



Gerard Keohane

Director

Thank you.

I WOULD LIKE TO START WITH A THANK YOU!



IF YOU WANT TO GO FAST, GO ALONE. IF YOU WANT TO GO FAR, GO TOGETHER.
African proverb

StudioForty9

**We're on a
mission to
transform
Irish ecommerce.**



“

**We have done so much
already...**

***Where is this new growth
to come from?***

SCORE: 15 YEARS



CATALOGUE
LEVEL
COMPLETE!



The era of the internet →

The era of the catalogue →

Era of the Customer

WELCOME TO A NEW ERA

You already do this instore...

**You just to need to
bring it Online**

DOUBLING DOWN ON WHAT YOU ALREADY DO... JUST ONLINE

Stockroom

≠

Shop

**Why should this
customer buy
from you instead
of anyone else?**

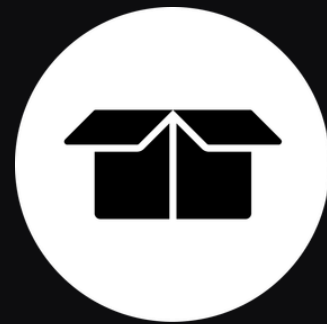


A proposition has three parts.



PEOPLE

**Who is the
customer?**



PRODUCT

**What solves
their need?**



PROOF OF VALUE

**Why buy
from us?**



STEMWARE

Search

Products

- ☐ Bares (1)
- ☐ Navox (3)
- ☐ Coonors (3)
- ☐ Eagats (1)

Filter

- ☐ Coupes
- ☐ Tumblers
- ☐ Tumblers
- ☐ Highballs



Elegant Stemware
Perfect for any occasion.
Price: €12.00



Elegant Wine Glass
Perfect for any occasion.
Price: €12.00



Martini Glass
Perfect for any occasion.
Price: €12.00



Sherry Glass
Perfect for any occasion.
Price: €12.00



Gin Copa
Perfect for any occasion.
Price: €12.00



Old-Fashioned Tumbler
Perfect for any occasion.
Price: €12.00



Tulip Champagne Flute
Perfect for any occasion.
Price: €12.00



Hand-Blown
Perfect for any occasion.
Price: €12.00



Elegant Decanter
Perfect for any occasion.
Price: €12.00



Stantled Tumblers
Perfect for any occasion.
Price: €12.00



Ice-cream-scoop style
Perfect for any occasion.
Price: €12.00



Double Wall
Insulated
Perfect for any occasion.
Price: €12.00

SAME RETAILER. SAME PRODUCT. DIFFERENT PROPOSITION

“

I love data.

But I love people more.



Supplements



Skincare



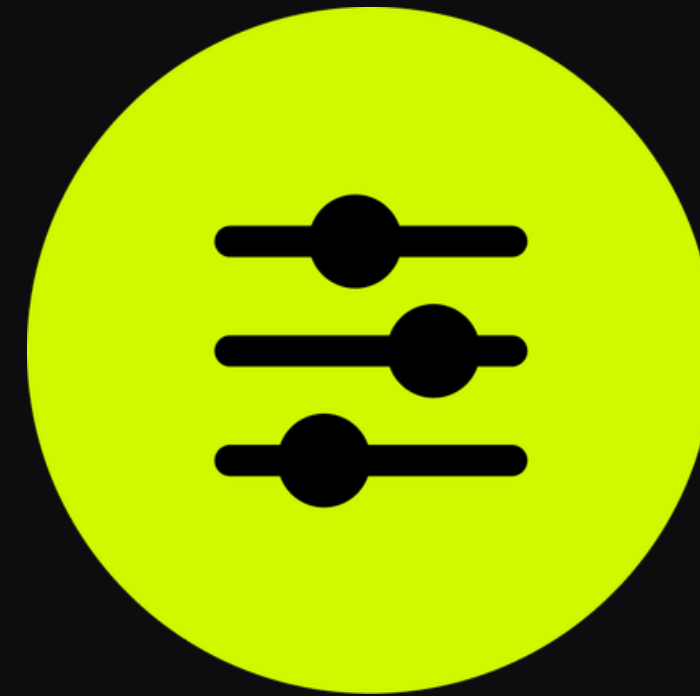
Food & Drink

One website. Three Customers.

Same products.
Two different buy behaviours.



Automation



Easy Control

**“
If Mary has it, why
would you buy from
Amazon?”**

Loyalty: the mechanic & the glue.

The mechanic measures what the glue creates.



THE MECHANIC

Points. Tiers. Repeat purchase rate. LTV.



THE GLUE

The proposition.
The relationship. The reason to come back.

The numbers are real.

20 - 30%

Healthy repeat
purchase rate

5% → 95%

Retention increase →
profit increase

5 - 25×

Acquisition cost vs
retention cost



Glassware

Textiles

Local Craft

We've spent over a decade getting our catalogue right.

Now it's time to focus on our customer.

THE ERA OF THE CUSTOMER



Monday morning.

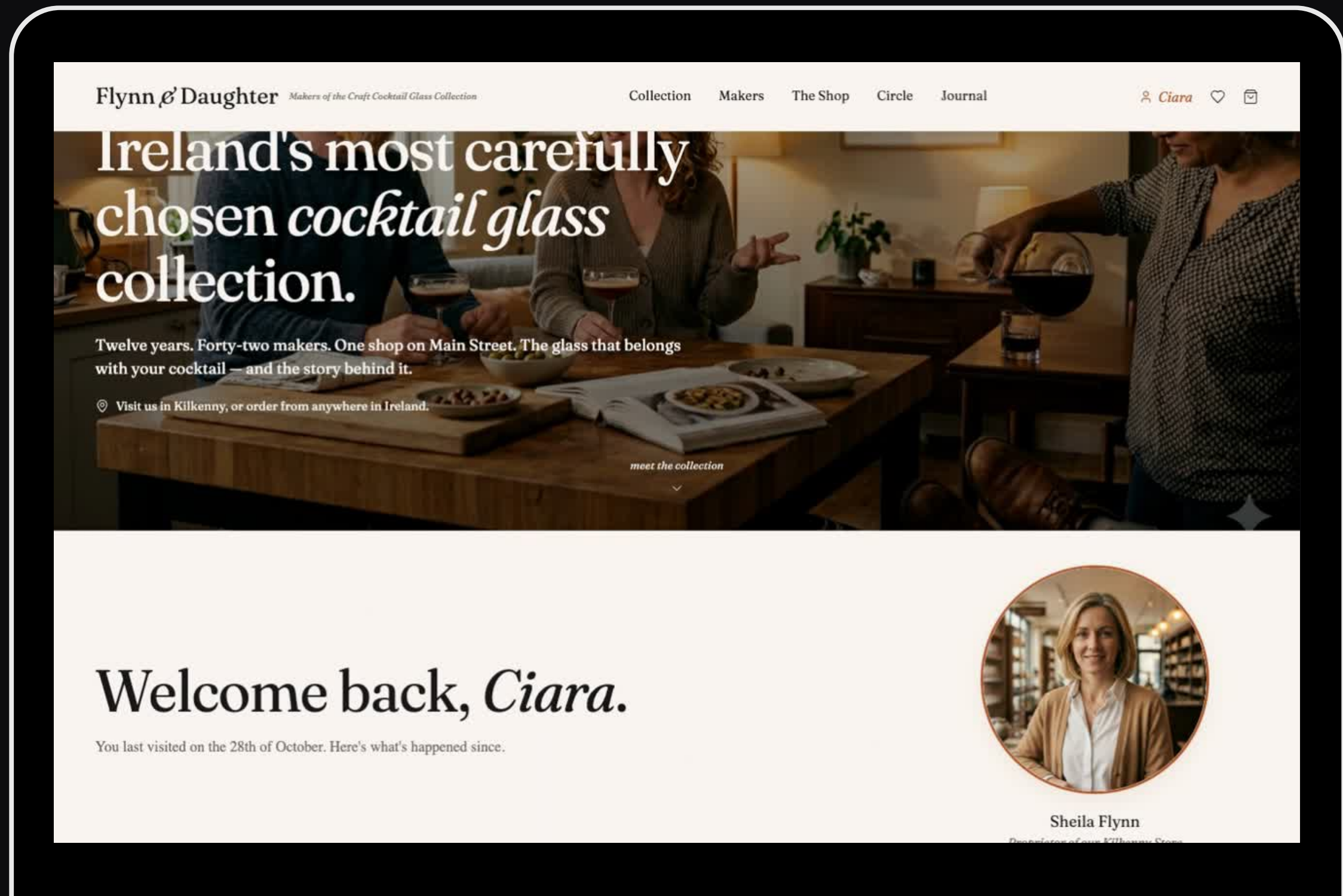
1. Start with one customer.
2. Check what she sees.
3. Ask her why.
4. Build the shopfloor.
5. Find her friends.
6. Send them there.
7. Follow up.

“

*If you cannot see your
proposition on your site,
neither can she.*

We have built
the stockroom.

Now it's time
to open the
shopfloor.



Thank you.

**We love
feedback**

