

## About Company

The Landmark Group began its journey in 1973 with one store in Bahrain and has grown into one of the largest retail and hospitality conglomerates in the Middle East, Africa and India. Currently the Group operates over 2,300 outlets, encompassing over 30 million square feet across 22 countries.

## Problem Statement

Graduating offline customers to omnichannel customers. Landmark has over 2300 outlets and several million customer base on offline formats. Large part of these customers are loyal to their respective landmark brands / concepts and converting them to omnichannel customers who transact online should reflect in higher conversion rates, retention as well as better customer experience.

As a product led solution to this shift in behavior we have to come up with solutions and answers for

1. What will be triggers to graduate users
2. What will be communication channels for graduating users
3. What will be conversion triggers for nudging users to transact online
4. How will we be able to customize journey for users who are graduating from offline to online
5. How will each of the initiatives / features impact any of the following metrics
  - a. Traffic
  - b. Conversion rates
  - c. Average order value
  - d. Basket size
  - e. Revenue

\*Not every feature has to impact each of the success metrics

## Solutions will be judged on

1. Identification of viable means to graduate users
2. Articulation of the journey of the users
3. Calculation of impact on business metrics
- 4.