

A new retail concept designed to combat the online shopping trend

[Business](#), [Marketing](#)



1. SITUATION

Online retail has been on the rise for the past years. This has reduced traffic in shopping mall and another retail centre. This has been the trend in the past year as has more consumers are comfortable with online shopping. This is mainly due to incentives offered such as free shipping and special values. This brings into the question of what will happen when more sales shift to online.

2. DISCUSSION

The HDCs need to up their game to motivate the consumer to come and shop from their stores rather than at the comfort of their computers in their homes. For HDC to be competitive and compete effectively with online stores they have developed a strategic framework. This entails being attractive with new digital look, a mix of stores, having promotion events, offer competitive prices, safe environment, exceptional customer service and partnership with other service providers such as local banks. Some of these measures can greatly combat the online retail shift.