Exploring New Ways to Deliver Your Products

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We exist to train, educate, and support entrepreneurs of both new (pre-venture) and established small businesses. Positioned within the nationwide network of SBDCs, we offer resources, key connections at the state and national level, workshops, and online and in-person support that equips us to help Ocean State entrepreneurs reach the next level of growth.
Topics to be Covered

- New Global Landscape
- Trends that Would likely be Permanent
- How Has your Existing Client Changed
- Adapting Your Business to Your Client’s Needs
- Finding New Ways to Deliver Your Product/Service
It is Not Business as Usual Anymore

The Covid-19 Pandemic completely changed the business landscape around the world and some of those changes will be permanent.

Global Economic Impact Of COVID-19

- **Economic Growth (%)**
- **Global**
- **India**
- **China**
- **Netherlands**
- **Spain**
- **US**
- **UK**
- **France**
- **Euro Area**
- **Germany**
- **Japan**
- **Italy**

Source: Rabobank, Macrobond
All industries have been affected, some with increasing and some with declining demand.
Travel and Hospitality

Projected COVID-19 impact on tourism industry revenue

-100%  -80%  -60%  -40%  -20%  0%  20%  40%  60%  80%  100%
Feb  Mar  Apr  May  Jun  Jul  Aug  Sep  Oct  Nov  Dec

Source: Oxford Economics
Transportation Industry

New Car Sales Plummeted 16.4% in 2020. *Source: IBIS World
Wedding Industry

Decline of 21.0% in 2020  A surge of 33.1% in 2021.  *Source: IBIS World
US Internet Users Who Are Likely to Avoid Stores due to the Pandemic:

- 67.9% Between 18-24 Y/O
- 67.8% Between 30-44 Y/O
- 79.3% Between 45-60 Y/O
- 85.6% Over 61 Years of Age

*Source: emarketer.com*
The industry reports an increase in sales of frozen foods and ice cream. *Source: IBIS World
Education Industry

Virtual Schooling

Virtual Hobbies

Virtual University
PERMANENT TRENDS AFTER COVID
Ongoing Remote Work/Employees

- Remote employees save companies money and
- Enable businesses to retain top talent that seeks flexibility
- 74% of CFOs plan to shift some employees to permanent remote work*

*Source: Gartner Survey
Increase in Delivery/Curb-Side Pick Up

Restaurants: Uber Eats  Door Dash  Grubhub

Retail Stores: Online Ordering  In-Store Pick-Up

Software and App Developers
Increase of E-Commerce

**Forbes** reports that in 2020 the US retailers' online year-over-year (YoY) revenue growth was up 68% from 2019.

24% of men found to be shopping online more frequently during the pandemic, compared to 18% of women.

**Agility PR** 30% of millennials are shopping more frequently online, 24% of Gen Z, 20% of Gen X and 8% of Baby Boomers.

**Forbes** found out that 72% of consumers use mobile devices to shop.
Emphasis on Well-Being

- Telehealth
- Virtual Doctor
- Remote Patient Monitoring
Hobbies Online

- Online Reading Clubs
- Online Cooking Classes
- Online Writing Community
- Online Photography Classes
- Online knitting Classes
- Online Dancing Classes
- Online Tarot Classes
Buy Local

• Trust in Local Businesses
• Vibrant Local Communities
• Convenience
• Giving Back
Adaptation is the Key to Operating a Business
1. Understanding Your Customers New Needs

How has the life of your customer changed?
New Normal

- Working from home
- Kids at home in virtual school
- Pets at home
- No time to cook/ too tired to cook
- Living with elderly parents at home
2. Walking in Your Clients Shoes

- How is one day in your customer’s life?
- What are the identified pain points?
- How can your product/service offer convenience/solve a problem?
Convenience
3. Retaining Existing Customers

- Spas offering hand/face treatments to use at home
- Gift Cards
- Pay Now-Save-Use later
- Salons selling DIY color kits
4. Exploring New Markets

Maybe your original customer does not exist anymore, forcing you to adapt your product or service or even change your product or service to survive and thrive.
Examples of Local Businesses
Marc Allen Fine Clothiers

From tailor-made men suits, to ready-to-wear and at home delivery of services.
Rebelle Bagels

From in-store service to Delivery service of Coffee, Bagels and recently, Grocery Bags!
Pure Barre

From in-studio classes to online subscription model.
From drop-off service to pick-up/delivery van
Gyms Across the State

From in-house workouts to renting the equipment to members for a monthly fee.
From in-store buying to drive thru and curb-side pick up.
Kidz Kastle

From playground and party center for children, to parties to go.
Changing focus from pregnant patients to patients who work from home.
Changing focus from commercial projects to residential renovations/décor.
Stefania’s Boutique

Keeping with the trends and making Facebook its runway.
5. Actual Delivery of Your Product or Service

Traditional Delivery
UPS: B2C/B2B
FedEx: B2C/B2B

Alternative Ways to Deliver Products:
Dispatch: B2B
Roadie: Local same day delivery B2C/B2B
02J Inc: B2C
5. Actual Delivery of Your Product or Service

**Delivery Services:**
Postmates: $9.99 Mo - $83.99 Year
Food delivery: DoorDash, Grubhub UberEats (10-25% avg. 20%)

**Partnerships with other businesses:** Restaurants/Wineries
5. Actual Delivery of Your Product or Service

Platforms for Service Businesses

**Patreon**: Artists to Fans  
**Heights**: To build and sell online courses  
**Podia**: To sell webinars, downloads, memberships  
**Memberful**: To sell memberships and customize customer experience

Subscription-based businesses are on the rise.
6. Delivery Can Help You find New Customers

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Questions/Comments?

Type your question to the chat box

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