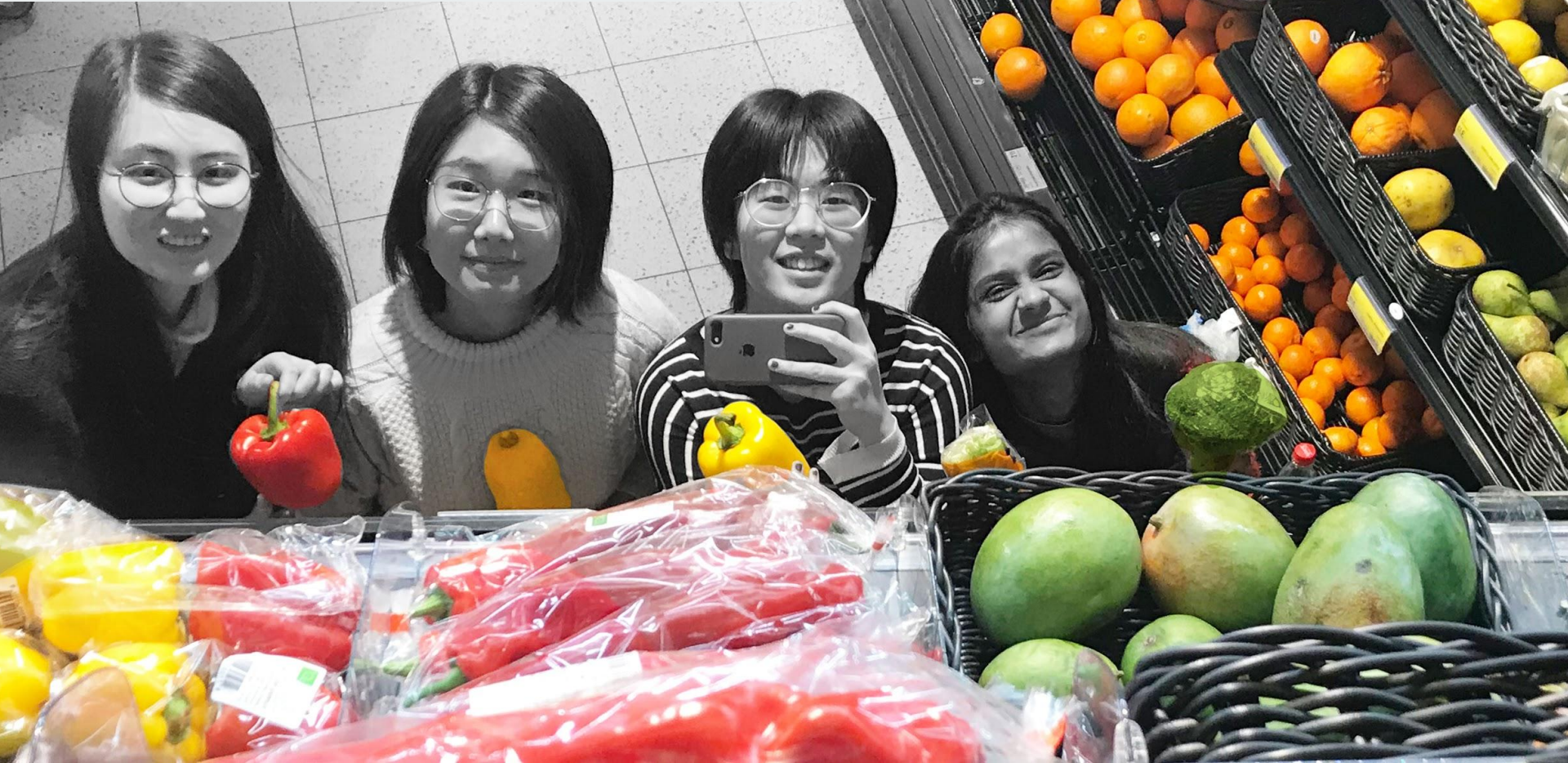


TEAM 6

XUEWEI . XIAOYI . LIN . SRUSHTI



Fresh, Retail, & Ecommerce

OFFLINE STILL

E-COMMERCE
BOOMING
DEVELOPMENT

Before

Supermarkets were the only modern format with **credible offerings in fresh** fruits, vegetables, meat, fish, dairy, baked goods, and delicatessen.

Now

consumers believe that **discounters'** fresh products **are as good as**—and **sometimes even superior** to—those at **supermarkets**, and **lower priced** to boot.

China's **fresh food e-commerce industry** grew by 59.7 percent in 2017 to

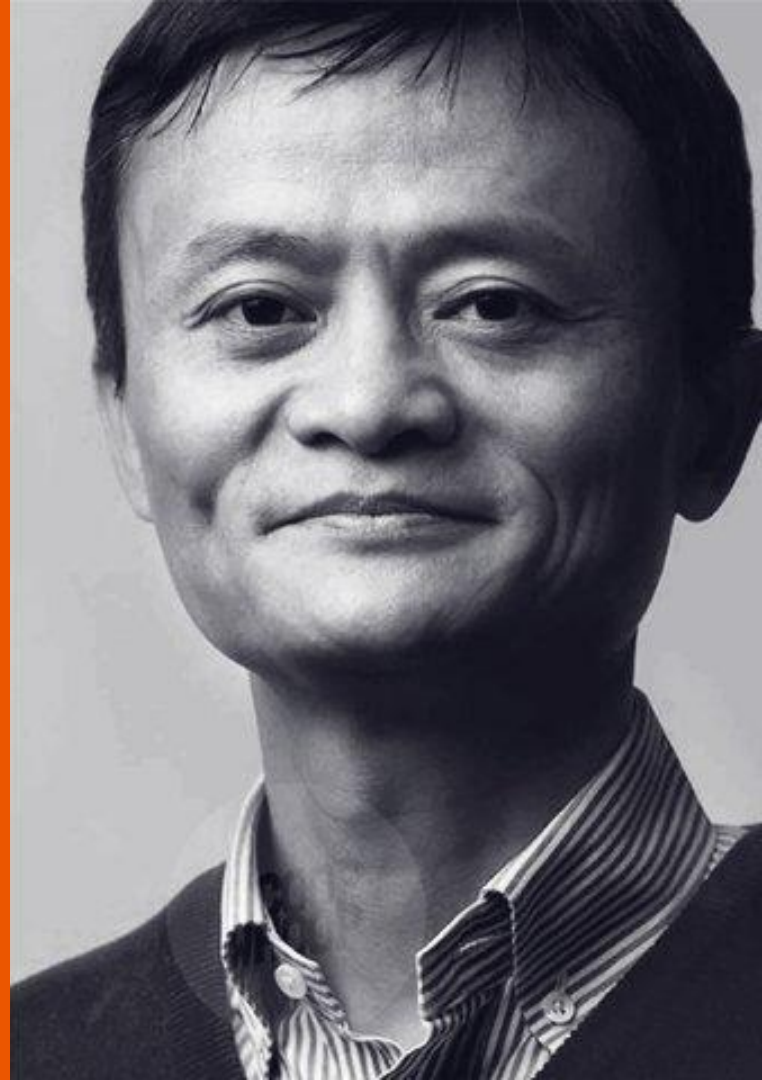
\$22.1 billion

“

There will be **no pure eCommerce any more** in the next 10 years but **new retail**, which means the online, offline and logistics must be combined together.”

”

Jack Ma, co-founder and executive chairman of the Alibaba Group



Established Company



Online-to-Offline

Fresh food store brand

Owned by Alibaba.

3 years

121 stores



Founding Insights, Stakeholders, & Target Users

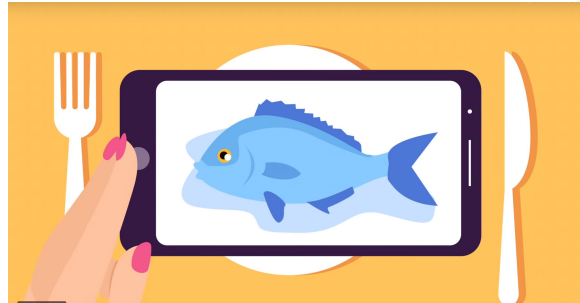


Founding Insights

Alibaba- HEMA



“No one really enjoys the process of grocery shopping.



But ordering online isn't perfect either.



Some things you want to pick up yourself and life can't always accommodate a delivery window”

Stakeholders



Internal

Leader

- Alibaba investors
- AliPay (relevant producers in eco-system)

External

- Farms
- Abroad supplier
- Cooperated food brands
- Customers

Others

- Designers
- Delivery man
- Developers & digital platform
- Staff (in-store)
- Supply chain maintainers
- Marketing

Internal

Project Team

- Other traditional retailers (supermarket)

Target Users



Family users staying at home at night most of time.



Light meal or convenient grocery store target for **Office situation**.



Users who will visit supermarkets and **bring kids out** on **weekends**.

Business Patterns

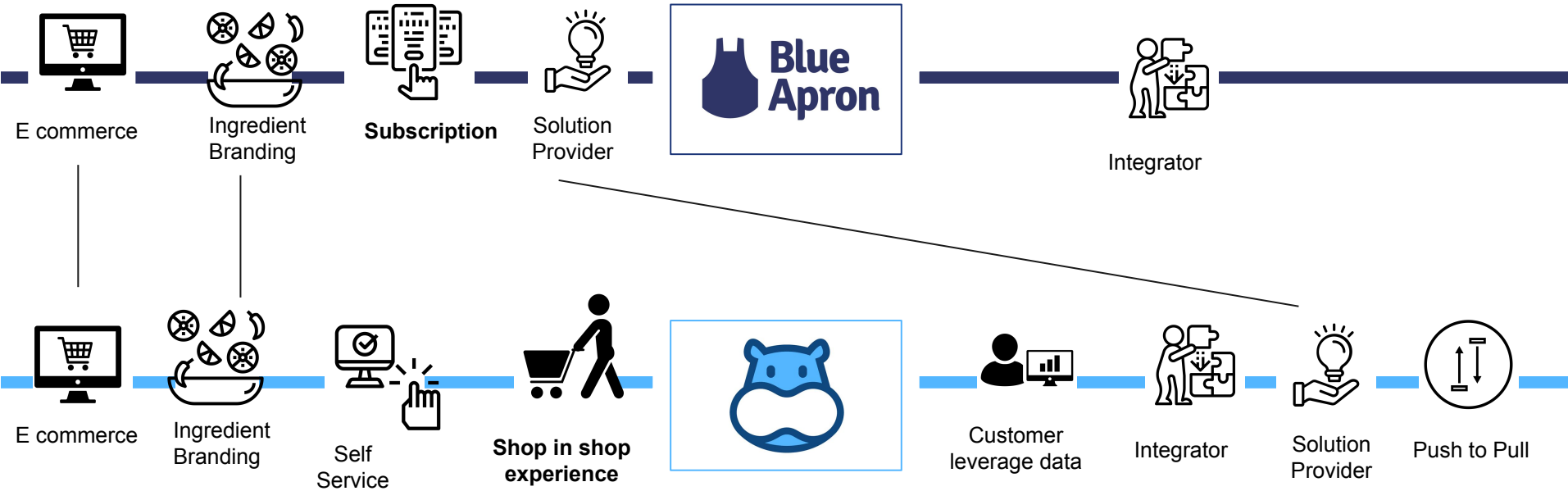
55 Pattern cards helped us to understand
and evaluate the business model in detail



Current Business Patterns

ACTIVE

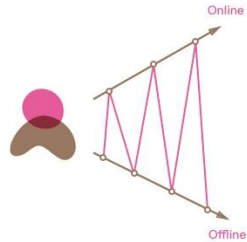
HIDDEN





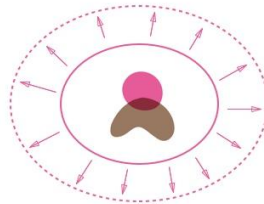
Design Matters !

Experience and Service



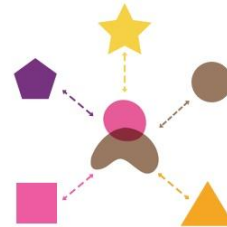
User-friendly Digital experience

Freely switching between online and offline service



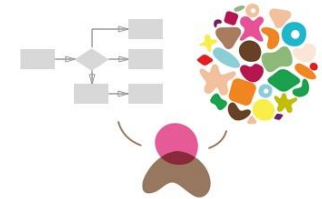
Product experience

Fresh
Various
Flexible



Scene experience

Routine-oriented layout
Scene-based products classification.



Emotion experience

Relaxed, comfortable and interesting.
Safe trustable.

Triple Path Model Analysis

CONTRADICTIONS

1.1 The Chinese are so obsessed with freshness. They want to buy alive seafood don't have time or unwilling to cook themselves

1.2 Enjoy online shopping but don't want to wait very long



O2O & in-store restaurant



30-minute delivery guarantee

supply chain

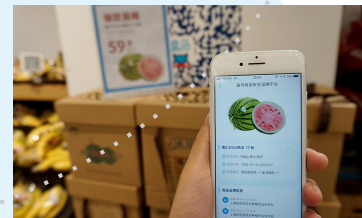
Smart offline stores

COMBINATION

FRUSTRATIONS

3.2 carry so much home is heavy.

3.1 Seafood in supermarket are dead sometimes. Retailers are untrustable



Trace to the production source

Triple Path Outlook

CONTRADICTIONS

Customers want a smart life, but
don't want to use phone all the time



Not Only Robots

Smart offline store service
(IoT, Big data, AI, etc)

FRUSTRATIONS

COMBINATION

CONTRADICTIONS

Customers want a smart life, but
don't want to use phone all the time



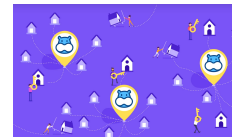
Not Only Robots

supply chain

Smart offline store service
(IoT, Big data, AI, etc)

FRUSTRATIONS

The coverage of each store is
limited in 3km.
A lot of customers cannot enjoy
their service.



5G

Auto-drive

Sharing Economy

COMBINATION

CONTRADICTIONS

Customers want a smart life, but
don't want to use phone all the time



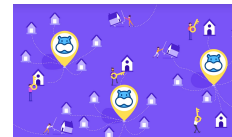
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5G

Auto-drive
Sharing Economy

Sustainable

Giving away the
leftovers to the poor



3.4 Customers will get a plastic
bag everytime they order.

COMBINATION

CONTRADICTIONS

Customers want a smart life, but don't want to use phone all the time



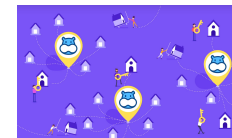
Not Only Robots

Smart offline store service (IoT, Big data, AI, etc)

supply chain

FRUSTRATIONS

The coverage of each store is limited in 3km. A lot of customers cannot enjoy their service.



5G

Auto-drive
Sharing Economy

Sustainable

Giving away the leftovers to the poor

Create Priceless Moment



3.4 Customers will get a plastic bag everytime they order.

3.5 Hema is more expensive than other copiers

COMBINATION

Innovation Summary



Optimize supply chain by utilizing new technologies



A more sustainable packaging option & share the leftovers to the poor



Create priceless moments for customers



Better online and offline experience



Innovation Summary

- Optimize the **supply chain** by utilising new technologies
- A more **sustainable** packaging option.
- Giving away the **leftovers to the poor**
- **Better offline experience with less relying on phone.**
- Create **priceless moments** for customers to compete with cheaper copiers

Thank You :)

