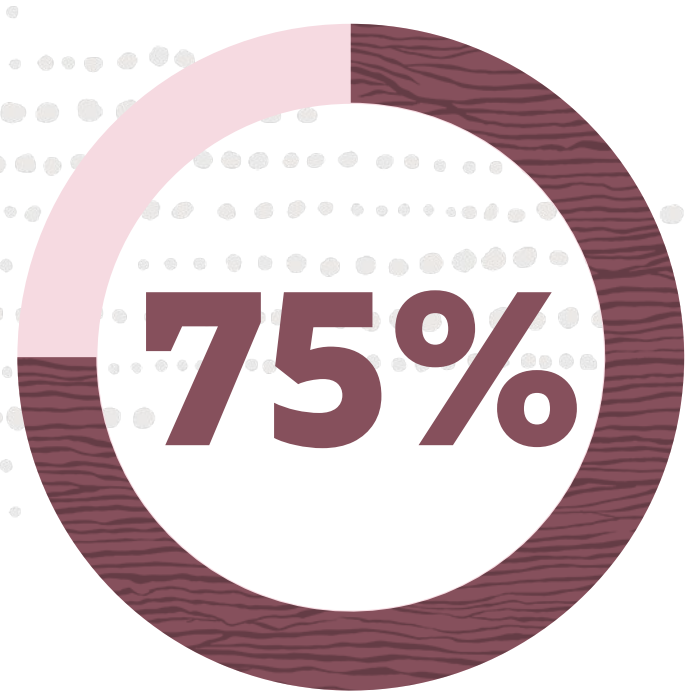ORACLE

# 7 Steps to Make Grocery Retail Profitable
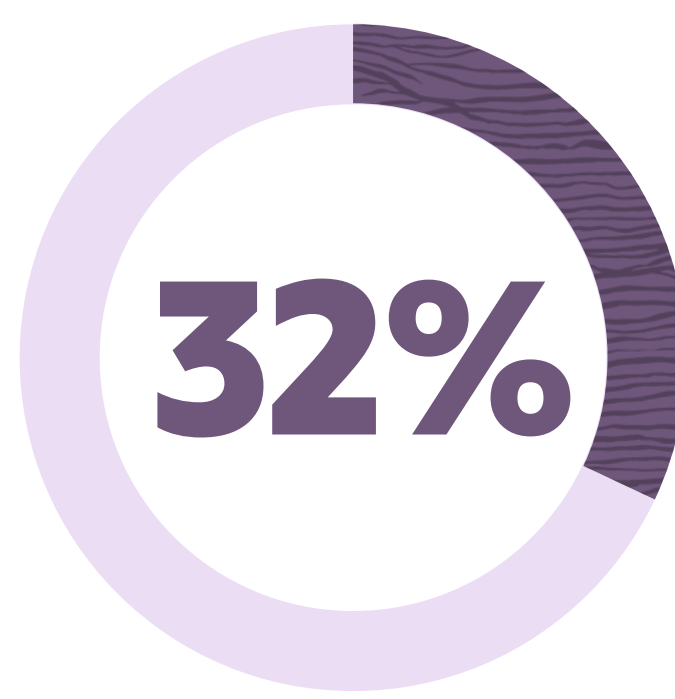
Ways to boost profitability

**When it comes to buying groceries, your physical store is still the preferred shopping experience by consumers. However, consumers are looking for better deals:**

**75%** of consumers do more online and in-store price comparisons

**32%** connect personalized offers with a great grocery shopping experience

Yes, it is challenging to engage consumers by offering the right product in the right place. However, connecting the product offering to the buying behavior in each of your locations is critical to store profitability.

**Access the full ebook** and gain insights to boost the profitability of your stores while getting closer to the customers, building a blueprint for agility, and creating space for innovation

**To improve your grocery stores' operational efficiency, there are 7 points to evaluate:**

- increase foot traffic
- optimize pricing
- enhance the in-store experience
- focus on private label products
- improve replenishment
- automate your loyalty program
- improve customer service

**Request a demo** to explore how technology can improve efficiency in your operations.

# About Oracle Retail

Oracle is the platform for modern retail. Oracle provides retailers with a complete, open, and integrated platform for leading retail solutions, cloud services, and hardware that are engineered to work together. Innovative retailers use Oracle solutions to pivot to the customer and to drive agility across the business. Oracle Retail customers can deliver an authentic customer experience while protecting their people, processes, brand, and customers.

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