Increasing Customer Engagement in Physical Stores through 3D Technology

*This is a group assignment.

Purpose:
To examine retail strategies and apply creative decision making and critical problem solving skills to identify a potential solution to a retail problem

Scenario:
During the last decade, online retail sales have continued to increase and physical store locations have seen less customer traffic and thus declined sales. To effectively and efficiently utilize the physical retail space, many retailers have developed various retail strategies to attract customers to the store setting. One of such retailers (a retailer of your choice) that has a business model that focuses on sustainability is planning to hire a consulting firm to conquer the challenge. As a group of three, you will assume the role of a consulting firm hired by the retailer to increase consumer engagement and drive traffic to physical retail locations. Specifically, each person in the group will choose a leadership role – project manager, marketing manager, and IT manager and work together to complete the project. Considering the retailing trends and expertise of your consulting firm, as a group, you have decided to propose to the retailer that incorporating 3D technologies would be beneficial to achieve the goal of the project.

Note: When selecting a retailer for this assignment, you should consider a company that primarily sells tangible goods and might have experienced declined physical store sales due to competition from e-commerce. The company should have enough financial resources to be able to implement 3D technology.

Steps:
First, determine each group member's role and responsibilities (e.g. IT manager is responsible for comparing and contrasting 3D technologies). Second, you will select a retailer for the project and then conduct research to understand the retailer's existing retail strategies (i.e., target market, retail format, and sustainable competitive advantage) and to develop a list of critical criteria that would aid the decision-making process (e.g., cost, sustainability, inclusivity, etc.). Third, you will identify and evaluate two 3D technology related alternatives/applications with their potential to bring customers to stores and weigh the pros and cons of each of the two alternatives. Fourth, after careful examination of the two alternatives, you will determine and propose one specific solution to the retailer to hopefully solve the problem with strong justification.

What to Submit:
As a group, please <u>designate one person to submit your group paper</u> of 4-5 pages (1 inch margin, 12 font size, double space, with APA style citations) after conducting research based on the aforementioned scenario and steps. As an individual, please <u>submit a separated document for your self-reflection and peer review report</u>. Please follow the specific **bold headings** below to make sure that you have included and organized the necessary information for this assignment. Feel free to add subheadings when applicable.

Group Paper:
1. **Retail Strategies of the Selected Retailer** (i.e. describe and evaluate its target market, retail mix, and sustainable competitive advantages)
2. **Compare and contrast between the Two Evaluated 3D Applications** (identify two 3D related applications that could be implemented in the physical store setting; compare and contrast on the pros and cons of each of the applications)
3. **Justification for the Final Choice of the 3D Application** (provide explanations as to why you choose one final 3D application for the retailer)
4. **Implementation of the Final Choice of the 3D Application** (discuss what the retailer would need [e.g., space, expenses, personnel] and how it could implement the application)
5. **References** (include at least six references)

Individual Report**:**
1. **Self-Reflection** (discuss your role and responsibilities in the project and your individual leadership experience)
2. **Peer Review (**evaluate your group members' roles in the project, including respect for and open to group members' ideas; communication; timeliness; amount of ideas shared and provide constructive feedback)

Competencies: 1) task management and completion, 2) leadership, 3) creative problem solving, and 4) critical decision making

Supplementary Resources:
How AR and VR will impact the fashion industry?
https://www.youtube.com/watch?v=j1NlS07BbwA&t=812s