

Fulfilling New Customer Demands

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Online retail – setting customer expectations



**FAST
TRACK**

Same Day



£29.99

Order before midday



CLICK & COLLECT

**SAVE TIME, CHECK STOCK ONLINE
ORDER BEFORE YOU SET OFF**

- ✓ CHECK AVAILABILITY IN YOUR LOCAL STORE
- ✓ PLACE YOUR ORDER AND PAY ONLINE
- ✓ COLLECT IN JUST 5 MINUTES



Online Grocery – changing customer offer

Amazon is selling food cheaper than Asda or Tesco and delivering it to shoppers' doors in an HOUR

00:00, 8 OCT 2015 | UPDATED 10:26, 1 DEC 2015 | BY RUKI SAYID

| Morning | | |
|-----------------------|----------------------|-----------------------|
| 6:00 - 7:00am | 12:00 - 1:00pm | |
| 6:30 - 7:30am £0.00 | 12:30 - 1:30pm £0.00 | 6:30 - 7:30pm |
| 7:00 - 8:00am £0.00 | 1:00 - 2:00pm £0.00 | 7:00 - 8:00pm £0.00 |
| 7:30 - 8:30am £0.00 | 2:00 - 3:00pm £0.00 | 7:30 - 8:30pm £0.00 |
| 8:00 - 9:00am £0.00 | 3:00 - 4:00pm £0.00 | 8:00 - 9:00pm £0.00 |
| 8:30 - 9:30am £0.00 | 4:00 - 5:00pm £0.00 | 8:30 - 9:30pm £0.00 |
| 9:00 - 10:00am £0.00 | 4:30 - 5:30pm £0.00 | 9:00 - 10:00pm £0.00 |
| 9:30 - 10:30am £0.00 | 5:00 - 6:00pm £0.00 | 9:30 - 10:30pm £0.00 |
| 10:00 - 11:00am £0.00 | 5:30 - 6:30pm £0.00 | 10:00 - 11:00pm £0.00 |
| 10:30 - 11:30am £0.00 | | 10:30 - 11:30pm £0.00 |
| 11:00 - 12:00pm £0.00 | | |
| 11:30 - 12:30pm | | |



Google Express



Tesco begins same-day delivery pilot for online groceries



DELIVEROO
PROPER FOOD, PROPER DELIVERY

Scale is a demand in itself...



The other customer...



What does that mean for an Online operation?



What does it mean for the rest of the operation?

- Store
- Logistics / Supply Chain
- Product / Supplier

Will the demands of today be the demands of the future?

