Today's Agenda:

Phase 1 (Planning)	Phase 2 (Execution)	Phase 3 (Control)	Phase 4 (Monitoring)

Presenter: Tristan
Key Aspects:
- Problem-Solving Framework
- Feasibility Study

Presenter: Lonnie
Key Aspects:
- Target Persona
- Marketing Strategy

Presenter: Iyanna
Key Aspects:
- Multi-Pronged Budget
- KPI Framework

Presenter: Alexa
Key Aspects:
- Risk Assessment Matrix
- Change Management Strategy

FRIDAY NIGHT LIGHTS

Strategic Integration Roadmap

Global Expansion

Target high-potential markets in Southeast Asia and Europe where sneaker demand is surging. Leverage Foot Locker's existing presence to reduce customer acquisition costs by 25% in 3 new markets.

Experiential Retail

Launch 15 integrated flagship stores featuring immersive technology, exclusive drops, and community spaces. Test "store-in-store" concepts to increase cross-brand purchases by 12%.

Unified Digital Platform

Redesign global e-commerce platform integrating both brands. Implement AI-powered product recommendations driving 20% higher digital conversion rates.

Supply Chain Integration

Consolidate inventory systems to decrease delivery times by 20%. Apply predictive analytics to reduce stockouts by 30% for high-demand sneaker releases.

Financial Impact: Full integration within 18 months projects a 3% improvement in combined EBITDA margin, with store rationalization reducing op costs by 8% while funding innovation initiatives.

Feasibility of Unified Digital Ecosystem Strategy

Technical Infrastructure Readiness

- Existing digital assets can be scaled and unified
- Cloud-based architecture allows for modular expansion and rapid deployment

Data & Analytics Potential

- Centralized data ecosystem improves personalization and decision-making
- Unlocks cross-brand insights to drive loyalty and engagement

Organizational Capability

- In-house tech talent and vendor partnerships support implementation
- Agile teams positioned to execute iterative rollouts and enhancements

Innovation Enablement

- Foundation for future capabilities: AI-driven personalization, virtual try-ons, omnichannel fulfillment
- Positions both brands to lead in digital retail transformation

Strategic Options & Recommendation

1

Global Sneaker Culture Flagship Stores

Establish immersive, experience-driven flagships in key global cities that celebrate sneaker culture through interactive exhibits, limited-edition drops, and community events.

- Builds cultural relevance in competitive urban markets
- Creates media-worthy destinations for brand visibility
- Limited scalability and high implementation costs

2

Unified Digital Ecosystem

Develop an integrated platform combining e-commerce, loyalty programs, and mobile apps into one seamless customer experience.

- Enables personalization through AI and unified customer data
- Scales globally with lower marginal costs
- Serves as foundation for future innovations

3

Global Supply Chain Optimization

Streamline operations by integrating supply chains, consolidating overlapping locations, and repurposing underperforming stores.

- Improves efficiency and inventory management
- Reduces operational costs and redundancies
- Potentially disrupts customer experience during transition

⊘ Recommended Approach: Unified Digital Ecosystem

This option delivers the highest strategic impact by enabling personalized experiences, scaling globally with efficiency, and serving as a foundation for other initiatives. A phased implementation should begin with integrating loyalty programs and customer data systems, followed by investment in digital talent and technology partnerships.

FRIDAY NIGHT LIGHTS

Understanding Our Target Personas & Challenges

Target Personas

Youth Sports Parents & Families: Seeking convenience, affordability, and guidance for seasonal sports gear.

Fitness Enthusiasts & Athleisure Shoppers: Adults (18–45) looking for stylish, functional gear and new product drops.

Gen Z / Young Millennials: Digital-first consumers (15–30) valuing personalization, fast service, and authenticity.

Income Level: Middle to upper-middle income households with discretionary spending for sporting goods, apparel, and equipment.

Primary Consumer Challenges

Youth Sports Parents: Budget constraints, time pressure, lack of product knowledge, last-minute needs.

Fitness Enthusiasts: Overwhelmed by options, need motivation, struggle with style vs. performance balance.

Gen Z / Young Millennials: Short attention spans, prefer authentic content, demand personalization, seek shareability.

E-commerce Shoppers: Frustrated by friction, concerned about fit, expect unified experience across platforms.

FRIDAY NIGHT LIGHTS
MAP B LEAGUE

The HOOK Model: Trigger & Action

1
H = Trigger

External Triggers: Social media ads ("20% off Nike cleats"), app push notifications ("New arrivals"), email ("Exclusive deals").

Internal Triggers: "My kid starts soccer next week," "I need new gym clothes," "I want to get back in shape."

Goal: Link emotional or practical needs to immediate product solutions from Dick's.

2
O = Action

Customer Steps: Advertise on social media platforms: Click ad, opens app, visits website, signs up for ScoreCard, books a fitting appointment.

Goal: Make the action as easy and frictionless as possible to increase conversion.

3
O = Variable Reward

Deliver: Tailored discounts, early access to exclusive drops, surprise loyalty points, app challenges (e.g., "Run 5 miles to earn a coupon").

Goal: Keep engagement fresh and unpredictable, fueling anticipation and retention.

4
K = Investment

Customer Commits: Fill out profile (sports, shoe size), saves payment methods, leaves reviews, shares purchases on social media, attends in-store events.

Goal: Increase psychological investment, making customers more likely to return and continue the HOOK cycle.

Build Habitual Use and convenience via App

- Push weekly challenges, fitness logs, or gamified rewards.
- Make it easy to re-order or track gear usage.
- Blend online and in-store perks (returns, pickups, inventory visibility).
- Offer seamless checkout and customized shipping/pickup options.

FRIDAY NIGHT LIGHTS

3-Factor Risk Assessment

Risk likelihood refers to the probability that the implementation of our project will encounter negative consequences if we *do not* take mitigation measures.

Impact refers to the extent of the damage to operations assuming the negative event occurs

Delays in Implementation

Risk likelihood: 51–75% – Integration projects often face technical, organizational, and data compatibility challenges. **Impact:** Major

Risk mitigation: Implement phased integration with clear milestones. Invest in experienced digital transformation partners.Conduct early testing in pilot markets before full-scale rollout.Maintain separate but synchronized systems during the transition to prevent downtime.

Cybersecurity/Safety

Risk likelihood: 26–50% – Retail digital platforms are frequent cyber attack targets, especially during major infrastructure changes. **Impact:** Critical

Risk mitigation: Implement end-to-end encryption for all customer data transfers.Conduct third-party penetration testing before launch.Provide transparency and rapid communication to customers if incidents occur.

Customer Adoption Challenges

Risk likelihood: 51–75% – Customers often resist behavioral changes without compelling incentives. **Impact:** Moderate

Risk mitigation: Launch integrated loyalty rewards to incentivize platform adoption.Offer onboarding tutorials, personalized offers, and exclusive sneaker drops.Promote the platform through flagship store events, social media, and localized campaigns in global markets.

Kotter 8-Step Process Applied to DICK'S–Foot Locker Integration

01 Sense of Urgency
- Present market data showing growth opportunities in sneaker culture, global retail, and e-commerce.
- Highlight competitive threats from Nike DTC, Adidas, and other omnichannel leaders.

02 Guiding Coalition
- Assemble an integration task force of leaders.
- Include representation from flagship store managers, digital teams, and loyalty program leads.

03 Strategic Vision
- Vision: Create a globally immersive sneaker culture experience through a unified digital platform, integrated loyalty program, and flagship experiential retail.
- Initiatives: Digital platform integration, global sneaker culture marketing campaigns, and omnichannel retail optimization.

04 Volunteer Army
- Engage store associates and regional managers as brand ambassadors.
- Partner with influencers, sneaker communities, and athlete ambassadors to spread the vision externally. (Student Athletes)

05 Enable Action
- Address IT incompatibilities early with dedicated integration specialists.
- Streamline decision-making by reducing bureaucratic approval steps for digital transformation projects.

06 Short-Term Wins
- Launch a pilot unified loyalty program in select U.S. and European cities.
- Release exclusive sneaker drops available only through the integrated platform.

07 Sustain Acceleration
- Use pilot success stories to build momentum and expand integration to more regions.
- Introduce AI-driven personalization features and gamified loyalty engagement.

08 Institute Change
- Embed digital-first strategies into brand culture through training and KPIs.
- Update organizational charts, roles, and performance metrics to reflect new ways of working.

FRIDAY NIGHT LIGHTS

Benchmarking Overview

Competitor Evaluated: Nike
Benchmarking Type: Strategic
Key Evaluation Factors:

- Product/Service
- Business Model
- Growth Rate
- Geography
- Data Availability

Key Takeaways:

- Nike's DTC model (via SNKRS & Nike Direct) gives full control of customer experience
- Growth driven by tech, personalization, and international reach
- Transparent reporting makes Nike an ideal data-rich benchmark
- Strategy aligns with DICK'S post-acquisition goals: innovation, loyalty, and scale

KPI Frameworks

Customer Growth

- CTR on sneaker drops (engagement interest)
- App-to-purchase conversion rate
- Loyalty sign-ups and reactivation

Execution Success

- Percent of milestones completed on time
- Budget variance (actual vs. planned)
- Weekly progress check-ins submitted

Customer Loyalty

- Percent of repeat purchases
- Average order value per customer
- Loyalty reward usage per quarter

FRIDAY NIGHT LIGHTS

3–Year Budget

1	2	3
Build the Foundation	**Scale & Optimize**	**Innovate & Sustain**

1 — Build the Foundation

- 75% of total Budget
- Digital platform launch
- Store redesign & consolidation (50+)
- Predictive supply chain tools
- Training, IT, and marketing

Target Date: June 2026

2 — Scale & Optimize

- 25% of total Budget
- International digital expansion
- Flagship store opening (2 - 3 cities)
- AI-powered personalization tools
- Marketing, customer support upgrades

Target Date: June 2027

3 — Innovate & Sustain

- Final 10% of Budget
- AR/VR experience pilots
- Enter 1 - 2 new global markets
- Launch retail innovation Lab
- Workforce development & consulting

Target Date: June 2028

FRIDAY NIGHT LIGHTS
MAP D LEAGUE

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