



Virginia Retail Federation, LLC

Partnering for Retail Advocacy



Vision

Creating vibrant retail communities, together

Mission

We help local retailers thrive.

Core Values

We are **committed** to our members and the retail industry.

We are **passionate** about our community.

We are **open, honest** and **direct** communicators.

We are **professional** and **accountable**.

We are **collaborators** who promote connectivity, change and creativity.

We are a **resource** for our members.

We **expect excellence** in ourselves and in our work.

NRF – National Retail Federation

Total Holiday Retail Sales: November - December

2012: 3.5% or \$579.5 Billion

2013: 3.8% or \$601.8 Billion

2014: 4.0% or \$616.1 Billion

304 Billion

304 Billion

Source: Forrester Research

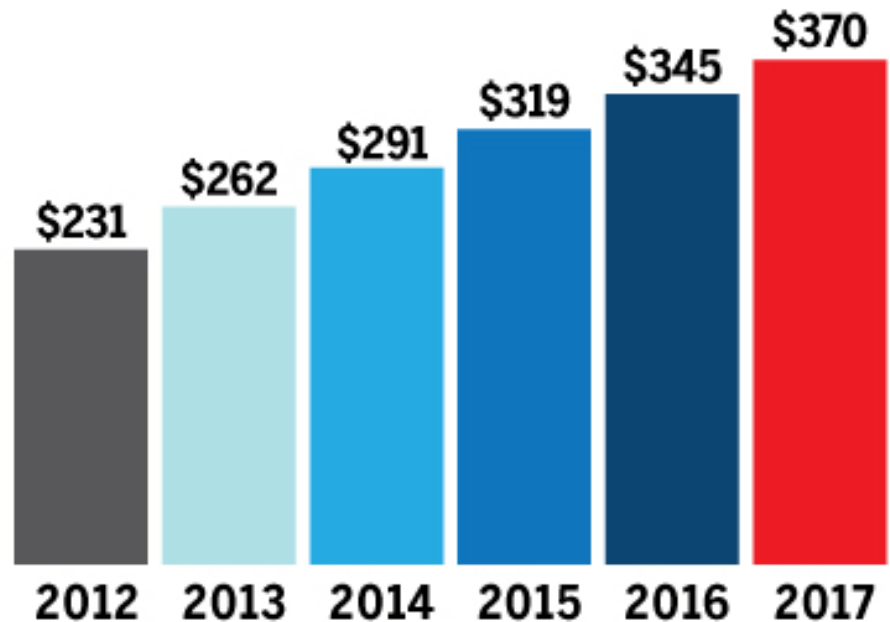
2013: 95.7 Billion

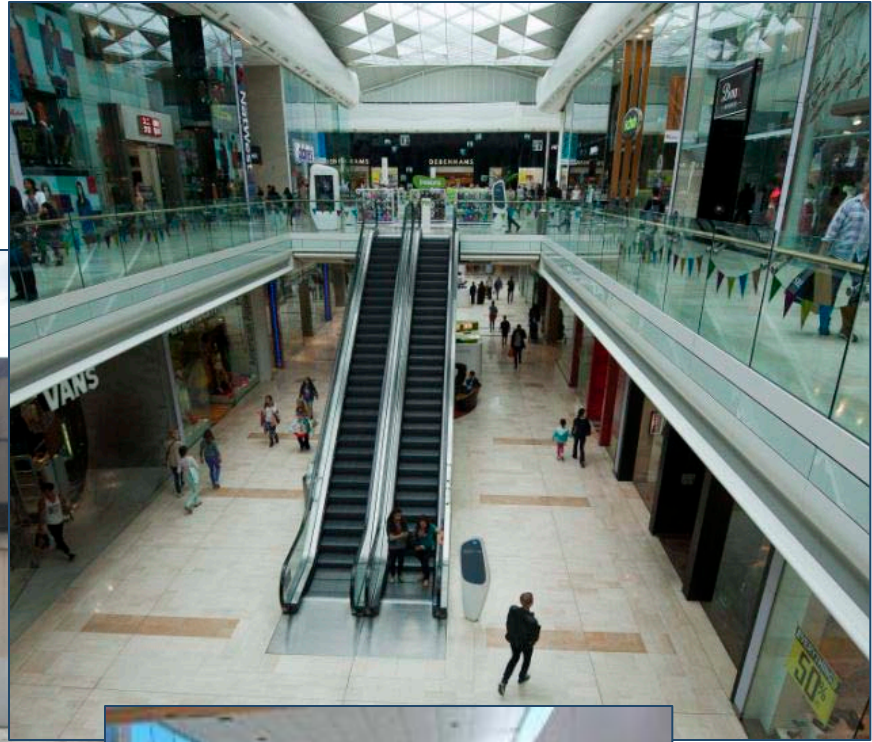
2014: 101.9 Billion

U.S. online retail forecast, 2012 to 2017

Online retail sales will grow at a compound annual rate of 10% from 2012-2017, Forrester Research says. By 2017, the web will account for 10% of U.S. retail sales.

Source: Forrester Research, sales in billions



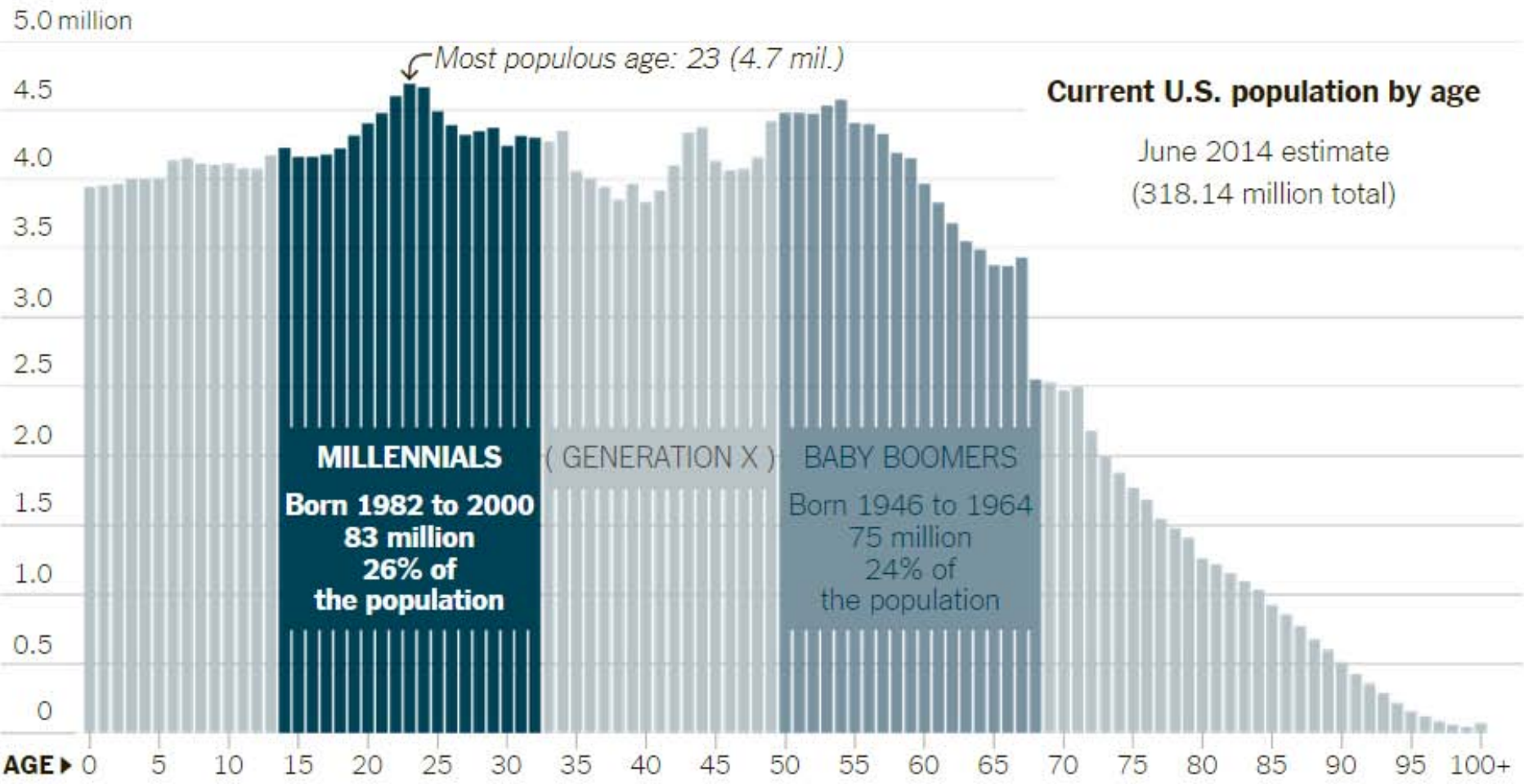




Source: Caruso Affiliated



Source: Caruso Affiliated



Source: Census Dept.

Omni-Channeling



DIFFERENT OMNI-CHANNEL CONSIDERATIONS



Businesses that are doing it well...



Need Supply Co.

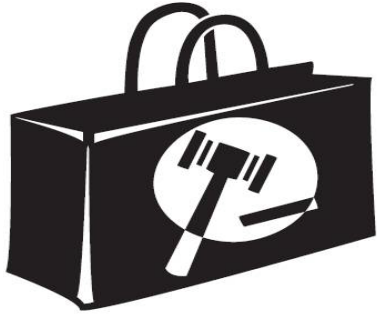


Warby Parker



Posman Books





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Thank You

