

HOL VAN MÁR AZ OKOS HŰTŐ?!



26.09.2017.

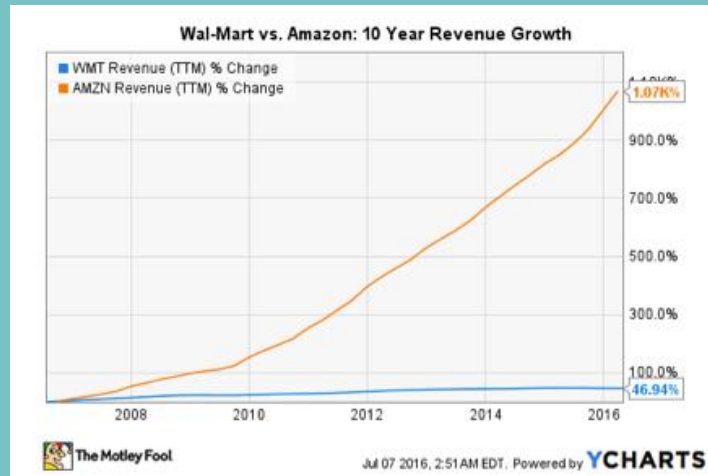
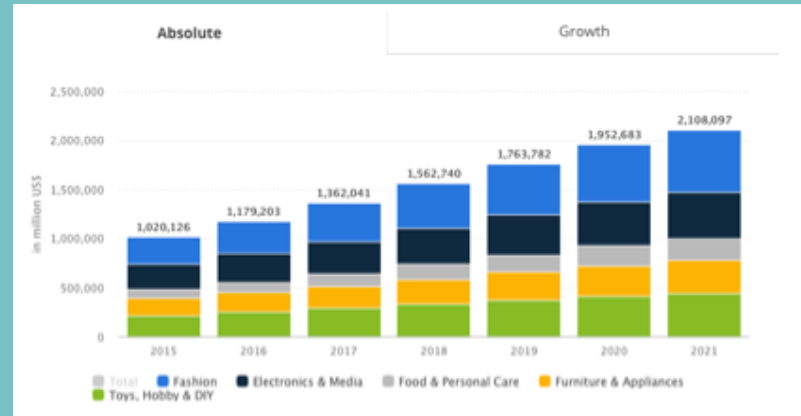
**WEBSHOP VAGY
KLASSZIK BOLT?
EZ ITT A KÉRDÉS.**

EZ ?!





GEN Z VS. GLOBAL TRENDEK





Televisions by Price

Under \$500
\$500 to \$999
\$1,000 to \$1,999
\$2,000 to \$2,999
\$3,000 and Above

Shop All

Why Buy from Amazon?

Free Shipping
Free Enhanced Delivery
Free 60-Day Tech Support
Installation Services
24-Month Special Financing

Show results for

Electronics
Television & Video
Analog-to-Digital (DTV)
Converters
AV Receivers & Amplifiers
Blu-ray Players & Recorders
DVD Players & Recorders
DVD-VCR Combos
HD DVD Players
Home Theater Systems
Projection Screens
Projectors
Satellite Television
Streaming Media Players
Television Accessories
Televisions
TV-DVD Combos
VCRs
Video Glasses

Featured Categories in Televisions & Video

TVs by Screen Size

32 Inches and Under
33 to 43 Inches
44 to 49 Inches
50 to 59 Inches
60 to 69 Inches
70 Inches and Up



TVs by Type

4K Ultra HD TVs
Smart TVs
LED & LCD TVs
OLED TVs
QLED/Quantum Dot TVs

Shop all



Projectors

Home Theater Projectors
Business & Education Projectors
Gaming Projectors
Portable Projectors
Projector Mounts
Projector Screens

Shop all



Home Audio

Home Theater Systems
Soundbars
Speakers
Receivers & Amplifiers
Premium Audio

Shop all



Blu-ray & DVD Players

4K Blu-ray Players
Streaming Blu-ray Players
3D Blu-ray Players
Portable Blu-ray Players
DVD Recorders

Shop all



Accessories

HDMI Cables
TV Wall Mounts
TV Stands & Furniture
Remote Controls
Power Protection
Antennas

Shop all



Featured deals in Televisions & Video Products



Massimo Dutti

EGYSZERŰSÉG VS. ÉLMÉNY

SmartCommerce Consulting

4

SC



MODERN VÁSÁRLÓ A DIGITÁLIS ÖKOSZISZTÉMÁBAN

**FMCG
FELROBBAN
VAGY
BEROBBAN?**



Online Grocery Sales Have Yet to Take Off in the U.S.

Top 10 markets with the highest e-commerce share of FMCG sales*

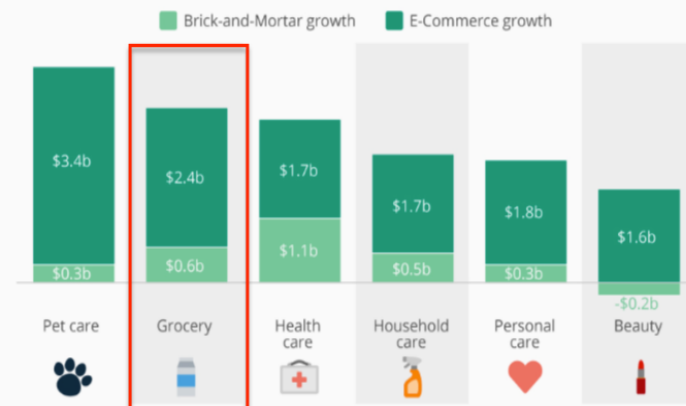


FMCG: Fast-moving consumer goods; figures for the 12 months period ending June 2016
Source: Kantar Worldpanel

statista

E-Commerce Drives FMCG Sales Growth in the U.S.

Absolute dollar sales growth for FMCG categories in the U.S. by channel*



* 52 weeks ending April 29, 2017 vs. the same period a year ago
Source: Nielsen

statista



amazon go



A PIAC MA MÉG KICSI, DE A JELEK BÍZTATÓAK



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TESCO

Auchan
Nagy választék kalandból

Príma

GRoby

abcOnline

PAGONY
KÖZÉRT.HU

ONLINE VÁSÁRLÓK: TÖBBET KÖLTENEK ÉS LOJÁLISABBAK

OKOS ESZKÖZRENDSZER





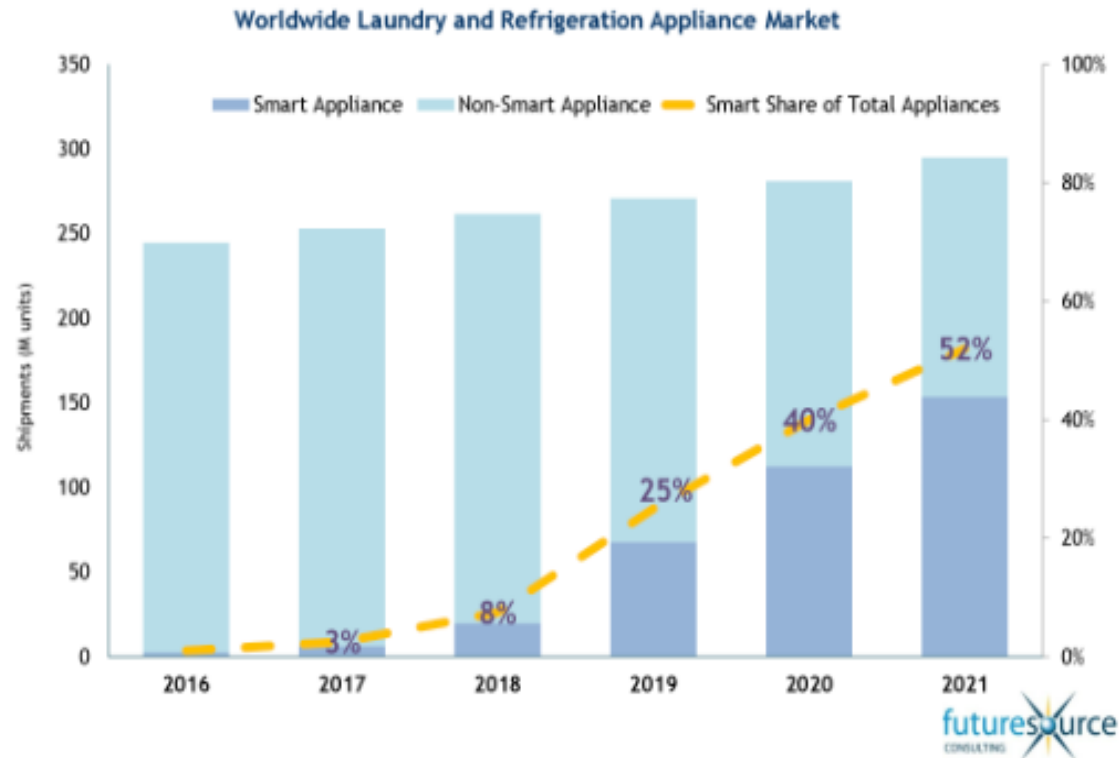
**NO LINES
NO CHECKOUT =
NO PROBLEM**



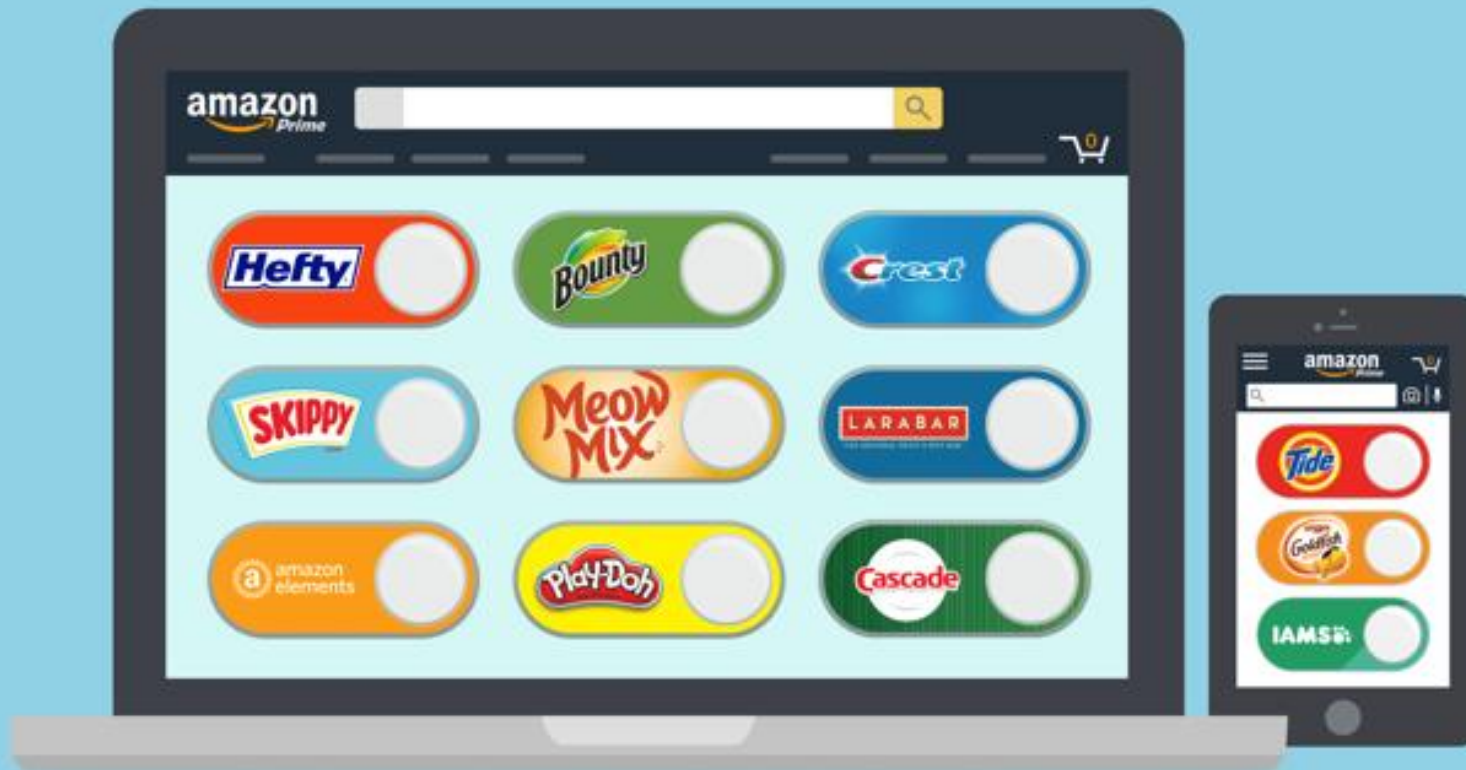
APA MOSDIK, ANYA FŐZ KATTINT



INDUSTRY WILL PUSH SMART APPLIANCES



AZ OKOS JÖVŐ JELEN



AMAZON DASH – GOMBOLKOZZ!



MATEK A PELENKÁBAN

JÓ, DE HONNAN JÖN A PÉNZ?!

Business to Business (B2B)

- Online marketplaces
- Catalogue sites

Business to Consumer (B2C)

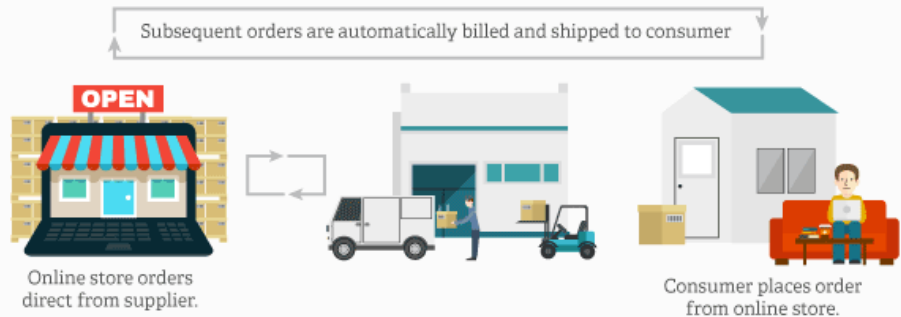
- Standard/direct retail
- Subscription ecommerce
- Social shopping
- Credit model

Consumer to Business (C2B)

Consumer to Consumer (C2C)

- Online marketplaces
- Crowdfunding
- Rental ecommerce

Subscription Ecommerce





- ✓ folyamatos bevétel
- ✓ checkout nélkül
- ✓ kiszámítható bevétel
- ✓ készlet kontroll



- ✓ kényelmes/automatikus
- ✓ megtakarítás
- ✓ felfedezés öröme bőség
zavara nélkül

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ÖKOSZISZTÉMÁBAN ÉL**

**2. A RENDSZERT OKOS ESZKÖZÖK
SZOLGÁLJÁK KI**

**3. AMI EHHEZ IDOMULÓ ÜZLETI
MODELLBŐL FENNTARTHATÓ**

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