



Subway, eat fresh.

Where's the newest hot (and sometimes sweaty) spot to get fresh produce, dairy, and shellfish? 50 ft below street level, while waiting for the next subway in Seoul Korea, of course. Tesco Homeplus has recently installed virtual supermarkets on certain subway lines allowing potential shoppers to utilize their waiting time. With the aid of smart phones and QR codes, people can now purchase what they want to make for dinner and have it delivered to them by the time they get home. And perhaps if they're nice, the delivery folks will start the water boiling as well.

Impact on your business?

Retail outlets no longer need to solely operate in fixed locations with 3-dimensional shelves, ceilings or staff members. Instead these pop-up stores can adapt to the ever-changing patterns of the consumer focusing on meeting their needs on their time.

[Click this: Worth the wait.](#)



F-book your tickets.

Well, Transformers fans, it paid to be E-social. With the third installment of the Michael Bay spectacular-spectacle-extravaganza, fans were able to book their tickets ahead of time via the ever-popular social networking site called Facebook. All people had to do was like the Transformers page to download the app and they then received access to the explosive trailer, the ability to pre-order tickets at their closest mega theatre, as well as the option to invite friends.

Impact on your business?

Rather than trying to have them to come to you, get the kids where they're at. Businesses that are attempting to prosper in E-commerce but relying on the traffic of their own sites will fall quickly behind. If you want to be successful and capitalize on impulse buying, you need to figure out which arcades the kids are hanging out at and make an impactful impression right next to the tokens machine. And fast.

[Click this: More than meets the like.](#)



Proximity Pays

Geo-targeting smartphone application that delivers location-based discounts in real time? Despite the jargon-y mouthful, you bet. Groupon has developed a nifty new app called Groupon Now that utilizes Google Maps and provides users with discount notifications at nearby locations. Users simply purchase the discount on their smartphone and then present a digital barcode to the merchant to redeem their prize. And this is all done in real-time so that users can see how much time is left on the deal-ticking clock.

Impact on your business?

With the Groupon phenomenon continuing to expand, businesses will need to hop on board in order to remain competitive. Groupon Now alerts will double as advertisements that will quite literally drive traffic to the shops that participate. And once again, we see the direct benefit shifting to that of the consumer.

[Click this: Let the savings find you.](#)

