

RECESSION -PROOF YOUR BUSINESS BY PRICING FOR PROFIT

LOOKING FOR OPPORTUNITIES AND TRENDS FOR Q4 2022

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**I'VE HEARD THERE IS
GOING TO BE A
RECESSION... I'VE
DECIDED NOT TO
PARTICIPATE**

-Walt Disney



MINDSET

**The Game has changed but you
are still in it!**

ATTITUDE

**Energy is Everything! Be
infectious!**

PREPARED

**You can't sell what you don't
have!**



Brick and Mortar
retail is on the
REBOUND!

PREDICTIONS

In 2022, worldwide retail sales are poised to grow 5% year-over-year (YoY) to exceed \$27.33 trillion. Although ecommerce spending growth is expected to slow considerably—due, in part, to the rebound of brick-and-mortars—the channel will still account for more than 20% of total global retail.



[HTTPS://WWW.INSIDERINTELLIGENCE.COM/](https://www.insiderintelligence.com/)



WHAT ARE CUSTOMERS EXPECTING?

- Techy Tools to connect digital and in-person experiences
- Improved Convenience
- Payment Alternatives
- Discovery
- Speed (everything needs to be fast)
- Services & Education

Whats Trending...

ALL OF THESE TRENDS COME WITH
A PRICE

PRICING FOR PROFIT

PRICING FOR PROFIT

The biggest pricing mistake retailers make...

Looking at the Wholesale Price FIRST!

1. Cheap isn't Loyal
2. Customers will always remember how you made them feel but forget the price they paid!
3. Communicate Value over Price
4. Never Assume
5. Retail is the act of inventing low and selling for Profit!





QUESTION 1:

Does it fit my
delivery needs??

LOOKING FOR OPPORTUNITIES BEFORE YOU INVEST

QUESTION 2:

Is it the right FIT for
my customer?

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QUESTION 3:

Do I trust this
vendor?

QUESTION 4:

Can you think of 2-
3 customers that
will BUY this?

DON'T LEAVE \$\$\$\$ ON THE TABLE

Find the Opportunity for Profit in your Investing



OTHER OPPORTUNITIES IN 2022

What are shoppers hungry for?

Recession Proof Ideas

1. Sustainability – social and environmental responsibility
2. Services – People like convenience and will pay for them!
3. Re-occurring revenue streams – memberships, subscriptions, affiliate revenue streams
4. Food and Beverage
5. Health and Wellness
6. Homedecor
7. Pet (anything)





SCHOOL GIRL

PLEATING

DETAILS

FALL & WINTER 2022 TRENDS

FEATHERS

CARGO

**KNEE HIGH
BOOTS**

HUB



MENSWEAR

**PRINT ON
PRINT**

**HEALTH &
WELLNESS**

PARTY GLAM

LUXE LEATHER

PUFFY BOOT



TAKEAWAYS?

- Be Flexible but be Present
- Never Stop Serving
- Don't Price yourself into a BOX
- Mindset is everything!
- Invest in YOU

Wrigleys GUM - 1907... "Tell 'em quick and tell 'em often."

THANK YOU

CONTACT US



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