



The times are a'changing

ROCKHAMPTON CHRISTMAS 2017



- IF WE DO BUSINESS **TODAY**
- THE WAY WE DID BUSINESS **YESTERDAY**
- WE'LL BE OUT OF BUSINESS **TOMORROW**



Volvo Trucks **CUTS** Production Time
By

94%

& Costs with Stratasy's
3D Printing Systems



NO PEOPLE underground.



3 HOUR DELIVERY TIMES:

Hi-Tech DISTRIBUTION CENTRES





THAT'S SO **YESTERDAY**

- Credit Cards
- Keys
- Passwords
- Passports
- 'Computers'
- Traditional paperwork (blockchain)
- Television Remote Controls
- USBs and CDs

TODAY....



Our changing
WORLD



The changing
CONSUMER



The changing
MARKETS



THE **FIVE** FOR
THE **FUTURE**

IT'S A HUNGRIER **WORLD**

DEVELOPING WORLD:


- 1billion people from poverty to middle class.
- New middle class will increase calories from 2940 k/cal (2015) to 3050 k/cal (2030)
- Larger jumps for transitional diets, then onto niche products

DEVELOPED WORLD:

- 1st world is aging: 20% of population of 65 by 2020
- 1st world now expecting a 'healthier' lifestyle
- 1st world is increasingly moralistic – in differing ways

CHANGING **FAMILIES**

CHANGING **CONSUMERS**

- 
- Convenience and Customized: R2E, R2C
 - Fresh is (sometimes) best: Substitutes emerging.
 - Technology rules: Temperature controlled, Origin, Nut Allergies
 - Clicks and Bricks: Global vs Local; all family members online
 - 'Different' living: healthy eating, different food, halal etc., 'date nights'

A CHANGING MARKETPLACE

- New entrants: Aldi, Costco, Alibaba, Amazon
- New formats: virtual supermarkets, pop-ups.
- Compete with export: facing reduced supply
- Battle for hearts and minds, but very traditional
- Squeezing suppliers and supply chains
- Hi Tech D.C.s with 'zero tolerance'

SO WHAT DOES IT MEAN FOR **SMES?**

- Demand and consumer expectations are changing. Dramatically.
- Retailing, globally, is changing shape. Dramatically.
- Channels to market are changing and expanding. Radically.
- Technology, global expertise, new market expertise is needed. Urgently.
- Businesses need to be *flexible* and *adaptive*.
- Business need to be 'digital age'

THE FIVE OF THE **FUTURE**



GET **MARKET
FOCUSED**



GET
BRANDED



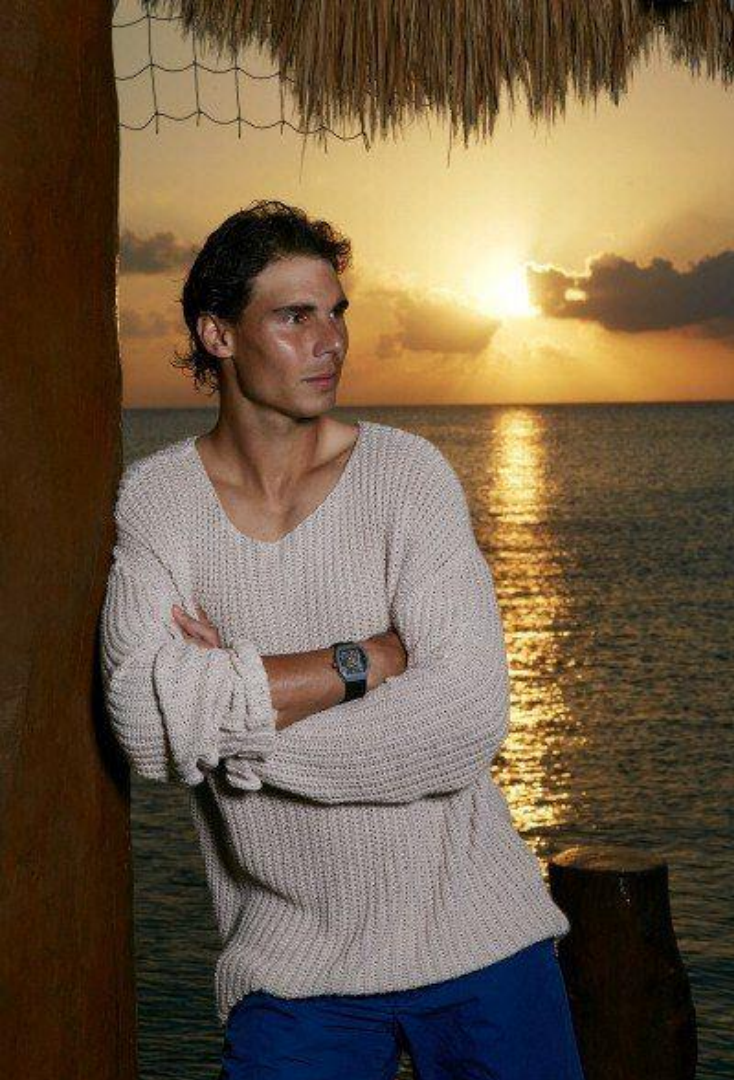
GET
FLEXIBLE



GET
CONNECTED



GET IT
RIGHT.



Work hard.

Learn.

then **REST HARD!**

PRESENTER

AMAZING TITLE HERE



James Scotland

Facilitator.
Educator.
Presenter.

0437 490 110

james.scotland@aigroup.com.au



MERRY CHRISTMAS

HAPPY **NEW YEAR**

