

THE **METAIL** ECONOMY

***RELATING TO THE
CHANGING CONSUMER
TO INCREASE SALES***

ME

ME

ME

ME

ME

ME

ME

ME

ME

ME



ME

ME

ME

JOEL BINES

Global Retail Expert, Board Member, Strategic Advisor and Author of *The Metail Economy: 6 Strategies for Transforming Your Business to Thrive in the Me-Centric Consumer Revolution*



1700s

Craftsmen, cobblers, and merchants
determine product and price



1950s

Suburban
malls rise



1990s

Internet retail
pioneers launch



1800s

Birth of the
catalog



1960s

Big-box stores
proliferate





2010

Instagram launches



2015

Customer submitted reviews and photos become prominent



2019

Same-day delivery dominates



2023

Instagram, Facebook, YouTube, and TikTok support creators



2012

BOPIS launches



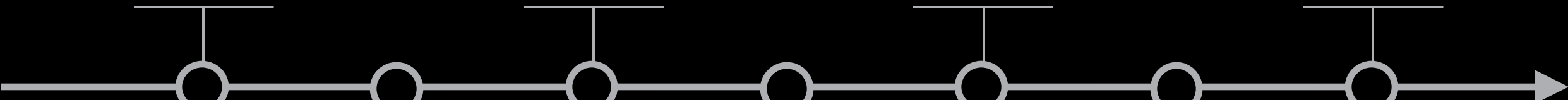
2017

TikTok launches



2020

Curbside and omni fulfillment expands





**THE POWER
HAS FOREVER SHIFTED
FROM RETAILERS
TO CONSUMERS**

**LIVE IN A
ME-CENTRIC
WORLD**

**ARE
QUANTUM**

**HAVE
INFORMATION
AND ACCESS**

**POSSESS
BOTH
AGENCY AND
POWER**

**RETAILERS MUST
CULTIVATE THEIR
RELATIONSHIPS WITH ME's
THROUGH THE SIX Cs**

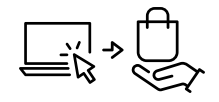
**THE SIX Cs
RECIPE BOOK**



COMMUNITY



COST



CONVENIENCE



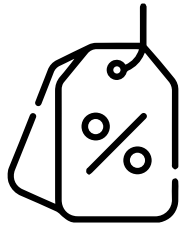
CURATION



**CATEGORY
EXPERTISE**



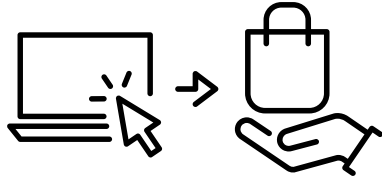
CUSTOMIZATION



COST

GIVE ME A STEAL

- Cost means cost
- Never look at your Me's as cheap, no matter their income level
- Cost isn't enough to make it in *Metail*



CONVENIENCE

MAKE IT EASY FOR **ME**

- Convenient for the customer
- Think creatively
- Can be mutually beneficial for you and your Me's



CATEGORY EXPERTISE

SHOW **ME WHAT YOU KNOW**

- Mastery is critical
- Invest in your people
- Have it or know where to find it



CUSTOMIZATION

THAT MADE-FOR-ME FEELING

- Customization does not have to mean bespoke
- Manufacturing and technology have caught up
- Choice = $N+1$



CURATION

THAT CHOSEN-FOR-ME FEELING

- You can't fake it, and technology can't replace it
- Never cut corners
- Difficult to scale



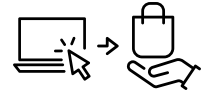
COMMUNITY

MAKE **ME** FEEL WELCOME

- It's about more than what you sell
- Me's must feel part of something bigger
- Difficult to create, easy to destroy



COST



CONVENIENCE



COMMUNITY



**CATEGORY
EXPERTISE**



CURATION

THE SIX Cs RECIPE BOOK



CUSTOMIZATION

SPORTING GOODS IS FERTILE GROUND FOR METAIL THINKING

- ✓ **RESALE:** Second Swing, Sideline Swap, Play It Again
- ✓ **PRE-PROFESSIONAL SPORTS:** NILs, Youth Sports
- ✓ **NEW/NICHE SPORTS:** Cricket, Cornhole, Folf
- ✓ **FANTASY SPORTS:** MY team vs. my Team

THE WALL STREET JOURNAL.



“When you said satisfaction guaranteed,
I thought you meant mine.”