Grocery Industry: Eat or Be Eaten

EAST COAST GLOBAL CONSULTING
Agenda

- Challenge
  - Delia

- Key Issues & Objectives

- What’s happening?
  - Allison

- The Hunger Games
  - Delia

- What are they doing about it?
  - Jennifer

- So what else?
  - Chelsey

- Eat or be eaten
Challenge

How can a traditional grocery store compete in a disruptive landscape?
Key Issues

- Customer preference disparity
- Increasing use of technology
- Highly disruptive industry
Key Objectives

- Maintain/recapture growth
- Serve customers evolving needs
- Avoid alienating traditional customer base
What’s happening?

ALLISON PENTON
Root Cause Analysis

What’s Changed?

Customer Preferences
What does the customer want?

- Save time
- Save money
- Unique experience
- Healthy options
Customer Profiles

ELAINE, 35
Mother of 3

TONY, 54
Sr. Accountant

JAY, 23
Software Developer

HELEN, 71
Retiree

HelloFresh
Skip the Dishes
Trader Joe’s
Loblaws
The Hunger Games
DELIA WARREN
Industry Disruptors

Meal Delivery
- Hello Fresh

Food Delivery
- Skip the Dishes

Specialty Food
- Trader’s Joe

Lowest Prices
- Walmart, Costco

Sustainable Food
- Farmer’s Markets
What are they doing about it?

JENNIFER BUTTON
Offering self check-outs

Ready-to-eat meals

Delivery service

Specialty offerings; local produce

Community marketplace
Customer Profiles

ELAINE, 35
Mother of 3
Ready-meals

TONY, 54
Sr. Accountant
Delivery

JAY, 23
Software Developer
Sustainable/Trendy

HELEN, 71
Retiree
Status Quo
So what else?

CHELSEY KING
Alternatives: Disrupt the Disruptors

**Experience Shopping**
- Live music
- In-store café
- Workshops and events
- Tasting stations

**Mobile App**
- Pre-select grocery items for pick-up
- Track points and apply coupons
- Predictive analytics and recommended add-ons
- Recipe suggestions based on past preferences
Eat or Be Eaten

DELIA WARREN
What Success Looks Like

- Maintain/recapture growth
- Serve customers evolving needs
- Avoid alienating traditional customer base

Competing head on against disruptors
Implementing new features and services; building hype
Maintaining brick and mortar locations
Questions?

THANK YOU!