

RETAIL, E-COMMERCE & LOGISTICS

DRIVING EXCELLENCE
FROM CLICKS TO BRICKS



**CUSHMAN &
WAKEFIELD**



Planning for the Future of Retail

Today, retail brands need to meet consumer demands equally across all channels and paths to purchase. With an omni-channel mindset, brands need to satisfy customers wherever and whenever they chose to buy. These new demands require retailers to be forward thinking and strategic, and Cushman & Wakefield is ready to deliver new solutions.

Leveraging our breadth of services, along with our global retail and logistics expertise, Cushman & Wakefield is analyzing retail opportunities and creating customized solutions that deliver new capabilities and expand market presence and profitability. We combine research, data and analytics with best-in-class brokerage professionals to transform retail brands and re-engage the consumer.

UNLOCKING NEW CAPABILITIES TO DRIVE EXCELLENCE FROM CLICKS TO BRICKS

Expand market presence and gain a competitive edge

Achieve efficiencies throughout the supply chain

Maximize operations across your entire portfolio: Retail, warehouse, fulfillment and office

Mitigate risk: Speed-to-market, location and cost

HOW WE CAN HELP

YOUR STRATEGIC REAL ESTATE PARTNER

Acting as a true extension of your team, we work to understand your challenges and goals to inform a strategy that better serves your consumers and makes the best real estate decisions for your bottom line.

CUSHMAN & WAKEFIELD WILL:



Provide

Customized Solutions to Reach Consumers



Anchor

Decisions With Data & Analytics



Support

Total Portfolio Management

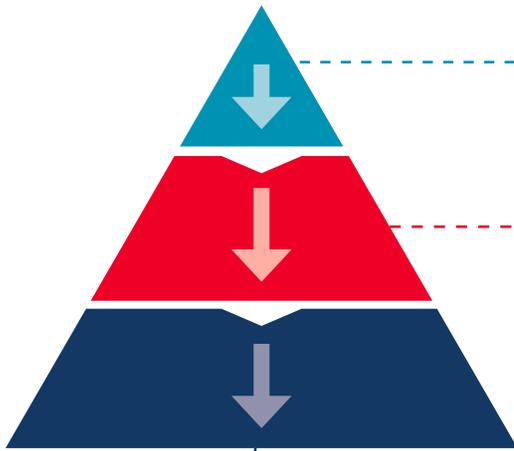


Execute

The Strategic Plan

← Transparency, Consistency & Confidentiality →

THE BIG PICTURE



STRATEGIC REAL ESTATE PARTNERSHIP

- Market Entry & Expansion
- Portfolio Optimization & Management
- Transaction Management
- Valuation & Advisory
- Capital Markets
- Project & Development Services

MARKET RESEARCH

- Industry Trends
- Lease/Sale Comparables
- Forecasts
- Micro/Macro Economics
- Historical Insights

DATA ANALYTICS

- Consumer Data & Analytics
- Competitor Analysis
- Labor Analytics & Profiling
- Freight Cost & Service Modeling
- Store Performance/Sales Forecasting

OMNI-CHANNEL

BRICK-&-MORTAR STORES

- Location Analysis
- Omni-Channel Integration & Strategy
- Inventory Optimization
- Clicks-to-Bricks Transition
- Paths to Purchase
- Consumer Analytics
- Mobile data & insights

SUPPLY CHAIN & FULFILLMENT

- Network Optimization
- Site Selection
- Inventory Optimization
- 3PL Advisory
- Operations Audit
- Facility Design
- Business Incentives

OPERATIONS & IMPLEMENTATION

- Project Management
- Program Management
- Production Maintenance
- Facilities Management
- Incentives Compliance
- Build-to-Suit
- Lease Auditing



About Cushman & Wakefield

Cushman & Wakefield (NYSE: CWK) is a leading global real estate services firm that delivers exceptional value for real estate occupiers and owners. Cushman & Wakefield is among the largest real estate services firms with approximately 53,000 employees in 400 offices and 60 countries. In 2019, the firm had revenue of \$8.8 billion across core services of property, facilities and project management, leasing, capital markets, valuation and other services. To learn more, visit www.cushmanwakefield.com or follow @CushWake on Twitter.

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