



CFA provides information about our industry's vulnerable business issues. The current issue's importance is part of CFA's continuing effort to assist our members.

April 2020

THOUGHTS ABOUT THE FUTURE

"Future Customer Behavior"

From: Mark Burstein, President, NGC Software

"The question is how and when to reopen non-essential businesses in the wake of COVID-19. Reopening non-essential retail stores in a "big bang" model is a recipe for disaster. Instead, the process of reopening retail must be methodical, organized and gradual. One way to do this is "shopping by appointment." It's a familiar concept, and it could be the key to helping non-essential retailers manage customer traffic once they reopen.

Consumers make appointments all the time: restaurant reservations, doctor visits and hair appointments are just a few examples. Why can't retailers start scheduling shopping appointments via their apps and websites? This would permit a limited number of customers to enter the store on a set schedule while preventing long lines and overcrowding the at the store entrance.

This would be much safer and far more efficient than what we currently see at grocers and other essential retailers. The principles of social distancing have been introduced at many locations, but it's extremely burdensome for shoppers.

As stores begin to open again, we will likely see a surge of pent-up shopping demand, especially since fashion retailers will rely heavily on promotions to attract consumers and reduce inventory. There must be a mechanism in place to prevent large crowds from gathering outside the stores for a 'black Friday' type of surge. "Shopping by Appointment" might be a way to mitigate this risk.

<https://www.linkedin.com/feed/update/urn:li:activity:6654405615047200768/>

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The CFA was formed to facilitate these service and we are grateful to the many members and non-members alike who have stepped up in support of the country's population in dire stress.

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