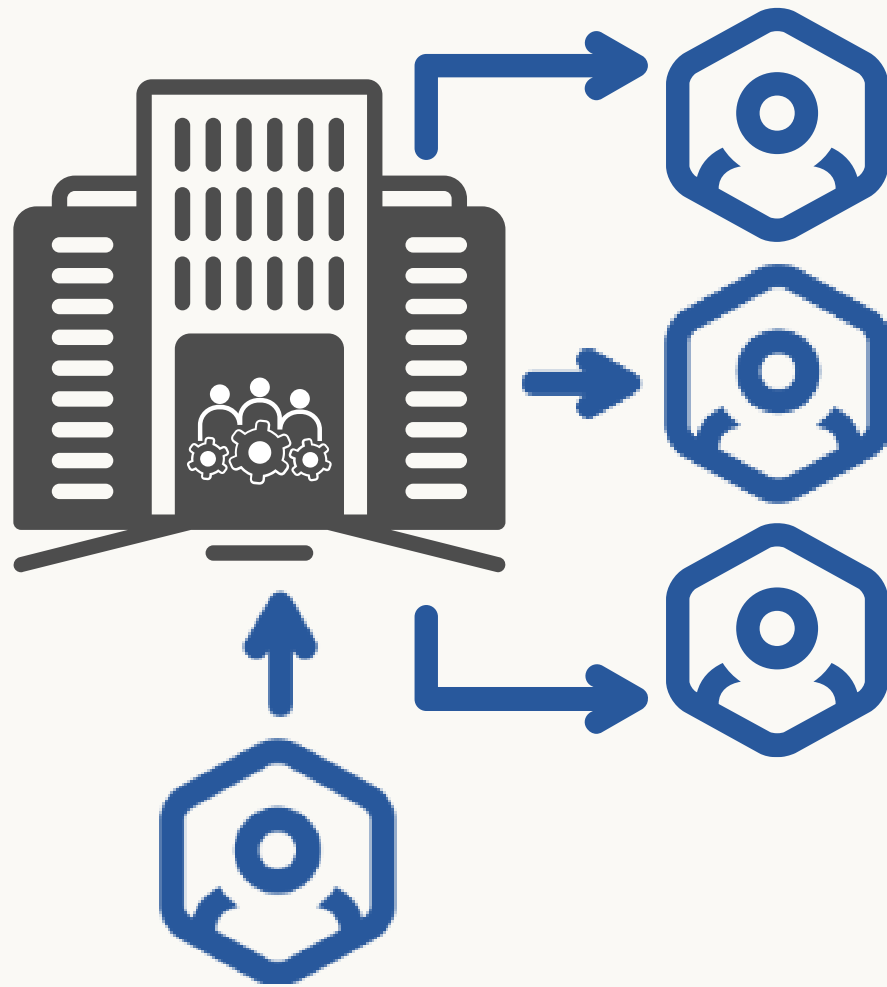
CUSTOMER RELATIONSHIP  
MANAGEMENT

- Support a wide range of marketplaces in the region
- Single automated user-friendly multichannel management system
- Seamless management of both online and offline sales channels
- Integration with accounting software
- AI powered platform
- Insights into product popularity, customer affinity, purchasing patterns, lifetime value and price sensitivity
- Design for effective marketing strategies that are highly targeted at retail
- Socially integrated CRM
- Tiered membership loyalty for both online and offline customers
- Customer behaviour and campaign analysis
- Affiliate marketing
- Digital wallet
- Automated SMS campaigns

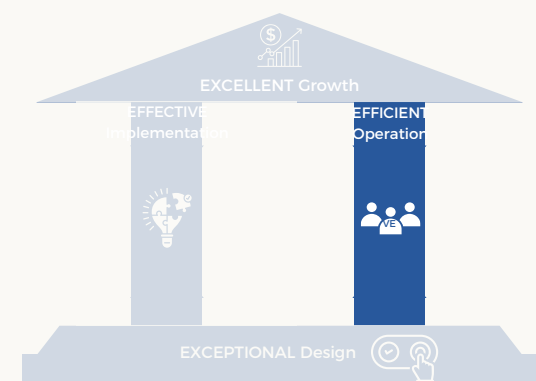


# OPERATE

## In-source vs out-sourcing option



- Technical deployment team to quickly implement systems which are tightly-integrated and effective for your business
- Options for in-sourcing & out-sourcing resources to run business operations smoothly based on your workflow
- Helpful and highly-available support and helpdesk teams to ensure smooth running of your systems



# GROW

## Grow in current business

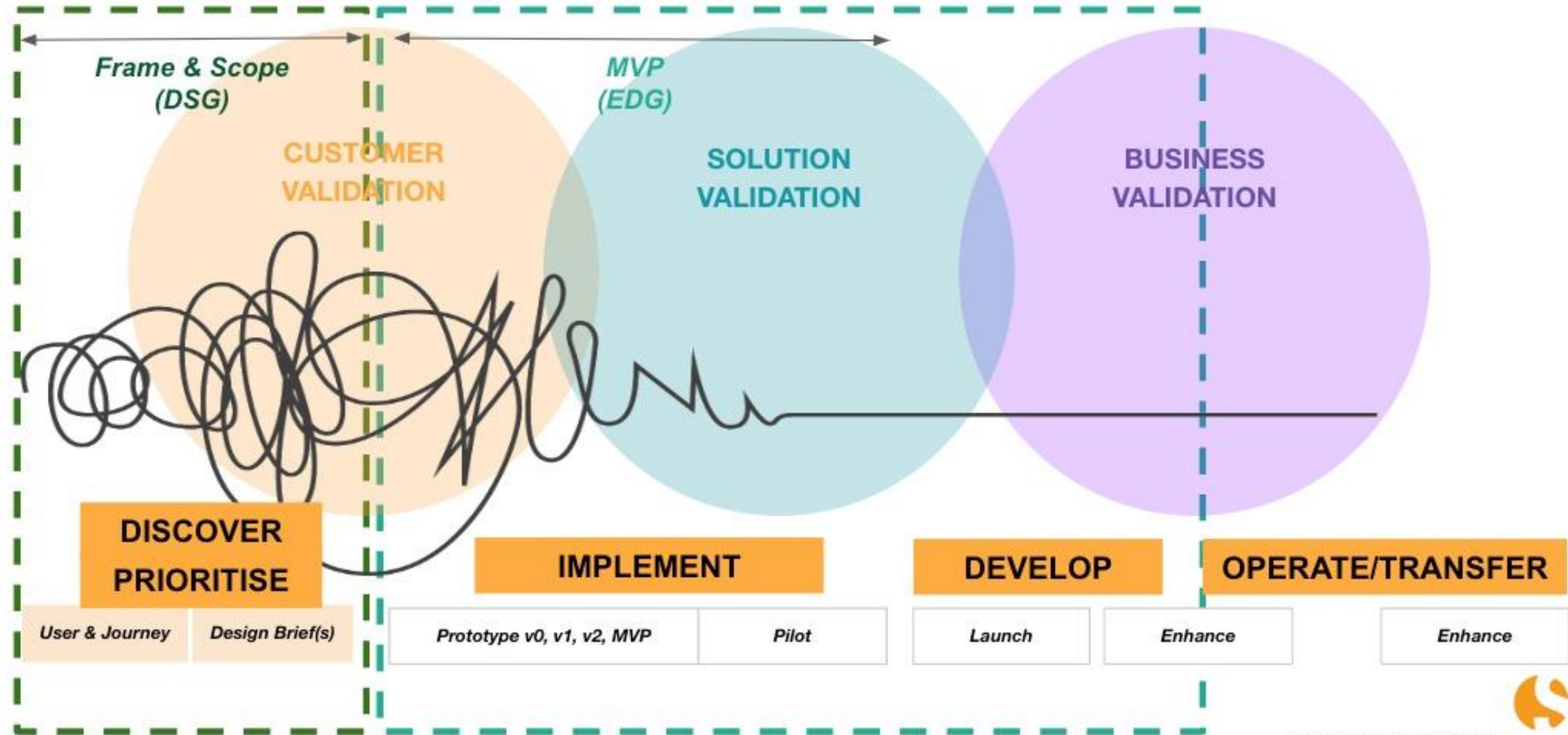
- Increase share of wallet through personalisation and loyalty
- New customer acquisition through effective targeted campaigns
- Go-to-market channel expansion

## New market

- Geographical expansion
- New product launches
- Market insight (geography and customer demographics) for new product demand



# HELPING YOUR BUSINESS



**Thank you**



**The End**