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!

ATTITIUDE

Energy is Everything! Be infectious!

PREPARED

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



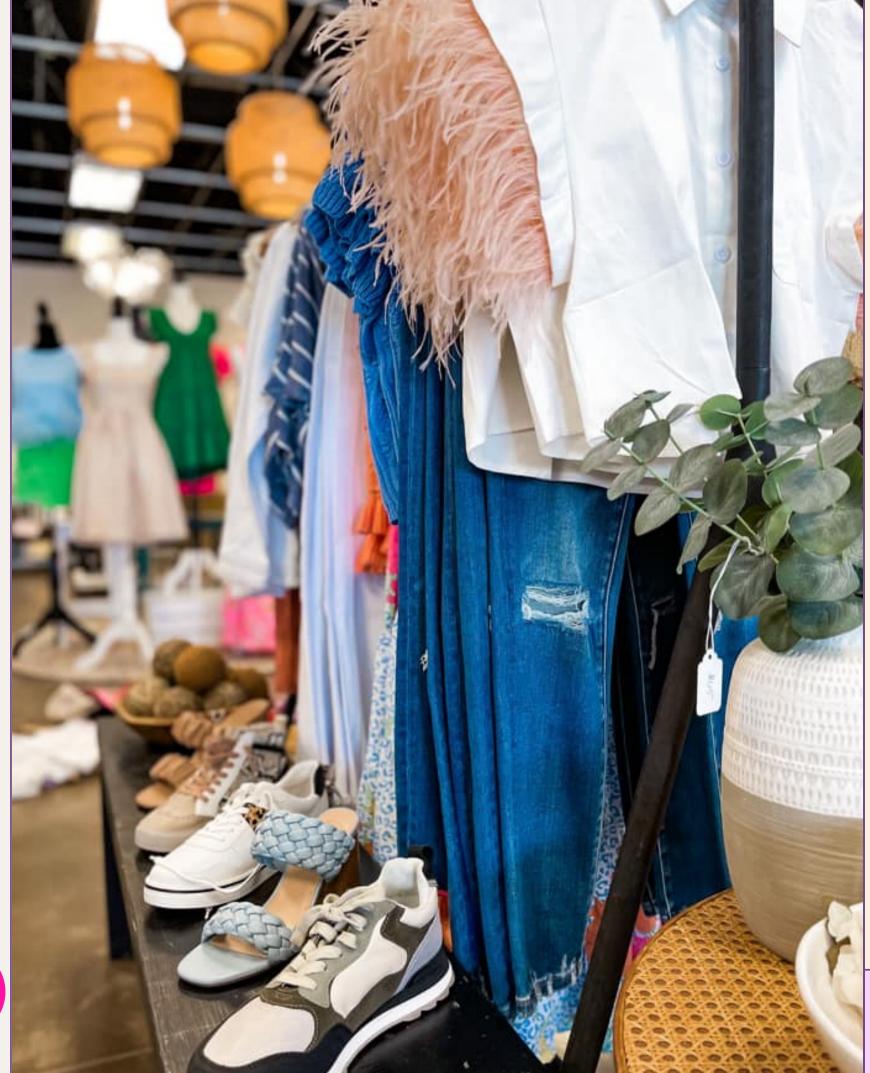


Brick and Mortar retail is on the REBOUND!

PREDICTIONS

HTTPS://WWW.INSIDERINTELLIGENCE.COM/

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.



WHAT ARE CUSTOMERS EXPECTING?

- Techy Tools to connect digital and inperson 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?





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 Opportuity 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





MENSWEAR

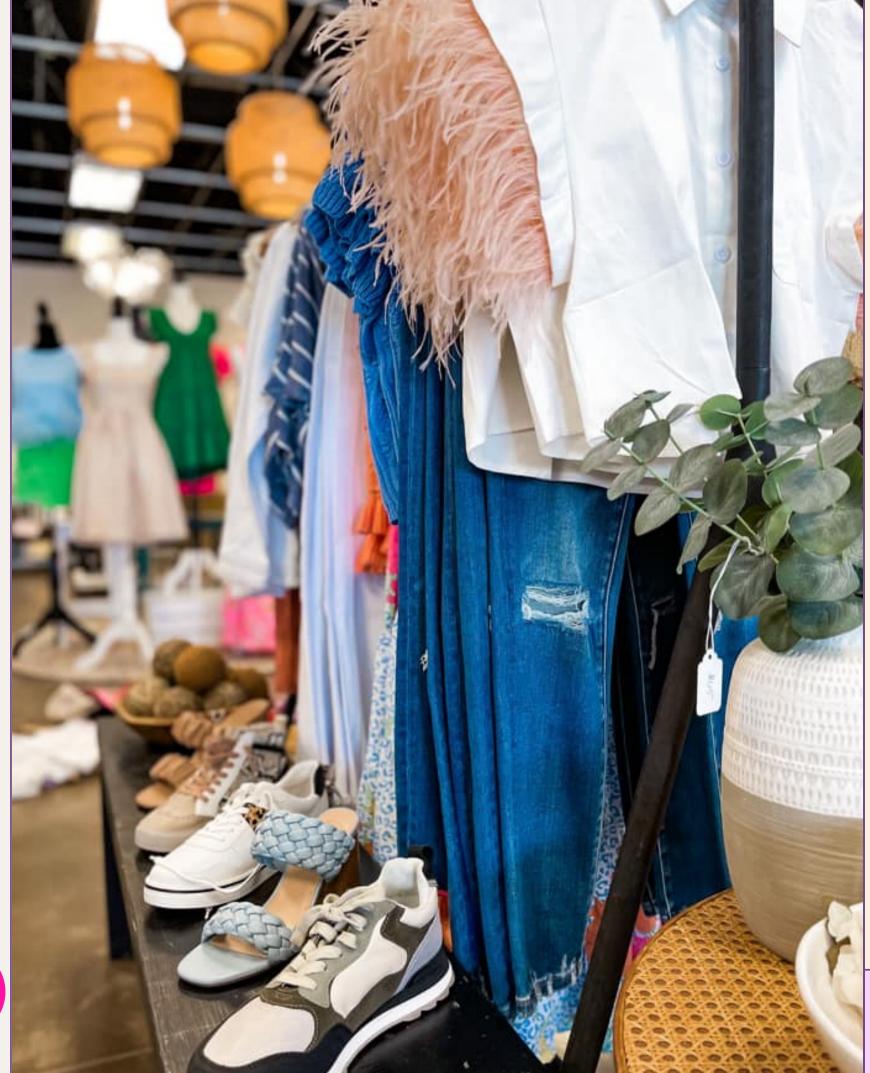
PRINT ON PRINT

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

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