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06. NATIONAL NEWSMAKERS

Unlock 3.0: Cinema Halls, Bars to Remain Closed Till August 31, Other Categories Slowly Return to Normal

As retail industry continues to open up in phases, many brands are slowly coming back to track in terms of business and revenue

24. CONSUMER EXPERIENCE

Subscription Boxes: Taking Personalisation One Notch Higher

As more consumers turn to the digital way of life, brands have the perfect opportunity to connect with them directly and deliver a better customer experience

COVER STORY



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THE FLIP SIDE: HOW COVID-19 HAS ACCELERATED THE ADOPTION OF TECHNOLOGY IN RETAIL

While sales have been nothing short of a bad dream over the last five months, the industry is finding new ways and innovative platforms to connect with the consumer. In order to satisfy the consumer's craving to shop, retailers are investing in technology to provide a safe shopping environment as well as to promote social distancing. It's a change from surviving to thriving, a step towards how retail businesses will be conducted in the future as well



08. INTERNATIONAL NEWSMAKERS

Big Players Like Amazon, Apple Report Respectable Profits in Q2

With big brands raking in a good amount of revenue in the second quarter, other companies are looking towards inculcating their success models in a bid to revamp and restructure their brand strategies and to keep themselves in the race



10. CONSUMER EXPERIENCE STUDY

Festive Season Shopping: The Light Amidst the COVID-19 Darkness

Retailers are taking new initiatives, triggered by post COVID realities, which focus on increasing customer walk-ins and building a special place for the brand in the customer's heart. While many of these integrate technology, they are also rooted in a customer centric mindset as they address need gaps for customer delight and bring closer connect with the brand

28. RETAIL SOLUTIONS

Salons Get a Makeover as Hygiene, Safety Take CenterStage in Unlock 3.0

The industry has been greatly affected by not just the lockdown, but also the pandemic itself since it works on the principle of physical contact. However, salons have decided to take the initiative and educate customers on the hygiene and safety measures they are taking to ensure consumer and employee health and wellbeing

35. RE-IMAGINING RETAIL

Rethinking Retail Post-Covid-19

The future of the retail industry totally depends on the new approach and rethinking of strategies in the post COVID era