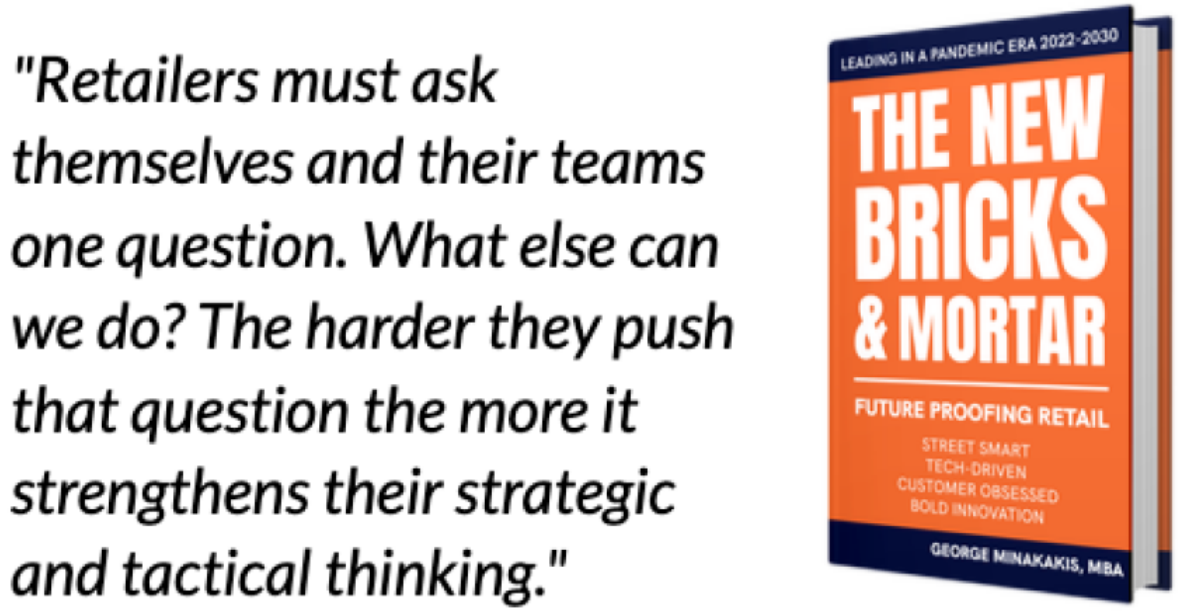
How Many More Obstacles to Recovery Can Consumer Facing Businesses Endure?

Supply chains, inflation, consumer apprehension over the virus, worker shortages must correct themselves. Otherwise, all the efforts businesses went through to survive the pandemic are at risk!



Ontario, Toronto, Oct 29, 2021 (Issuewire.com) - As businesses typically ramp up for the holidays, retailers hold out hopes for a recovery that appears to be more distant than immediate. The short-term challenge is to stay in business. Retailers have limited options after combating business closures and health restrictions. Only to be compounded today by supply chains, inflation, consumer apprehension over variants, and pandemic shopping behaviors that are sticking. George Minakakis takes a fresh look at the retail world with his boots-on-the-ground operational leadership of retail chains.

The New Bricks & Mortar Future Proofing Retail is required reading for business owners, founders, and executives. It provides an objective world view of the challenges retailers will face from 2022 to 2030. The author looks at the four pillars that will allow retailers to future-proof their businesses for the long term. Starting with getting back to grassroots retailing which he calls **"Street Smart."** Brand development that is **"Technology-Driven,"** building a robust **"Customer Obsessed"** culture, and investing in **"Bold Innovation."**

"52% of business executives worry about the pandemic continuing, couple that with the likes of supply chains and inflation and we are near a level 3 risk management. Which means potentially threatening and damaging outcomes to businesses. Retailers must ask themselves and their teams one question. What else they can do? The harder they push that question the more it strengthens their strategic and tactical thinking. It matters because retailing is a measure of economic health. Retailers must rebuild their volumes to pre-pandemic levels, or the risks spread to others, such as commercial property owners, financial institutions, and workers," says Minakakis.

George Minakakis leads advisory firm Inception Retail Group. He was a former Luxottica executive having led four retail chains as a Country General Manager in Canada. And as CEO for China, responsible for the international expansion of over 200 locations. This is George's third book, he is frequently interviewed by the media, and is a podcast co-host for The Business of Retail.

The New Bricks & Mortar, Future Proofing Retail available at Amazon and other participating booksellers. The book is offered as an e-book, paperback, and hardcover. For more information on the book and or insights on the industry with George, Contact Heidi Luke at Email: media@nextstrategycommunication.com.

Media Contact

Inception Retail Group Inc.

h.Luke@nextstrategycommunication.com

4168053271

PO BOX 373

Source : George Minakakis, Inception Retail Group Inc.

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