



POP TO SHOP



We're here to help!

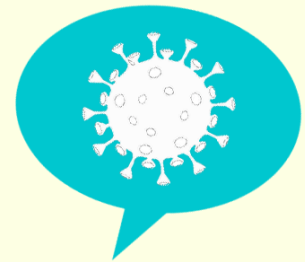
SUPPORTING LOCAL SHOPS TRANSITION
THROUGH CHALLENGING TIMES.

PopToShop.co.uk

An initiative by HM-D , Sharing Vision , and Fx-Health



CORONAVIRUS



The pandemic made an immediate impact on UK retail and has rapidly changed consumers' purchasing habits. The change is multi-directional and in a state of flux. Panic-buying caused demand to outstrip supply from supermarkets and online delivery. Consumers flocked to the high street, putting pressure on local shops to fulfil unprecedented numbers of telephone & email orders, payments & deliveries. This has been somewhat eased by volunteers taking on numerous roles, but organising these new systems has required a sudden reaction, putting stress and pressure on store owners and staff.

Consideration must be given to the pressure faced by consumers, who can no longer access the food supplies in their habitual manner. Some have been able to adapt but many are finding interacting with multiple high street shops to be cumbersome and problematic.

FORECAST

Sickness rates are predicted to rise in coming weeks, meaning the availability of volunteers and staff will reduce, and limit the ability to deliver food and staff local shops. Meanwhile supermarkets and online retailers are reacting & adapting to regain the high-volume of sales currently experienced by independent shops. It is important to introduce measures to ensure the high street can meet current demand and remain competitive in the longer-term.

Our solution introduces a centralised system allowing consumers to access local shops as they would online supermarkets. The focus must be on service, quality, convenience & variety. With our strategy in place we anticipate local shops will increase their market share and meet the changing needs of local communities.



MY NEW CUSTOMERS

Your current customers are likely to fall into these categories:

- Those who previously only shopped locally.
- Those who previously combined shopping at supermarkets and local shops.
- Those who previously shopped in-person exclusively at supermarkets.

All three categories now either rely heavily or solely on local shops. When panic-buying started most people tried opening an online supermarket account only to find no slots available, and hence are now buying more from local shops. Those who previously shopped online from supermarkets are likely to still be doing so.

AND WHY THEY'LL GO

Supermarkets are positioning to gain & retain customers by supplying greater demand, and fulfilling quick-order pick-ups & contactless deliveries, as required by social distancing and self-isolation practices. Due to economies of scale supermarkets will provide these services with greater efficiency and at lower cost than local shops can (when volunteer numbers diminish).

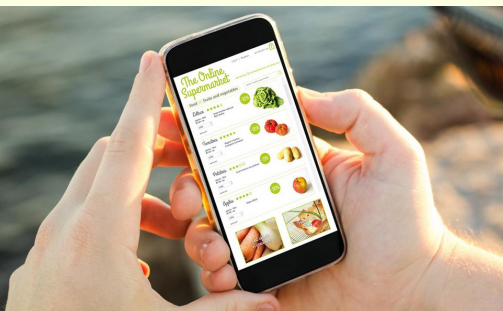
Once supermarket slots become available to your current customers, they will begin shopping online to benefit from a more convenient and stress-free shopping experience.

Your current customers have to place orders with several shops individually to meet all of their needs. This involves repetitive calls, emails, picking-up from some shops and waiting for deliveries from others. Some shops require payment in advance, others retrospectively & some require it in-person.

Orders are being miscommunicated, items are being substituted or mis-packed, or are unavailable but still being charged. Such situations warrant a refund, credit agreement or re-order for a later date. This process is time-consuming & stressful for all.



SOCIETAL IMPACT



Disasters accelerate cultural change, so what can we expect?

- Social distancing & self isolation measures are predicted to last months.
- Placing orders, self-pickup & receiving contactless deliveries will be the norm.
- Supply will meet demand as supermarkets position to increase online shopping.
- Consumers will order from shops offering best convenience, simplicity & price.
- Many habits formed during Coronavirus will largely continue post-Coronavirus.

Coronavirus will accelerate remote-ordering & online shopping to be a cultural norm. If this causes spending habits to permanently change supermarkets could scale down large physical stores, saving operating costs to compete even further on price. If the disparity between supermarket prices and local shops intensifies, supermarkets could then increase the number of smaller express & convenience stores to dominate what remains of the high street. It will be difficult for local shops to compete and will have effectively lost out to supermarkets twice in the span of one generation.





OUR SOLUTION

LEARN FROM THE PAST, EVOLVE FOR THE FUTURE.

Pop To Shop enables local shops to compete with supermarkets and online retailers, helping you to manage current demand and remain competitive in the future.

We have brought the power of the supermarket & online retailers to the high street by centralising a number of common processes, namely over-the-phone & online orders, payments, delivery, and customer service (filtering customer-enquiries).

Centralising & streamlining these processes alone increases productivity, relieves workload, reduces costs, and a seamless customer experience increases your profits.

SYSTEM FLOW

A customer places an order from local shops via the Pop To Shop website, app, or via our call centre.

The order is relayed to the shops and to the delivery driver, who picks up the order and delivers it to the customer's door.

The system tracks your inventory. If you've run out of a product the customer will be offered an alternative as they make their order.





OUR SERVICE

PACKED WITH GOODNESS

Pop to Shop will be released in May 2020, enabling local shops to maintain new-found popularity and heightened levels of trade while reducing workload. We're here to help local shops come together right now, to once again become the thriving focal point of Britain's economic and cultural landscape.

FOR ME & MY STAFF

- Easy-to-use system & automated stress-free end-to-end processes.
- Track and manage your inventory.
- Multiple customers' orders and payments automatically processed.
- Automatically notifies delivery drivers to collect within set time-windows.
- Daily next-day delivery cut-off time.
- Customer pickup-time self-scheduler.
- Centralised system manages orders made online, by phone, & in-person.
- Centralised customer service filters calls & forwards to shop if required.
- Significant time and costs savings.
- Reach a wider customer base.
- Have an advantage over supermarkets & online delivery services.
- Increased efficiency reduces carbon footprint & environmental impact.

FOR MY CUSTOMERS

- Browse the products of local shops online or in a printed catalogue.
- Seamless shopping from multiple local shops made in a single purchase.
- Purchases from multiple shops received in a single delivery.
- Notified of product availability and can select substitution preferences.
- Miscommunication is reduced.
- Message or call individual shops to enquire about products and services.
- Personalised service synonymous with the high street is maintained.
- Wider choice of local produce than supermarkets can provide.
- Weekly shop accomplished without supplementing from supermarkets.
- Rewarded for shopping local.
- Convenient & ethical.





TIME TO SHINE

UNPACKING MORE FEATURES

Pop To Shop will launch with some great features, but there's more to come:

- Connect your accounting system.
- Integrate your in-store P.O.S. and enjoy complete inventory tracking.
- Integrated reordering & restocking system.
- Prevent households bulk-buying.
- Create promotions & award customers loyalty points.
- Access to online supplier management system.

FAQs

Can I place an order on a customer's behalf?

Directing customers to the app, website or centralised call centre will save you time, but yes you can still take their order through the system.

How will customers find my shop on the platform?

Pop To Shop is designed to promote shopping within a close proximity to the consumer's location. Shops appear to users based on a delivery radius.

Can customers still call my shop directly?

Your community is important to you. Our customer service team filter & field basic enquiries but will connect you to the call if there's a more specialised question.

Will the platform promote my shop's unique identity?

Variety is the spice of life. It is in our interest to preserve your unique brand and empower what makes you different. This is what brings value to the platform.

Can customers make a purchase in-store for delivery?

Yes. If customers are conducting their weekly shop in person, they may need to buy more than they can carry. Allowing them to order from each shop facilitates this.



REQUIREMENTS



DO YOU QUALIFY?

We're here to support local shops

In order to join Pop To Shop, you must meet the following criteria:

- Have a physical shop open to customers during your published opening hours.*
- Be a reputable business that is held in high regard.
- Offer quality produce and good customer service.
- Place the Pop To Shop sticker (provided) in your shop window, or visible at the till.
- Provide a link to the Pop To Shop app or website on your own website.

*During Coronavirus this requirement is waived.

FEES

THE SCARY BIT.

If you meet the above requirements there are no subscription fees to pay. Instead you will only be charged a transaction fee per order. This is comparable and at a competitive rate to your existing payment gateway or POS system.

If you don't make money, neither do we!

You do not need to pay delivery drivers. We charge a delivery fee to the customer which covers the delivery cost. If a customer selects self-pickup there are no delivery fees for them to pay.



ETHICS

PROFIT FOR PURPOSE

Our team comprises of individuals from varied backgrounds, united by a passion to do good things.

We were working on a system to revitalise the Great British high street when the current pandemic began and started making its way towards the UK. We adapted our service to work within the particular conditions and restrictions of the present moment, and future-proof our strategy for a post-pandemic world.

By combining talent and resources we provide the appropriate planning & rapid deployment of systems, software, people-power and logistics. Our team responds well to change, and is agile in its ability to adapt to uncertain circumstances.

The focus of our system remains the same – to empower local shops and their customer base, and support them through turbulent times. We may never return to the way things were, but we will instead transition to a “new normal”.

Our system, strategy and integrated processes will help make this transition. We understand the USP of many independent & family run businesses. We understand what it is to have a traditional high street shop. We understand the pride that individuals have in their businesses. We understand quality, variety, choice, and doing things right.

We want your business to remain unique and continue to thrive. By centralising processes we can all benefit from economies of scale, and hence make significant time, cost & environmental savings. We can adapt with the changing times.





OUR TEAM



**NEIL
HALL-MCLEAN**

Business & strategy deployment manager

Neil has extensive experience working within diverse sectors, specialising in operations, change, transformation and business consultancy. He likes to sing & play the guitar.



**LEO
DE WATTS**

Strategy & marketing planner

Leo holds a BSc in Technology & Management, and an MA in Terrorism & Security. He is an experienced strategist and contingency planner. He also appreciates dad-jokes and puns.



**MICHEL
DE JONG**

Technology innovation & food retail specialist

Michel studied Physics at University College Utrecht. He has a wealth of experience in advanced processes and food delivery systems. Michel enjoys adventure sports & playing squash.



**SOPHIE
FOX**

Nutritionist, health & behaviour adviser

Sophie has a BSc in Psychology and an MA in Applied Sport & Exercise Nutrition. She is an experienced senior project coordinator & standards assessor. She loves watching #GBBO