

LOJA DO FUTURO



Customizada

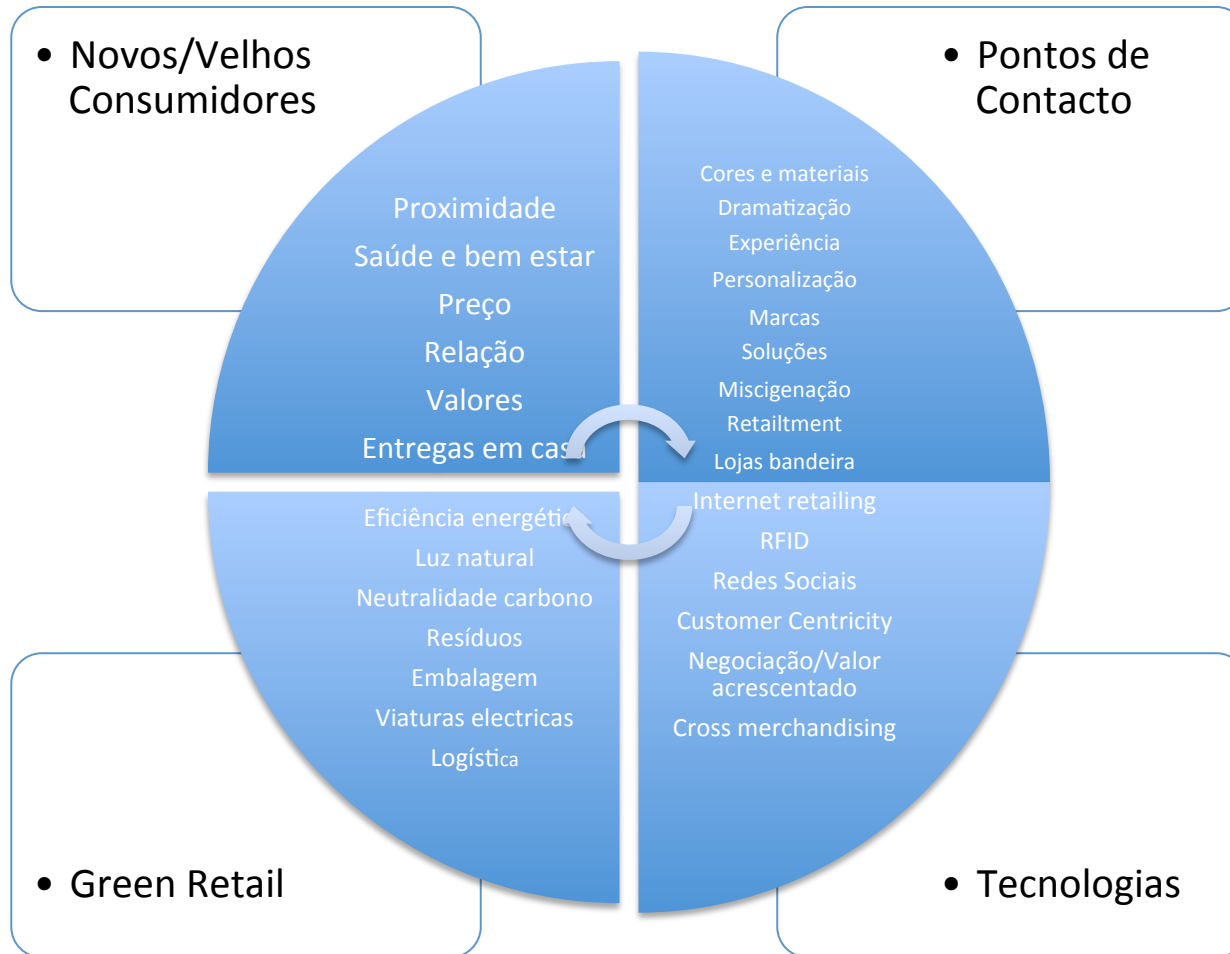
Interactiva

Intuitiva

virtual



Loja do Futuro





Próximidade



Saúde e Bem Estar

Preço



Relação

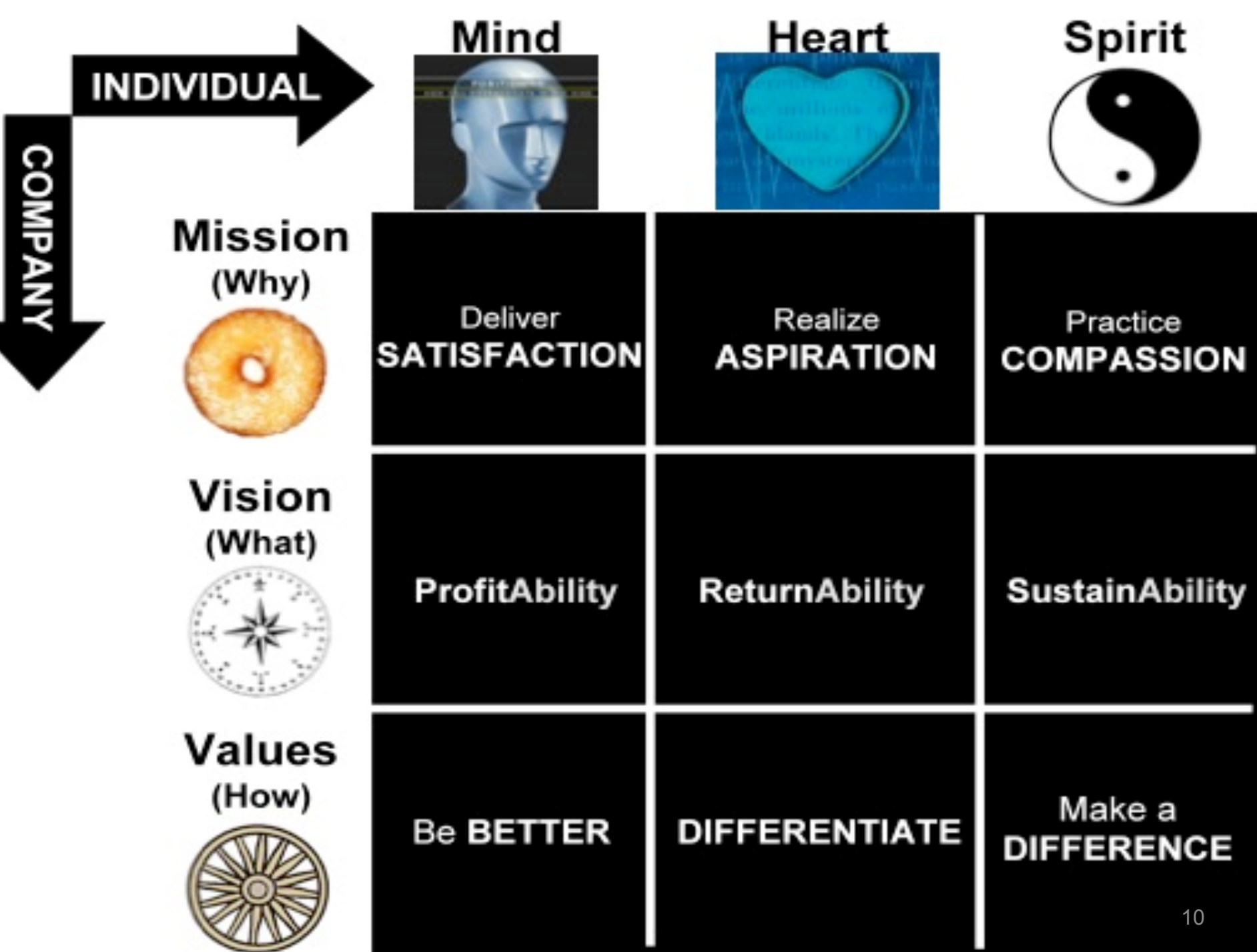


Entregas em casa

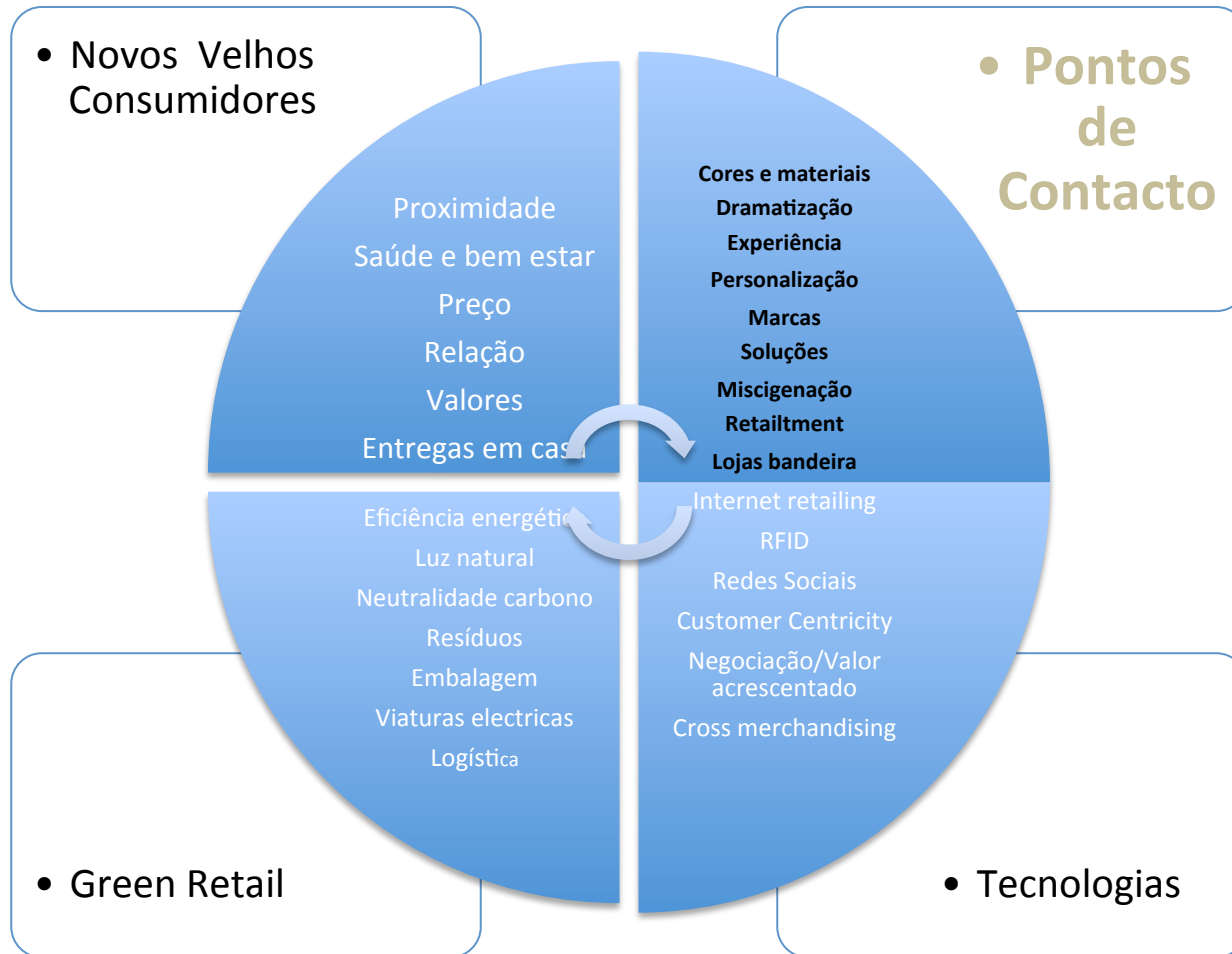




Valores



Loja do Futuro



Cores e materiais



Dramatização



DON'T BE AN ALIEN
IN A FOREIGN COUNTRY

Berlitz
Helping the world communicate

Retailtainment



Personalização



Create more space

MARCAS



As marcas



e



encontram-se entre as cinco primeiras
marcas em Portugal.

Brand Valuation Forum

**MDD nunca foram marcas
brancas e irão deixar de ser
marcas privadas**



Soluções

A large studio set designed to look like a historical home, featuring a kitchen area with a man in a blue robe cooking, a central hallway with a woman in a pink dress, and a classroom area with a man in a suit leaning against a chalkboard. The set is built on a wooden floor with a checkered pattern, and the walls are painted in various colors to create different rooms. The ceiling is made of dark wood beams. The overall atmosphere is that of a professional film or television production set.

Miscigenação



Lojas Bandeira



EATALY

**WE'RE IN LOVE WITH FOOD.
FOOD UNITES US ALL.
OUR PASSION HAS BECOME OUR JOB.
THE SECRET TO QUALITY OF LIFE? QUALITY PRO
OUR TARGET AUDIENCE IS EVERYONE.**



EATALY

EAT. SHOP. LEARN.

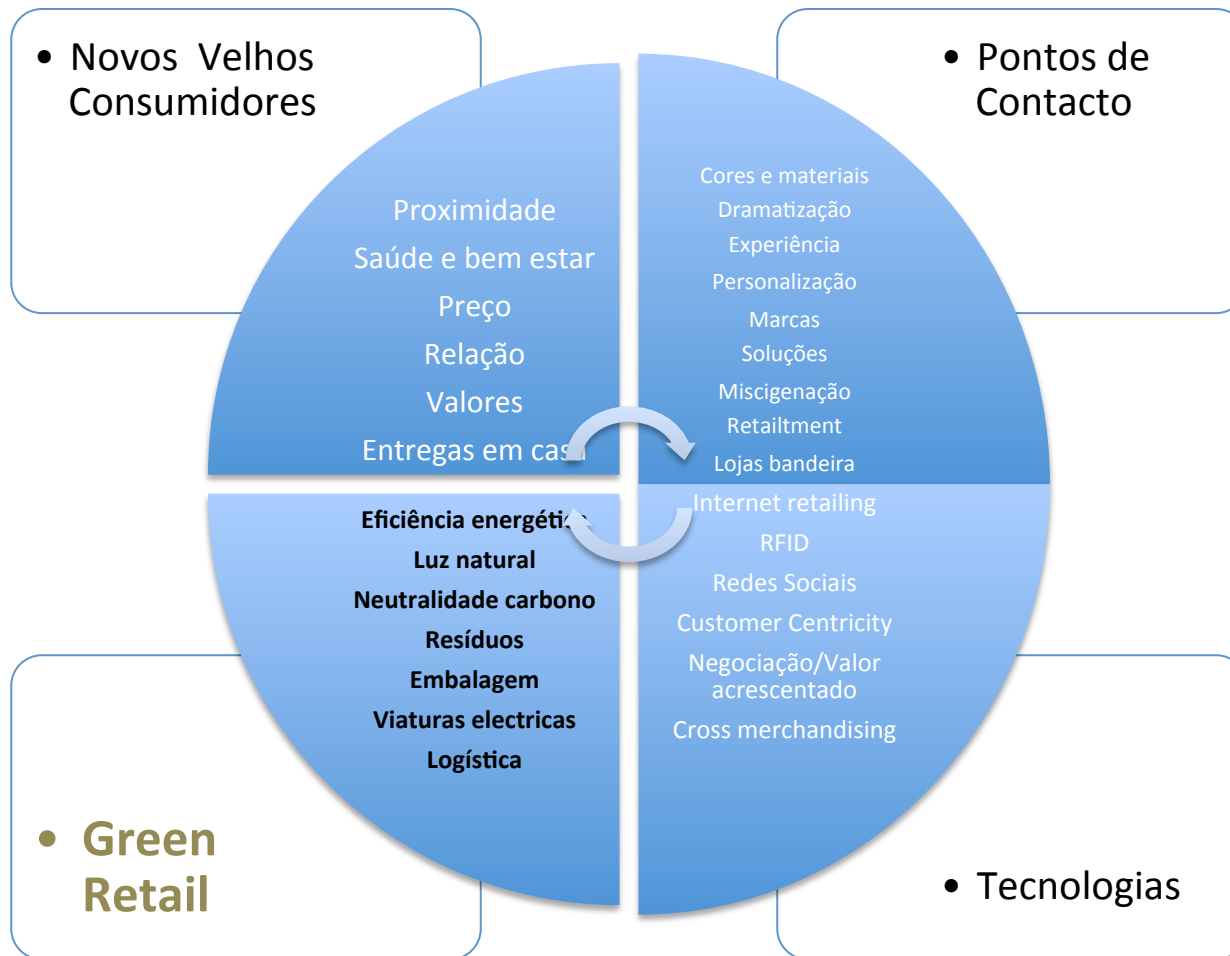
WE'RE IN THIS TOGETHER.

**OUR THREE PROMISES TO YOU: Choice, Accessibility, Knowledge
YOUR TRUST IS EARNED EVERY DAY.**

THE END GOAL: to have you as our customer for a lifetime



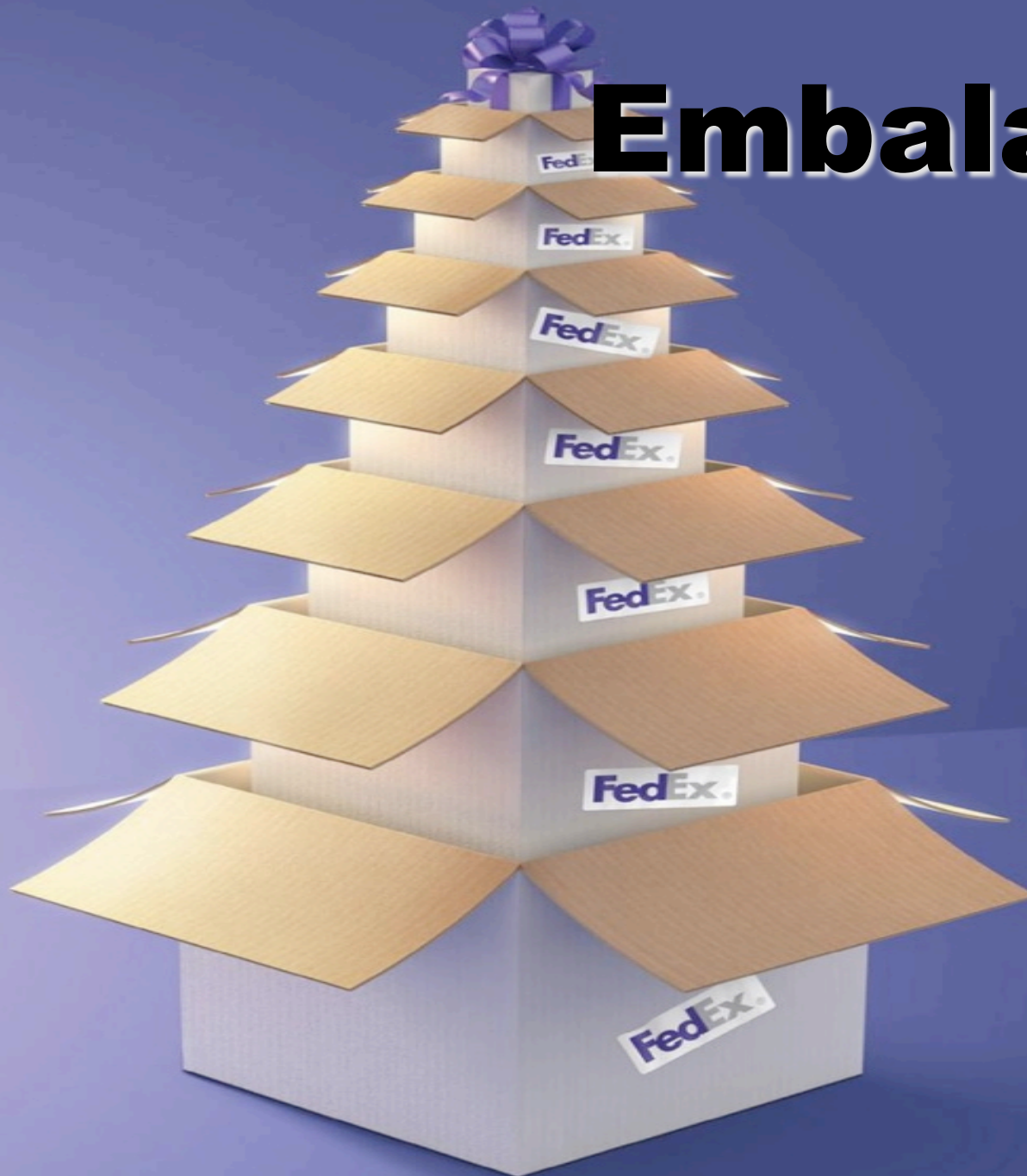
Loja do Futuro



Luz natural



Embalagem



Resíduos



**Os clientes da TESCO podem deixar
o Packaging excessivo nas caixas**





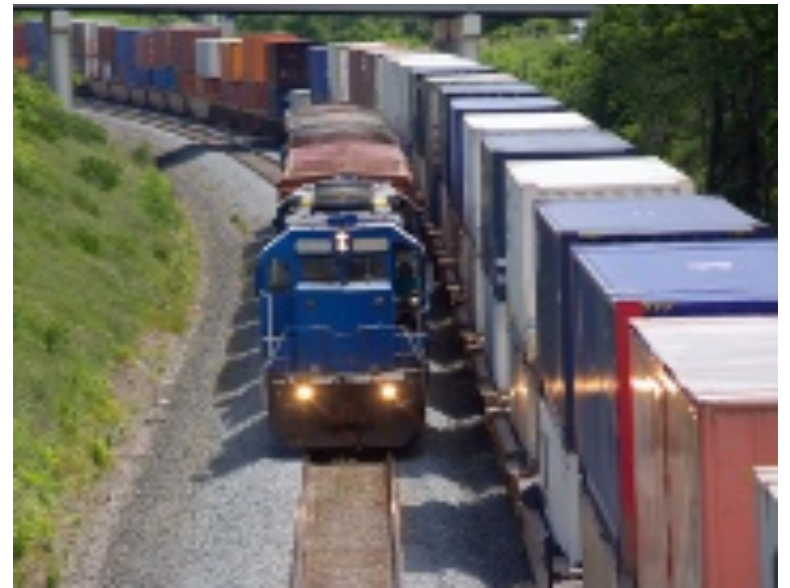
Veiculos eléctricos



Alternative transport



The Tesco barge, carrying wire from Manchester to Liverpool by canal.




A is for **A**ction.

Plan A is all about making changes to take better care of our world. Because let's face it, we want our world to keep on taking care of us. Our five big Plan A goals are to cut carbon emissions, reduce waste, trade fairly, use more sustainable raw materials, and help people be healthier. From saving energy to shopping differently, there are lots of Plan A things you can do too. Why not start now with a fresh-ground Fairtrade coffee in the café.

The **Plan A**
way to live

**Our shelves have an
extended shelf life.
They can all be
recycled.**

These shelves are recyclable which means
that when they come to the end of their life
they do not need to end up as landfill.

Plan A  Waste.

**Because there
is no Plan B**

Climate Change.

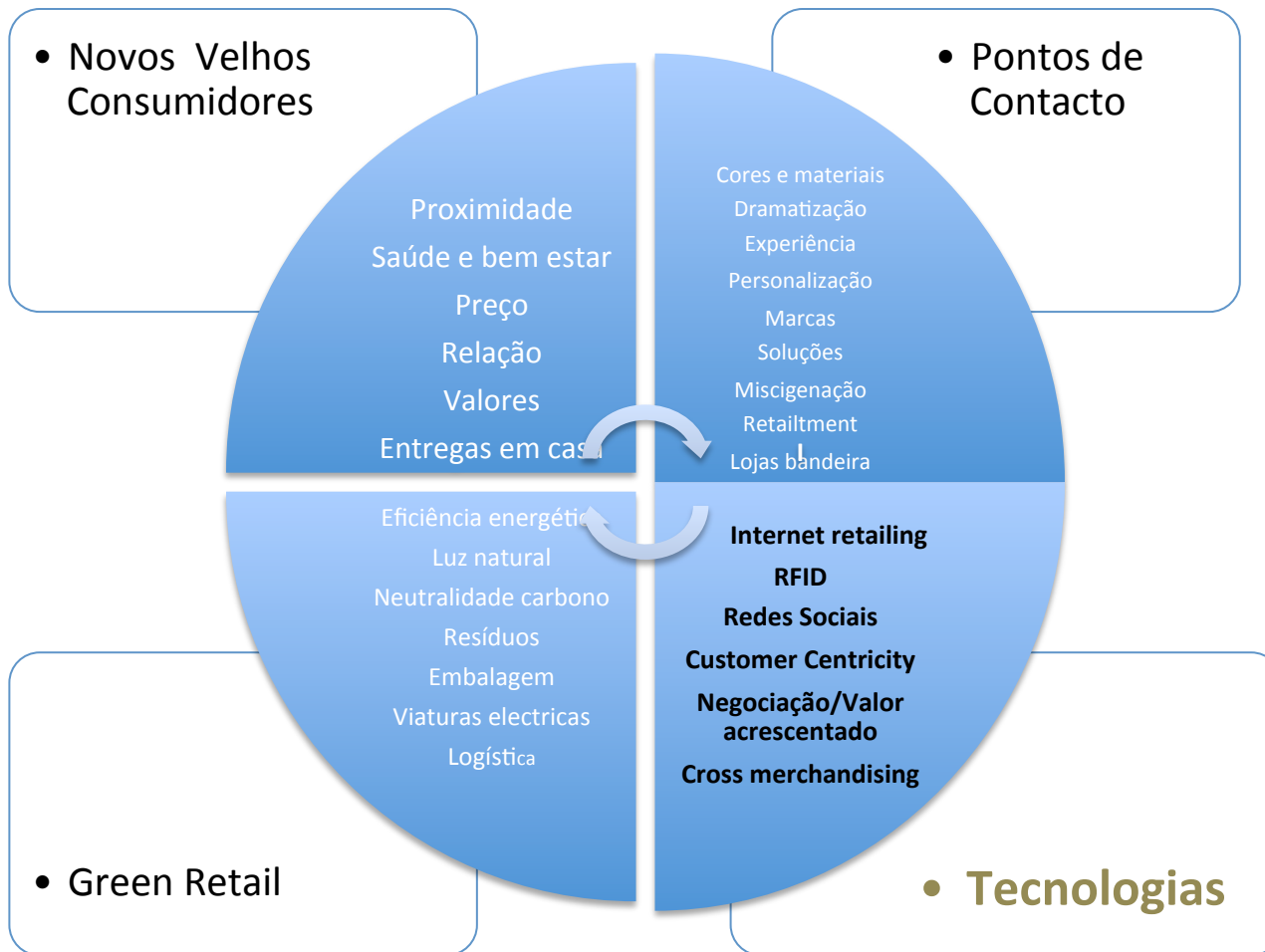
We'll aim to make our UK
and Irish operations carbon
neutral within 5 years.

We'll maximise our use of
renewable energy and only
use offsetting as a last
resort. And, we'll be helping
our customers and suppliers
to cut their carbon
emissions too.

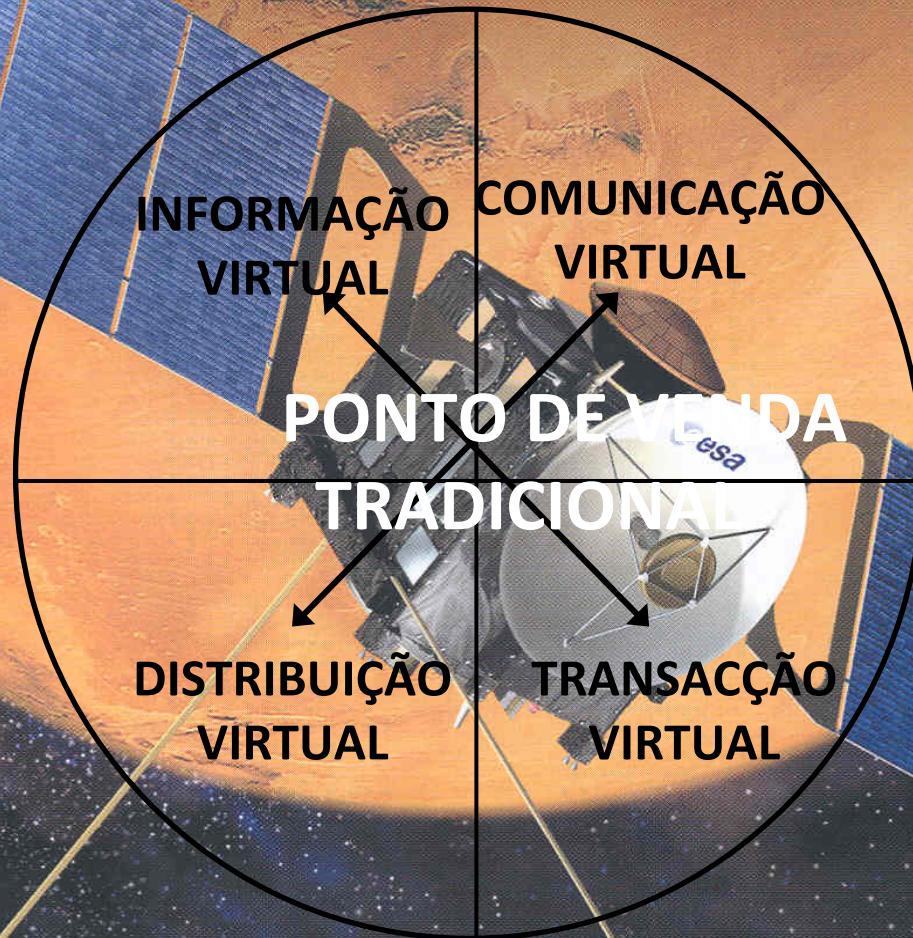


Plan A.
Because there is no Plan B.

Loja do Futuro



PONTO DE VENDA VIRTUAL



Source: Angehrn (1997)

Internet retailing Supermercado 2.0



Customer Centricity





RFID



You Tube: 3 mil milhões de vídeos/dia
Faceboock: 800 milhões de utilizadores
Google: 4 mil milhões de pesquisas/dia
183 mil milhlões de e.mails/dia







**Cross
merchandising**

Negociação/Valor Acrescentado



A close-up photograph of a computer keyboard. The central focus is a white, rectangular key with the word "CHANGE" printed on it in a bold, black, sans-serif font. The key is slightly raised and has rounded edges. To the left of the "CHANGE" key, a portion of another white key with the letter "G" is visible. To the right, a portion of a white key with a symbol (possibly a hash or dollar sign) is visible. The background is a dark, textured surface, likely the keyboard's base, which is out of focus. The lighting is soft, creating a slight shadow to the right of the "CHANGE" key.

CHANGE

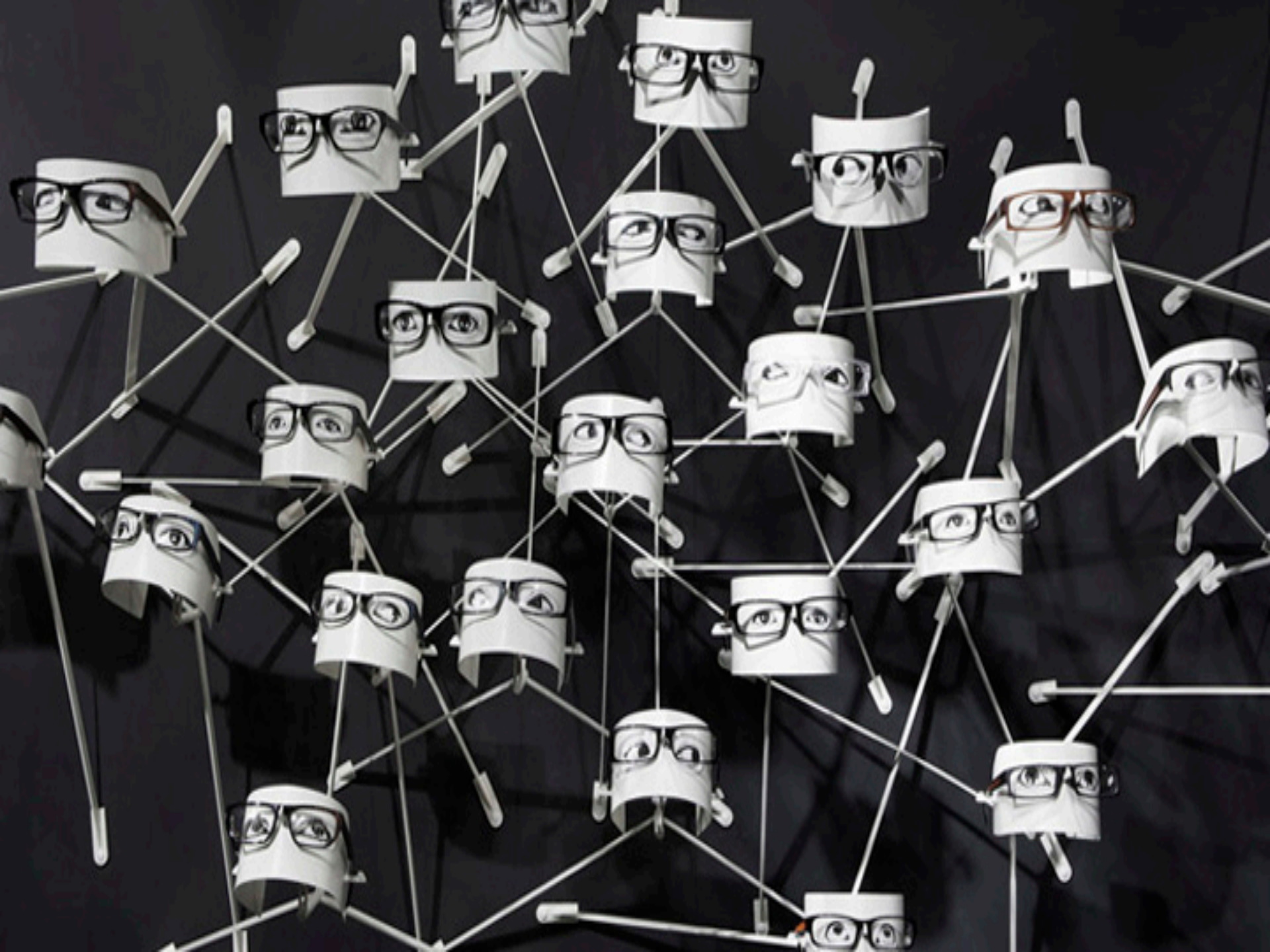
HELP

Smarter Consumer

WANTED

Mobile Relationship Management





The number of mobile users continues to rise at an incredible rate.




Redefine Point of Sale.





Learn from Apple



A stylized illustration of a human brain in a vibrant blue color. The brain is depicted with realistic gyri and sulci. It is surrounded by several glowing white lines that radiate outwards, some ending in bright white starburst lights. A prominent, bright white light source is located in the center of the brain, casting a glow. The background is a solid black, which makes the blue brain and white light elements stand out.

The store:
the center
of
operations

1. Engage the Customer.

Love is  in the air

2. Embrace the Smart Customer



3. Meet the Customer





In-Store Technologies





The new era of POS





EXAMINE YOUR EARS!

DEVELOPER CellScope

A magnifying attachment turns any smartphone camera into a mini-microscope, which allows users to capture high-resolution images of their outer and middle ears, and email them to doctors for assessment. Future versions could include software that recommends triage treatment. STATUS Available summer 2012

TAKE YOUR BLOOD PRESSURE!

PRODUCT Withings Blood-Pressure Monitor

Once users plug this device into an iPhone, iPad, or iPod Touch, they can see their data displayed in graph form, send them to doctors, and more. STATUS Available now PRICE \$129

HEAL YOUR HEART!

DEVELOPER AliveCor

Its mobile electrocardiogram (ECG) recorder, which is basically an iPhone case embedded with electrosensors, lets anyone perform a routine heart checkup by pressing a smartphone to their chest—meaning patients could share weekly, or even daily, readings with their doctors. STATUS Raised \$3 million; expects FDA clearance in mid-2012 PRICE Under \$100

Armbands

Unlike services that calculate calories burned solely from GPS or pedometer data, these wearable sensors (and companion iOS and Android apps) take all into account: heart rate, perspiration, skin temperature, and heat dissipation, along with time spent lying down and sleeping. The accuracy rate is an unprecedented 95%. STATUS Available now PRICE Starting at \$180

the University of Southern California's Center for Body Computing. With that in mind, she's building a game that has asthmatics and heart patients blow into their smartphone mic to move a ball or fly a magic carpet across a landscape. Scores are then sent to doctors. STATUS Prototype

FLAG YOUR PULSE PROBLEMS!

DEVELOPER Oxford University

"Stethoscopes are mobile, but doctors aren't," says Thomas Brennan, a head researcher at Oxford University. So he and his team are using low-cost parts—such as the microphone of a Nokia cell phone—to create a device that allows untrained health workers to record a heartbeat and send it to doctors for analysis. STATUS Prototype

COACH YOUR LIFE!

DEVELOPER Ginger.io

"The mobile phone is a powerful diary of our lives," says Ginger.io co-founder Karan Singh, citing GPS tags, call logs, messaging histories, and more. His app mines those data for noteworthy behavior patterns; someone who takes antidepressants and spends days at home, for example, might be advised to change his meds. STATUS Raised \$1.7 million; now beta-testing with plans to launch in 2012

FIX YOUR VISION!

DEVELOPERS EyeNetra, EyeCetra

In lieu of visiting an optometrist, EyeNetra helps people find their "refractive error" (the number used to determine an eyeglass prescription) by looking into an eyepiece and aligning patterns on their smartphone screens. EyeCetra uses similar tech to spot cataracts. STATUS Available early 2012 in Brazil, India, and Mexico PRICE Under \$30, including attachment

HELP YOU SLEEP!

PRODUCT Zeo Sleep Manager-Mobile

Sensors in a wireless headband detect patterns of light, deep, and REM sleep, a companion iOS

SHARE YOUR FETUS PHOTO!

PRODUCT Mobile Baby

This service from Swedish developer Great Connection uploads hospital ultrasounds onto a cloud server so users can share them with friends and family. STATUS Available in Scandinavia and the Middle East; wide U.S. launch in 2012

GET YOU PREGNANT!

PRODUCT DuoFertility Monitor

Hundreds of U.K. women have used the sensors—worn under the arm to monitor body temperature and identify peak fertility periods—to help themselves get pregnant. Although the tech now works with a stand-alone device, a smartphone app is in the works. STATUS Available stateside within two years PRICE \$800 for the device and one year of service

PERFORM AN ULTRASOUND!

PRODUCT Mobisante MobiUS SP1

Beyond monitoring pregnancies, this mobile ultrasound device, which for now works exclusively with the Toshiba TG01 smartphone, could help armed forces evaluate trauma and assess practitioners' access for

TRACK YOUR BLOOD SUGAR!

PRODUCT Sanofi-Aventis iBGStar

Roughly the size of an AA battery, this blood-glucose monitor does work as an independent device. But when synced to a smartphone, its data can be tracked, analyzed, and emailed to care providers—a huge help to

MONITOR YOUR MOVES!

DEVELOPER Selena Mota

Using "wockets" (small, cheap, wearable accelerometers that relay a subject's movements to an iPhone), Mota, a PhD candidate in the MIT Media Lab, is developing software that can detect compulsive rocking in people with autism, as well as tremors associated with Parkinson's disease. STATUS Lab testing

Those files are then sent to hospital-based pathologists, who can scan them for signs of malaria, monitor lymphocyte counts (for people with HIV), and more. STATUS Available in 2013



UNHATE CONCRETE PROJECTS

