

# 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.



THE  
UNIVERSITY  
OF RHODE ISLAND



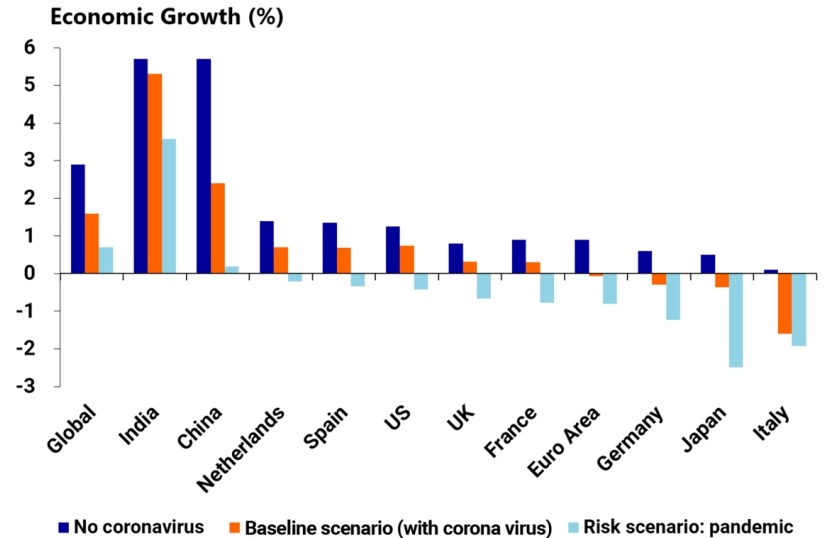
# Topics to be Covered

- 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



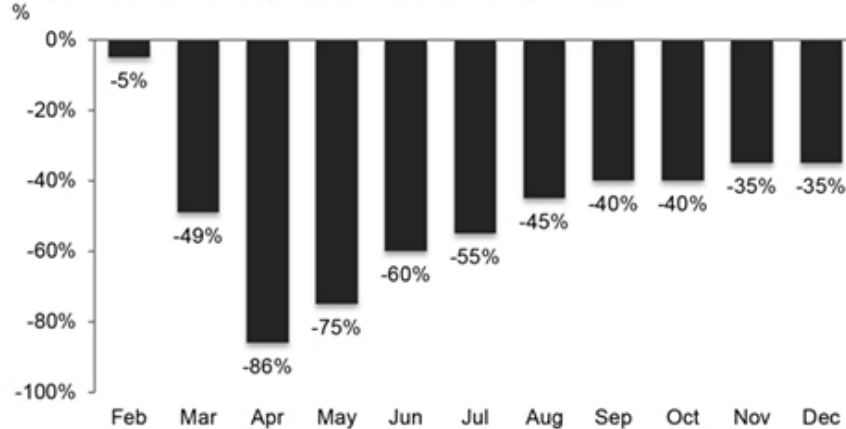
Source: Rabobank, Macrobond

Bloomberg | Quint

**All industries have been affected, some with increasing and some with declining demand.**

# Travel and Hospitality

Projected COVID-19 impact on tourism industry revenue



Source: Oxford Economics

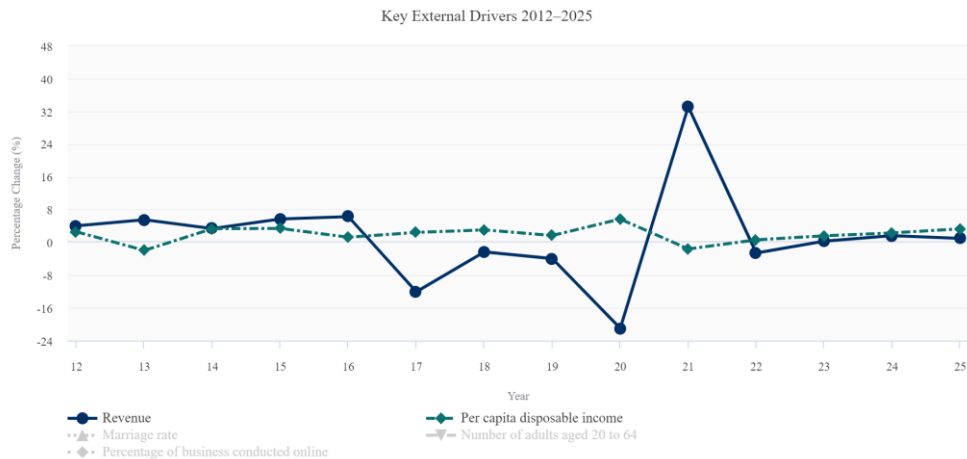


# Transportation Industry



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

# Wedding Industry



Wedding Services  
Source: IBISWorld



Decline of 21.0% in 2020 A surge of 33.1% in 2021. \*Source: IBIS World



# Retail Industry

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

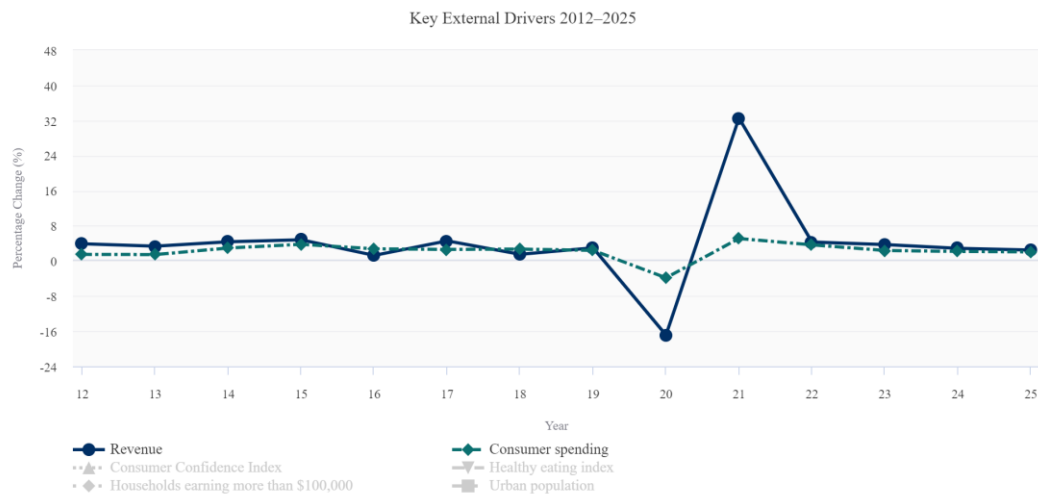
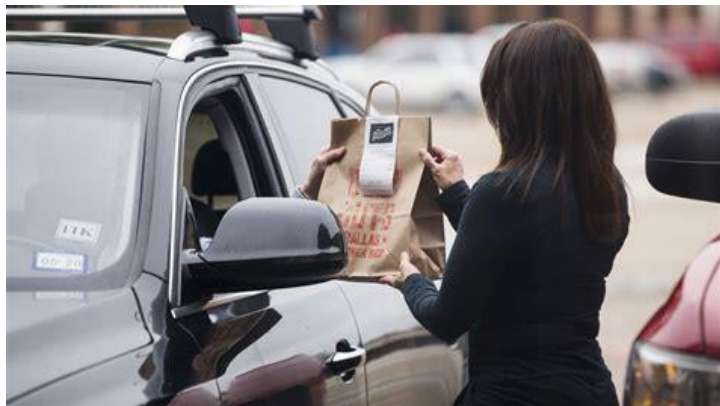
79.3% Between 45-60 Y/O

85.6% Over 61 Years of Age

\*Source: eMarketer.com



# Restaurant Industry



Single Location Full-Service Restaurants  
Source: IBISWorld

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**



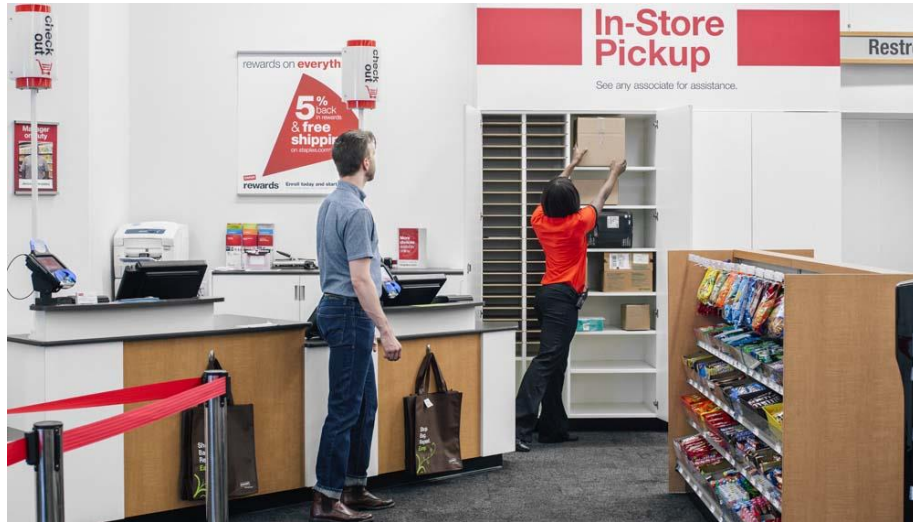
# Ongoing Remote Work/Employees



- 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

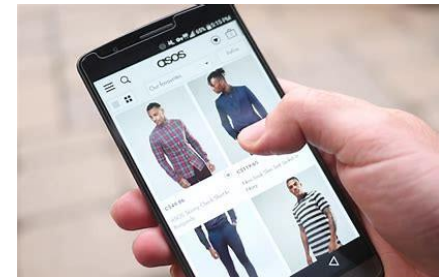
# Increase of E-Commerce

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

[Agility PR](#) 30% of millennials are shopping more frequently online, 24% of Gen Z, 20% of Gen X and 8% of Baby Boomers.

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

[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

## WHY BUY LOCAL?

THE OWNERS OF *local businesses* ARE BEHIND THE COUNTER.

LOCAL BUSINESSES STOCK *local products* AND BUY LOCAL SERVICES.

LOCAL BUSINESSES SUPPORT LOCAL EVENTS, SPORTS TEAMS & CHARITIES

**250%**  
*more than big corporations.*

BUYING LOCAL KEEPS **4 times** THE MONEY IN THE ECONOMY COMPARED TO SHOPPING AT CHAINS.

**LO CO**

@LOCOBC #BUYLOCO

**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



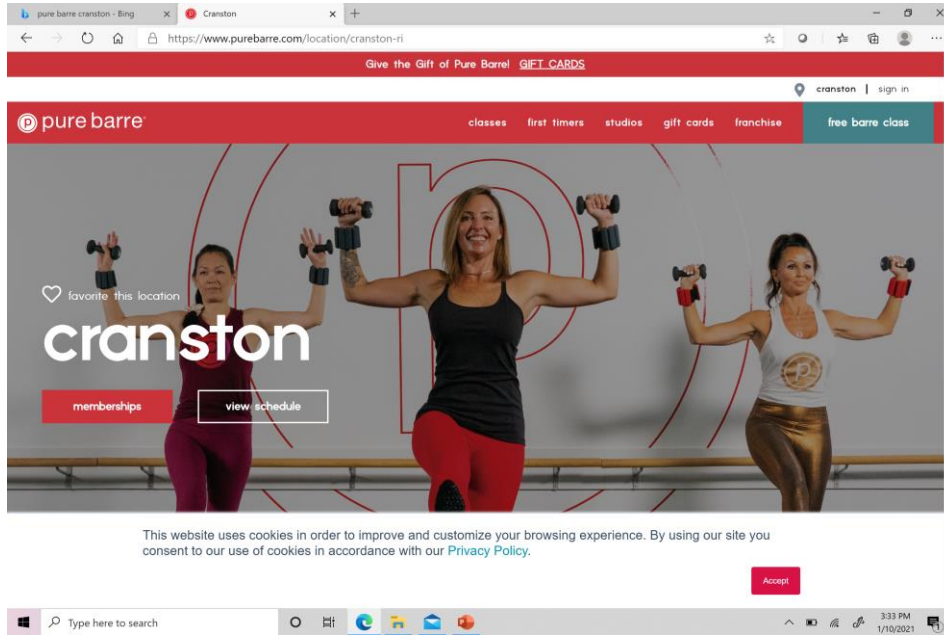
From tailor-made men suits, to ready- to-wear and at home delivery of services.

# Rebelle Bagels

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

The screenshot shows the Rebelle website homepage. At the top, there is a blue navigation bar with the Rebelle logo on the left and a menu of links: HOME, ORDER ONLINE, GROCERY BAGS, WEEKEND DELIVERY, ABOUT US, BLOG, JOIN OUR TEAM, SWAG!, GIFT CARDS, and FAQ. Below the navigation bar, the main content area features a large heading: "WE COULDN'T FIND THE BAGELS WE WANTED TO EAT, SO WE TOOK MATTERS INTO OUR OWN HANDS." This is followed by a paragraph of text explaining their commitment to quality and freshness, with a "LEARN MORE..." link. Below this, another heading reads "WE DO A BIT MORE THAN JUST BAGELS & LOX...". Underneath are three circular images with text overlays: "BODEGA & GROCERY BAGS" (showing fresh produce), "ORDER ONLINE" (showing a hand holding a bagel), and "WEEKEND DELIVERY" (showing a plate of bagels and lox). The bottom of the screenshot shows a Windows taskbar with the search bar, task view, and system tray.

# Pure Barre



From in-studio classes to online subscription model.

# BOW CHIKA WOW TOWN

From drop-off service to  
pick-up/delivery van

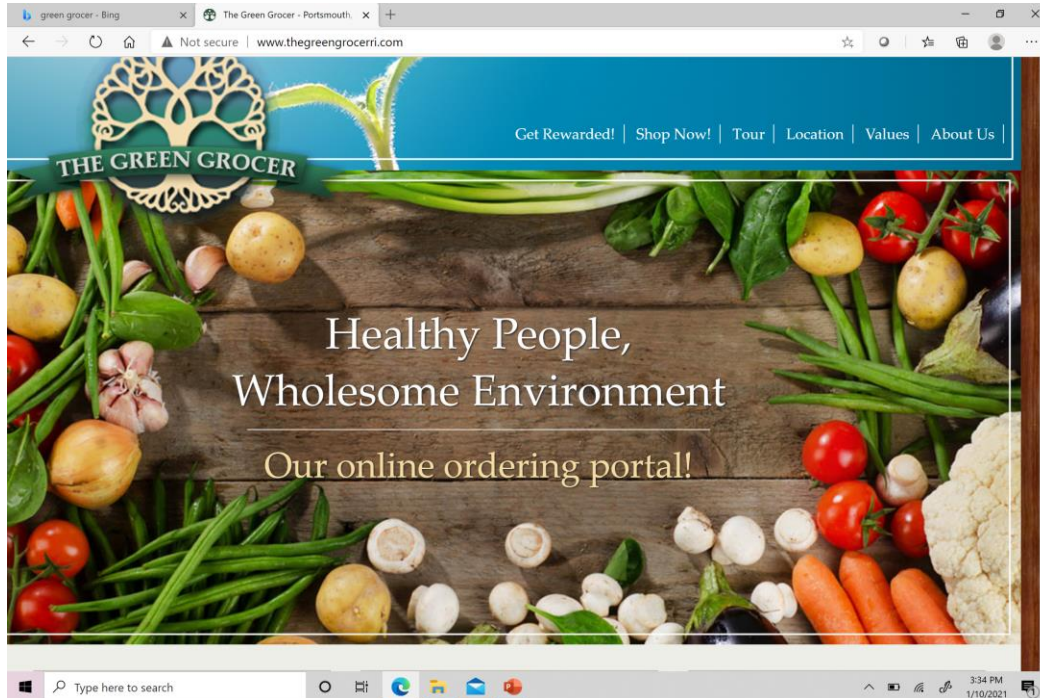


# Gyms Across the State

From in-house workouts to renting the equipment to members for a monthly fee.



# The Green Grocer



From in-store buying to drive thru and curbside pick up.

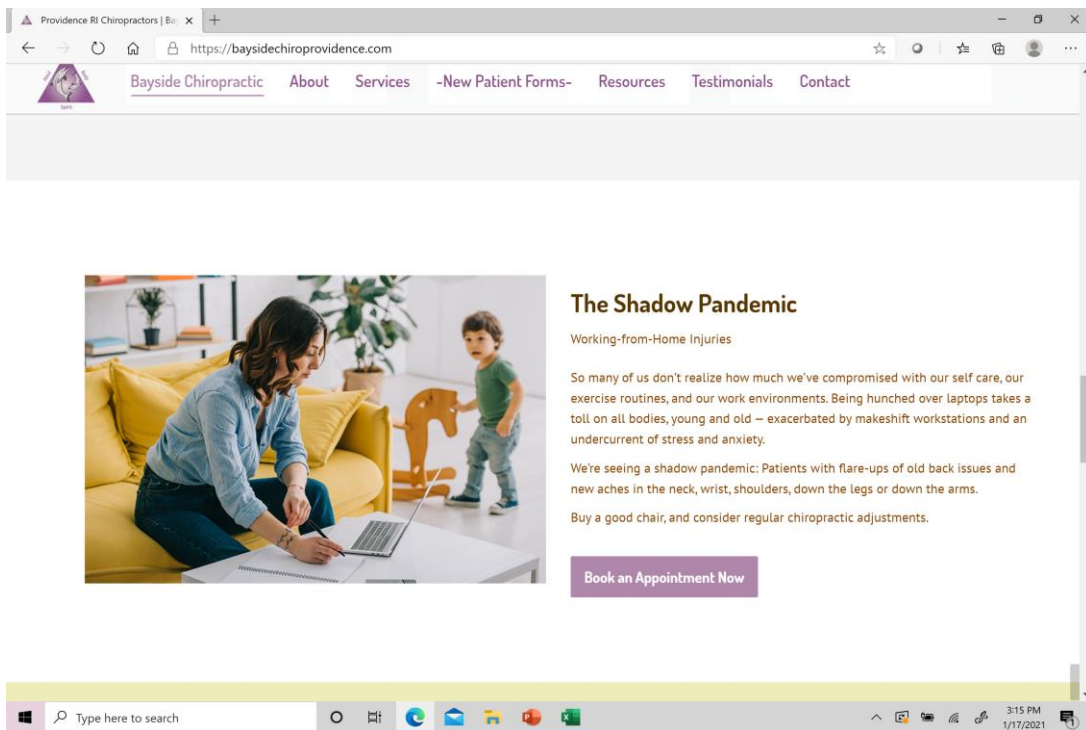


# Kidz Kastle


From playground and party center for children, to parties to go.



# Bayside Chiropractic



Providence RI Chiropractors | Bayside Chiropractic | [Bayside Chiropractic](#) | [About](#) | [Services](#) | [-New Patient Forms-](#) | [Resources](#) | [Testimonials](#) | [Contact](#)



## The Shadow Pandemic

Working-from-Home Injuries

So many of us don't realize how much we've compromised with our self care, our exercise routines, and our work environments. Being hunched over laptops takes a toll on all bodies, young and old – exacerbated by makeshift workstations and an undercurrent of stress and anxiety.

We're seeing a shadow pandemic: Patients with flare-ups of old back issues and new aches in the neck, wrist, shoulders, down the legs or down the arms.

Buy a good chair, and consider regular chiropractic adjustments.

[Book an Appointment Now](#)

Type here to search

3:15 PM  
1/17/2021

Changing focus from pregnant patients to patients who work from home.

# Anamika Designs

Changing focus  
from commercial  
projects to  
residential  
renovations/décor.

The screenshot shows a web browser displaying the portfolio page of Anamika Design. The browser's address bar shows the URL [www.anamikadesign.com/portfolio/](http://www.anamikadesign.com/portfolio/). The website header features the logo for MARY JEAN KEANY ANAMIKA DESIGN LLC, which includes a decorative floral emblem. Below the logo is a navigation menu with links for ABOUT US, PORTFOLIO, DESIGN PROCESS, SERVICES, NEWS, and CONTACT US. A large banner image displays three interior design scenes: a dining table with a white tablecloth and chairs, a modern living room with a yellow sofa and coffee table, and a kitchen with a marble countertop and stainless steel sink. The main content area is titled 'PORTFOLIO' and is divided into three sections: 'COMMERCIAL DESIGN' with a link to 'Southface Village 40 Walnut'; 'HOSPITALITY DESIGN' with links to 'Winnetu Oceanside Hotel', 'Beechwood Hotel', and 'Courtward by Marriott'; and 'RESIDENTIAL DESIGN' with links to 'Skating Pond', 'Harvard Square Contemporary', 'Anaimah Oceanside Home', 'Edgartown Oceanside Home', 'Wellesley Residence', 'Weston Residence', and 'Springfield Traditional'. To the right of these sections is a 'VIEW GALLERY' section containing a grid of twelve small thumbnail images of various interior spaces. The browser's taskbar at the bottom shows the Windows logo, a search bar with the text 'Type here to search', and several application icons including Edge, Mail, File Explorer, and Teams. The system tray in the bottom right corner displays the time as 3:12 PM and the date as 1/17/2021.

# Stefania's Boutique

Stefania's Boutique

place to find a dress for prom, pageants, weddings and social events. We have dresses for everyone's style and size.

3,890 people like this

3,906 people follow this

343 people checked in here

<https://www.stefaniasboutique.com/>

(401) 942-3304

Send Message

Price Range · \$\$\$

[stefaniasboutique@hotmail.com](mailto:stefaniasboutique@hotmail.com)

**Closed Now**  
10:00 AM - 6:00 PM -

Women's Clothing Store · Boutique Store

[stefania's boutique](#)

**Suggest Edits**  
Suggest this another name for the same

Send Message Like

2

Like Comment Share

Write a comment...

Stefania's Boutique is at Stefania's Boutique. ...  
January 14 at 7:37 AM · Cranston, RI ·

Custom Masks Available

Type here to search

3:27 PM 1/17/2021

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

[USPS.COM](https://usps.com)



# Questions/Comments?

Type your question to the chat box

Contact Us:

401-874-7232

<https://bit.ly/regRISBDC>

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