



Battle of the Brands:

David vs. Goliath



Retail Is Big On Small Business

Contrary to popular belief, small can be mighty - smaller retailers are engines of local commerce.

Currently, there are 28 million American small businesses, which account for 54% of all U.S. sales (Patriot Software 2016). Moreover, an overwhelming majority of retail businesses (99%) employ fewer than 50 people. In fact, these retailers provide 40 percent - or 11.5 million - of the 29 million jobs in retail (NRF 2014).

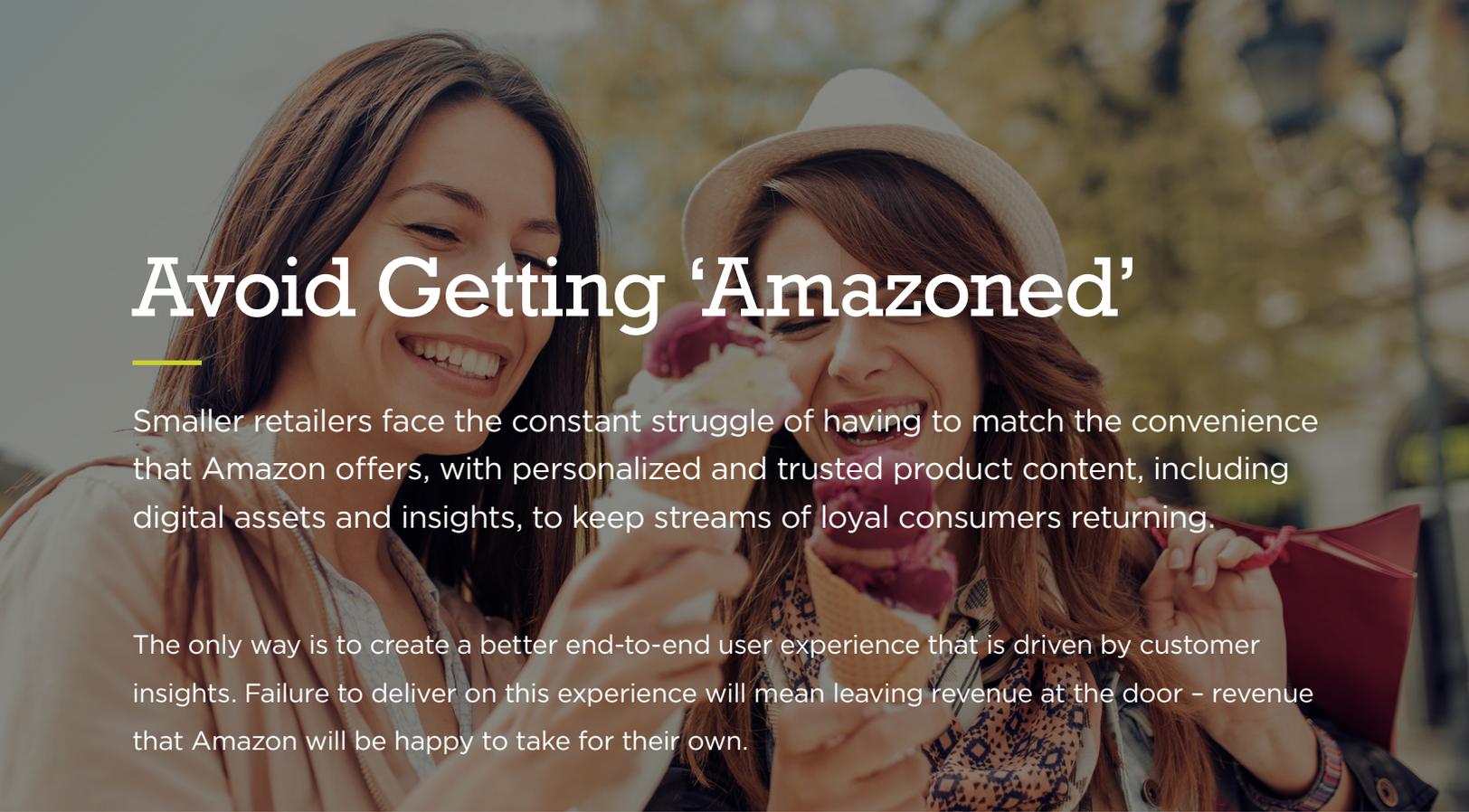
In the Internet Retailer 2016 Second 500 Guide, the most successful e-commerce companies in the middle tier have outperformed their larger rivals by identifying and leveraging their sweet spots (Internet Retailer 2016). Second 500 web merchants, whose 2015 web sales fell between \$1.7 million-\$28.3 million, are solid proof that small can indeed be mighty. As a group, they grew their online sales last year by 14.9% to \$6.99 billion, ahead of their larger Top 500 competitors, who grew at 13.5%.

Many smaller retailers rely on Small Business Saturday, an initiative launched by American Express (CNBC 2016). In its seventh year since the recession, Small Business Saturday events and entertainment encourage consumers to shop at small businesses versus big-box stores and malls that draw in Black Friday shoppers.

However, as a smaller retailer, competing for e-commerce dollars during the busiest shopping season of the year is no easy feat. How do you tackle the big retailer squeeze? With higher than ever stakes, how will you compete against Goliaths such as the online megabeast, Amazon?



This eBook will demonstrate that bigger doesn't always mean better and how David can compete with Goliath!



Avoid Getting ‘Amazoned’

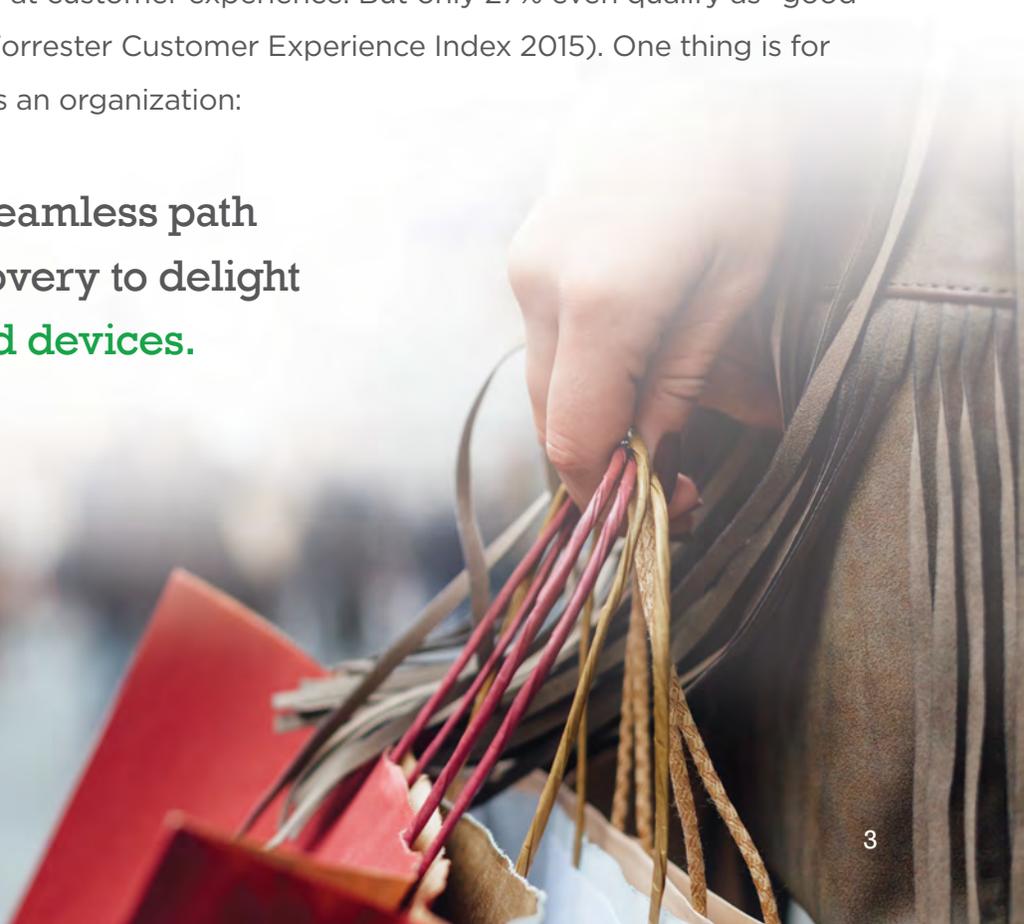
Smaller retailers face the constant struggle of having to match the convenience that Amazon offers, with personalized and trusted product content, including digital assets and insights, to keep streams of loyal consumers returning.

The only way is to create a better end-to-end user experience that is driven by customer insights. Failure to deliver on this experience will mean leaving revenue at the door – revenue that Amazon will be happy to take for their own.

For example, consider tools that enable online chats and video merchandising to help describe and demonstrate how an item looks or works. Curated content, suggested buys & upsell, online shelves and eCarts are varied components of an engaging online shopping experience.

86% of companies want to excel at customer experience. But only 27% even qualify as “good” in the eyes of their customers (Forrester Customer Experience Index 2015). One thing is for certain regardless of your size as an organization:

Consumers expect a seamless path to purchase from discovery to delight across all channels and devices.



A photograph of three young women smiling and holding up several colorful shopping bags (brown, green, yellow) against a blurred background of a city street.

Agile Is The New Black

One of the greatest benefits a small business has is that they can react much more quickly than most larger corporations or big box stores. In other words, if you see an opportunity to introduce a new vendor, you can make this happen more quickly than the many steps necessary it would take at a big box store.

For example, if you see inventory sales have gone cold, you can help move it through displays, employee engagement and even marking it down to help it sell faster.

Big retailers have the advantage of large scale systems that optimize processes. However giant companies suffer when they lose touch with the granularity of their businesses. As a smaller retailer, you can better understand how swiftly consumer needs change prior to larger competitors because of direct contact. You are better equipped to deal with changes in the environment and test new ideas quicker among customers without obstacles.



It's A Multi-Channel World After All!

A survey by Synthetix (Synthetix 2016) indicates that 9 out of 10 consumers expect to receive a consistent experience over multiple channels. They expect a valuable, memorable and story-worthy experience. They expect detailed and consistent product content to aid in decision making. They expect to see this same level of detail when shopping for another product in another department. They expect a single view with a wide array of efficient and convenient options. And they expect to shop at any time from any number of devices – such as their PCs, smartphones and tablets.

Consumers don't think in channels, and as a retailer, nor should you. Gone are the days when holiday shoppers had to choose between the convenience of buying online from home versus the assurance of handling the product in a store. Now they can do it all — and they leave a rich trail of data every step along the way.

Bringing online and offline together, otherwise known as omni-channel, is important in every facet of your retail business. A cross channel strategy requires the tight integration of all channels to create a unified experience.

Digital and mobile commerce has leveled the playing field for all retailers, small and large. Clearly, given the consumer's mighty requirements for an integrated shopping experience, you must move quickly to deliver on those soaring expectations or risk the curse of industry irrelevance.



A man in a dark shirt is handing a brown paper bag to a smiling woman in a green shirt at a market stall. The stall is filled with various breads and pastries. The background shows other market stalls and people.

Ready To Get Your Product Discovered By More Buyers and Drive Conversion?

It's a crowded commerce world! You have lots to do in order to drive high conversion rates, so here's a quick hit list of reminders:

- **Go Digital:** Centralize and digitize product content for all commerce channels.
- **Get Discovered:** Connect with new buyers and category managers to create new opportunities.
- **Sell Everywhere:** Showcase and promote products on every channel.
- **Deliver Content Efficiently:** Engage and integrate product information with omni-channel customers.

1WorldSync Product Information Cloud solutions can help your products stand out and engage the elevated expectations of seasonal shoppers. 1WorldSync Product Information Cloud has sales kit functionality to help drive sales by rendering digital catalog(s), mobilizing product content and enabling the easy creation of sell sheets, catalogs etc.

Ringling In The Retail: Does Size Matter?

There is a David and Goliath battle erupting in the retail industry where smaller retailers are encouraged to adopt giant-killing tactics in a bid to grow their brands.

Experts at IRCE say that small to midsize retailers need to constantly consider ways to improve in order to stay competitive and remain rising retailing stars (Internet Retailer 2016). Gaining a national footprint no longer relies solely on big brand partnerships - with the right attitude, resources and strategy, small business have the power to go it alone.

And if a little support is needed to survive holiday pressures, there may even be opportunities to partner collaboratively with industry giants. Smaller retailers may offer flexibility and a more intimate customer experience but when coupled with their larger, wealthier counterparts, the global market offers an array of quality goods and services. If you can't beat them, join them!

About 1WorldSync

1WorldSync™ is the leading provider of product content solutions, enabling more than 25,000 global companies in over 60 countries to share authentic, trusted content with customers and consumers, empowering intelligent choices for purchases, wellness, and lifestyle decisions. Through its technology platform and expert services, 1WorldSync provides solutions that meet the diverse needs of the industry. 1WorldSync is the only product content network provider and GDSN Data Pool to achieve ISO Certification 27001. For more information, please visit www.1worldsync.com.

References

- 1 "2016 Deloitte Holiday Survey." Deloitte University Press. 25 October 2016.
- 2 "The State of Small Businesses in the U.S." Patriot Software. 2 May 2016.
- 3 "The Economic Impact of the US Retail Industry" NRF. September 2014
- 4 "How small and midsize e-commerce players find an edge." Internet Retailer. 13 May 2016.
- 5 "A secret weapon to help small retailers on Black Friday and Small Business Saturday". CNBC. 23 November 2016.
- 6 "The US Customer Experience Index, Q1 2015." Forrester. 6 October 2016
- 7 "The Rise of Demand for Multi-Channel Online Customer Service." Synthetix. 12 January 2013.
- 8 "Keeping up with innovation keeps smaller retailers in the game" Internet Retailer. 13 June 2016.