



Customers prefer
physical stores

SAME OLD, SAME OLD

Physical location remains an essential factor in branding, sales and customer engagement.

How to succeed

We attract customers with certain products, while our profits come mostly from higher-markup items. Subscription services that make customers' lives easier are a big part of our business.

AR AT BRICK-AND-MORTAR

Expertise in metaverse market dynamics, generational trends, and youth culture is essential for retail brands to thrive.

How to succeed

We focus on AR product visualisation to attract customers to the store. We bundle goods with metaverse-related digital products and services to increase sales.

Physical presence is the
preferred mode of living

Metaverse pushes life
into the digital sphere

PRICE IS KING

Price is the most important factor for customers. Price comparison among retailers has increased, prompting every industry player to take action.

How to succeed

We avoid unnecessary costs via automation of digital tasks and innovative delivery services. We use A/B testing and AI bundling to optimise prices.

A VIRTUAL-FIRST FUTURE

Metaverse requires retail to be simultaneously online and offline. Every store needs a digital storefront operating in virtual worlds.

How to succeed

We have hired new talent to build a digital twin of our physical retail stores and expanded our offering to digital goods to tap into the global market.

Customers prefer
online shopping