

Reinventing DIY & Home Improvement

How to remain relevant?

Brico Night, Milano, October 2nd 2024



Thierry Coeman

Each crisis generates new concerns & beliefs



Health



Climate



Migration



Geopolitics

A profound 360° DIY reflection



Society



Economy



Climate



Technology

The Essence of DIY



Psychological
dimension



Pedagogical
dimension

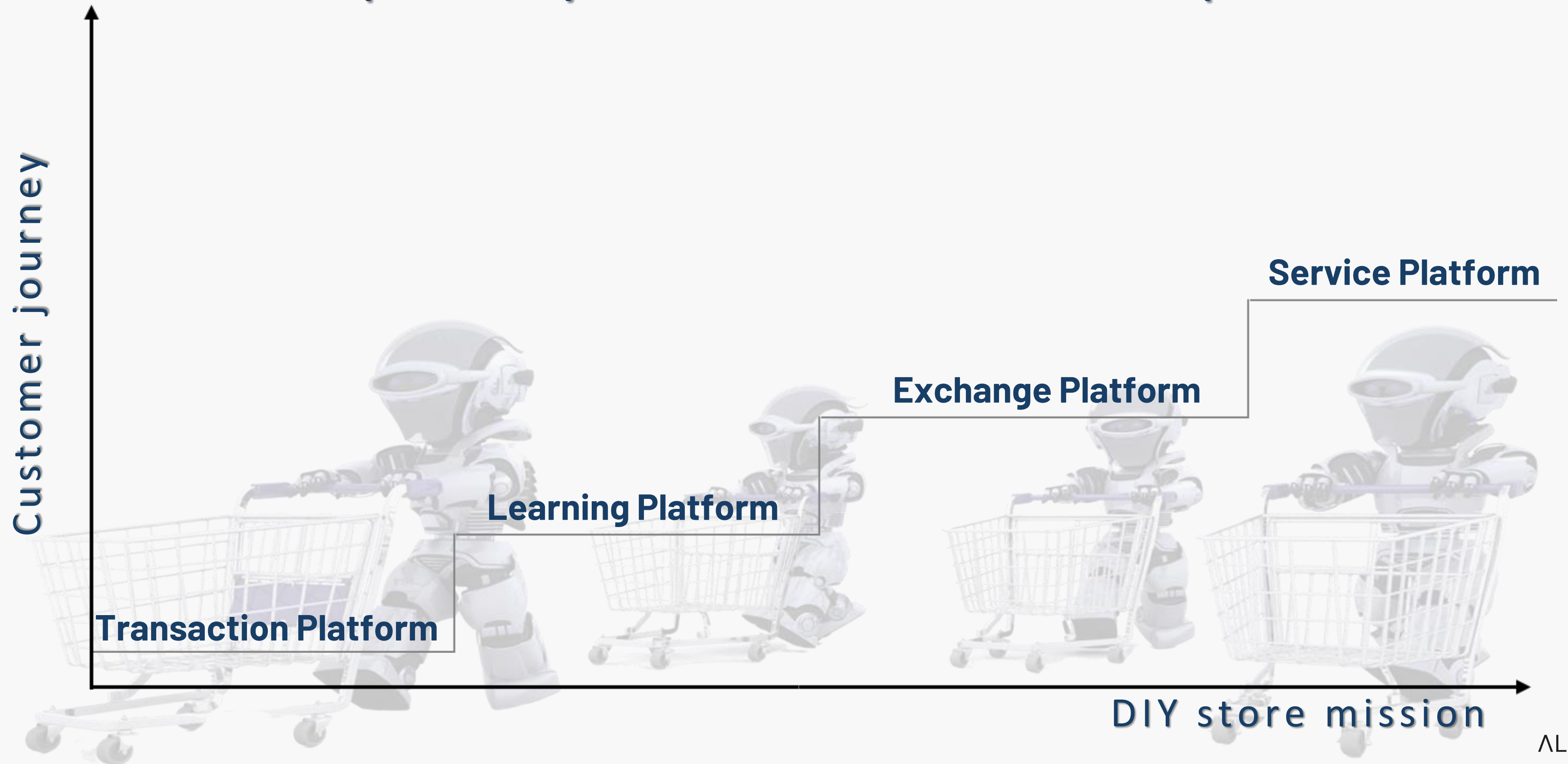


Social
dimension



Ethical
dimension

The pathway to that renewed DIY expectation



10 Corner Stones to reinvigorate the DIY Mission

Vision
Beyond
Mission

Instructive
Store
Dynamics

Expertise
&
Interaction

Focus
On Your
DNA

Benchmark:
Good - Better - Best

From Store
To
Community

Embrace
High
Tech

Facilitate
B.O.P.I.S

From Store
To
Home

Contribute
To
Sustainability

The 7 DIY Transitions

FROM

PHYSICAL RETAIL

PRODUCT RANGE

FOCUS ON TRANSACTION

MARKETING PROMOTION

STORE OPERATIONS

ADDED VALUE

DAILY BUSINESS



TO

HYBRIDE COMMERCE

INTERACTIVE PLATFORMS

FULL & EXTENDED SERVICE

COMMUNITY ENCOUNTERS

DNA IMPLICITY

ETHICAL VALUE

SELECTIVE PARTNERSHIP



Start With The End In Mind

SPREZZATURA



**Grazie di cuore per l'attenzione
E buona fortuna!**



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