

# TRADITIONAL RETAIL & ONLINE SHOPPING

VS

## THE C.E.C.

We'll explore how the CEC addresses the shortcomings of the modern consumer climate, offering a revolutionary alternative to both online and traditional retail experiences.

### CONVENIENCE



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#### TRADITIONAL/ ONLINE

- Convenience at the expense of underpaid workers
- Excessive fees and hidden costs

#### THE CEC

- Same-day shipping for local goods, ensuring rapid access.
- User-friendly interface prioritizing convenience and ease.
- Fair pay for gig drivers

### SELECTION



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#### TRADITIONAL/ ONLINE

- Uncertain product quality, hesitant to trust purchases.
- Labor exploitation rampant, human rights disregarded.

#### THE CEC

- Diverse range of high-quality, transparently labeled items.
- Strict standards to avoid harmful substances.
- vetted for fair labor practices.

### CUSTOMER EXPERIENCE



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#### TRADITIONAL/ ONLINE

- Lack of personalized service, feeling disconnected and unsupported.
- Lack of transparency, unclear data usage policies.

#### THE CEC

- Transparent accountability measures for product/service concerns.
- Personalized attention and appreciation for every customer.