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for the new store in sofia, sport 2000 has selected an international retail system based on a multi-brand concept. this is the first sport 2000 store to be equipped with the new sport 2000 mega store! with this store concept, the retailer is providing a one-stop shop with more than 2,400 products, from the sport 2000 brand portfolio. the sport 2000 mega store concept allows sport 2000 to offer their customers a wide range of products at a single location and to provide them with a unique shopping experience. customers can browse the assortment and select the products they want to buy in a shopping cart. they then can enter the store and have their items delivered to the cash desk. once the items have been paid for, customers can then pick up their items and leave the store. the mega trends are clearly visible in retail: the megatrend of globalization: the number of global mega retailers is expected to grow by 50 percent between 2017 and 2020. almost 60 percent of the mega retailers will be headquartered outside the united states. the megatrend of mobile retail: according to emarketer, by 2020, more than half of shoppers will use smartphones to make online purchases, and more than 80 percent of smartphone owners will access the internet via their devices. this means that the mobile shopping experience is a key to customer engagement and retention. the megatrend of omnichannel shopping: for the first time, there is a global convergence of online and offline channels. more than 50 percent of people will shop across multiple channels and expect a consistent shopping experience everywhere. the megatrend of the hybrid store: the mega stores are shifting from traditional stores to a hybrid mix of physical stores and mobile platforms. the megatrend of omni-branding: by 2020, a brand will need a mega website, mega apps, mega social media, mega shopping experiences and mega stores.

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the mega trends are also evident in retail: the megatrend of globalization: the number of global mega retailers is expected to grow by 50 percent between 2017 and 2020. almost 60 percent of the mega retailers will be headquartered outside the united states. the international market is gaining in importance for mega retailers. the megatrend of mobile retail: according to emarketer, by 2020, more than half of shoppers will use smartphones to make online purchases, and more than 80 percent of smartphone owners will access the internet via their devices. this means that the mobile shopping experience is a key to customer engagement and retention. the megatrend of omnichannel shopping: for the first time, there is a global convergence of online and offline channels. more than 50 percent of people will shop across multiple channels and expect a consistent shopping experience everywhere. the megatrend of the hybrid store: the mega stores are shifting from traditional stores to a hybrid mix of physical stores and mobile platforms. the megatrend of omni-branding: by 2020, a brand will need a mega website, mega apps, mega social media, mega shopping experiences and mega stores. the mega trends and mega expectations create a new competitive scenario. the players of the market are constantly changing. different players emerge and disappear, and new players enter the game. this leads to a continual change in players in the market. retailers have to be innovative in their business processes and their strategy. they have to adapt to change, and also

the change will influence their strategy and the way they perform. the game is changing. 5ec8ef588b