



InternetRetailing – 2015 Forward Features List

Each subject will be covered across Online, In Store and Mobile in a number of features looking separately at the subject from the point of view of Strategy, Commercial & Selling, Operations & Logistics, IT & Systems, Product (i.e. merchandising, buying).

January - Around the world

While UK brands and retailers are setting out their shop fronts overseas, so others view the UK's mature online market. International brands are not the only ones looking to emerging markets which come with their own issues and domestic retailers. InternetRetailing takes a look around the world at the opportunities and challenges and what UK retailers can learn from best practice abroad.

March – The product

From designing and sourcing through to the end of the lifecycle, products have to be costed, merchandised, analysed, displayed, sold, paid for and delivered (and maybe returned). InternetRetailing goes on a journey through the product lifecycle in a cross-channel world. This issue will also include a preview of the InternetRetailing Expo.

May – The impact of other sectors

The challenges, opportunities, learnings and insight, impact on retailers and customers. Is D2C the death knell for intermediaries and affiliates?

July – Customer connection

The customer wants what they want, when and how they want it whether that's delivered behind the scenes through personalisation or by their own choice such as delivery option or how they are marketed to. InternetRetailing looks at all things personalised, customised, ranging, customer experience, interface, design, service, social, engagement and loyalty.

September – Cross-channel operations

The time for making do and bolting on systems has passed. InternetRetailing looks at best practice for cross-channel operations, logistics and IT and how leading retailers are putting together the jigsaw pieces for the bigger omnichannel picture.

November – Mobile

Mobile remains the glue that holds together the cross-channel retail environment but it's also a game changer for all areas of retail: from payments to multi-screen purchasing at home; location based innovations and engagement in the street and in store; data collection pre and post purchase; loyalty driver; and as a simple communications tool. InternetRetailing investigates the latest developments.