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Ana Ferriera
Andreas Salom
Pranjay Yadav
How John Lewis can adapt to technology revolution in retail and adapt to Brexit?
Key Issues

1. Technology Revolution Age
   - Adapt to new consumer habits

2. Political Changes due to Brexit
   - Restructuring of John Lewis Partnership
   - Jobs Securities
   - Suppliers
What is your company current situation

**Brexit**
- Increasing prices
- 2 million EU citizens will need to acquire residence permits
- Difficulties for non-specialized workers
- Protectionist measures
- Promotion of UK products consumption

**Shift in consumer habits**
- Online sales
What is happening around your business

**Brexit**
- Increasing prices
- 2 million EU citizens will need to acquire residence permits
- Difficulties for non-specialized workers
- Protectionist measures
- Promotion of UK products consumption

**Shift in consumer habits**
- Online sales

Align with these new trends and protect your Partners
Who you are and what you stand for

Consumers
Convenience  Value  Experience

John Lewis Partnership & Waitrose
People driven
Multichannel Retailer

Suppliers
Partners

John Lewis Partnership Trust

Partnership Council
Partnership Board
Chairman

Partner Voice
Forum shares
Divisional Council (Waitrose and John Lewis)
The Partners are at your core – The 7 Principles

- Purpose
- Happiness
- Customers Honesty
- Profit shared
- Partners Retain people
- 2. Power Sharing between authorities
- 7. The Community Wellbeing

Rely on foreigners for the jobs
Conditions above average
Make sure their situation with family is ok
The Partners are at your core – The 7 Principles

- Purpose
- Happiness
- The Community Wellbeing
- Power Sharing between authorities
- Business Relationships
- Customers Honesty
- Profit shared
- Partners Retain people

Rely on foreigners for the jobs
Conditions above average
Make sure their situation with family is ok

Increasing new technologies VS Partners care
Replicate your signature customer service
How you do business

JLB
Department stores – Fashion, home goods and technology

Bricks and Clicks
Online Sales
6%–14%

Waitrose
Food
Honest price
Locally produced products
Non-GMO

Partnership with local farms through exclusive relationships

Market Share

Tesco
Morrison’s
Waitrose
Sainsbury
Aldi
Asda
Lidl
The Co-operative
How you do business

JLB
Department stores – Fashion, home goods and technology

- Technology
- Fashion
- Home goods

Bricks and Clicks

- Online Sales: 20%
- In-store Sales

Waitrose
Food

- Honest price
- Locally produced products
- Non-GMO

Partnership with local farms through exclusive relationships

Focused in Online sales of local, high end products
Summing up

S
• Focus in local partners
• Experience in on-line sales
• Well implemented Structure

W
• All structure dependable of the Partners

O
• Growth in online sales

T
• Political changes due to Brexit
What are the pillars of the strategy for John Lewis & Waitrose?

- Consumers
- Suppliers
- Partners

John Lewis & Waitrose
What is the Customer Service strategy for online?

- Check-out with chatbot
- Home deliveries done by partners
- Develop of subscription program

@Waitrose:
- Regular consumables deliveries;
- Delivery of fresh food with free deliveries
- Partnership with public transportation (e.g. London Underground) for promoting scannable catalogue.
What is the Customer Service strategy for in-store?

John Lewis & Waitrose

Customers

In-store
- Convenience check-out with wireless tag (RFID) check-out
- Promote UK products
- Fast-lane check-out for “@Waitrose” members
What is the strategy for John Lewis Partnership?

John Lewis Partnership
- Setup of assisting office for Brexit:
  - Support partners (non-UK citizens) and families to get residence permits
  - Support paperwork costs for partners (non-UK citizens)
  - Offer relocation opportunities
What is the strategy for John Lewis Partnership?

John Lewis Partnership

- Sponsoring program for going back to study
- Reconversion of jobs
- Recruitment from High Schools
- Training program for John Lewis & Waitrose
- Early retirement programme

Customers

John Lewis & Waitrose

Partners

Suppliers
What is the strategy for HR recruitment?

- Recruitment from High Schools
- Training program for John Lewis & Waitrose
- Partnership with Universities to offer (CommUniversities)
What is the strategy for suppliers?

- Setup of suppliers office in Belfast (Ireland)
- Promote UK producers and help them finance
- Implementation of IoT solution for supply-chain for exchange of information with suppliers
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<th>Baseline</th>
<th>2018</th>
<th>2019</th>
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# Financial Assumptions

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<td>Investment in marketing and Promotion / UkMade Campaign</td>
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<td>HR Investment (New Office and other expense)</td>
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### Implementation Plan

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<td>Home deliveries</td>
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<td>Subscription program @Waitrose</td>
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<td>Negotiate with Public Transportation Companies</td>
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<td><strong>Stores</strong></td>
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<tr>
<td>Setup of team</td>
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<td>Development of RFID strategy</td>
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<td>Implementation &amp; stores refurbishment</td>
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<td><strong>Partners</strong></td>
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<td><strong>HR Recruitment</strong></td>
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<td><strong>Brexit</strong></td>
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<td>Implementation IoT supply-chain solution</td>
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### Problem Statement

- **Customers**
  - Online
    - Development of Chatbot
    - Home deliveries
    - Subscription program @Waitrose
    - Negotiate with Public Transportation Companies
    - Advertisement
  - Stores
    - Setup of team
    - Development of RFID strategy
    - Implementation & stores refurbishment
  - Partners
    - HR Recruitment
      - High school recruitment
      - Training programme
    - JLP
      - Going back study
      - Reconversion of jobs
      - Early retirement programme
    - Brexit
      - Setup of assisting office
  - Suppliers
    - Open of suppliers support office in Belfast
    - Finance of suppliers
    - Implementation IoT supply-chain solution

### Analysis

- **Customers**
- **Stores**
- **Partners**
- **Suppliers**

### Recommendation

- **Customers**
- **Stores**
- **Partners**
- **Suppliers**

### Financial Statement

- **Customers**
- **Stores**
- **Partners**
- **Suppliers**
### Risks

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<th>Risk</th>
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<td>Partnering with government</td>
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#### Impact

1. **Profitability**
   - Risk of finance of suppliers
   - Customers
   - Change in regulation

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#### Problem Statement

- Analysis
- Recommendation
- Financial Statement
- Implementation & Risks
Key Issues

1. Technology Revolution Age
   - Adapt to new consumer habits

2. Political Changes due to Brexit
   - Restructuring of John Lewis Partnership
   - Jobs Securities
   - Suppliers