

Digitalización- eCommerce – Logística

SALUSTIO PRIETO M



“Una mirada para las Pymes de crecimiento regional”

02 de diciembre de 2021

Salustio Prieto M



Ing. Comercial



2003: Fundador 1er Presidente



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Ecosistema

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Distribución capilar. Última milla



Red de Dark Stores as a Service



Micro Hub urbanos para distribución capilar



Almacenamiento pulmón variable



Macro Fulfillment centers fuera de la ciudad



TECHNOLOGY

Post-pandemic playbook: Forget mega- warehouses, it's all about local

BY MAGHAN MCDOWELL

4 MAY 2021

Post-pandemic, retailers and brands are investing in store fulfilment and smaller and more nimble warehouses near shoppers to meet customer demand more sustainably and efficiently. It comes at a cost.

Tendencias – Innovación y new retail

Cross- Border eCommerce, b2c, b2b2c, global enablers.

eCommerce B2C, New Retail y O2O

Realidad aumentada, robótica, Inteligencia artificial, IOT, Block chain,

Global Customer Satisfaction
Lead Time, no borders,

Logistics
Ecommerce and fast moving goods. Connected networks, Faster. Cheaper, and with visibility.

IT
IT integration, Global enablers, local new carriers, Many drop off options, Supply chain Visibility

Inventories/produ
Menos inventarios, más conocimiento de la demanda y de los consumidores

Ubicuidad digital
Desbloqueando barreras

Sharing Economy

On Demand Economy
Crowd source



Sharing Economy – Economía de la confianza

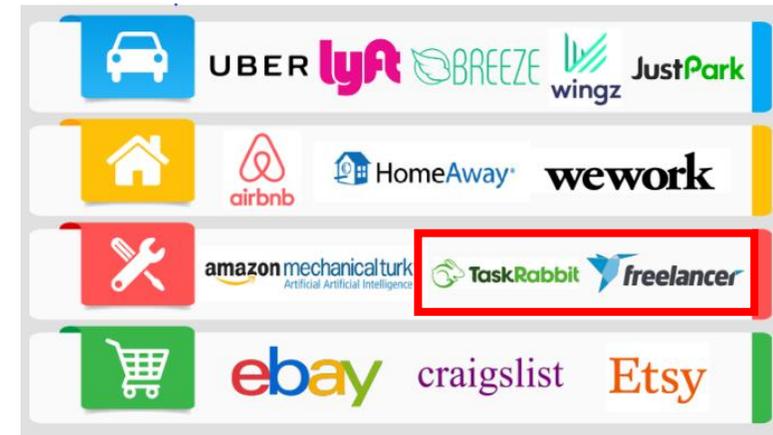


ECONOMÍA COLABORATIVA

Evolución de sharing economy y collaborative consumption

Un Sistema económico que a través de plataformas (Apps) que unen necesidades con tenencias , permite desbloquear el valor de activos subutilizados creando mayores accesos y gran eficiencia

Existen capacidades ociosas de diferentes activos, estos se toman a través de marketplaces y apps para monetizarlas o hacerlas líquidas.



Desde plataformas para compartir la mesa de una casa , comiendo comida local, hasta conseguir gente que ayude en la casa, músicos de filarmónicas que toquen en tu casa para ti y tus amigos, compartir ropa , compartir WiFi subutilizado, autos, casas, bicicletas, veleros, maletas,

Sharing Economy – Economía de la confianza

Sharing Economy / Economía colaborativa

Sistema económico que libera o| desbloquea el valor de activos subutilizados a través de plataformas que hacen calzar necesidades con tenencias, en maneras que crean mayores eficiencias y accesos .

At TedxSydney (2010) **Rachel Botsman**, the author of the book “The Rise Of Collaborative Consumption” famously asked, “How many of you own a power drill?” Nearly everyone raised their hand. “That power drill will be used around 12 to 15 minutes in its entire lifetime,” Botsman continued with mock exasperation. “It’s kind of ridiculous, isn’t it? Because what you need is the hole, not the drill.”

Sharing Economy

Economía Colaborativa:

“Éste se define como un sistema de acceso a bienes, servicios, información y talento y sin que exista noción de propiedad.”

Existen capacidades ociosas de diferentes activos, estos se toman a través de marketplaces y apps para monetizarlas o hacerlas líquidas.



Sharing Economy – Comida

meal sharing 



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Google play

Sharing Economy – Habilidades

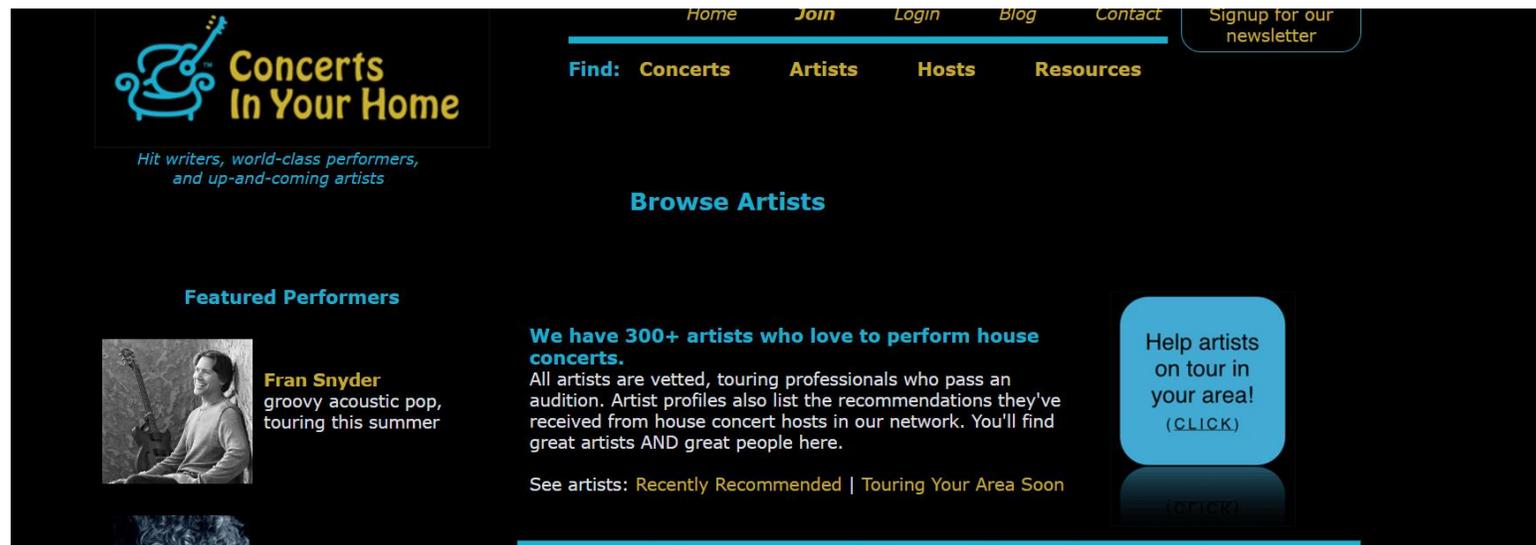


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Logística – el nuevo petróleo

Here are 5 reasons why logistics is the new oil. From resources to technology, [#logistics](https://lnkd.in/gT7DrV4) has it all. <https://lnkd.in/gT7DrV4>

[Ver traducción](#)



5 Reasons Why Logistics is the New Oil

medium.com • 6 min de lectura

The pandemic has shown that many areas of business **must be rebuilt in order to be more resilient and future-ready**, and this requires significant investment in infrastructure development and automation. Logistics is one such industry.

What is the company “Cainiao” and why it understands logistics
Cainiao is one of the largest logistics platforms in the world. The company became part of the broader Alibaba ecosystem in 2013. Cainiao delivers orders from AliExpress, Tmall, Taobao and Lazada globally. But it is less a logistics company and more like a technology platform that helps companies to optimize their logistics and supply chain operations.

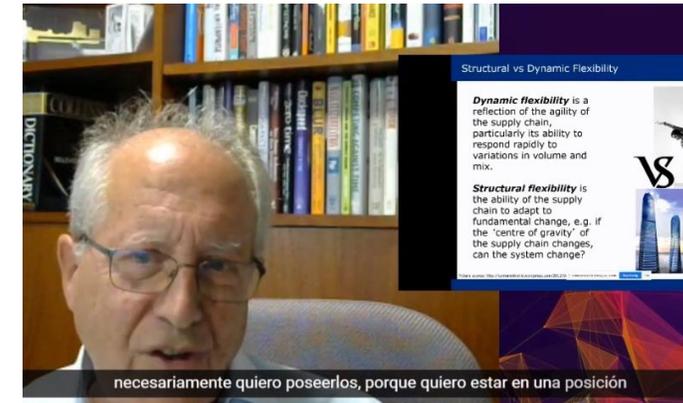
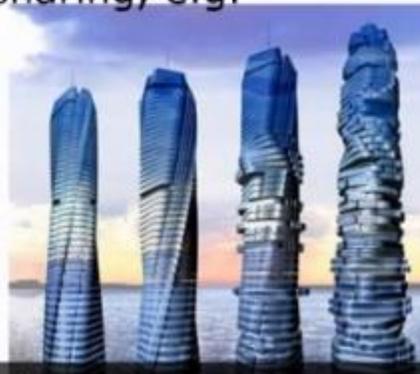


Flexibilidad Estructural / Adpatable SC

Martin Christopher

Gaining structural flexibility

- Investigate 'local-for-local' alternative to global sourcing and centralised manufacturing
- Focus on the 'economies of scope' rather than the 'economies of scale'
- Create 'bandwidth' through asset sharing, e.g. capacity and inventory
- The impact of new technology
- Adopt a 'real options' approach

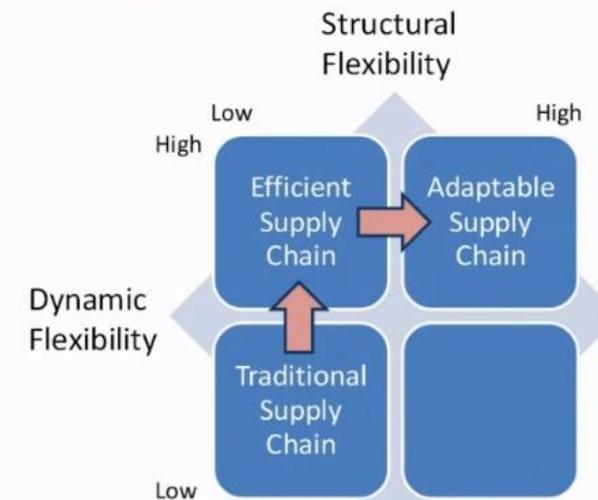


Structural vs Dynamic Flexibility

Dynamic flexibility is a reflection of the agility of the supply chain, particularly its ability to respond rapidly to variations in volume and mix.

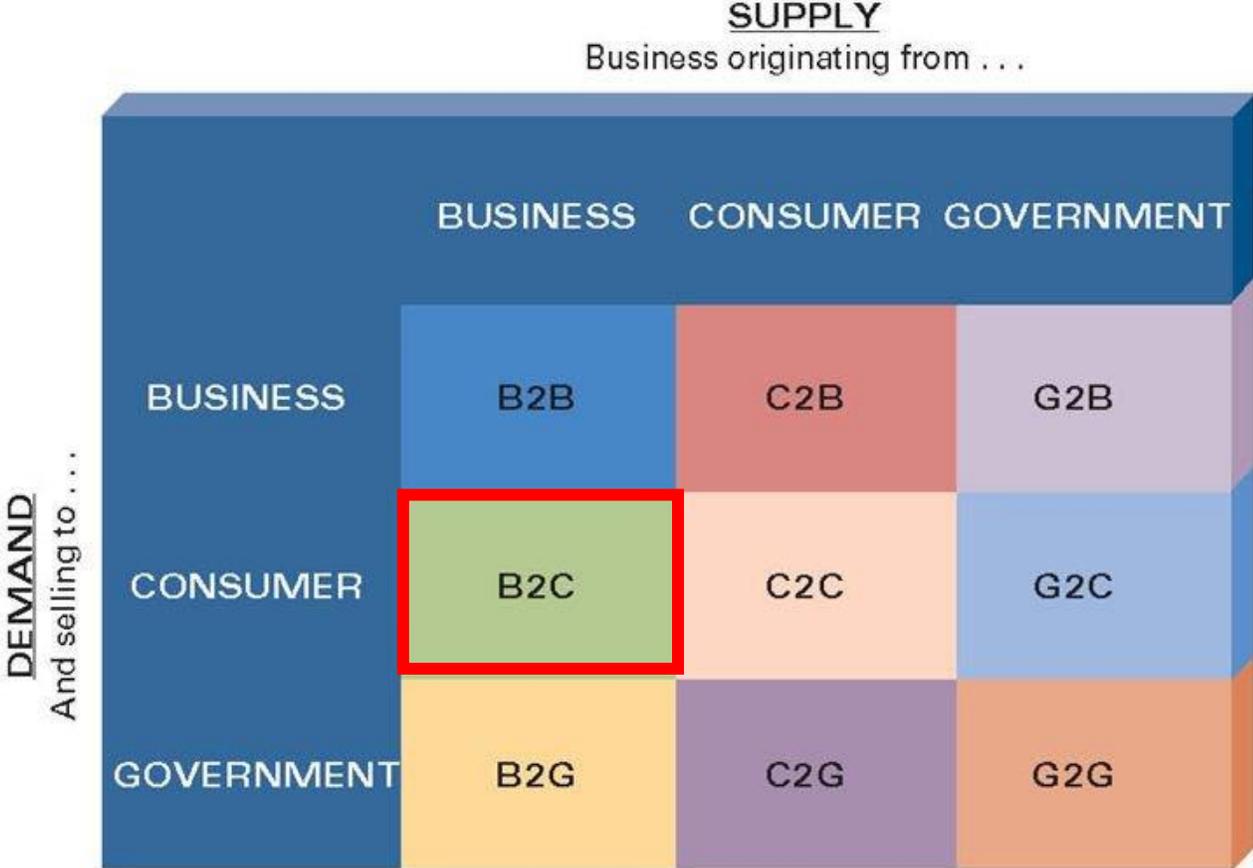
Structural flexibility is the ability of the supply chain to adapt to fundamental change, e.g. if the 'centre of gravity' of the supply chain changes, can the system change?

Moving from dynamic to structural flexibility



eCommerce – Modelos

E-COMMERCE BUSINESS MODELS



Market – Chile eCommerce B2C

EN MEDIO DE CRISIS, REBASARON AL CANAL TRADICIONAL EN EXPERIENCIA DE COMPRA

E-commerce de pymes lidera por primera vez preferencia de clientes

De mayo a junio, los pequeños actores dieron un salto, tras el cual superaron —con 30% de respaldo— a multitiendas, apps de “última milla” y supermercados, según un sondeo de Kawésqar Labs.

MINISTERIO ECONOMÍA

Una inédita encuesta registró en junio las preferencias de los consumidores y las propias de las pequeñas y medianas empresas (pymes) en la experiencia de compra online. Según un nuevo sondeo de la consultora Kawésqar Labs, durante la última quincena del mes pasado, 30% de los usuarios de e-commerce optaron a estos actores como los que les han ofrecido la mejor experiencia de compra en tiempos de emergencia sanitaria. Así, se posicionó por primera vez sobre el resto de los canales digitales —como multitiendas, apps de “última milla”, plataformas de supermercados, marketplaces, entre otros—, luego de dar un salto de 12 puntos porcentuales (pp.) respecto de mayo.

Mejor canal de compra online en contexto de pandemia, según consumidores

Ante la consulta ¿Del tipo de canal de compra online le satis el que le ha hecho más en ese período de crisis así o resolver sus necesidades de compra? respondió así:



DE ACUERDO CON KAWÉSQAR LABS, 70% DE LOS CONSUMIDORES HA ADQUIRIDO ALIMENTOS EN PYMES O EMPRENDIMIENTOS DURANTE JUNIO EN CONTEXTO DE LA PANDEMIA. SEGÚN LA CONSULTORA, ESTA CATEGORÍA HA GANADO FUERZA PUES MUCHOS PRODUCTOS NO SE ENCUENTRAN AL MISMO NIVEL DE CATEGORÍA EN SUPERMERCADOS.

para muchos consumidores es el mismo dueño o un integrante de su familia quien se encarga de los pedidos. Según los actores comerciales, por ejemplo, hoy otros actores que estaban en el foco —que están comidos—, los pueden reemplazar con ellos. Trecen-

to está el factor de que muchos de los grandes actores del comercio están fallando en su proceso de entrega, mientras que sus pymes, por lo general, se organizan para repartir sus pedidos y lo cumplen”, indica Oros.

El ejercicio mostró un cuarto factor, que para él es el más relevante e impactó en el apartado especial del estudio: la alimentación. “Los supermercados más

demanda, por lo general, están ofreciendo productos online. En esta situación, los pequeños actores se han lanzado por categorías rebasadas como, por ejemplo, pescados y mariscos, a una mejor calidad. El posicional también sobresale frente a la oferta de las cadenas”, indica Kawésqar Labs. Expuso en su sondeo que un 70% de los consumidores online han usado este canal para comprar alimentos. En el caso de frutas y verduras (77% de los clientes usó pymes para adquirir), comida preparada (57%), alcohol y despensa (53%), carne, pescados y mariscos (48%) y textiles, dulces y pastelería (37%).

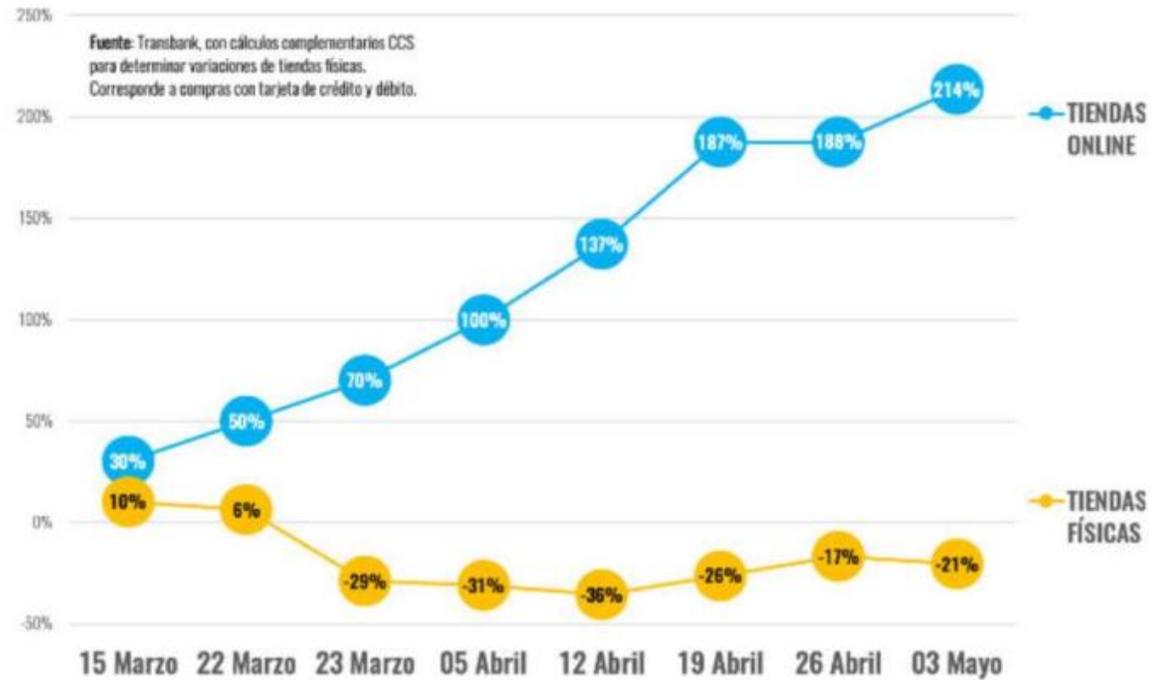
Proyección

De acuerdo con Christian Oros, este canal no tradicional de venta online —que usan plataformas como Instagram o Facebook—, aún tiene espacio para seguir ganando terreno. Ella, para ser más precisa, está influyendo factores ligados a la experiencia de compra en su proceso, sino también sobre el impacto del fisco en la economía. “Está muy relacionado al desempleo. Por un lado, hay gente que está buscando fuentes de ingresos, y por otro, se está generando una preferencia por el canal informal (dada la coyuntura en general). Según cifras recientemente publicadas, el canal informal e-commerce representa unos US\$ 90 millones”.

Oros indicó que incluso una vez que se controla la pandemia, “si bien los precios irán a la baja, muchos no van a desaparecer ni va a cambiar la preferencia por ellos. Se convertirá en un canal tradicional nuevo”.

Variación de ventas del comercio físico vs online 2020

(Variación en 12 meses de cada período, venta de bienes físicos)



Fuente: Transbank, con cálculos complementarios CCS para determinar variaciones de tiendas físicas. Corresponde a compras con tarjeta de crédito y débito.

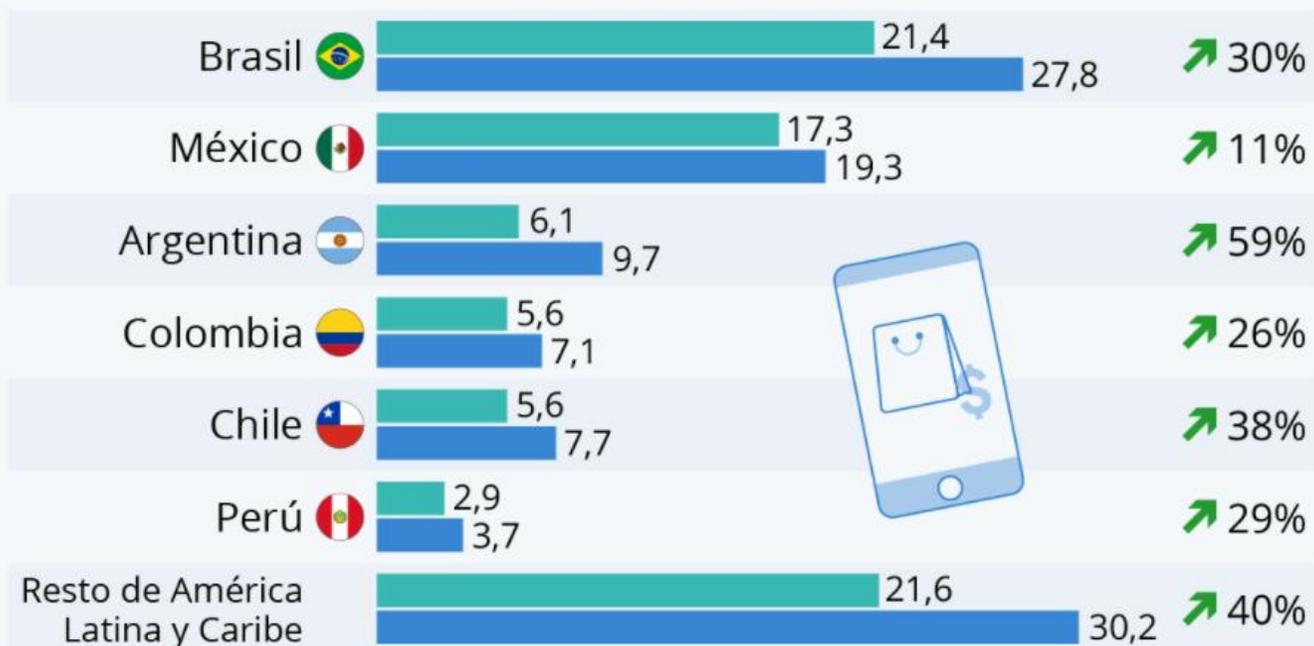
Penetración eCommerce 2019= 7%, mayo 2020= 27,6%

-45,9% según CNC (minoristas todo medio de pago)

El boom del e-commerce latinoamericano

Mayores mercados de e-commerce de América Latina y el Caribe en 2021 y 2025 (en miles de millones de dólares)*

■ 2021 ■ 2025



* Ventas minoristas online. Previsiones.

Fuente: Statista Digital Market Outlook

Tendencia Cross-border eCommerce

Articles

Posts

Activity

Interest



Salustio Prieto

Acceleron Trade , Cross-border eCommerce p...
2 mons



Comercio electrónico transfronterizo , ya crece más que los mercados domésticos .

¿ Qué están haciendo los jugadores locales para defenderse ? Existe alguna plataforma que les ayude a aumentar su oferta de productos ? Están aprovechando las ventajas del drop shipping ? Si uno mira Chile , no hay eCommerce que tenga más de 100 mil productos publicados en sus tiendas online . Saben cuantos tiene Aliexpress por ejemplo?, o Wish o Amazon ? O Mercado Libre? Alguien se anima ?



Cross-border ecommerce is the new growth
buzzword ticking the world

stattimes.com



Research Report: Cross-Border E-commerce Trends in 2017

October 31, 2017 by Nico Hoeijmans

When compared to last year's findings, the report reveals a new and exciting context for global cross-border trade. **The compound annual growth rate predicted for the next three years for cross-border e-commerce is now 17%, whereas it stands at just 12% for e-commerce overall.** Also, over the past 12 months, merchants' attitudes towards cross-border e-commerce have become more positive, with 50% of respondents agreeing and 31% strongly agreeing that cross-border e-commerce is profitable.

“De minimis” – Impulsador del Cross-Border eCommerce



Trends – Cross-border eCommerce



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GLOBAL MARKETPLACES

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Register once
for access to 4
marketplaces

Enter your API
credentials

Define business
rules

Start selling
internationally

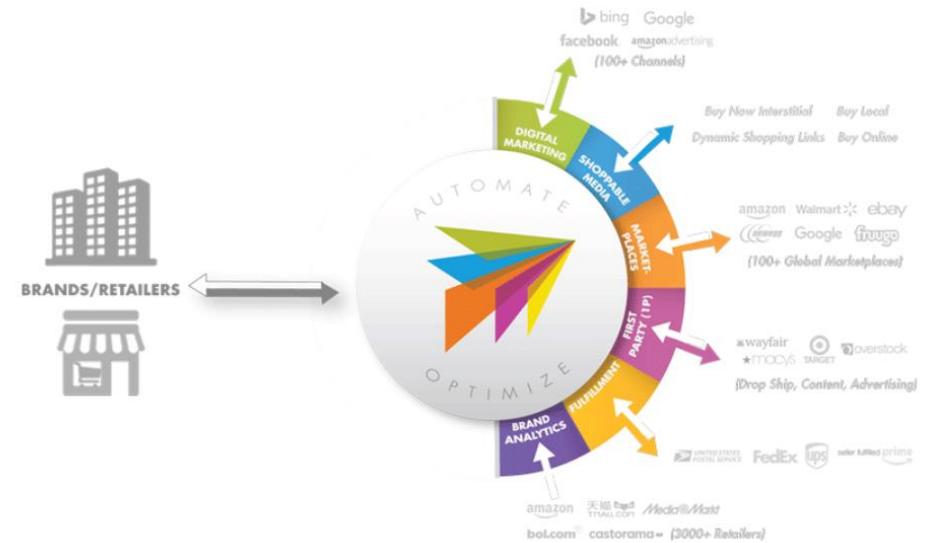
Cross-Border eCommerce – Moviendo la curva



Based on this success on Amazon, the retailer decided to expand to new marketplaces in the UK and across Europe. Today, Clarks sells its broad product range on Amazon and eBay in the UK, as well as eBay and Zalando in Germany and eBay in the Netherlands, Spain and France.

One Platform. Endless Possibilities

Since 2001, ChannelAdvisor has been the industry's most trusted e-commerce solution, helping global brands and retailers solve their marketplaces, digital marketing, direct-to-consumer, first-party retail, drop ship and fulfillment needs — all in a single, centralized platform.



complete.channeladvisor.com/?apid=22001378

Home Products Sell Fulfill Marketing Help Account CA Sales Demo - US

Dashboard Channel Health Reports Imports/Exports Search...

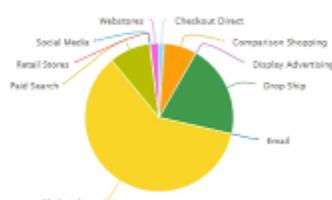
Dashboard Account Dashboard **New Dashboard** + 10/16/2017 - 11/14/2021 + Add Widget Actions

Amazon Sales Snapshot

GMV: **\$2,745,871** AOV: **\$288** Orders: **9,523**

GMV Summary by Channel

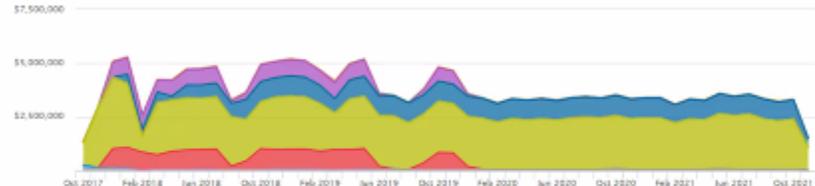
CA Sales Demo - US Show All \$USD



Channel	GMV
Marketplaces	\$1,143,128.86
Drop Ship	\$34,161,841.43
Retail Stores	\$256,468.10
Social Media	\$268.26
Webstores	\$2,680,810.85
Checkout Direct	\$2,142,240.24
Comparison Shopping	\$12,682,758.86
Display Advertising	\$5.10
Paid Search	\$14,591,155.26
Email	\$5.76

GMV Trend by Channel

CA Sales Demo - US Show All \$USD



Account Messages

52 Unread Errors 2 Unread Warnings 7 Unread Messages

- 11/15/2021 1:07 PM: There is a problem communicating with Nordstrom Drop Ship.
- 11/15/2021 12:40 PM: There is a problem communicating with Nordstrom Drop Ship.
- 11/14/2021 4:20 PM: You have inventory item(s) with low quantity.
- 11/14/2021 3:19 PM: Your Inventory File Transfer request failed.
- 11/14/2021 3:19 AM: An API authorization error has occurred for Google Shopping.
- 11/14/2021 3:19 AM: An authorization error has occurred for Google Manufacturer Center.

ChannelAdvisor Blogs

RETHINK Retail Puts a Spotlight on ChannelAdvisor
 Friday, November 12, 2021
 RETHINK Retail, a go-to destination for executive-led insights into the trends and innovations transforming the global retail landscape, recently featured ChannelAdvisor in its Solution Spotlight. [\[g\]](#)

Marketplace and Store Profitability¹ Trend
 CA Sales Demo - US Get Full Report Week Last 30 Days \$USD



Dashboard

Amazon Sales Snap

GMV Summary by C

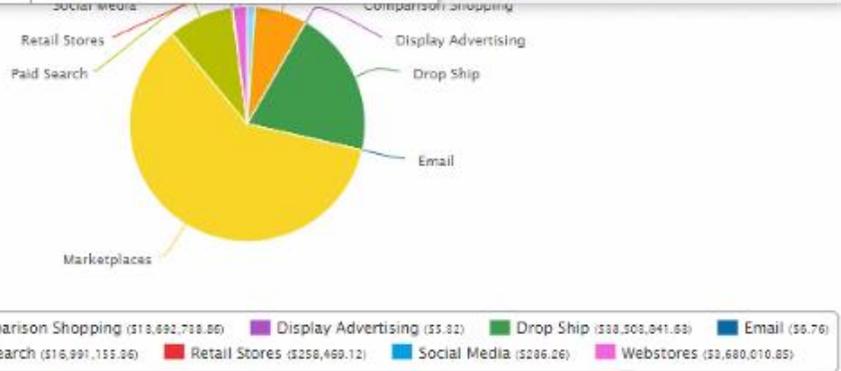
CA Sales Demo - US

By Partner

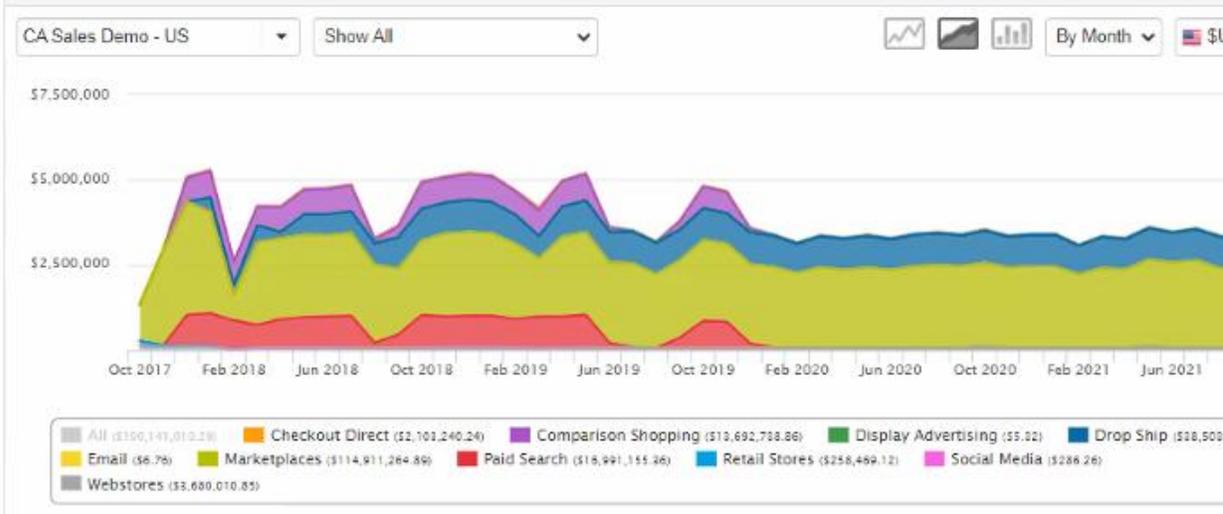
- Amazon FBA** → 3rd-Party Logistics
 - Products
 - Settings
- Custom Warehouse** 3 Dropshipper / Warehouse
 - Products
 - Settings
- Custom Warehouse** 1 Dropshipper / Warehouse
 - Products
 - Settings
- Custom Warehouse** 2 Dropshipper / Warehouse
 - Products
 - Settings
- DHL** 3rd-Party Logistics
 - Products
 - Settings
- Walmart** 3rd-Party Logistics
 - Products
 - Shipping Plans
 - Settings

Settings & Tools

- Library
- Business Rules
- Lookup Lists
- Product Data
- Automated Imports
- Templates
- Labels
- Attributes
- Featured Fields
- Product Tags
- Classifications
- Image Settings
- Rich Media Settings
- Product Tools
- Bulk Edits
- Automated Tasks
- Credentials
- Inventory Management
- Distribution Centers
- Suppliers
- Shared Quantity
- More Settings



GMV Trend by Channel



Account Messages

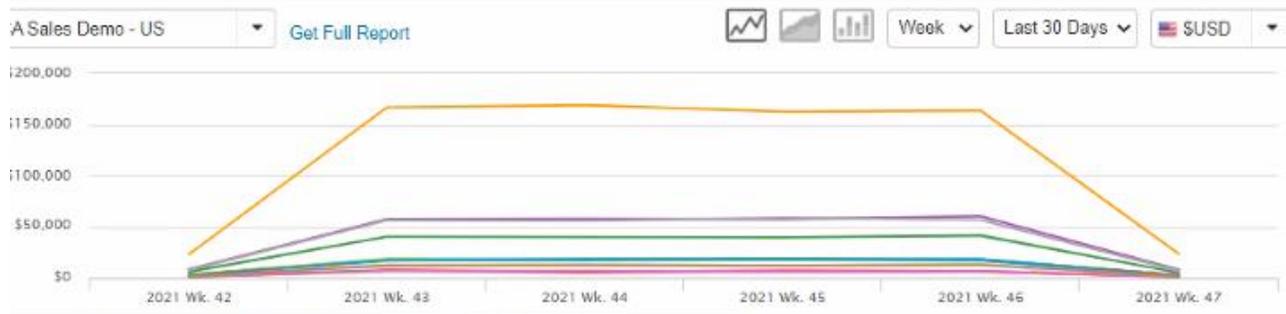
52 Unread Errors | 2 Unread Warnings | 7 Unread Messages

- 11/15/2021 3:01 PM: There is a problem communicating with Nordstrom Drop Ship
- 11/15/2021 2:21 PM: There is a problem communicating with Nordstrom Drop Ship
- 11/14/2021 4:26 PM: You have inventory item(s) with low quantity.
- 11/14/2021 3:10 PM: Your Inventory File Transfer request failed.
- 11/14/2021 3:10 AM: An API authorization error has occurred for Google Shopping.
- 11/14/2021 3:16 AM: An authorization error has occurred for Google Manufacturer Center.

ChannelAdvisor Blogs

RETHINK Retail Puts a Spotlight on ChannelAdvisor
 Friday, November 12 2021
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Marketplace and Store Profitability¹ Trend



O2O – Retail Transformation: New retail

INNOVATION

Alibaba brings ‘New Retail’ Down Under



Tendencias

Retail , ecommerce , Logística



INNOVATION

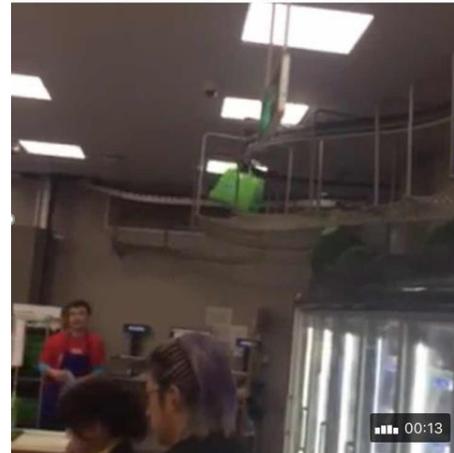
Alibaba brings 'New Retail' Down Under



<https://www.youtube.com/watch?v=XNt18b5hOVE>

Articles Posts Activity Interest

Muchísima suerte haber estado en un supermercado de la cadena Hema, de Alibaba, hace una semana en Shanghai, el mismo que Jack Ma visitó ha ...see more



474 Likes • 33 Comments • 26,261 Views

Like Comment Share



O2O – New retail



41% of Chinese consumers would not care if traditional retailer Walmart or Carrefour (44%) would disappear. Against much lower figures for online retailers such as Taobao and JD (26% and 31%). The popularity of online retailers is leading to a clear slowdown and even closure of traditional retail stores. Within department stores and hypermarkets, the closures are double the number of new openings. In 2018 supermarket chains closed 587 stores, while in total retail 42% of retail venues experienced negative sales growth. A similar development will be prevalent in specialty stores in the next 5 years—80% of the bookstores and 30% of the clothing and shoe stores are expected to close down in China. However, it is interesting to note that despite its popularity “just online” does not cut it with Chinese consumers as 51% of prosumers are against the survival of online retailers only. So, where lies the future of retail?

As Jack Ma stated five years ago, “In the next 10 to 20 years there will be no online stores but new retail”. New retail formulas offer new benefits through combining offline stores with online stores and technology—offering new benefits through product, services and content. However, instead of offering multiple new consumer benefits, most retailers are primarily focusing on delivery convenience—Alibaba’s Hema, being one of most prominent ones. Through an intelligent operating system, Hema is able to guarantee 30-minutes delivery for online or offline selected items, a real benefit for fresh products, resulting in a high delivery share of nearly 60% of the total market.

HEMA / ALIBABA



EASY SELECT

果
区

新鲜水果 & 蔬菜



**Cada Hema funciona
como un centro logístico**



M2C o D2C – el nuevo modelo ?

Articles

Posts

Activity

Interest



Article - November 2017

Should CPG manufacturers go direct to consumer—and, if so, how?

By Julie Bashkin, Priti Joshi, Megan Pacchia, and [Kelly Ungerman](#)



Salustio's post

6 1



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2 mons

Como Unilever diseña y actúa para entrar en el mercado D2C , direct to consumer , desde aliarse a Instacart , comprar startups como sunbasket y entrar en el Uber de la belleza <https://www.blowitd.com/> en el mundo de beauty care . En 2017 lanza The Hub Su "Digital Disruption Center". Para buscar innovaciones e invertir en startups. Viene a sumarse a la tendencia de los fabricantes a llegar directo a sus consumidores . Estrategia para sobrevivir en el futuro próximo al avance del eCommerce ?



Unilever: Direct to Consumer Goes Beyond Dollar Shave Club



M2C o D2C – el nuevo modelo ?

1 3110110

Un ejemplo de cómo las marcas (fabricantes) reaccionan al desafío de las startup.

Procter&Gamble anuncia que llegará a ia red de lavanc ... ver más



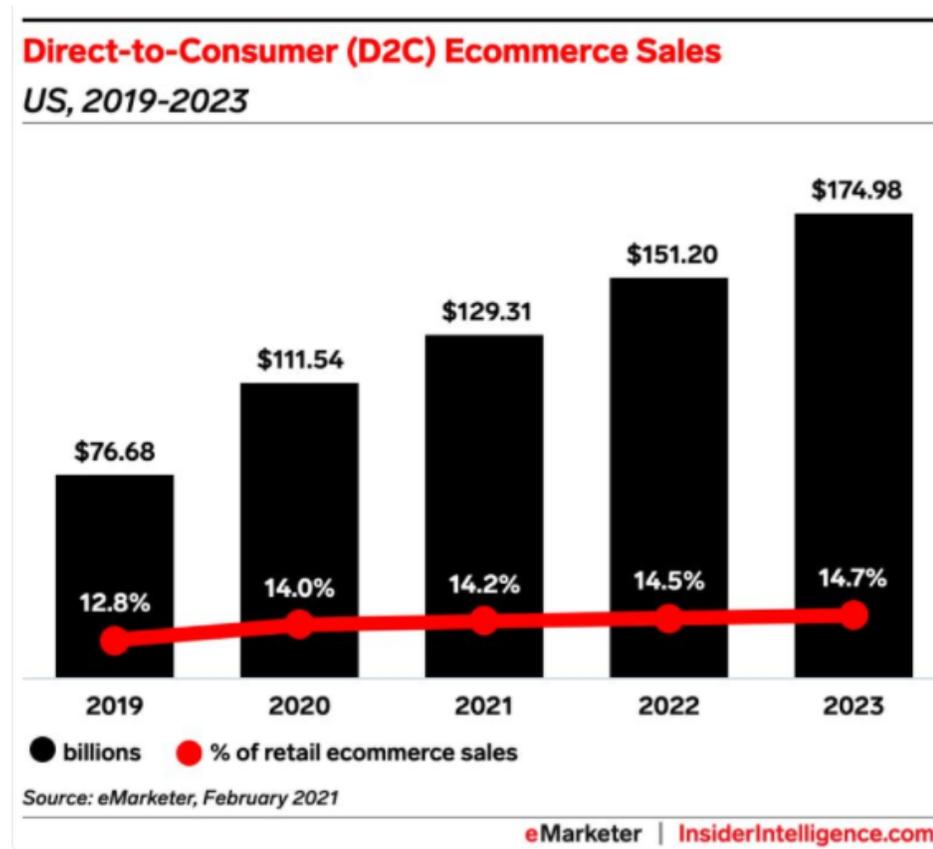
Tide is doubling the size of its laundry store business and students can get washing collected



M2C o D2C – masiva tendencia

DIRECT-TO-CONSUMER BRANDS 2020: Growing Pains Hit Disruptor Brands on Their Path to Maturity

eMarketer Apr 2, 2020, 4:08 PM



Retail – transformation

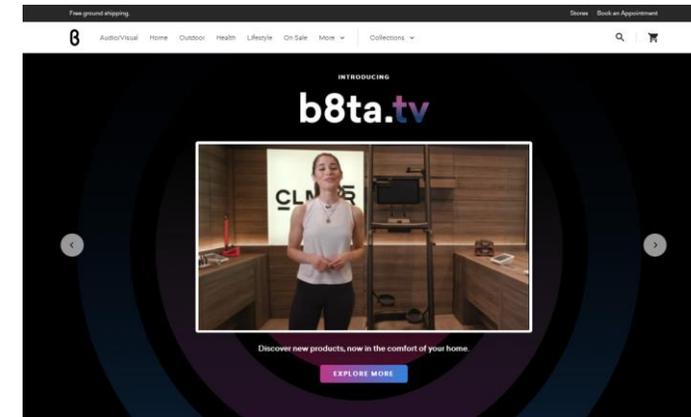
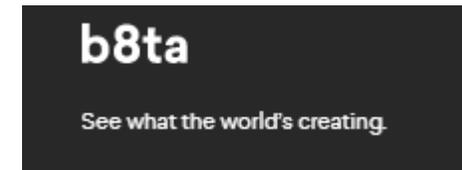
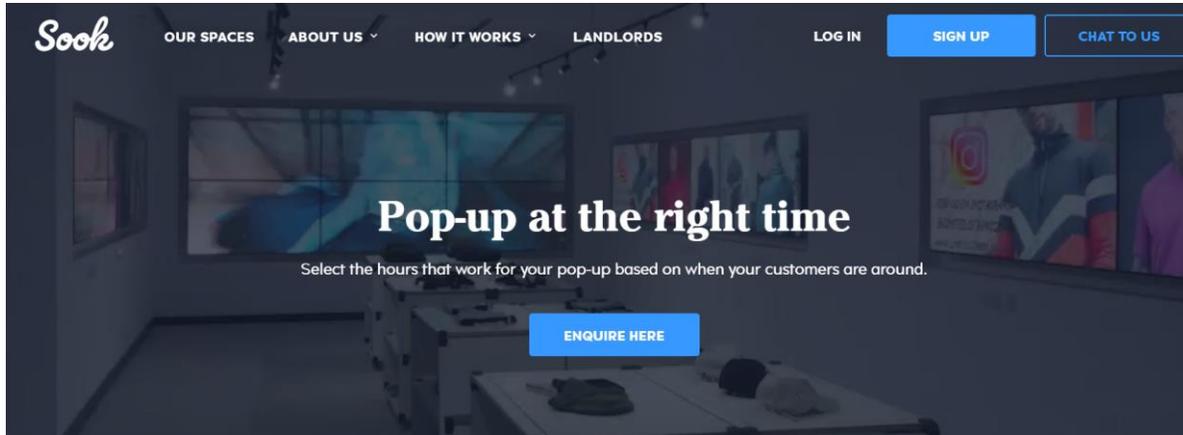
Sales are nascent and growing on direct-to-consumer sites

10% of customers are purchasing directly from manufacturer sites for essentials...even though many of these sites have subpar experiences

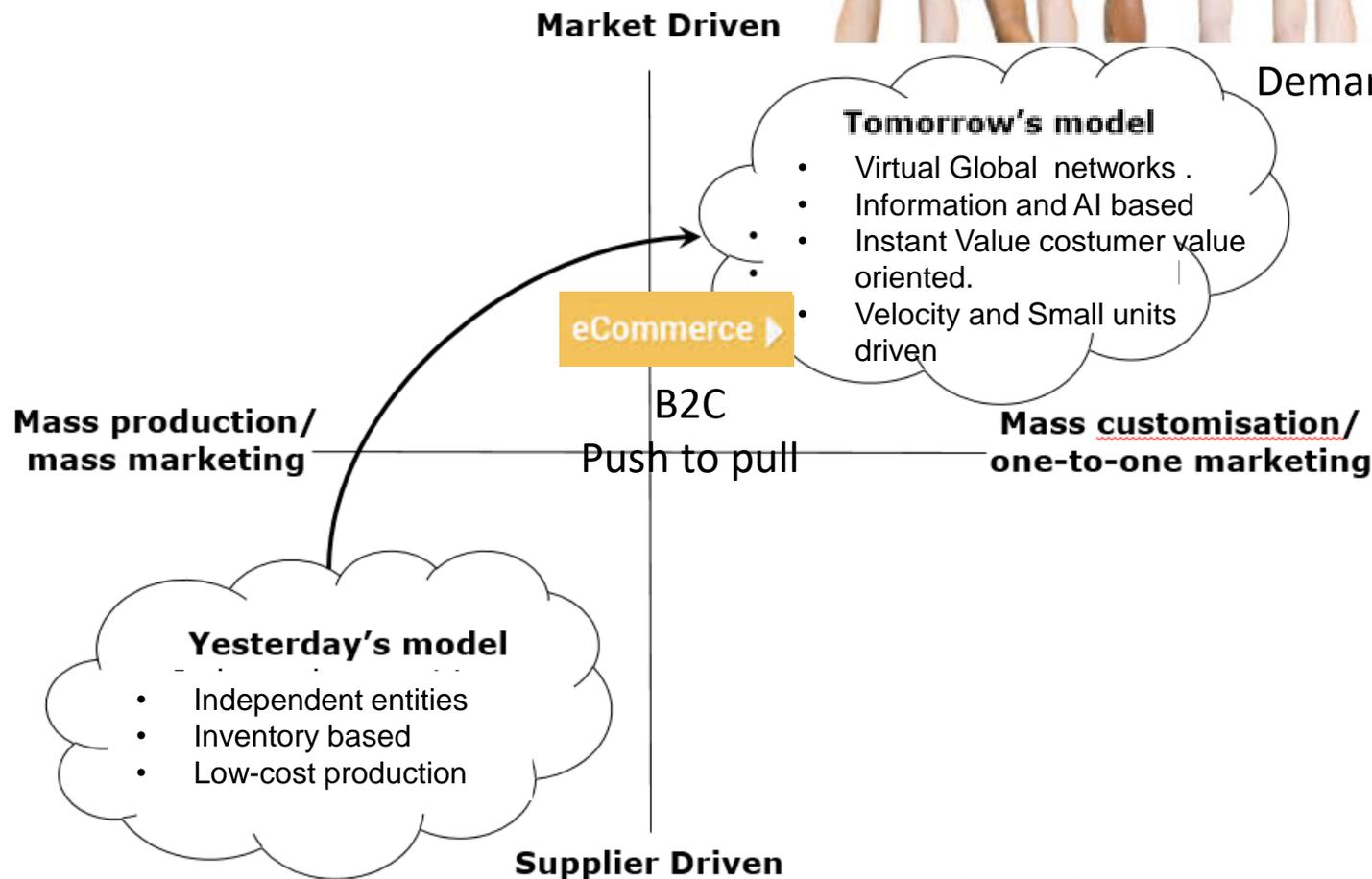


Tendencias

Retail as a Service ... Showrooming



SCM - Supply Chain of the Future (Now)

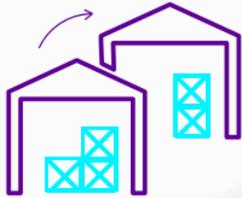


Supply Chain Management

Retail/eCommerce – Digitalizando el retail

DIGITAL TRANSFORMING RETAIL

To address these new demands, retailers are investing in new capabilities that will change the landscape.



**INVENTORY
PROXIMITY**



**ALTERNATE
DELIVERY
OPTIONS**



**CONSUMER
INTIMACY**



**BORDERLESS
PRODUCT
ACCESS**

Retail/eCommerce – Digitalizando el retail/ impacto en Logística

'Instant deliveries' emerging in the centre of large cities

- **2.5% of deliveries in Paris**
- **Foodora available in ten countries**
- **Amazon warehouse in Manhattan**



PrimeNOW 10€ offerts sur votre 1ère commande avec le code PRIMENOW10

#PRIMENOW

PrimeNOW Comment ça marche? 1. Installez l'application Prime Now 2. Entrez votre code postal 3. Connectez-vous et faites vos courses



Retail/eCommerce – Digitalizando el retail/ impacto en Logística



Retail/eCommerce – Digitalizando el retail/ impacto en Logística

Amazon Dark Warehouse 2016



Retail/eCommerce – Digitalizando el retail/ impacto en Logística

LOCATIONS

LEARN MORE

PARTNERS

Darkstore

CARRIERS

ENTERPRISE

CAREERS

Fulfillment was broken, so we decided to fix it.

Urban fulfillment centers.

Fulfillment for 1-hour delivery, same-day delivery and standard shipping out of every location.

DARKSTORE
FULFILLMENT
LOCATION



DARKSTORE
FULFILLMENT
LOCATION



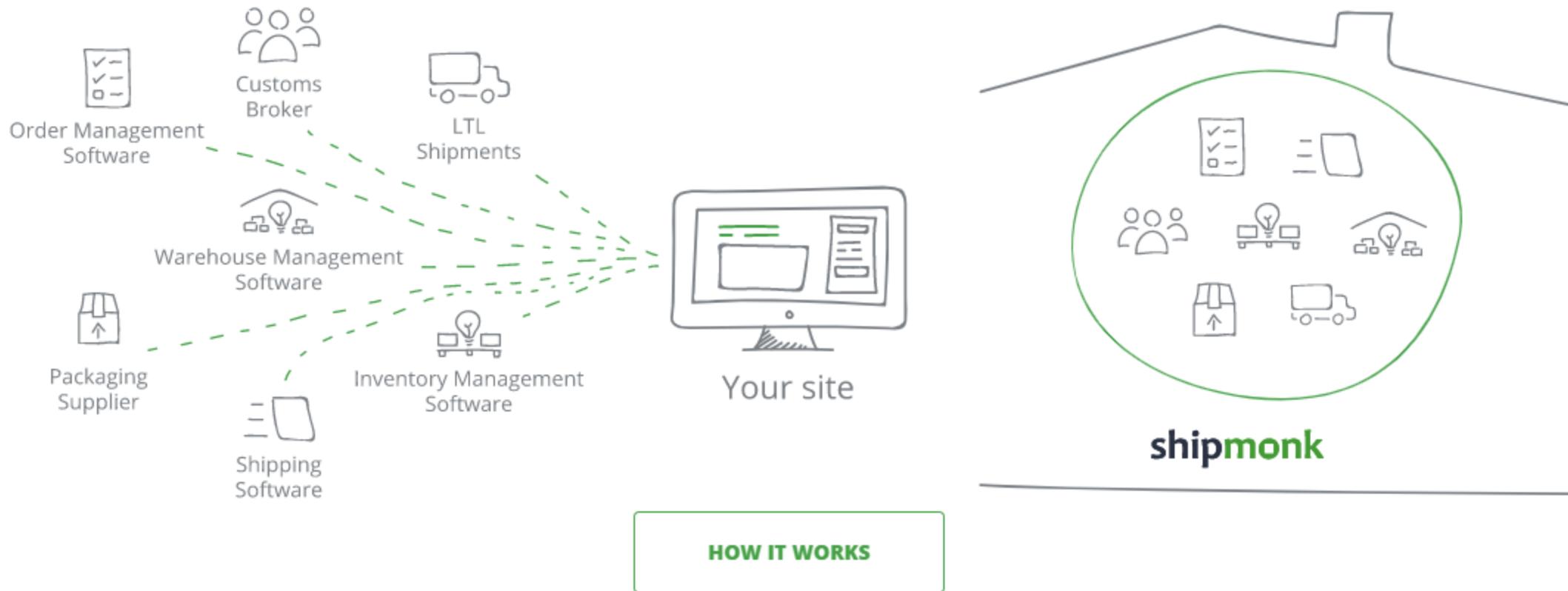
DARKSTORE
FULFILLMENT
LOCATION



SIGN IN

Retail/eCommerce – Digitalizando el retail/ impacto en Logística

The old way - vs - **the new way**



Retail/eCommerce – Micro Fulfillment Centers

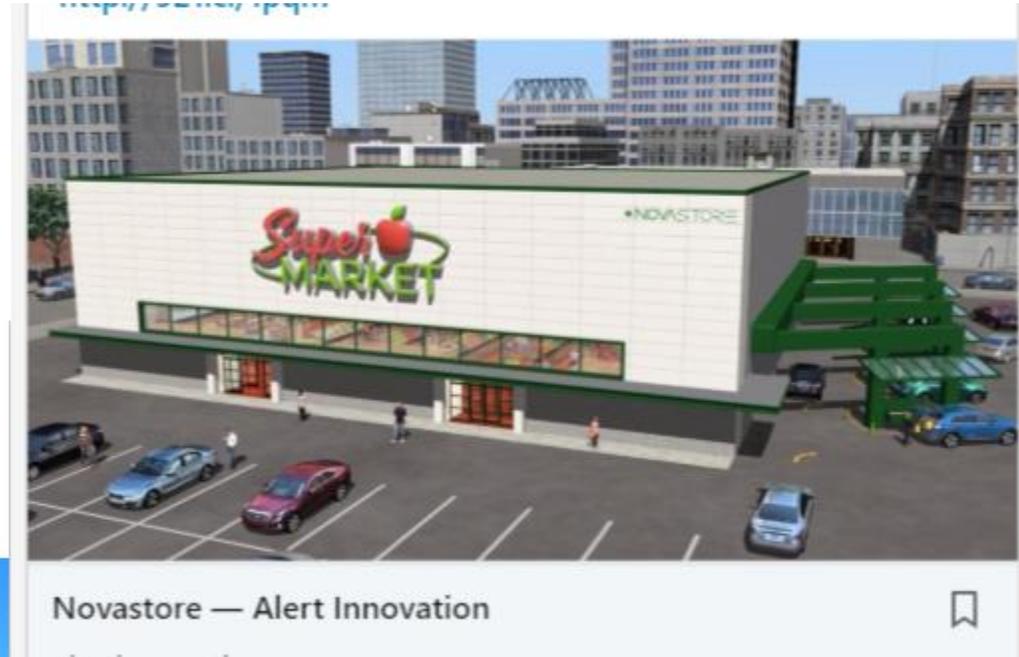


Salustio Prieto
PalletParking: On Demand Warehousing / PickUp Point : PUDOS network; Hom...
1 día • 🌐

Esta Pandemia ha acelerado la aparición de "dark" stores y "delivery only" stores . Unas se convierten como el caso de esta última de Whole Foods en Chicago , y otras ya se empiezan a construir desde cero. La venta online sigue creciendo y está para quedarse en muchas casas de digamos nuevos usuarios de la categoría.



Whole Foods continues to open online-only 'dark' stores
grocerydive.com • 2 min de lectura



Novastore — Alert Innovation

Retail/eCommerce – Micro Fulfillment Centers

RETAIL

Best Buy to experiment with turning some stores into hubs as it bets on permanent shift toward online shopping

PUBLISHED TUE, AUG 25 2020•12:50 PM EDT | UPDATED TUE, AUG 25 2020•1:45 PM EDT



Melissa Repko
@MELISSA_REPKO

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Retail/eCommerce – Digitalizando el retail/ impacto en Logística

The UK click and collect market is changing fast. Earlier this month Tesco extended its same day click and collect grocery service so what else can we expect? Tim Robinson, CEO of Doddle, reveals four key trends he believes we will see in 2017.



1) Collection of parcels at third party locations will grow from 18m to 40m+ in 2017

We've seen click and collect via third party click and collect locations grow three-fold in volume for the last two consecutive years. We expect that growth rate to slow slightly in 2017, with the market growing at 130% year on year. This increase exceeds recent predictions by the IMRG/MetaPack Delivery Index.



Click And Collect

CUSTOMERS WANT CLICK AND COLLECT



56%
of Christmas orders at John Lewis were buy online, pick up in store¹



15.5%
of all retail spending is from online sales²



32%
of online shoppers say they have endured long queues while store associates find parcels at collection points³



38%
would not shop with an online retailer again after a negative delivery experience⁴



45%
have abandoned an online basket due to unsatisfactory delivery options⁴

¹The Telegraph, 2015, ²Office for National Statistics, 2017, ³Forbes, 2016, ⁴MetaPack 2016 State of eCommerce Delivery Consumer Research Report



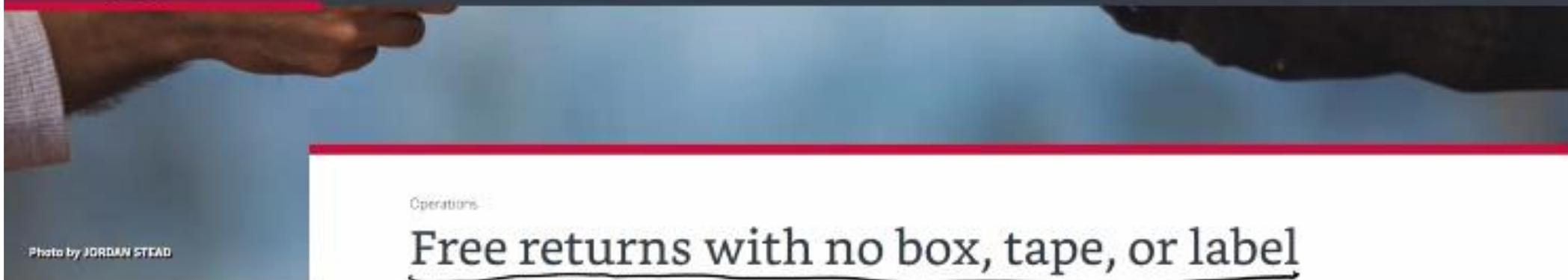


Photo by JORDAN STEAD

Operations

Free returns with no box, tape, or label needed

Amazon makes returns even easier with thousands of free drop off options for millions of items.

By Day One Staff on July 05, 2019



Our goal at Amazon is to make buying online – and returning – as easy as possible and we are expanding free, convenient returns on millions of items for our customers. In fact, most customers will have at least one free return option included on millions of items purchased on Amazon in the U.S.

We understand that finding a box and tape, and printing a label for a return can still be a hassle. Now, most Amazon returns are

POPULAR TODAY

1

Meeting the Moment

2

Amazon's COVID-19 blog: updates on how we're responding to the crisis



Our free, no-box returns are available at:

Amazon Physical Stores

Customers can easily return eligible products at Amazon Books, Amazon 4-star, across the U.S. Customers simply need to walk in to our convenient and secure locations staffed with helpful associates, show the QR code, hand over their package in the original manufacturer's packaging, and walk out. Returns are also free at AmazonFresh Pickup, and Amazon Hub Locker+ locations but customers will need to bring their items in a box or box it up using the provided materials.

Kohl's

Amazon customers are able to return eligible items at 1,150 Kohl's locations across 48 states, without a box, for free.

Whole Foods Markets

Select stores have no-box returns, lockers and Locker+ options with more coming soon.

The UPS Store

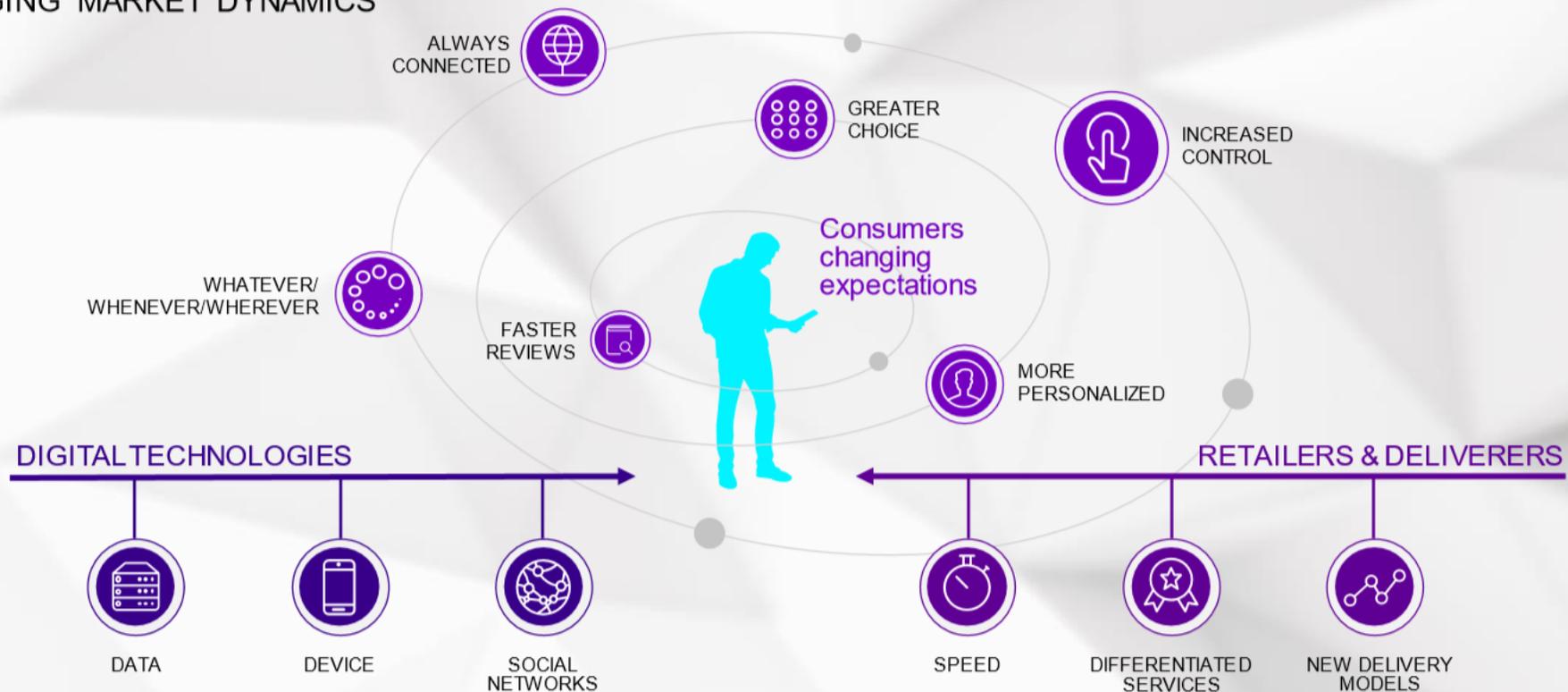
Retail/eCommerce – Amazon Returns



Retail/eCommerce – Digitalizando el retail/ Consumidores

DIGITAL CHANGING CONSUMER DEMANDS

CHANGING MARKET DYNAMICS



Retail – transformation

Buen artículo de Amazon y su negocio Fulfillment By Amazon (FBA). Los planes de expansión de fulfillment centers , y la compra de un antiguo Mall , en Cleveland . El más grande de USA en su época (inaugurado en 1979) . Para transform ...see more



Amazon is buying up old shopping malls
businessinsider.com



Here's why Walmart is closing 63 Sam's Club stores
businessinsider.com



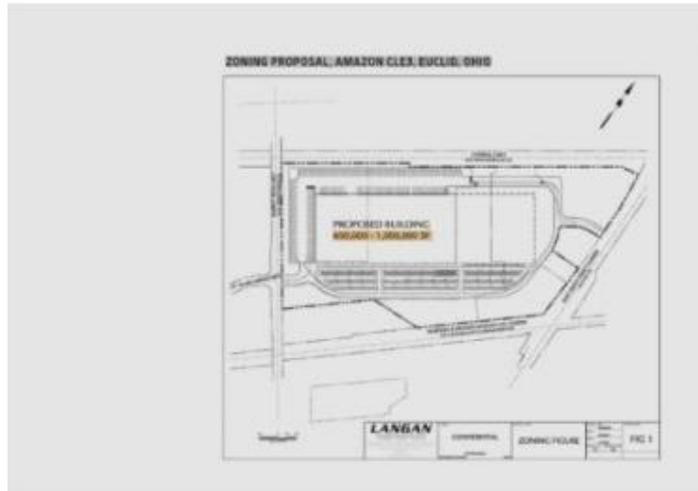
Lowe's is feeling the effects of the brick-and-mortar meltdown
businessinsider.com

Tendencias

Retail , ecommerce , Logística

Amazon and Mall Operator Look at Turning Sears, J.C. Penney Stores Into Fulfillment Centers

Hookup between Simon Property Group, Amazon would show how retail and logistics are converging more rapidly



TC
TechCrunch

Abandoned mall department stores may become Amazon's next fulfillment centers

Logn

One of the largest owners of shopping mall real estate in the United States, [Simon Property Group](#), has been talking to Amazon about transforming its anchor department stores into Amazon distribution hubs, according to the [Wall Street Journal](#).

In the case of Simon Property, the anchor tenants like J.C. Penney and Sears that used to be stable sources of revenue are now weights around the neck of the retail real estate manager, and transforming their ghostly halls of pale mannequins into warehouses for Amazon orders simply makes sense.

The transformation from showroom to storehouse for everything from books and sweaters to kitchenware and electronics won't be too much of a stretch for the vacant storefronts of businesses that have both filed for Chapter 11 bankruptcy protection.

Simon's holdings include some 63 J.C. Penney and 11 Sears stores, according to the Journal's reporting citing a May public filing from the real estate developer.

This wouldn't be the first time that Amazon had turned to mall real estate for fulfillment centers. In 2016, the online retailer acquired a massive physical footprint in [Akron, Ohio](#) that it turned into a distribution center.

As the decline of bricks-and-mortar retail rolls on, commercial real-estate developers are left with huge abandoned properties. Who will fill that underutilized space? A series of acquisitions by associates of Amazon in Northeastern Ohio provides some clues. (Originally published



WSJ News Exclusive | Amazon Plans to Open Large Retail Locations Akin to Department Stores

It is unclear what brands Amazon will offer in the stores, although the company's private-label goods are expected to feature prominently, the people said. Amazon sells scores of products including clothes, furniture, batteries and electronic devices through many of its own labels. The plans aren't yet final and could change, these people said.

Amazon's plans represent an evolution in the company's efforts to move into bricks-and-mortar retail after years of taking market share from big-box operators—moves that helped to push many into bankruptcy. The company's growth in online shopping helped accelerate the fall of mall operators and other once-potent physical-store empires. [Amazon is now the largest seller](#) of clothing in the U.S., surpassing [Walmart](#) Inc., according to Wells Fargo & Co.

Retail – transformation



Sainsbury's launches checkout-free London store

itproportal.com



Retail – transformation



INTERNET

Amazon wants to double its Locker program over the next year

The move comes as Amazon works to speed up its Prime deliveries and make up for losing FedEx as a shipping partner.



The e-commerce giant is quietly working to vastly expand its [Amazon Hub Locker network](#), according to a person familiar with the company's plans. It set a goal to evaluate over 1,000 new locations for its lockers every month, with expectations to approve a significant chunk of those sites, the person added.

At the moment, Amazon has fewer than 10,000 lockers located in US convenience stores, apartments and universities, the person said, so the plans point to an aggressive expansion.

DPDHL GROUP PLANS SIGNIFICANT EXPANSION OF ITS DHL PACKSTATION NETWORK TO 7,000 SELF-SERVICE MACHINES BY 2021

Press Release: Bonn 10/02/2019

Deutsche Post DHL Group is investing in the expansion of its successful Packstation network: by 2021, 3,000 new DHL Packstations are to be added to the existing network of 4,000 automated parcel delivery and collection points. With these installed, the Group will offer customers access to 7,000 Packstations located throughout the country.





Eva Ponce MIT

How to win in an Omnichannel world

Information

In-store

Traditional Retailers

Showrooms

Online

Hybrid models: shopping online, pickup in the store

Pure-Play

In-store Pickup

Home delivery

Fulfillment

Adapted from Bell et al., 2014



Store Pickup

Order online & pick up in store for free!

BONOBOS

SEARCH

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Try it on before you buy or see it at our Guideshops. No returns. One-on-one service. Exactly what you want, delivered right to your door.

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Test, try and touch the product in-store, then buy online, home delivery

- Modcloth
- Nordstrom
- Target
- Warby Parker

Retail – transformation

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STORES

APPOINTMENTS



Welcome to b8ta Chicago.

Retail – transformation

Store reopening update. [Read statement.](#)

[SHOP NOW](#) [STORES](#) [APPOINTMENTS](#)



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[SHOP COLLECTION](#)



Ember Mug²
\$99.95



Molekule Air Mini
\$399.00



Nuraphone
\$399.00

Retail – transformation



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https://b8ta.com/category/audio_visual/



Retail – transformation

Sook

OUR SPACES

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HOW IT WORKS ▾

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CHAT TO US

Pop-up at the right time

Select the hours that work for your pop-up based on when your customers are around.

ENQUIRE HERE



Got any questions? I'm happy to help.

<https://www.sook.space/>

Tendencias

Retail as a Service ... Showrooming

Storefront

inglés

español



Google Translate

Retail Space, Stores & Shops For Rent Near You – On Flexible Terms

Browse and book from thousands of venues available internationally on Storefront

 New York

Retail/Pop-up store ▾

Search

Tendencias

Retail as a Service ... Showrooming... Pop-Up Stores

WHAT IS A POP-UP SHOP?

Pop-up shops are temporary storefronts designed and operated by individuals or brands looking to take their brand offline. A flexible model with a million possibilities, pop-up shops allow you to test your products, try new locations, and reach new consumers, while boosting brand recognition and awareness.

Pop-up shops were once considered a seasonal phenomenon, found in malls or markets during the holidays. Not anymore! These temporary retail events accomplish more than just bringing life to empty storefronts: they provide **a low-cost way to connect with customers in a personal way, while boosting your sales!**

Today, the pop-up retail industry is worth an estimated \$50 billion USD, as brands of all sizes begin to understand the many benefits of pop-up retailing.

Tendencias

Retail as a Service ... Showrooming... Pop-Up Stores

RETAIL

Marc Lore's next attempt to woo the affluent consumer: A fleet of on-demand food trucks

PUBLISHED THU, MAY 6 2021 10:00 AM EDT

 **Lauren Thomas**
@LAURENTHOMAS

 **Christina Cheddar Berk**
@CCHEDDARBERK

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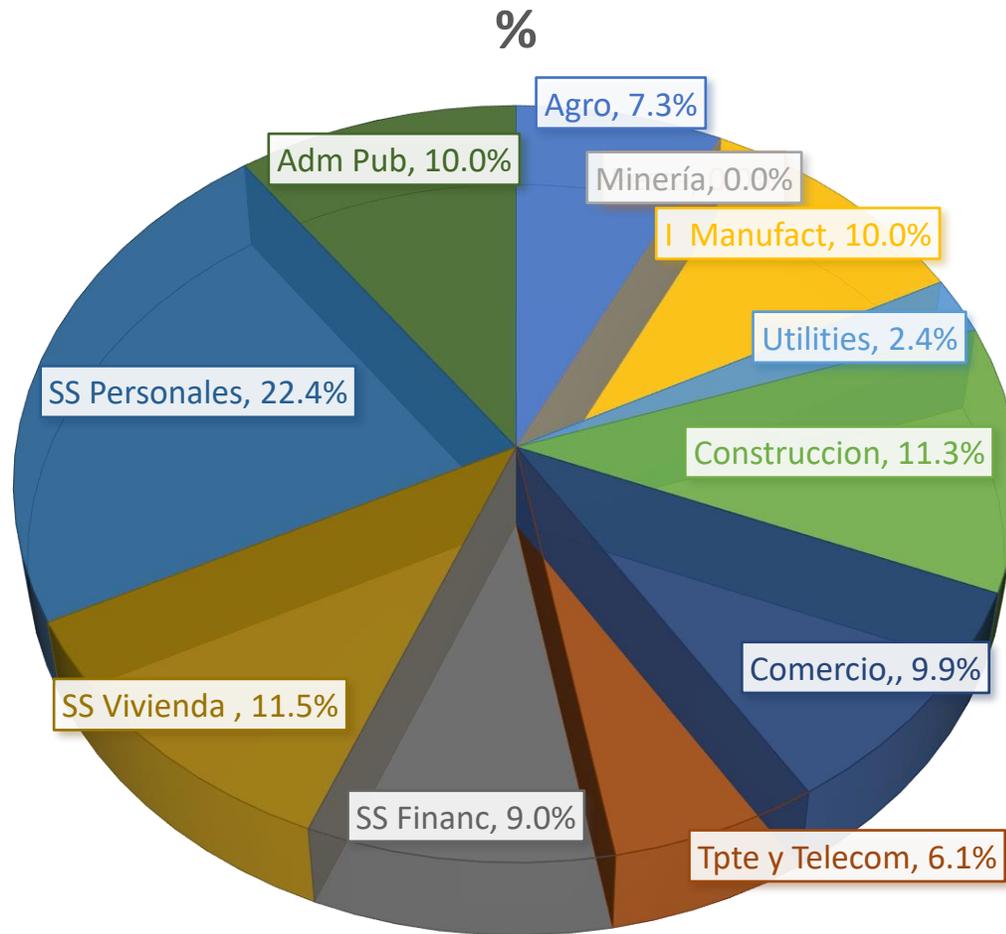
The Wonder vans, seen here lined along Elm Street in Westfield, New Jersey, have become ubiquitous in the affluent town where the company is piloting its business.

Christina Cheddar-Berk | CNN

Tendencias

Distribución PIB Regional ARAUCANIA

DÓNDE ESTÁN LAS PYMES?



Cuántos Micro Empresas
Cuántas Micro y Pymes informales

LPI; LOGISTICS PERFORMANCE INDEX



DATA TABLE

[Download XLS](#)

(Toggle Rank and Score for Subindicators) +

Country	Year	LPI Rank	LPI Score	Customs	Infrastructure	International shipments	Logistics competence	Tracking & tracing	Timeliness
Chile	2018	34	3.32	3.27	3.21	3.27	3.13	3.20	3.80

DATA TABLE

[Download XLS](#)

(Toggle Rank and Score for Subindicators) +

Country	Year	LPI Rank	LPI Score	Customs	Infrastructure	International shipments	Logistics competence	Tracking & tracing	Timeliness
Colombia	2018	58	2.94	2.61	2.67	3.19	2.87	3.08	3.17

DATA TABLE

[Download XLS](#)

(Toggle Rank and Score for Subindicators) +

Country	Year	LPI Rank	LPI Score	Customs	Infrastructure	International shipments	Logistics competence	Tracking & tracing	Timeliness
Argentina	2018	61	2.89	2.42	2.77	2.92	2.78	3.05	3.37

DATA TABLE

[Download XLS](#)

(Toggle Rank and Score for Subindicators) +

Country	Year	LPI Rank	LPI Score	Customs	Infrastructure	International shipments	Logistics competence	Tracking & tracing	Timeliness
Brazil	2018	56	2.99	2.41	2.93	2.88	3.09	3.11	3.51

DATA TABLE

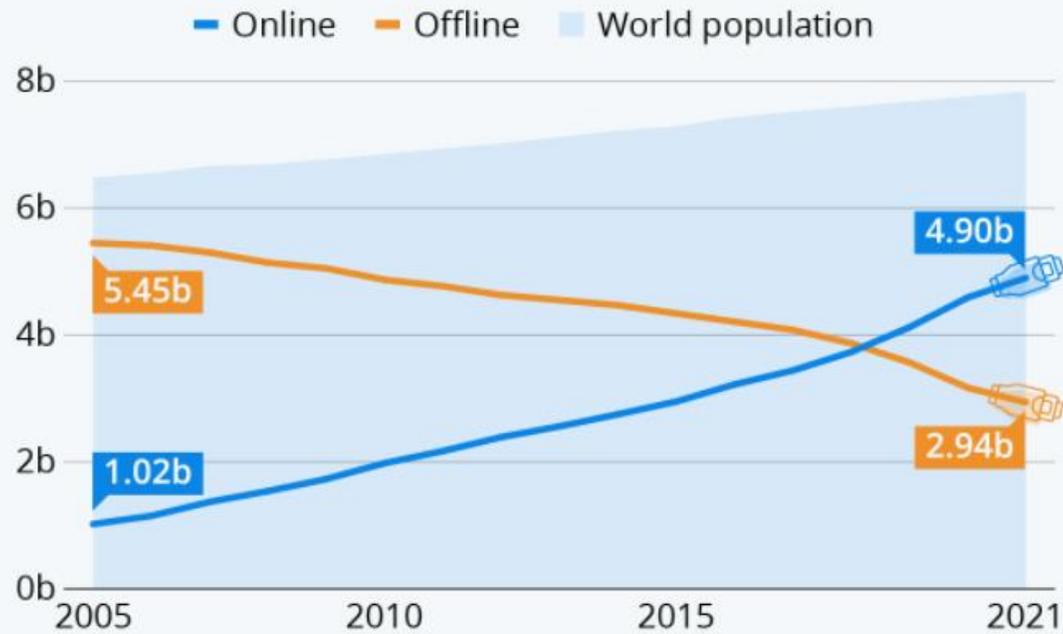
[Download XLS](#)

(Toggle Rank and Score for Subindicators) +

Country	Year	LPI Rank	LPI Score	Customs	Infrastructure	International shipments	Logistics competence	Tracking & tracing	Timeliness
Peru	2018	83	2.69	2.53	2.28	2.84	2.42	2.55	3.45

Disconnected: 2.9 Billion People Still Offline

Estimated number of individuals worldwide
using/not using the internet



Source: ITU



Country	2020 GDP	Logistics (GDP%)	2020 Logistics Cost	3PL Revenue %	2020 3PL Revenue
Canada	1,643.40	9.00%	147.9	10.60%	15.7
Mexico	1,076.20	12.00%	129.1	10.80%	13.9
United States	20,932.80	8.00%	1,674.60	13.80%	231.5
North America Others	499.8	14.80%	73.8	8.50%	6.3
North America Total	24,152.10	8.40%	2,025.50	13.20%	267.4
Argentina	388.3	12.00%	46.6	9.30%	4.3
Brazil	1,434.10	11.60%	166.4	9.40%	15.6
Chile	252.8	11.50%	29.1	9.80%	2.8
Colombia	271.5	12.50%	33.9	8.60%	2.9
Peru	203.8	12.50%	25.5	8.80%	2.2
Venezuela	47.3	11.90%	5.6	7.40%	0.4
South America Others	235.8	15.60%	36.8	8.30%	3
South America Total	2,833.40	12.10%	343.8	9.10%	31.4
Grand Total	84,574.80	10.80%	9,092.10	10.60%	961.8

El boom del e-commerce latinoamericano

Mayores mercados de e-commerce de América Latina y el Caribe en 2021 y 2025 (en miles de millones de dólares)*



* Ventas minoristas online. Previsiones.

Fuente: Statista Digital Market Outlook

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Shajeev M.
@logosuit

<https://spendmenot.com/blog/freelance-statistics/>

Founded Date
May 1, 2009

Operating Status
Active

Legal Name
Freelancer Technology Pty Limited.

Stock Symbol
ASX:FLN

Founders
Cody Busby, Matt Barrie

Last Funding Type
Post-IPO Equity

Company Type
For Profit

Freelancer.com

Type of business

Public company

Employees

470 (March 2016)

URL

www.freelancer.com

Registration

Required

Users

55,635,000 (Oct. 9, 2021)

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Digitalización- eCommerce – Logística

SALUSTIO PRIETO M



“Una mirada para las Pymes de crecimiento regional”

02 de diciembre de 2021