



InternetRetailing – 2014 Forward Features List

InternetRetailing magazine will focus on the following areas in 2014. Each subject will be covered across Online, In Store and Mobile in a number of features looking specifically at the subject from the point of view of Strategy, Commercial & Selling, Operations & Logistics, IT & Systems, Product (i.e. merchandising, buying).

January - Real Time

Retail continues to speed up with customers having instant access to transparent business, fully engaged at all times. InternetRetailing looks at the how the pace of change is shifting to match customers' desire for instant gratification, "I want it now", impulse purchases, instant digital downloads, managing site speed, order changing, stock visibility and redirecting, personalisation, instant offers and reacting to capture data or make the sale while the customer is at the point of spending money.

March - The Product

From designing and sourcing through to the end of the product lifecycle and waste management, recycling or reusing, the product has to be merchandised, predicted, analysed, costed, priced, improved, loved and connect with customers. InternetRetailing works through the lifecycle online from planning to happy customer and beyond.

May - Space & Place

Not only is the store undergoing a renaissance in the move to cross-channel retailing but high streets, shopping malls, shopping villages and town centres are all now feeling the benefit too. InternetRetailing takes a look inside and outside of the store at the challenges and innovations and why location, location, location still matters.

July - Customer Connection

Customer-centricity, customer-centred design, customer as master of the universe. Retail revolves around the customer but what do they think of retail and how are engagement, interfaces, staffing skills, service and experience changing in the UK and its expanding international retail proposition?

September – Underpinnings

IT, Logistics, Supply Chain and Operations form the foundations of retail enabling the business to deliver on the promises that marketers make. InternetRetailing looks at the challenges, best practice and innovations that are underpinning the retail industry.

November - The Untethered Customer

Mobile devices are taking over from desktop as the channel with growth in retail sales. Mobile means more than the simple device though enabling retail to be untethered from

location, offers and engagement to be in the customers' hands 24/7 and payment to move from checkout to check in.

Supplements

January	Customer Experience
March	Omni-Channel
May	International
July	Multichannel Payments
September	Supply Chain
November	Ecommerce Platforms