

The Unexpected Ways Supermarkets Are Expanding: YRC Insights

Supermarket owners face sameness, rising competition & complexity. YRC experts share overlooked tactics to drive growth & expansion in this communiqué.

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Homogeneity of value propositions, similarities in layout and servicescape, rising cross-channel competition and operational complexities have necessitated today's supermarket business owners to look for innovative and unconventional solutions for sustenance and scale. In this communiqué, the team of

[\[Redacted\]](#) experts of retail and eCommerce consulting firm - YourRetailCoach (YRC) highlights a few undermined tactics for achieving supermarket growth and expansion.

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Empowering Retail & E-commerce businesses worldwide.”

Nikhil Agarwal

Small-format stores are miniature versions of large-scale supermarkets located strategically within urban city limits. The objective is to provide easy access and a quick and convenient shopping facility to customers. Small-format store development allows supermarkets to penetrate dense urban localities where a full-sledged store is not

feasible.

Going one step further are express stores. As the name suggests, express stores are meant for ultra-fast and grab-and-go shopping. Smaller than small-format stores, express stores tend to be found in high-traffic spots and busy streets.

Micro-fulfilment centres or stores are intended for processing and fulfilling online orders. Many



supermarkets open dark outlets across different parts of a city specifically to fulfil online orders. This allows them to expand their service network within a city without opening full-fledged stores everywhere.

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Pop-up stores are fleeting retail spaces. By design, these stores come into existence for a limited window of time and then wrap up. They are intended to generate instant interest and purchasing that does not involve 'too much thinking'. Pop-up stores are relevant to retail supermarket brands in a more fundamental way. It is a solution to test new markets and offerings. For example, a supermarket store from Area A of a city could open pop-up stores in Area X, Y, and Z for brand recognition and for people from those localities to try out the brand and its offerings. One of the biggest hurdles here is that area-wise business associations may oppose the idea of a business entity from another area trying to enter their market zones.

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The element of experience has gained a lot of traction among supermarket brands in recent years. Many retailers are going beyond conventional ideas and trying out the latest and innovative solutions and concepts for supermarket [00000000 00000000000 \(00\) 000000000000](#).

On the top of the list is supermarket digital transformation. The use of advanced retail shopping and checkout technologies like AI-powered smart carts, mobile scan-and-go, self-checkout kiosks, and "just walk out" technology. Electronic Shelf Labels (ESLs), Interactive Kiosks, and Augmented Reality (AR) are not only useful solutions but also help attract customers by offering them novelty in their shopping experiences.

Incorporating in-store cafes and organising workshops also help resonate more strongly in local markets and deliver a more engaging and immersive experience to customers.

Supermarket staff training is another critical area to focus on for improving customer experience in supermarkets.

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Often undermined, merchandising fresh produce and perishables like fruits, vegetables, eggs, milk, curd, bread, and yoghurt helps boost brand perception in the eyes of customers. With

more than 10 years of experience in [Retail Business Consulting](#), YRC underscores the need for supermarket chains to acknowledge that like groceries, fresh produce and perishables also constitute daily needs of customers. Having these products in the assortment mix enhances the scope of fulfilling more of customers' needs under one roof. In other words, it enhances the value proposition of a supermarket. Due to management and operational complexities, many supermarkets tend to confine themselves to their own convenience rather than the convenience of their customer segments.

Supermarket business transformation is not an overnight or even an over-a-month phenomenon. Speaking of innovation, it involves a lot of trials and experiments instead of waiting for that one big move.

To converse directly with a supermarket growth strategy consultant, and Get advise for Retail Business Consulting : <https://www.yourretailcoach.in/contact/>

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