



ALIBABA SAVES THE STORE

THE THIRD WAVE OF PHYSICAL RETAIL AND THE FUTURE OF THE STORE

The US retailing model is about connecting buyers and sellers. So how does Alibaba, a tech juggernaut out of China, disrupt the prototypical US retailing model, and cause a paradigm shift for physical retail in America?

If you don't know how to answer the Alibaba riddle, or can't begin to fathom how this China-based giant could possibly revolutionize and save physical retail in America, this report by WD Partners will provide answers.

The solution is an unexpected one that will transform how you think about and prepare for the coming physical retail correction. Learn how the Second Wave retail

model of ubiquitous stores – and its outdated, utilitarian design approach – is now obsolete, and what can be done to rectify physical retail in the US.

From a store experience perspective, we are on the cusp of a vibrant, new era of Third Wave retailing, one in

which retail design must once again be valued as a competitive advantage.

HOW DO YOU ANSWER THE ALIBABA RIDDLE?

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Three Waves

Understand how physical retail started in America and how it has grown and changed throughout our history. Learn about the pros and cons of First and Second Wave retailers and how the Third Wave adapts these successes and mistakes to usher in a new era of retail.

The Best and the Worst

Find out which wave you are riding. If you are a Second Wave retailer, you can make a monumental shift and propel yourself into the Third Wave, and reconnect with customers. Our findings prove that new Third Wave retailers monetize space best. This revolution in

store experience upends the traditional retail model. And the rise of e-commerce giants like Alibaba demands retailers make every square foot count.

Forget What You Think You Know

Throw the rule book out the window and create some truly revolutionary aspects to retail that will have shoppers flocking to your stores. Discover how the Core Attributes of Third Wave retailing empowers the next generation of breakaway retail brands, and creates a path for traditional retailers to embrace the cultural revolution of Third Wave and thrive once again.

