

**Co-creating towards meaning in Retail**

1. Omnichannel in retail

* An **omni-channel retail experience** will include brick-and-mortar stores, app-based options, and online platforms. For instance, a clothing brand might sell its products on its website, app, Instagram's “Shopping” tab, and Amazon, as well as brick-and-mortar stores.
* With an omnichannel approach, retailers develop one strategy that is executed across all channels to create a connected, customer-focused experience. An omnichannel retail strategy also enables customers to convert through any of these available online or offline touchpoints.

1. Job creation in the African retail sector

* Retail work is any type of employment that involves customer interaction and sales. While most people think of storefronts when they think of retail work, offices and online businesses that sell directly to the public are also engaging in retail work.
* Retail sector offers opportunities to all. Whether in store or in support roles, read more about various functions, this very fast-growing industry.

1. 4IR and the informal sector

* Most African/ South African employees work in informal jobs are employment relationships that are, in law or in practice, not subject to national labour legislation, income taxation, social protection, or entitlement to certain employment benefits. The size of the informal sector is significant, and the rates of informal employment are particularly high among the youth, especially in rural areas.
* Even though technology comes with new jobs that are going to replace the “old” jobs which have a low pay and many hours of work, labour costs are still much lower than robot costs.