

## Introduction

For some time now, m-Commerce has been hyped as the future of retail. From a retailer's perspective, m-Commerce offers the potential to target and communicate with customers more effectively, increase its profile and sales and generate alternative sources of income. However, what does m-Commerce mean to retailers, are they or consumers ready to embrace it and do the costs of implementation outweigh the potential benefits this new channel has to offer? Olswang's retail team carried out a survey of retailers and their advisers to find out.

# m-Commerce Survey Results Winter 2009

**OLSWANG**

[www.olswang.com](http://www.olswang.com)

## Contacts



**Amy Collins**

Partner

+44 (0) 20 7067 3363

[amy.collins@olswang.com](mailto:amy.collins@olswang.com)



**Amanda Bailey**

Associate

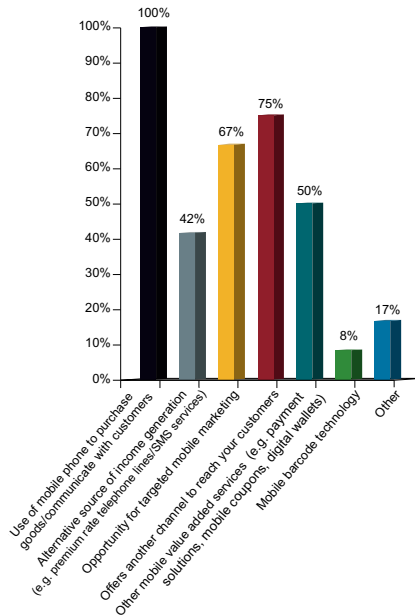
+44 (0) 20 7067 3374

[amanda.bailey@olswang.com](mailto:amanda.bailey@olswang.com)

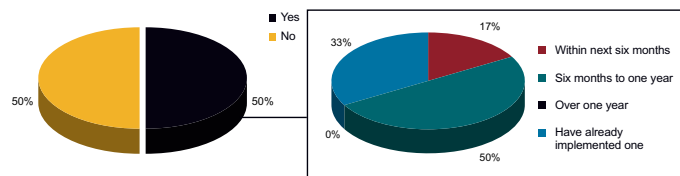


## 1. What does m-Commerce mean to you?

m-Commerce clearly means a number of things to those operating in the retail sector, but it is evident that the use of a mobile phone to purchase goods and communicate with consumers are most readily associated with the concept. Many also see m-Commerce as an alternative channel through which to target consumers for marketing purposes.

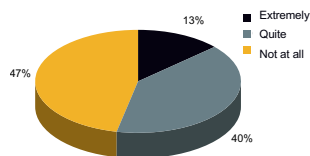


## 2. Are you/your clients thinking about implementing an m-Commerce strategy?



Whilst only 50% of respondents were supportive of implementing an m-Commerce strategy, the results suggest a trend towards implementing a strategy quickly (within the next year) rather than waiting.

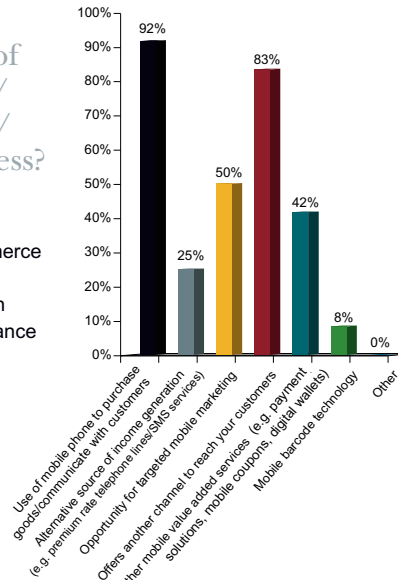
## 3. How high a priority is m-Commerce to you/your clients?



Again, views seem to be split. Whilst retailers are clearly aware of the potential opportunities presented by m-Commerce, there are currently other, more pressing, demands on their time and financial resources.

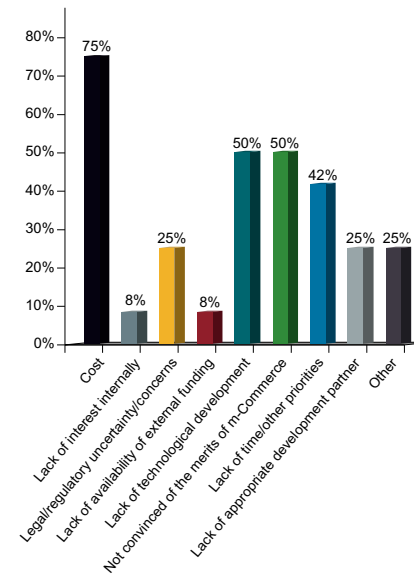
## 4. What elements of m-Commerce are of particular interest/relevance for your/your clients' business?

These results indicate that, currently, the use of m-Commerce as a trading platform and as a means to communicate with consumers are of most relevance to retailers' businesses.

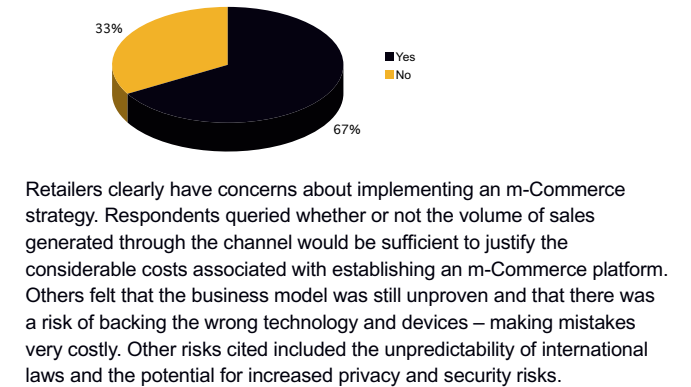


## 5. What do you see as the key challenges to implementing an m-Commerce strategy?

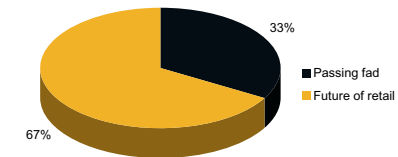
The cost of implementing an m-Commerce strategy seems to be of primary concern but respondents raised concerns over the lack of technological development and whether or not consumers are ready to embrace it. Concerns were also raised about the use of m-Commerce on an international platform and the potential legal problems posed by trading in multiple jurisdictions.



## 6. Do you see that there are any downsides/risks to implementing an m-Commerce strategy?



## 7. Is m-Commerce just a passing fad or is it the future of retail?



### Summary

It seems that many consider that m-Commerce is the future of retail, but the lack of technological development, the substantial costs associated with creating an m-Commerce trading platform and the uncertainty of consumer response make it a risky strategy to embrace at the current time. Notwithstanding this, those that think it is the way forward are looking to enter the m-Commerce market within a relatively short period of time to gain competitive advantage in an increasingly competitive sector.

If you would like to discuss the results of this survey further or any element of your m-Commerce or multi-channel strategy, please do not hesitate to contact us.