

# Our future for our business

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Board meeting, Charlebois Family

*Presented by*

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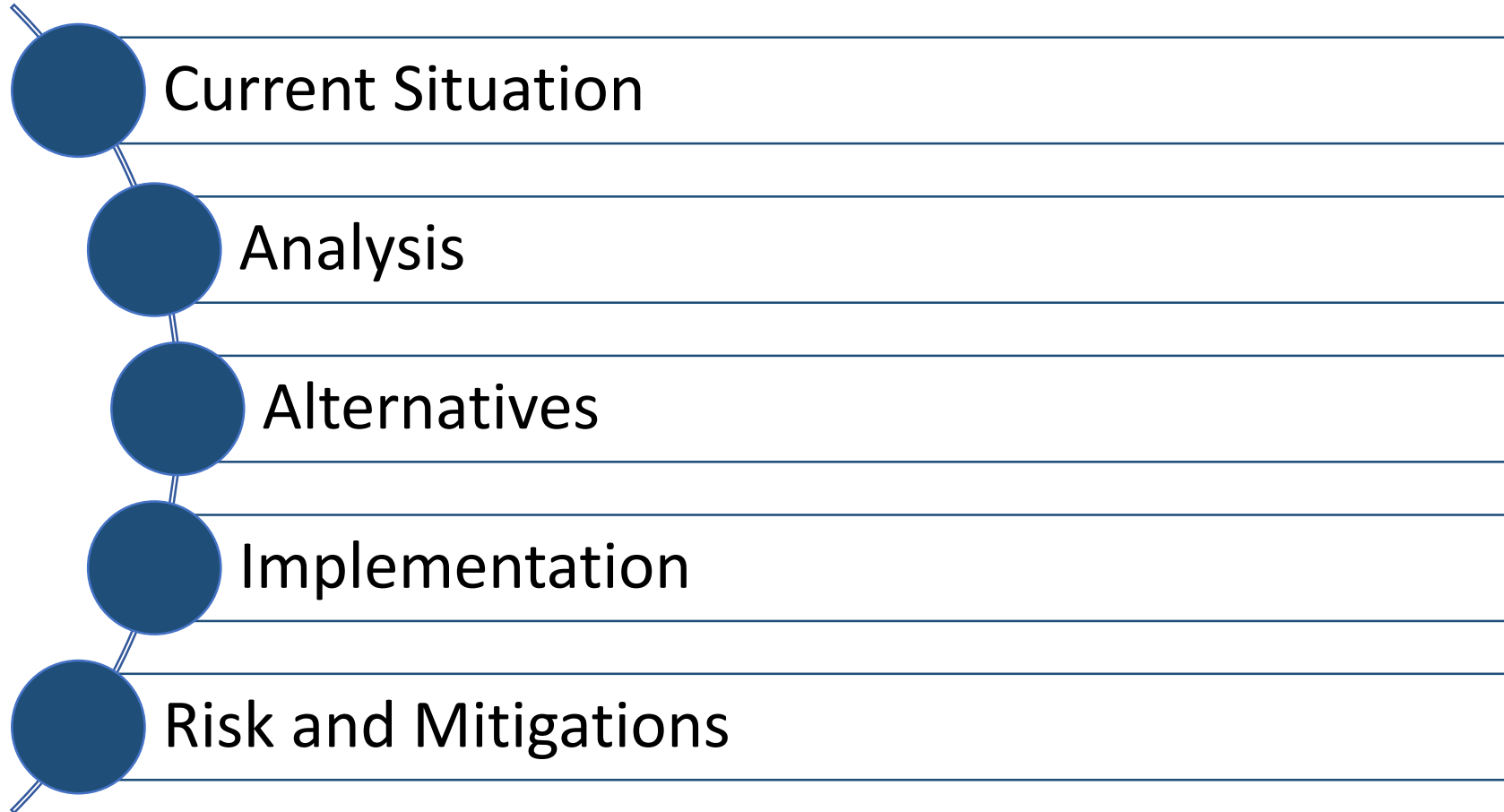
# Mandate

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How to face the online shopping trend in respecting of keeping the Charlebois Family Investment Inc. profitable and the the family's wealth?

# Agenda

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# Status Quo

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## Key Issue

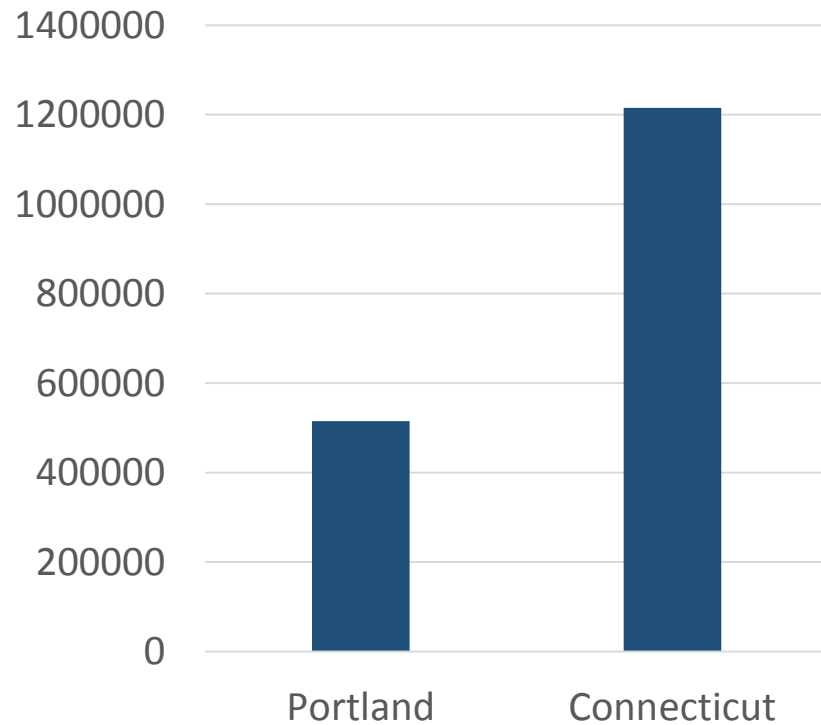
Trend of online shipping

## Reccomendation

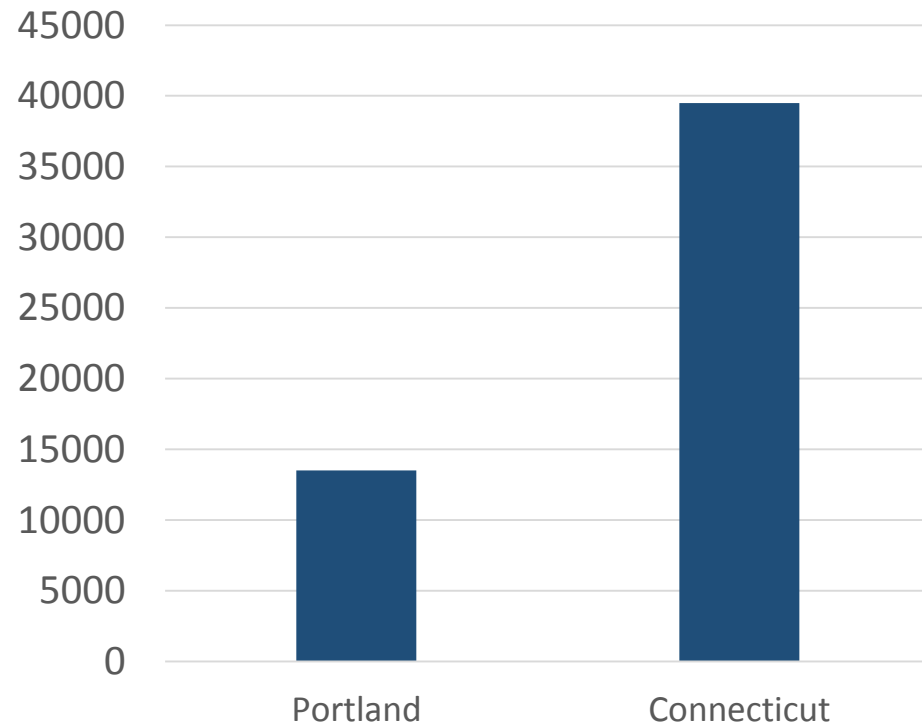
- Coperate with E-commerce
- Integrate pop-up stores
- Regain attractiveness

# Shopping malls

## Population



## Space in m2



# Shopping Malls

	Portland	Connecticut
Anchor store	No	Yes
Surrounding population class	-Lower middle class	-Upper middle class - baby boomers trend
Special aspects	- Walmart - Rumours of a discount store strip	-High-Tec business -offices in the surrounding -two high-rise - condominium projects - under construction covered construction



The Connecticut mall is located in an upcoming area with a promising population

# Upcoming trends

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## Social

- Growing percentage of digital natives
- Growing need of socializing

## Economics

- Recovering economic situation
- Saving money becomes less logical

## Technology

- Stronger usage of mobile apps
- Secure and easy online payment options



Shift to online shopping

# Feasible alternatives

Strengthen both malls by further investments

Sell both malls and search for new investments

Redefine actual purpose of use

- Take actions in order to regain attractiveness of your malls for consumer
- Take actual concerns of your business customers seriously and encounter them
- Invest in both malls to prepare them for the ongoing e-commerce trend



Additional investments in order to keep both malls!



# Feasible alternatives

Strengthen both malls by further investments

Sell both malls and search for new investments

Redefine actual purpose of use

- Find potential buyers for your malls in Portland and Conneticut
- Look out for new investments besides retail business



Get fresh capital by selling one mall in order to secure future success of the other by further investments!

# Feasible alternatives

Strengthen both malls by further investments

Sell both malls and search for new investments

Redefine actual purpose of use

- Leave retail business behind and think of different purpose of use for existing malls
- Choose new purpose that is not affected by the e-commerce trend



Secure your wealth by leaving the retail business and invest in new business options that are not affected by e-commerce trend!

# Evaluation

	Know How	Financially attractive	Time of implementation	Secure family wealth
<b>Strengthen malls</b>	+	0	+	-
<b>Sell mall</b>	-	+	-	0
<b>Redefine purpose of use</b>	0	+	0	+

# Evaluation

	Know How	Financially attractive	Time of implementation	Secure family wealth
<b>Strengthen malls</b>	+	0	+	-
<b>Sell mall</b>	-	+	-	0
<b>Redefine purpose of use</b>	0	+	0	+



Secure family wealth by strengthen mall in Connecticut and redefining purpose of use in Portland!

Due to the online shopping trend, some shops need to close & some are suffering in different extent



New opportunities arise

→ Use the trend for the new opportunities & redefine

The propose of use



New opportunities arise

# Timeline

	2017	2018
<b>Corporate with e-Commerce</b> - Online Platforms - Connect		
<b>Pop-up Sotres</b> - Promotion - Install		
<b>Regain mall attractiveness</b> - New suitable & attractive stores - Negotiate & install		

# 1) Cooperate with E-Commerce

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Offer online platforms  
to use your space

- Amazon.com
- Whole Foods

Connect between E-  
Commerce platforms  
and specialty stores

- Jewelry stores
- Florist shops



## 2) Pop-up stores

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Offer available ground floor  
area to enterprises for a  
short term use

## 3) Regain shopping mall attractiveness

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Use available ground floor area for entertainment, health or sport

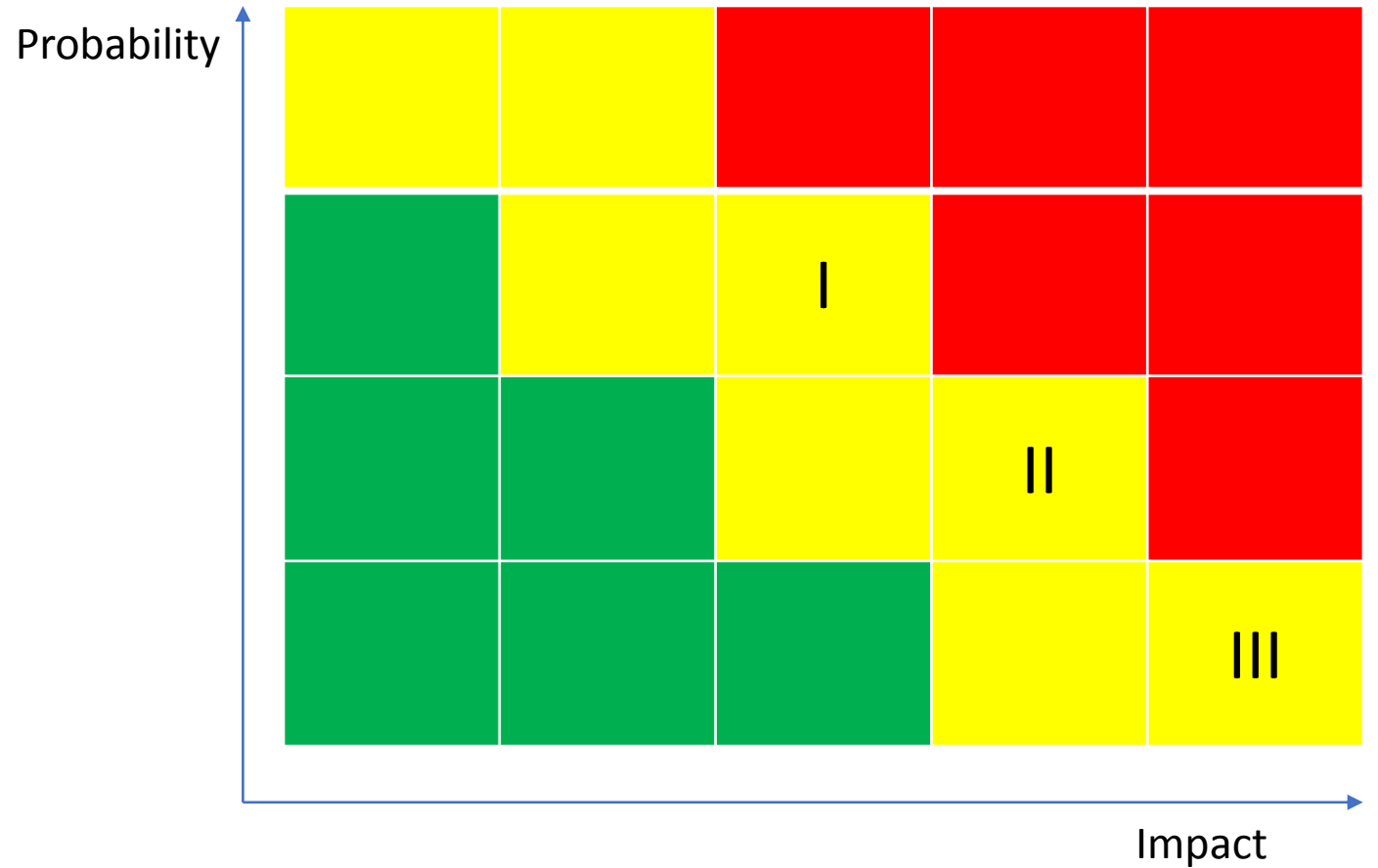
- Promote available ground space
- Evaluate and negotiate

# Timeline

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<b>Regain mall attractiveness</b> - New suitable & attractive stores - Negotiate & install		

# Risks

- I. Adaption of reuse of free space in Portland
- II. Customer perception
- III. Financial Impact



Thank you for your attention!

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