RetRail

NEW TRENDS IN RETAIL COMMERCE

At the beginning of the project the partners agreed on conducting extensive research on the new trends in retail commerce. After months of hard work, the project consortium finalized and elaborated a Guide on the new trends in retail commerce. It is specifically aimed at executives and owners of retail shops and informs them on the latest technological methods, tools in the field of retail, as well as on how to select the most suitable ones according to their business' needs.

The RetRail partners know that researching on the Internet about a certain subject can prove a chaotic experience due to the vast amount of information that is available, not to mention the concerns of both falling into inaccuracies and missing out on important details. They also know that in order to be of help to the SME owners they need to present the information in a simple, yet attractive way.

That is why the Guide includes many real-life examples of businesses already applying these new trends and a special chapter dedicated to help small business implement these trends on their own by reminding them what to keep in mind.

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RetRail Learning course…

Following the completion and translation of the Guide, comes the elaboration of the learning materials. Each module will focus in detail about one of the trends presented in the Guide. The topics are as follows:

- **Social commerce-Shopping Experiences on a Social Media Platform;**
- **Influencer Marketing;**
- **Online Stores in Offline Spaces;**
- **AR-Powered Shopping Experiences;**
- **Ethical and Values-Based Brands on the Rise;**
- **Same-Day (or Faster) Delivery;**
- **Increased Use of Chatbots;**
- **Data Science-Based Personal Interaction;**
- **Pop up Stores;**
- **Customer Experience Onsite.**

The Guide can be found on the RetRail's website!

You can stay updated on the news of the RetRail project on our Facebook page: https://www.facebook.com/RetRail.project
Website: https://retrail.eu/

Stay tuned to find out first about the amazing updates regarding the project's outcomes!

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