

Theme - Entrepreneurship

The Retail Lab is a proposal for a state-of-the-art omni-channel distribution laboratory that would occupy part of the new "Commons" of the ESC Pau. This modular space of approximately 80 m2 would include a "mock shop" retail center as well as a virtual test space for concept evaluations, a training area and a knowledge data bank on local and European retail legislation, the supply chain, and social commerce.



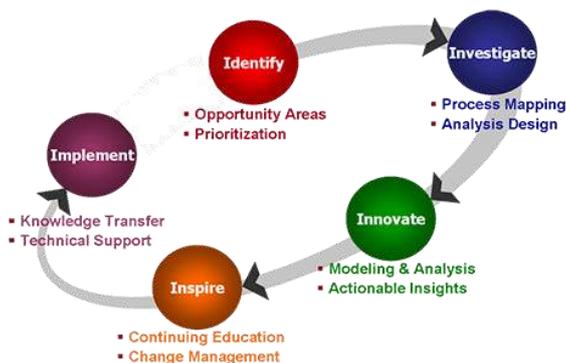
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ESC Pau's Retail Lab would offer a showcase, test bed and forum on the near future of retail in markets ranging from sports to fashion to the wine industry. The Lab would consist of a phygital (physical and digital) space designed to provide a personalized shopping/learning experience.

Equipment available to the Lab through sponsorship could include physical shelves and stock, as well as loyalty cards, RFID tags, augmented reality, interactive window shops, mobile in-store POS, photo mirrors social commerce.

Case studies and pedagogy would be open to students participating in existing courses on information technology, retail management, and strategy. Local merchants and entrepreneurs, as well as national chains and manufacturers would propose student projects. The school, the Chamber of Commerce, and retail associations would sponsor conferences and workshops.

The Retail Lab would be open to both undergraduate and graduate students how to plan, build and measure the benefits of omnichannel distribution. Benefits for students from the business school would include:



- the ability to perform applied research on local distribution and supply chain topics while developing their competencies as project managers for future employers
- exploring the context of corporate culture and local context in developing an understanding and appropriation of the specific corporate logics
- applying concepts discussed in school through the application of best practices
- working closely with managers, faculty and researchers acquiring experience in solving real world problems.

Sponsor benefits would include:

- developing a talent pipeline of future managers through direct work with local and international students
- building awareness of the corporate brand and culture
- beta-testing potential best practices in a controlled environment.

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- gaining access and discuss innovative concepts and best practices

Potential pedagogical links

International Marketing (Bachelor)
International Retail Marketing (Bachelor)
Management Innovation (MBA France India)

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Benchmarking

[Innovative Retail Laboratory \(IRL\) - St. Wendel, Germany](#)
[Retail Lab - De Montfort University](#)
[Retail Lab - St. Gallen](#)
[Texas A&M's Global Supply Chain Laboratory](#)