

# Are you ready for Amazon?

1 DAY PROGRAM



Amazon has launched physical retail operations in Australia.

This is probably the biggest event retail has seen in twenty years. It's up there with the take-over of Coles by Wesfarmers and the entry of foreign retailers generally. I know what you're thinking:

- I'm already at full stretch handling today's trading challenges.
- I feel swamped by all the opinions out there about Amazon.
- It's OK. My business will hardly be affected.
- I'm so sick of hearing about Amazon!

Just in case there's any doubt, read the next line carefully. Very carefully.

Almost every retailer will be affected. It's not a matter of 'if'. It's a question of how much and when.

## Why should I attend?

What happens if I don't prepare for the age of Amazon?

From my experience, you'll fall into one of three groups in the way you respond. You'll be passive and do nothing. Or you'll react by diving into lots of activity but with a poor strategic focus. Or you'll create a considered strategy to protect your business from the threats and embrace the opportunities.

Unfortunately, most retailers fall into either the first or second group, accelerating the risk of:

- **FALLING** into a 'death spiral' of declining sales
- **WITNESSING** the most profitable parts of your range come under attack
- **MISSING** the opportunity to capitalise on Amazon's arrival

How ready are you prepared to be?

A little help is on its way.

Are you ready for Amazon? is a focused and strategic one-day workshop to help you prepare for the changes that will transform Australian retail.

MELBOURNE CBD

Tuesday, 7 August 2018

SYDNEY CBD

Thursday, 9 August 2018

Book online at  
[jonathanreeve.com.au](http://jonathanreeve.com.au)

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# Are you ready for Amazon?

## Course content

### Amazon

- ✓ Amazon's story and strategy
- ✓ Amazon's approach to new markets
- ✓ The Fulfilment by Amazon opportunity

### Strategy models and tools

- ✓ Assess how disruption and Amazon will affect your company
- ✓ Assess your company's strengths, relative to Amazon
- ✓ Assess where to focus, defend, exit, or partner
- ✓ Worked examples of the tools, using a sample retail sector
- ✓ Exercises to begin to develop your own response to Amazon

### Case studies

- ✓ Retailer responses to Amazon
- ✓ Fulfilment by Amazon
- ✓ The changing role of brands

### Group learning

- ✓ Discussion groups to give you ideas and motivation from other participants

## Program Format



Participant preparation:  
one hour of pre-reading and  
a short preparatory quiz



Workshop – 1 day:  
9am-5pm (registration from  
8.30am)



Take-away workbook and  
chance to call Jonathan  
with follow-up questions

**EARLY BIRD OFFER**

Expires July 24

	FULL PRICE	EARLY BIRD
1 DAY	\$800	\$700

### About Jonathan Reeve

The workshop is facilitated by Jonathan Reeve, who specialises in helping Australian businesses master the art of e-commerce fulfilment.

With more than 15 years' experience working on the frontier of retail innovations, Jonathan draws on the latest thinking and weaves in practical learning from case studies to look at your customers and business models in new ways.

Jonathan also consults on retail strategy and e-commerce fulfilment, and recently published "Retail's Last Mile", a book that explores the disruption of traditional retail by online shopping.

