
SHOPPER'S WAR IS AGAINST YOU, THE SHOPPER TOO!

It was stated by Fox News this week, that the battle to lure grocery store shoppers is heating up between the world's largest controlling retailers, Walmart and Amazon, which both announced major changes within a day of each other.

Amazon stated on Tuesday it's expanding its free two-hour delivery service from its Whole Foods stores through Prime Now to Atlanta and San Francisco. The service is now available in six metropolitan areas across the country.

Only six areas in the country but on the front page to incite and warn your local grocery chain that they are coming for you, the happy customer with your neighborhood grocery shopping.

The service is set up to deliver purchases of \$35 or more to shoppers faster than any competitor. The e-commerce giant launched the service last month in Austin, Cincinnati, Dallas and Virginia Beach and plans further expansion across the U.S. throughout 2018.

The announcement comes a day after Walmart, Amazon's biggest rival, rolled out its own meal kits and "one-step meals" to more than 250 stores, with plans to expand to more than 2,000 stores nationwide this year.



Walmart, Kroger, and Albertsons are competing with meal subscriptions services such as Blue Apron and HelloFresh.

Walmart's grocery business faced stepped-up competition when Amazon acquired Whole Foods last year for nearly \$14 billion as all supermarkets did.

The **Amazon** was a wondrous jungle that mesmerized me the first time I traveled the rivers and deep jungle in awe. Today, it has been stripped of the rainforests by *man*, which only wishes to profit and line their pockets, thinking nothing of the ruination of our natural beauty, native peoples and what *Mother Nature* has given us to look after. I am far from a 'tree hugger or carbon footprint' supporter, but I know what is right in the retail and technology field.

Sam's Grocery store has come into the picture and this grocery battle will not assist **you** in any way on a local basis. In Des Moines and Mid-West, Hy-Vee and Fareway have been the anchors to quality grocery shopping and have kept up with the times, sort of.

Social shopping is key and **ProxComm Technology** is the key to social marketing. Everyone has a Smartphone and shops with their Smartphone in their hand. That is where we have proved our success in European grocery shopping time and again!

Our **Proximity Beacons and Enhanced QR Codes** are the only direct means of marketing that places up to ten notifications at once on all Smartphones. This Proximity Location-Based Marketing that is bringing relevant advertising to all.

Look at these Enhanced QR Codes which emulate our proximity beacon technology.



It is all about tactics, yes, it is a war and our '**Churchillian Approach**' which will save your local grocery store and the supermarket was launched this year. Just like the **Dunkirk Operation** to rescue those soldiers on the French beaches. It sadly is a '*them and us*' situation and the losers will be the shopper right to shop where they wish.

Packaging **Advertising** **Invoice**

Smart City **In Store**

Sample other multi-action QR code experiences.

Inform people. Persuade them to take action. Give them detailed directions or add ecommerce to their retail and restaurant pay options for speed and convenience. Grab your favorite QR scanner and give these a try. (A quick tap if you're on a smartphone works too.)

ProxComm Technology has the proprietary technical means, tacticians and already proven the case with our supermarket clients in Europe.



The two predators are '**Amazon**' and '**Walmart**' the corporate raiders who are destroying retail and especially where **you** are grocery shopping.

I am all for technology as you already know, I am not for reducing the ability of the shopper's right to purchase their weekly goods from excellent grocery chains who have served the people for generations.

Don't get me wrong *Walmart* runs a close second the *Amazon* in not really enhancing the customer's experience and care either. It is more than pricing! Right?

Grocery stores, pharmacists, and retail, in general, are in mortal danger of becoming extinct! The customer experience is the key and can be activated, installed, managed extremely simply. It is investment effectiveness with the results that all are demanding.

Equity Partners are not your friends! They just want your profits and exorbitant management fees. Bleed you dry and then dump you in the bankruptcy court, along with the former customers who are left with a shopping void.

On a local basis, you must understand that the local private grocery chains, like Publix, Hy-Vee and Fareway and you the shopper, are in the *Amazon* and *Walmart* crosshairs. The targets will fall by the wayside if the public and these local grocery chains do not climb on board with technology to assist you in your weekly and daily shopping.

It is about the customer and potential customers, directly about influencing their buying power directly, with major reasons to return time after time as you deliver their wants, needs, and demands.

ProxComm Technology and our experienced global team have created the capability to work with you hand in hand in exactly what is necessary for your success NOW!

This is not a time for procrastination, it is a time for a reality check to service your customer basis competitively, directly and in a manner in which they shop today, digitally online, using technology, the Smartphone within your aisles and digital coupon savings at hand at all times. Even remote virtually storefronts with a successful delivery service.

ProxComm Technology has created and successfully implemented globally. We work hand in hand with you to ensure success. How you ask!

Proximity Based Marketing with Proximity Beacons, QR codes, NFC and shelf tagging.

No, you do not need to be a rocket scientist to Understand, implement or maintain. It is our down-to-earth conversational, coaching ability that makes the consistency chain of success.

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WE ARE IN THE NOW AND KEEP YOU; IN THE KNOW...

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