



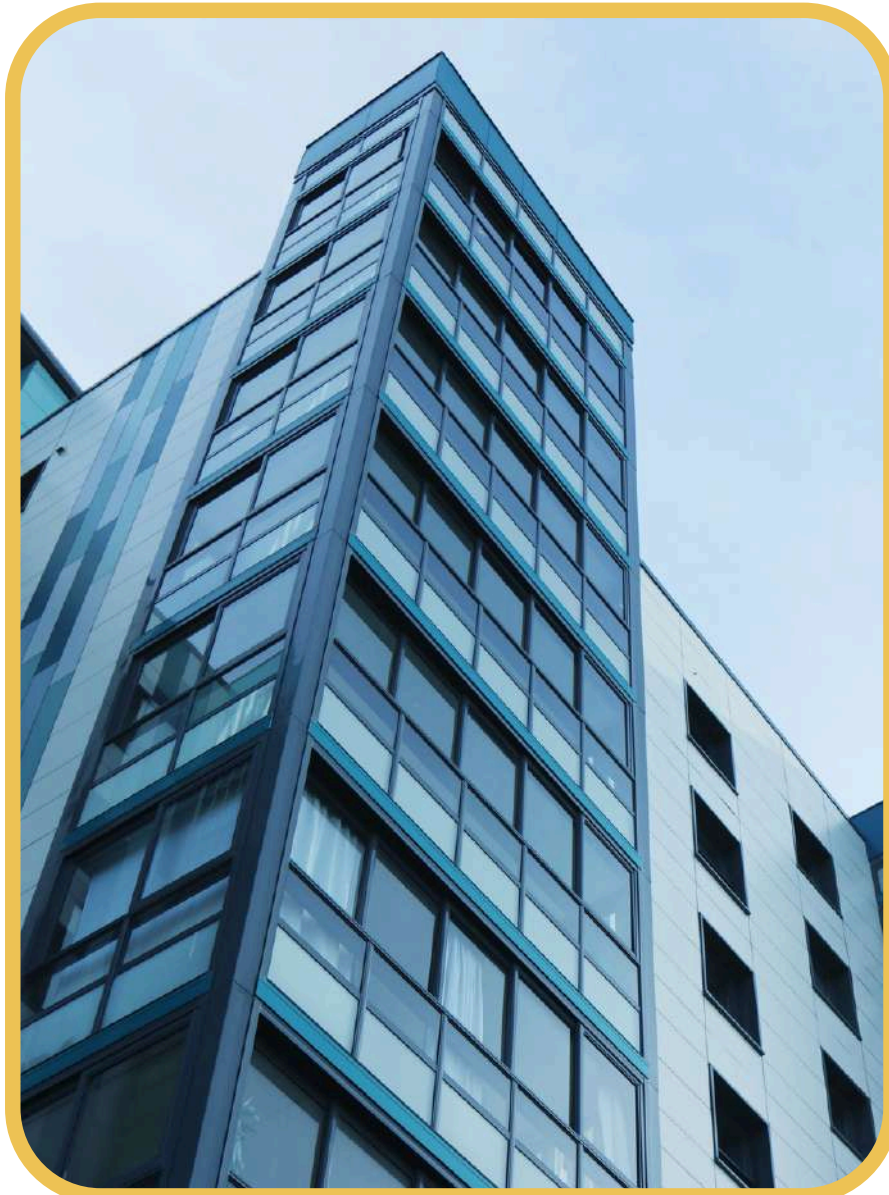
brief fragments from

RESEARCH AUTOMATION SOLUTIONS FOR THE CHAIN RETAIL MARKET

**as part of marketing strategy development
for SaaS**

THE FIRST HYPOTHESIS FRAGMENT

1. The nature of the market for a given product. Types of competition.



The market is formed around the main need - the need to control the shelf life of goods in self-service shops. Automation of the process is not widespread due to the lack of a large number of proposals to manage this process using IT-technology.

The market is characterised by low competition - at the moment, there are individual solutions, but the extent and coverage of market needs have not yet been studied.

As a substitute for the product, we can consider a solution that is used to control the shelf life of goods now - it is manual record-keeping or other non-systematic

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KEY TO SUCCESSFUL RESEARCH -

is to understand what you want
to learn and how it will help you
in the future.



RESEARCH PLAN

1. Volume, growth rate, trends, challenges (focus on automation problems, detailed focus on the market problem that the customer's startup is solving).

2. Market players and their segmentation.

Include available info on turnover, number of outlets, staff, space, and retail categories.

3.Chain retail automation – trends, challenges, peculiarities – for each of the previously defined retail segments.

The focus of the study is on the use of automated solutions for the problem the startup is solving. Include available information on the specifics of automation for different segments.



RESEARCH PLAN

4. Use of **SaaS solutions in chain retail**. Dynamics, trends, challenges.

5. Other technological **trends in retail automation**. Using AI tools to solve the problem the startup is solving.

6. **Conclusions**: identification of threats, limitations to market entry, opportunities to capitalize on trends, features of focus segments and recommendations for entering them.



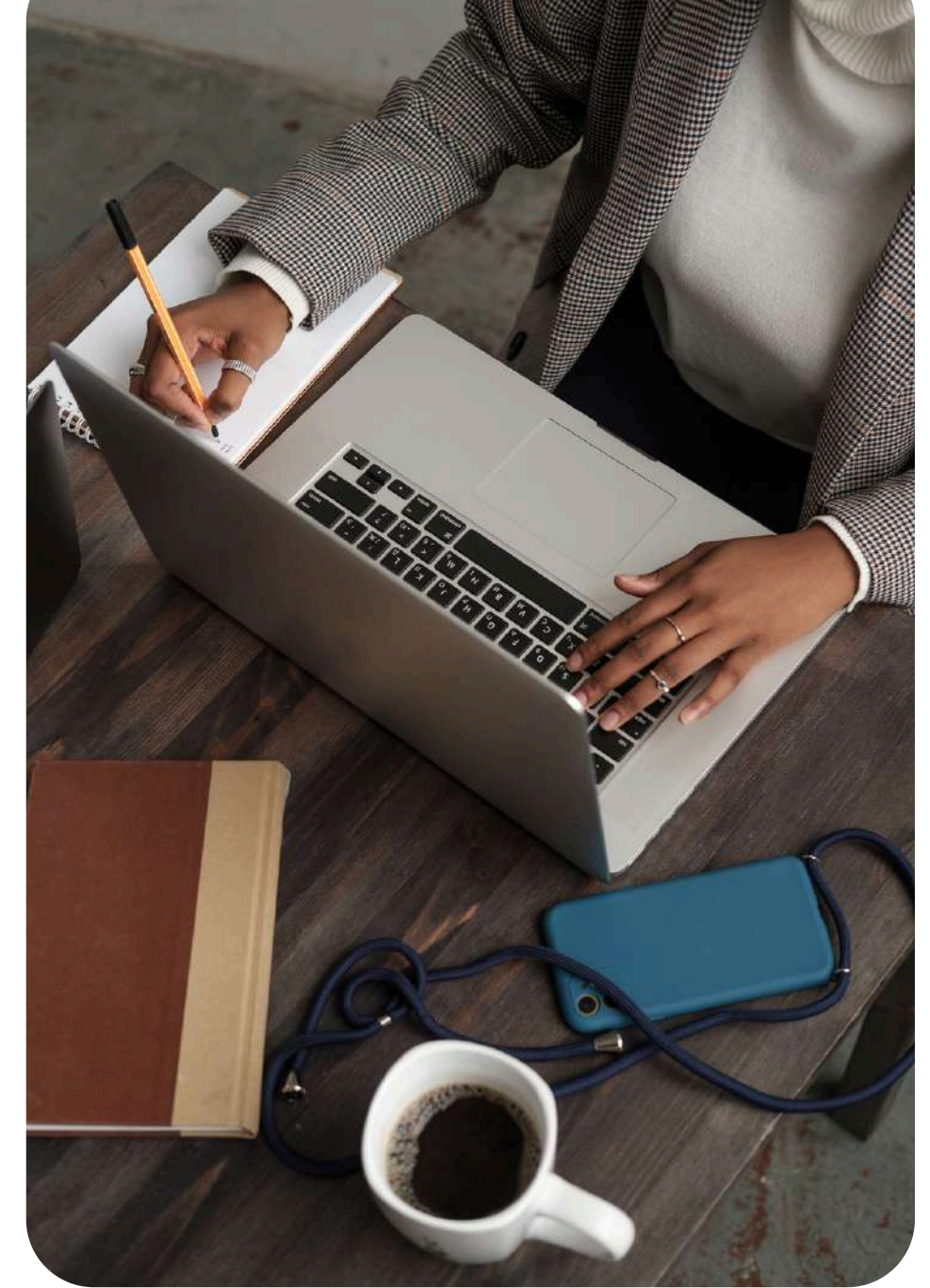
SELECTING COMPETITORS IS KEY TO GETTING THE DETAILS RIGHT

Initially, **18 companies** appeared to be direct competitors, but detailed analysis narrowed the list to the most relevant solutions.

Filtering Criteria:

- Limited functionality, lack of a comprehensive approach.
- Manual data entry requirement, low automation.
- Focus on related tasks (e.g., supply chain optimization instead of shelf life control).
- Dependence on specific equipment, limiting universal application.

As a result, **4 companies** with the most accurate and efficient solutions are highlighted.

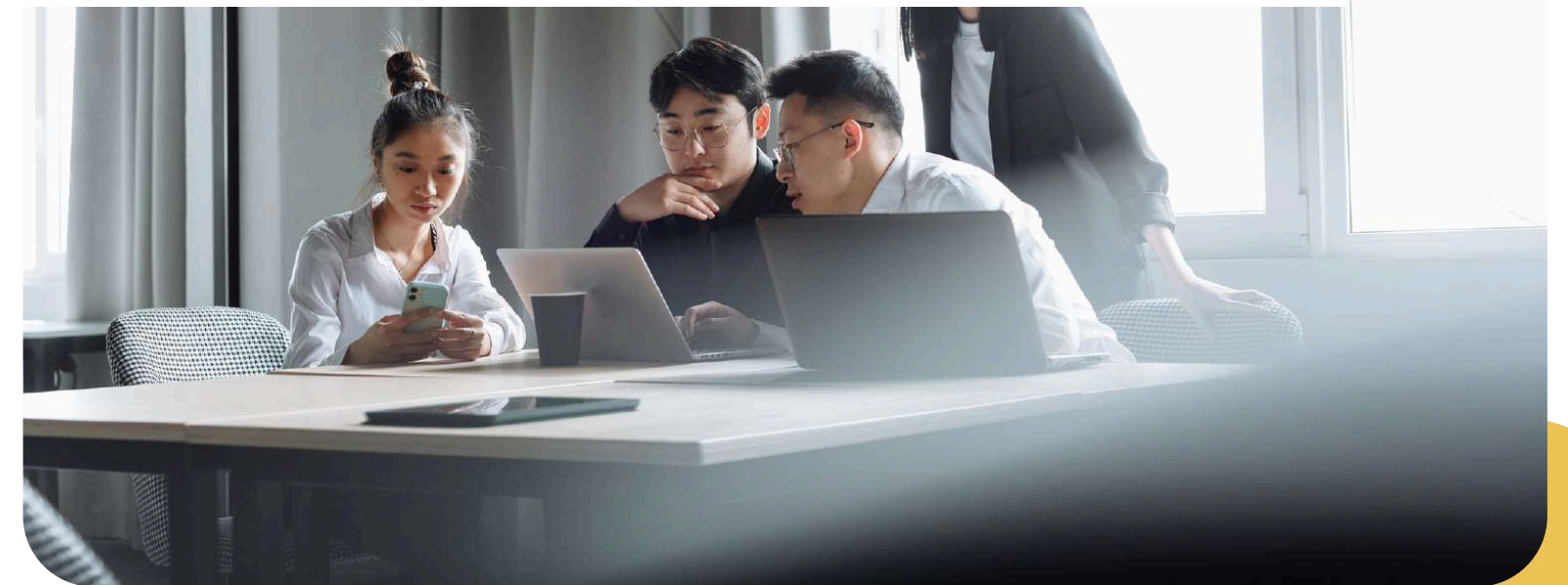


BRIEF EXCERPTS FROM RESEARCH

4. Market Description

- Annual sales in the food retail industry in 2021 are estimated at \$880.3 billion .
 - There are 63,348 supermarkets and grocery stores in the United States .[data as of March 2023].
 - Food retail sales have more than tripled since 1992 and now total \$7.44 trillion .
 - The average American family spends \$101 a week and \$438 a month on groceries.
- <https://www.zippia.com/advice/us-food-retail-industry-statistics/>

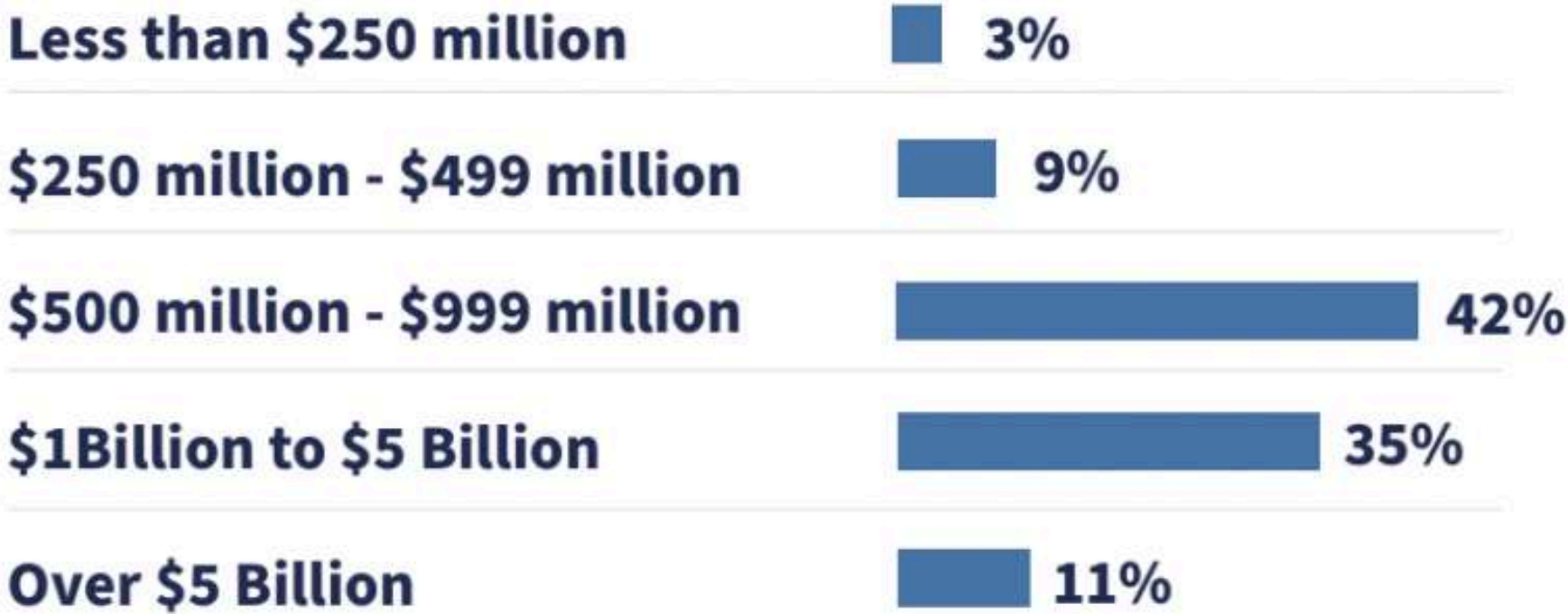
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BRIEF EXCERPTS FROM RESEARCH...

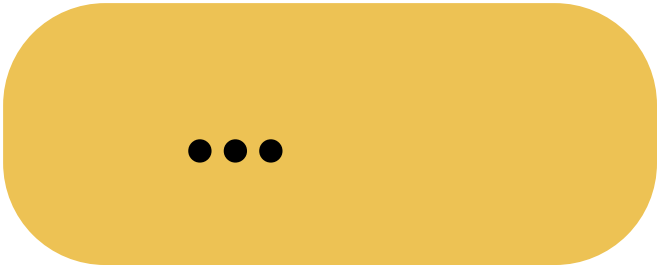
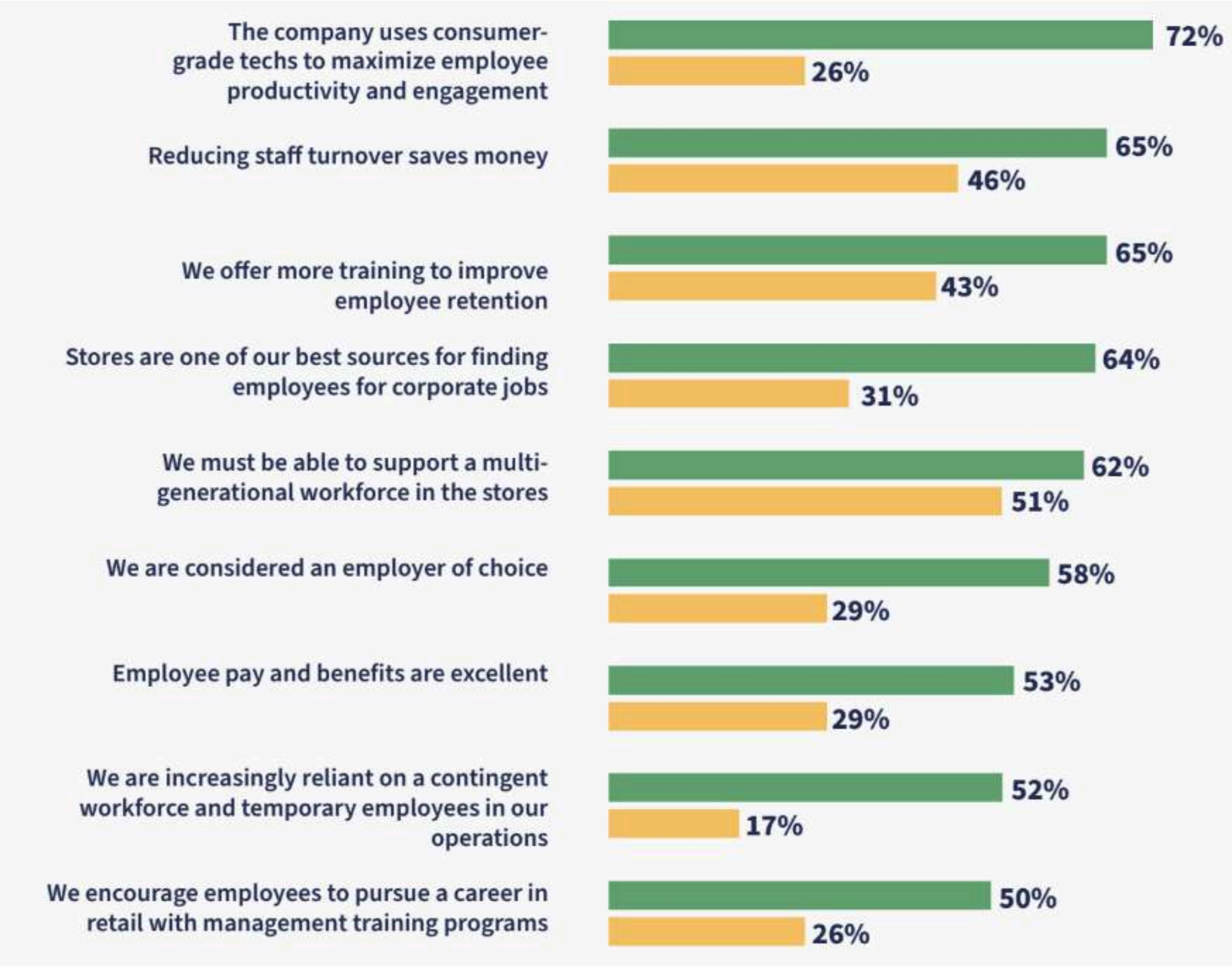


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BRIEF EXCERPTS FROM RESEARCH



BRIEF EXCERPTS FROM RESEARCH...

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	Pains	Product Value	Benefits	Focus in positioning
Competitor 1	food waste (inefficiency of manual markdown = losses)	Dynamic markdown	Maximum sales of expired goods	Link to analytical tools
Competitor 2	! Difficulty in tracking expiration dates = losses	Intelligent markdown based on data	Turning losses into gains - a demonstration in figures	"More than a platform. We're a partner."
Competitor 3	<i>no focus on the pain.</i>	Quick start and easy to use	Zero perishables and time savings	<u>Time saving</u> , easy to use
Competitor 4	<i>no focus on the pain.</i>	dynamic pricing, digital architecture	From effective price management to staff optimization	Digital evolution, the future of retail

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BRIEF EXCERPTS FROM RESEARCH...

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An end-to-end store operations platform that synchronizes Fresh, Center, eCommerce and DSD solutions to simplify retail operations, make them smarter and more connected.
(SIMPLIFIED, SMARTER, CONNECTED).

The expiration date monitoring app is accessible via Apple and Android mobile device, any web browser device.

The functionality of shelf life monitoring is described in 2 product areas:

- For merchandising, Inventory Optimization is "Inventory and Waste Management."

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Outcomes and recommendations:

1. **Hypothesis regarding the popularity of shelf life control solutions**

point solutions are not becoming widespread, retailers prefer systems that combine functionality that helps in related retail automation processes - forecasting, ordering, analytics module, customer relations module, etc. The following facts can testify in favor of this information:

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KEY POINTS



- The study revealed many substitutes that were not considered at the initial stage.
- A detailed study of functionality, competitive advantages and positioning features revealed significant threats. **Without the research, the client could have faced serious difficulties and, as a result, huge budget losses due to an incorrect go-to-market strategy.**
- The obtained data allowed differentiating on the market and finalizing the MVP functionality and implementing the right go-to-market strategy.
- **As a result, within 3 months, the first pilot project was received in the target market.**