VISION STATEMENT

Based on the previous analyses it is stated that the most important factors for the future will be: sustainability (ecological and social), personal and social experience/authenticity and making use of available technology. Therefore the domain was defined as following: **a personal and conscious way of traditional shopping while making use of the existing technology in 2031.**

CLUSTERS AND CONCERNS

The different aspects of this domain and external analysis were investigated to find two relevant dimensions that could define typical shoppers that go to tiendas. This is the input for the graph shown below, where the axis are defined (in figure 18) with the following dimensions:

X-axis: Off the grid ◀ ▶ On the grid
Y-axis: Social focused (Personal) ◀ ▶ Product focused (practical)

The visual shows how there can be several types of shoppers defined within each cluster, which is a combination of the two chosen dimensions. These clusters serve to have a more concrete idea of different target customers. It's decided to choose the 'personal' type of shoppers, that are seen as loyal customers that really go to the tienda for their extra (personal) value. It could be an interesting opportunity for SG to satisfy their needs in the future. This groups is at the intersection of on-the-grid as well as of-the-grid, given that there will be more technology in 2031. Figure 17 shows how the intersection of these two 'groups' are envisioned, which unites the domain that was stated before, with the target customers that were chosen.
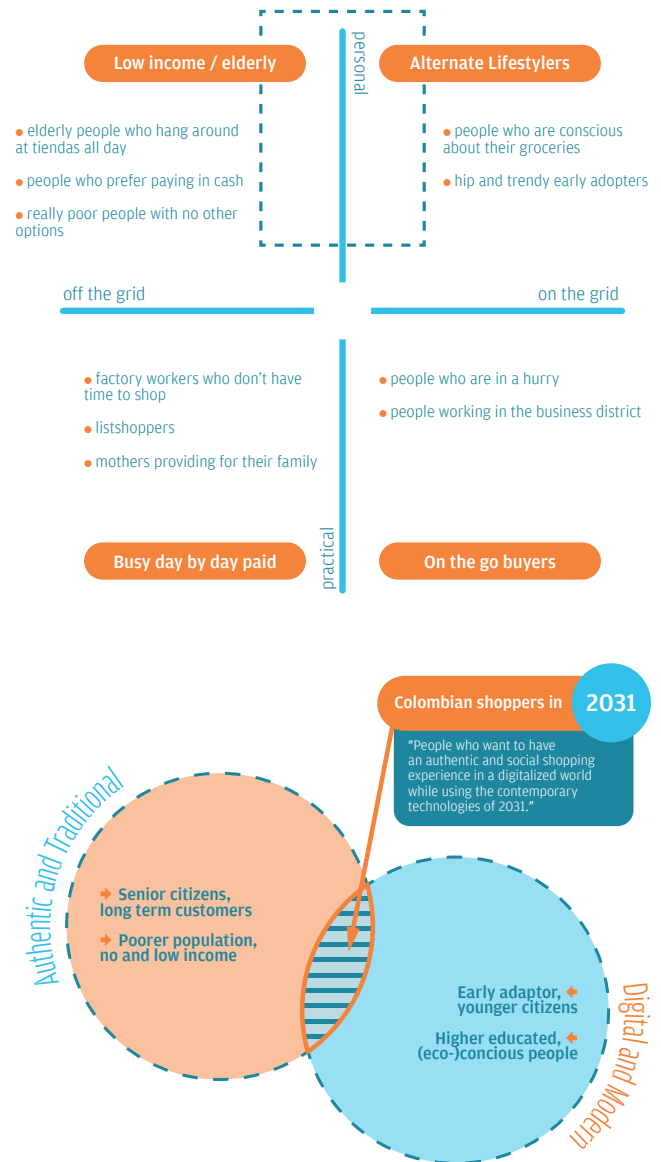

Figure 18   Clusters and Concerns for the Vision Statement

VISION STATEMENT FOR THE DIFFERENT USER

For each of the users, the shopper, the channel (the shop-owner, or the 'tendero') and the brand, vision statements were created. Each vision statement is accompanied with a persona (figures 19-21).

Shopper:
"SG wants to help the shoppers to have a convenient, authentic and social shopping experience, while using the facilities of contemporary technology, and to be more informed about the products they purchase."

Channel:
"SG wants to facilitate the use of contemporary technology for tenderos to meet their customer's needs, while maintaining and improving their competitive advantages."

Brand:
"SG wants to help the brands with their environmental and social responsibility, next to creating exposure by using contemporary technologies in tiendas."

"A task is not done untill it is done. I work hard to reach my personal goals and I am happy about the result"

Loves expensive sport cars

Lives in Panama City

Has a maid

Brand manager Coca Cola

Has international friends

Little time for family

Travels a lot for work

John - El Gringo
38 Years Old
High Income

Figure 19   Persona of the Brand

"I am a little bit concerned about in what world my child is growing up, with regards to the pollution and sustainability issues these days."

Lives in Cucuta

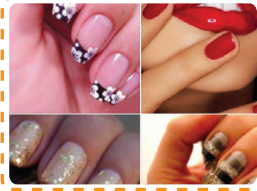**Likes to cook**

Works in a nailsalon

Has a son of 10 years old

Visits tiendas 3x a week

Likes to be around her family

Has a working husband

Maria Alejandra
32 Years Old
Low Income, estrata 2

Figure 20   Persona of the shopper

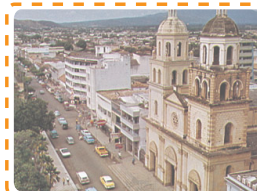*"It makes my day when I see a customer leave with a smile on his/her face."*

Lives in Cucuta

Married to Juan (59)

A former cleaning lady

Two Children (33 & 35)

Loves to care for other people

Owns a tienda (40m²)

Likes Colombian food

Doña Monica
55 Years Old
Low Income

Figure 21   Persona of the channel

RELATIONSHIPS BETWEEN USERS

The users all have different relationships with each other, in regards to the values shopping experience, technology and sustainability. These relationships are described and visualised in figure 22.

BRANDS - SHOPPERS
> Technology
Brands or brand managers are highly technologically advanced, as these parties are of higher income and often not from colombia, but executives placed in Latin America. As the shoppers experience the growth in technology around them, they will start using the contemporary technologies. Shoppers use smartphones and other tech in their daily life. This is how brands can relate and also target their shoppers, yet in the traditional Colombian tiendas, who are technologically lagging, there is no way of doing this yet.
> Sustainability (Ecological)
Large brands are forced to be more sustainable because of the growing environmental impact of their practices. This is something that shoppers see for themselves more and more in media, but also around them. The demand for the right ingredients, production and handling of their groceries is important now, and will keep being the case in the future. Brands will have to communicate and sometimes adapt their sustainable values and practices, so the shoppers are willing to keep being customers.
Communicating sustainability is currently growing, but not yet something implemented in the tiendas.

> Sustainability (Social)
Shoppers, specifically now in western countries, are demanding more 'social sustainability'. They are trending towards a sharing culture with platforms like Uber, AirBnB and Peerby, and are trying to keep traditional values intact. Multinationals are now also focussing on maintaining a harmonious equality in society. Social sustainability is something that is not consciously carried out by tenderos in tiendas at this moment.

**CHANNELS - SHOPPERS**
> Shopper experience
Tiendas have a specific traditional and authentic characteristic about them. These shops are rather small, have social and personal employees and are often very practical, yet disorganized. Shoppers come here for convenience, but also for a quick chat and shoppers often see the employees as friends or family. The relationship between the shopper and the tienda is very strong, but the Brand is currently not really visible in this shopping experience apart from the availability of their products. Keeping the authentic and social meeting place for these shoppers is something important in the vision statement.

SG IN THE MIDDLE
We think SG can serve as a bridge between all users (see figure 22) to strengthen or create the relationship between them. From the triangular relationship the direct relation between the brand and the tienda is currently lacking and SG can be the one to facilitate the brands to support the tiendas to innovate and keep their competitive advantage. This contributes to social sustainability and makes it possible for tiendas to become more digital, sustainable while maintaining their Unique Selling Points (UPS).

Technology
Social Sustainability
Ecological Sustainability

Shopping experience

Shopper
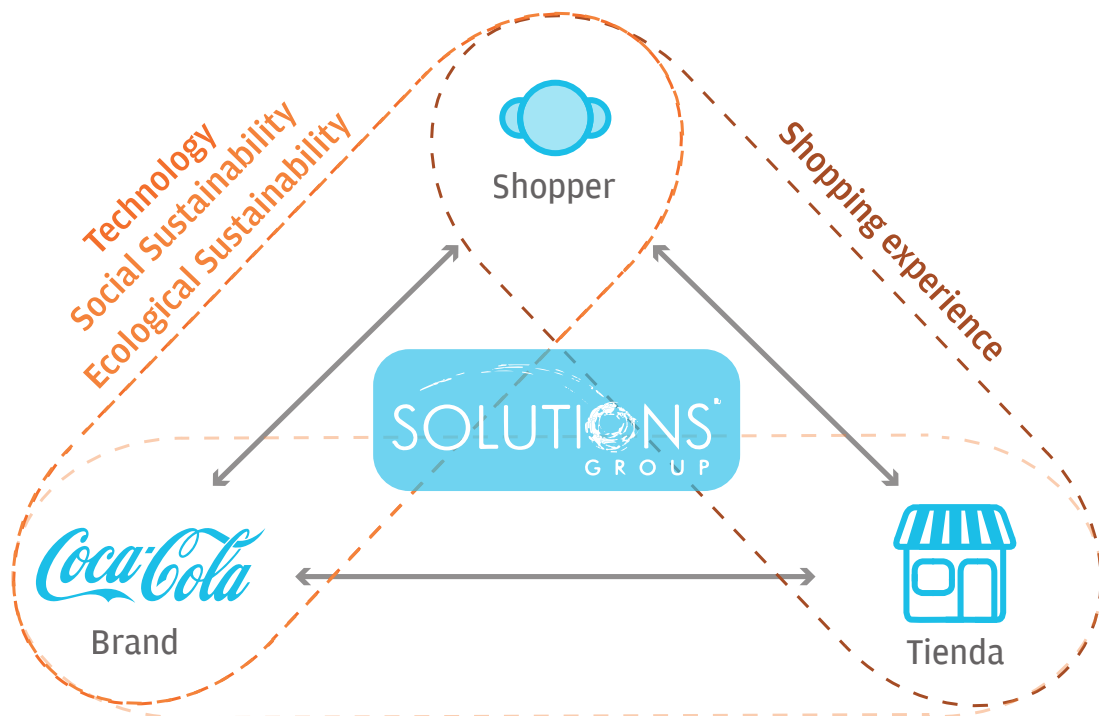
Brand

Tienda

SG can serve as a bridge between all the stakeholders
to strengthen (or create) the relationships between them

E.g. SG can help brands to support tiendas in
becoming more digital, sustainable and
maintaining their USP's.

Figure 22   Relationship between users