

## Introducing Virtual Showrooms

1. Give definitions of showroom and virtual showroom to students.
  - What is Showroom? (Source: <https://ielfs.com/news/what-is-a-showroom/>)
    - Place, where samples of a factory or a manufacturer's things are presented, where you may order collection for your shop.
    - Tailor shops ("Salons"), where small manufacturers present their products.
    - Place featuring and selling things of several desires: famous as well as little known.
    - Usual shop or boutique.
  - What is Virtual Showroom? (Source: <https://presentigo.com/how-to-create-a-virtual-showroom-that-drives-your-business-and-revenue/>, <https://footwearnews.com/2020/business/retail/virtual-showrooms-future-of-buying-fashion-industry-1203006665/>)
    - Virtual Showroom is the place where you can show, present, and sell digital versions of your product.
    - Virtual showroom technology allows a brand to create an online space that showcases their products, using high-resolution imagery and an interactive user interface.
    - Buyers are invited to visit the showroom at their own convenience and explore the product selection visually.
2. Introduce virtual showroom with related videos in PowerPoint slide.
  - Video #1: <https://www.youtube.com/watch?v=xIIDu2gAK84>
  - Video #2: [https://www.youtube.com/watch?v=y5vACpOnc\\_o](https://www.youtube.com/watch?v=y5vACpOnc_o)
3. Distribute news articles to students. Let them think about the virtual showroom and current situation.
  - Article #1: <https://www.voguebusiness.com/consumers/what-buyers-want-digital-showrooms-joor-ontimeshow>
  - Article #2: <https://magenticians.com/benefit-of-ecommerce-venture/>
4. After reading those news articles, students will have a group discussion (Activity #1).
5. During the discussion, the instructor will divide the class into two groups. One group represents the vendor and the other group represents the buyer. Both groups will think about the advantages and challenges in virtual showrooms.

- Q1. *What are the advantages of virtual showrooms?*
  - Q2. *What are the challenges of virtual showrooms?*
6. One of the students in each group will share their group's thoughts.
7. After the discussion, instructor will show the advantages and challenges.
- Advantages/Benefits (Source: <https://magenticians.com/benefit-of-ecommerce-venture/>)
    - Accessibility - With virtual showroom, buyers can shop from anywhere at any time (24/7).
    - It increases the time people spend browsing online.
    - Up to 2,000 people in multiple VR rooms.
    - People can have access to more information through AR and VR.
    - Cost efficient – reduce showroom costs while increasing overall traffic.
    - Fast – 2 weeks on average
    - Competitive advantage
  - Challenges
    - Buyers can't feel the texture of the clothes.
    - Around 85% of consumers prefer to shop in physical stores
    - People can't try out items.
    - Initial investment – may hire new employee

**Competencies:** Critical decision-making, creative problem solving