



contents

MAY 2021 | VOL. 20 NO. 5



8. National Newsmakers

Second Wave of COVID-19 Induces Economic Downturn, E-commerce Players Improve Online Capabilities

IMAGES Retail Bureau brings you a roundup of some of the prominent structural changes in the retail sector pan India

10. International Newsmakers

Online Brands & Retailers Report Upward Trend As Consumers Spend More Time Shopping Online

IMAGES Retail Bureau brings you a roundup of some of the prominent structural changes in the retail sector around the globe



12. Market Watch

Prioritise Vaccination and Provide Financial Support Measures to 'The Last Mile Workers': RAI

The businesses and the workforce in retail need to be cushioned by the government or the local authorities to ease off their hardships

20. Technology

Intelligent Automation to solve AR/ AP Challenges of Organised Retail Customers

Some of the possible solutions to optimise the above processes include AI, ML based document data extraction and reconciliation, EDI, BOTs/ adaptors to enable integration to ERPs etc

22. Viewpoint

E-commerce and Digital Platforms to Foster the Rapid Inclusion of MSMEs in Retail Market

The rising Internet usage and smartphone penetration is constantly allowing e-commerce to transform the business game in India



COVER STORY (PAGE 14)



SUPPLY-SIDE ECONOMICS OF DIGITAL RETAIL

There has been huge pressure on the supply chain management in this situation and it will be interesting to note how they rise up to this challenge. The challenges emanating from a mass business disruption lie not only in boosting supply chain efficiencies, but also in offering the right products relevant for consumer behavior during the period

24. Research

Global Powers of Retailing 2021

The retailers have not only been adversely affected by the suppressed economic activity, but are also contending with the decline in consumer mobility, and reduced spending on discretionary products.

30. Retail Solution

Second COVID Wave, Changed Consumer Behavior & the Effect on Indian Economy

The pandemic has led to the huge change in the purchasing behavior of consumers. People are now looking at things with a new lens like what and how to buy

32. Opinion

The Evolution of Retail Design

Shopping malls and the retail stores should highlight unique aspects of the brand on the premises thus giving the customer an exclusive in store experience



34. Reimagining Retail

Conversational Commerce: The Future of Indian Retail

The next phase of shopping and commerce will be where the consumer will be able to converse with the brand and the seller and discover the product and characteristics while also being entertained by the brand

36. Retail Strategy

Omnichannel Commerce: Reframing the Future

The current pandemic has shifted the battle of Omnichannel vs offline vs online to effective distribution and direct-to-consumer approach