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## **This Is Not the "Darkest Hour" For Retail!**

**Stop the Ruination of Retail, Especially Supermarkets by Private Equity Investors**

By Nicholas Ashton, CEO, ProxComm Technology

It is the asset strippers who are paying themselves out of profits and insane management fees to the detriment shareholders, more importantly, the loyal shopper.

*Amazon's purchase of Whole Food has not helped either!*

**ProxComm Technology**® will show you why this is happening and how together we can bring back the customer service that your shoppers demand and require. Great experiences maintain and grow retail, just like the 'good old days! It is the digital technology twist that is making the difference.

Remember when K-Mart was the '**Blue Light Special**', with the bargains that put great products out there and more money in your pocket? Sears Roebuck and a catalog business that turned into stores that brought affordability on all levels to the shopping public? Now, what do we have? Stores closing, Strip Malls with more 'For lease' signs in the windows and large Malls struggling to attract the shoppers. Not the retail trade of my day!

The private retailers, especially supermarkets have the ability to succeed if they work harder on the '**Customer Experience**' in this technology age. The likes of the leaders of the privately held supermarket industry have to listen to those in digital technology who have already proven the fact, that the **Smartphone**, which is everyone's hand is the common denominator to enhancing the *demanded customer care experience*.

It is widely reported that **Winn-Dixie parent Bi-Lo and Tops Friendly Market** could both declare bankruptcy this month, which is an ominous shakeout within the grocery industry which is seeing new competition from Amazon and its newly acquired Whole Foods subsidiary.

A little explanation of the asset strippers *modus operandi* during a leveraged buyout, the Private Equity firm uses rather little of its own capital. Much of the money needed to buy the retailer comes from debt the retailer itself has to issue to fund the buyout, which leaves the retailer highly leveraged.

The Private Equity firm then makes the retailer issue *even more junk bonds or leveraged loans* to fund a special dividend back to the Private Equity firm. Come hell or high water, the PE firm has extracted its money, leaving a disgusting negative money trail behind them.

Then the PE firm charges the retailer hefty management fees on an ongoing basis, milking them even more and the poor public suffers from the shuttering of their favorite stores, as financially the stores cannot continue to operate.

This form of asset stripping removes cash from the retailer and leaves it struggling under a load of debt. ***It works wonderfully until it doesn't*** - until booming online sales started eating their lunch, sending these overleveraged retailers, one after the other, into bankruptcy court, where creditors learn what it means to end up holding the bag. But they're not amused! **Now you see why!**

It is about the customer and potential customer, 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.

These links will explain more:

[Knowing Who Walks in Your Doors & Reaching Them](#)

[The Rise of Proximity Social Predatory Marketing](#)

For more information call: (515) 200.7068 or Email: [proxcomm@proxcomm.technology](mailto:proxcomm@proxcomm.technology)

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Communicate... Be Heard...***

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



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<http://www.proxcomm.technology>  
Email: [proxcomm@proxcomm.technology](mailto:proxcomm@proxcomm.technology)  
Telephone: USA: +1 (515) 200.7068

