BOXPARK
THE FUTURE OF RETAIL
ROGER WADE
- CEO BOXPARK

@BOXPARK
BOXPARK
SHOREDITCH
2014

NOT SOME RUN-OF-THE-MALL SHOPPING CENTRE. IT'S A LIVING, FERTILE COMMUNITY PACKED WITH TALENT, INNOVATION AND ATTITUDE THAT PUTS CREATIVITY AND FASHION BACK WHERE THEY BELONG: ON THE STREET.
HOME TO MORE THAN FIFTY CAREFULLY CHosen FASHION, ARTS AND LIFESTYLE BRANDS. BOXPARk IS A RETAIL REVOLUTION – THE WORLD’S FIRST POP-UP MALL
DEAD MAN WALKING
RETAIL IS ENTERTAINMENT
VIDEO KILLED THE...
MULTICLANNEL
MULTICHANNEL WORLD

COLLECT & ORDER

MORE WAYS TO SHOP

CLICK & ORDER COLLECT IN STORE

MOBILE ONLINE IN STORE
CUSTOMER TYPES

A SINGLE VIEW
How to link customer data across different shopping channels
NO STOCK
I USED TO BE INDECISIVE ...
NOW I'M NOT SURE.
MOBILE PHONE
BOXPARK
SHOREDITCH
FREE WIFI
FACEBOOK AND TWITTER
BOXPARK, THE WORLD’S FIRST POP UP MALL, PLANS TO LAUNCH A REVOLUTIONARY DIGITAL CONCEPT IN JANUARY 2014 AND BECOME A CASHLESS MALL.

BOXPARK MARKET PLACE WILL ALLOW CONSUMERS TO BUY OR SHARE ITEMS IN STORE, ONLINE AND ON THEIR MOBILE. THE NEW PLATFORM WILL FEATURE A SCAN TO SHOP OR SHARE APP, ALLOWING CUSTOMERS TO SCAN PRODUCTS INSTORE, ADD THEM TO A SHOPPING BASKET OR SHARE. IT WILL ALSO FEATURE A FULLY INTEGRATED IPAD POS SYSTEM, LINKED TO A TRANSACTIONAL E-COMMERCE PLATFORM.

ROGER WADE, CEO BOXPARK SAYS,

“BOXPARK MARKET PLACE IS A REVOLUTIONARY CONCEPT. MULTICHANNEL SOLUTIONS HAVE BEEN ROLLED OUT ON THE HIGH STREET, BUT UNTIL NOW SMALL INDEPENDENT RETAILERS HAVE BEEN UNABLE TO OFFER COSTLY MULTICHANNEL SOLUTIONS. BOXPARK MARKET PLACE ALLOWS SMALL INDEPENDENTS TO HAVE A SOPHISTICATED MULTICHANNEL SOLUTION WITH LITTLE OR NO SET UP COSTS. THEY JUST NEED AN IPAD OR TABLET AND THEY ARE UP AND RUNNING.”

TO PROMOTE THE SCHEME, BOXPARK IS OFFERING A 20% COMMISSION ONLY FEE STRUCTURE.

THIS INCLUDES:

• BOXPARK SHOREDITCH 300 SQ FT STORE
• INCLUDING £25K SHOPFIT
• ECOMMERCE STORE ON BOXPARK MARKET PLACE
• POS SYSTEM
• CONSUMER APP WITH SCAN TO SHARE OR BUY
• 100K DIGITAL DATABASE
• EVENT SPACE

TO ENQUIRE ABOUT BOXPARK MARKET PLACE CONTACT: AGE@BOXPARK.CO.UK

FOR FURTHER PRESS DETAILS AND INFORMATION CONTACT: KATE@CANOEINC.COM

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BOXPARK LESSONS

- CURATION
- RETAIL IS ENTERTAINMENT
- INDEPENDENTS V NATIONALS
- EMBRACE TECHNOLOGY
- FREE WIFI
- MARKETPLACE
- LOCAL
THANK YOU

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