



## D2.2 - Stakeholder and user requirements

Due date of deliverable: **30/11/2021**

Responsible partner: **HEPSIBURADA**



## DOCUMENT DETAILS

<b>Title</b>	Stakeholder and user requirements
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<b>Task</b>	T2.2 – Engagement of stakeholders and user requirements definition
<b>Deliverable Type</b>	Report
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<b>Abstract</b>	This report details our investigations into the topic of “Engagement of stakeholders and user requirements definition”. This report will explore the creation of questionnaires, running of focus groups, and 1-day workshops with stakeholders to collect stakeholder requirements, expectations, and perceptions. Selected groups of retailers from Turkey, Spain, and Italy were interviewed to understand their relevant strategies and priorities and then we worked to match these to the potential of MIMEX’s functionalities. The intention was to pick up on retail design trends, to explore possible environments for micro-markets, and to estimate an expected flow of people in our shops.
<b>Keywords</b>	User requirements, stakeholder engagement, surveys

Dissemination level:		
<b>PU</b>	Public	X
<b>RE</b>	Restricted to a group specified by the consortium (including Commission Services)	
<b>CO</b>	Confidential, only for members of the consortium (including Commission Services)	



## CHANGE HISTORY

Version	Date	Changed by	Changes made
v_1	16/12/2020	Mario Conci (SPXL)	Created the draft document
v_2	20/01/2021	Barça Dönmez (HEPSI)	Added content
v_3	28/01/2021	Paul Chippendale (FBK)	Full review of doc and added structure
v_4	04/11/2021	Barça Dönmez (HEPSI)	Overall Content Re-Structure
v_5	15/11/2021	Paul Chippendale (FBK)	Full review of doc
v_6	19/11/2021	Mario Conci (SPXL)	Final review and quality check



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## EXPLANATION OF ACRONYMS AND ABBREVIATIONS

Acronym	Full name
<b>CAGR</b>	Compound Annual Growth Rate
<b>Customer</b>	Organization or person who will pay for the ownership or right of use of a MIMEX market.
<b>FMCG</b>	Fast Moving Consumer Goods
<b>Retailer</b>	Business that sells goods to the public in relatively small quantities for use or consumption rather than for resale.
<b>Service provider</b>	Provider of services that helps MIMEX markets to get the product or service from its original state to the customer.
<b>Shopper</b>	Person who is shopping in MIMEX markets. They are the end-users of MIMEX.
<b>Stakeholder</b>	Organization or person with an interest or concern in MIMEX. They could be internal (owners and employees), and external (customers, suppliers, investors, creditors, media, communities, trade unions, and government agencies.).
<b>TL</b>	Turkish Lira



## 1. OVERVIEW OF THE DELIVERABLE

### 1.1. Scope

The goal of this document was to help the MIMEX consortium define aspects that would make MIMEX's products and services more attractive to users, stakeholders, customers, and suppliers. This document represents a summary of the work carried out in T2.2, which worked in conjunction with the system requirements definition task (T2.1). One of the main reasons for this document and studies was to verify that MIMEX would not only work perfectly, but that it would also be commercially feasible and profitable.

### 1.2. Audience

This deliverable is written for a public audience.

### 1.3. Summary

This report summarises a wide variety of stakeholder studies performed in the period M2-M12, in the scope of T2.2. Outcomes from this deliverable were fed into other tasks (like T2.1, T5.2 or, T6.3). Thus, this report will also steer our business strategy and help us to target business channels.

### 1.4. Structure

Structure of this report:

- In Chapter 2, we discuss the high-level objectives and approach of our stakeholder needs analysis. The main strategy is conducting surveys with stakeholders.
- In Chapter 3, we present our findings from in-depth studies into various markets linked to our partners.
- In Chapter 4, we draw some conclusions.



## 2. HIGH-LEVEL OBJECTIVES AND APPROACH

### 2.1. Motivation for In-depth Stakeholder Consultations

In this section, we go into our reasons for defining and understanding the evolving needs of stakeholders in the context of MIMEX. Even in the short period of the project, just 24 months, stakeholders' needs, and customers' shopping patterns/desires are changing quickly, primarily because of the Covid-19 pandemic. MIMEX's core business interest also require that we interact with other stakeholders that will potentially buy our shop solution.

By continuing the requirements phase right through to the M12 mark, we ensure that any new trends will still be mapped into our technological offering and that new components (that continuously enter the market) are integrated; keeping the MIMEX proposition fresh, attractive, and ensuring that it fits the market.

Some of the stakeholders that we approached and reasons for MIMEX's attraction to them are:

- **Shops, retail chains and companies** interested in hosting micro-markets - We expect to add value to Retailers' offerings through the creation of an automated inventory tracking that will indicate which products are most popular, so that a shop's inventory can be quickly tailored accordingly with new product additions. MIMEX's flexible layout solutions will enable micro-markets to be customisable to fit the available space, providing attractive, safe, and functional settings that are a pleasure to shop in.
- **Shoppers** – The public must trust 'staff-less' micro-markets and must be offered sufficient choice. The technology used to automatically monitor purchases and shopper safety must be reliable, otherwise shoppers will not return. Shoppers must have good reasons to change their existing habits, and by offering stores that can guarantee safety, speedy checkouts, and custom product choice, we believe that society will accept and switch to MIMEX-type micro-markets. Added value will be offered to shoppers by tailoring shop layouts and product choices to the tastes and requirements of individuals, workforces, and regions. The trend for healthier food or local product options (perhaps backed by a company or regional subsidies) can be tapped into, to provide customers with more choices than they would not ordinarily get from traditional shops.

Here are some of the opinions that we wanted to receive from Stakeholders:

- Shopping Preferences, and Attitudes of shoppers.
- Capability and opinion of suppliers.
- Interests of Service Providers.
- Feedback and interest of customers who are keen to purchase MIMEX stores, or to pioneer business partnership with MIMEX.



## 2.2. Generalised Strategy for Stakeholder Engagement

We collected user requirements, expectations, and perceptions (exploiting early prototypes):

- To conduct market research to determine the best products that can be sold quickly (e.g., via questionnaires & surveys).
- To extend our business road map and determine potential alternative business channels.
- To conduct a benchmark or competition analysis to foresee MIMEX business prospects.

Due to Covid 19 restrictions, the Consortium is not able to conduct 1-1 interview, workshops or MIMEX project pitches with external business stakeholders.

## 2.3. Questionnaires and Surveys

The first phase of the process was to prepare a questionnaire that aimed to gather general feedback about the business prospects of MIMEX from technical and business perspectives. Surveys were sent to Stakeholders via online platforms such as Google Form and Survey Monkey.

## 2.4. Results from Stakeholder Meetings

The general structure for the activity is shown below:

1. *Definition of a user profile:* in this task, we tried to find the profile of the typical buyer of a MIMEX store. Getting to know the user profile led us to know where they are concentrated (to sell it to MIMEX customers) and what kind of products they would like to see in the stores (to select suppliers). All these profiles are needed in order to attract stakeholders. (M2-M4).
2. *Definition of the suppliers' profile:* with the buyers shopping experience expectancy, we started to select suppliers to fill the stores and grant specific services. (M3-M5).
3. *Definition of the customers' profile:* when the profiles of users and suppliers were identified, we started searching and interviewing potential customers of MIMEX units in private and public entities. (M5-M8).
4. *Identification of the stakeholders:* after identifying all previous agents in the MIMEX purchasing experience, we finally searched for specific stakeholders willing to support MIMEX's business exploitation paths. These stakeholders were strategic/business corporates, investors/VCs, licensees of MIMEX patents, suppliers willing to secure their products in every MIMEX store, etc.. (M9-M11).

Common areas:

- At the beginning of each profile definition action, we created a specific form that was shared with the rest of the members of the consortium participating in this task, in order to validate and/or enrich the questionnaire before starting to work with it. Actions were limited to 6 weeks per profile, allowing us to gather sufficient amounts and variety of responses. Results are represented using graphics and brief conclusions. These results have been incorporated into our requirements (e.g.: See Section 2.1).



- After each profile definition, we started assessing the quantity of those users', suppliers', and customers' profiles in Spain, hence, leading to market quantification in terms of numbers for each profile and value of transactions. Market value definition also includes evolution (i.e. CAGR) based on historic and sectorial forecasts.
- Questions in the surveys tried not to influence answers in one way or another, giving free, yet concise decision-making to the responders.
- For each profile identified, we counted on different collaborators like the Smart City Cluster (Spanish innovation cluster working with public and private entities all over Spain for the Smart City sector), the Technological Park of Andalusia (where the Pilot #2 will be installed) and other consumer and retailer associations.
- For each profile identification in Turkey, HEPSIBURADA contacted the Turkish Trade Chamber and Turkish Retail Society to reach out to the most appropriate stakeholders for the surveys.

### 3. DETAILED STAKEHOLDER STUDIES

#### 3.1. Shoppers

##### 3.1.1. Approach Taken

Thanks to two very strong actors in the retail sector being present in the consortium, we chose to conduct deep investigations into the shoppers of Turkey and Spain (HEPSIBURADA and METRICA6). Also, in Italy, CEFLA released an Italian version of the survey to gather the desires of potential customers. Online surveys were created to gather a variety of profiles from different social backgrounds.

In these three countries, the consortium collected 519 surveys, in 6 weeks. The questions were prepared to investigate further shoppers' opinions about MIMEX, so that we could offer a more human centric product by the end.

In the surveys, firstly, we introduced the participants to the MIMEX concept and explained how it is going to work. All the questions were answered only after this introduction was read and fully understood. In different parts of the survey, additional explanations and images were also used. After collecting all the surveys from three countries the results were transferred to Excel to help see the bigger picture.

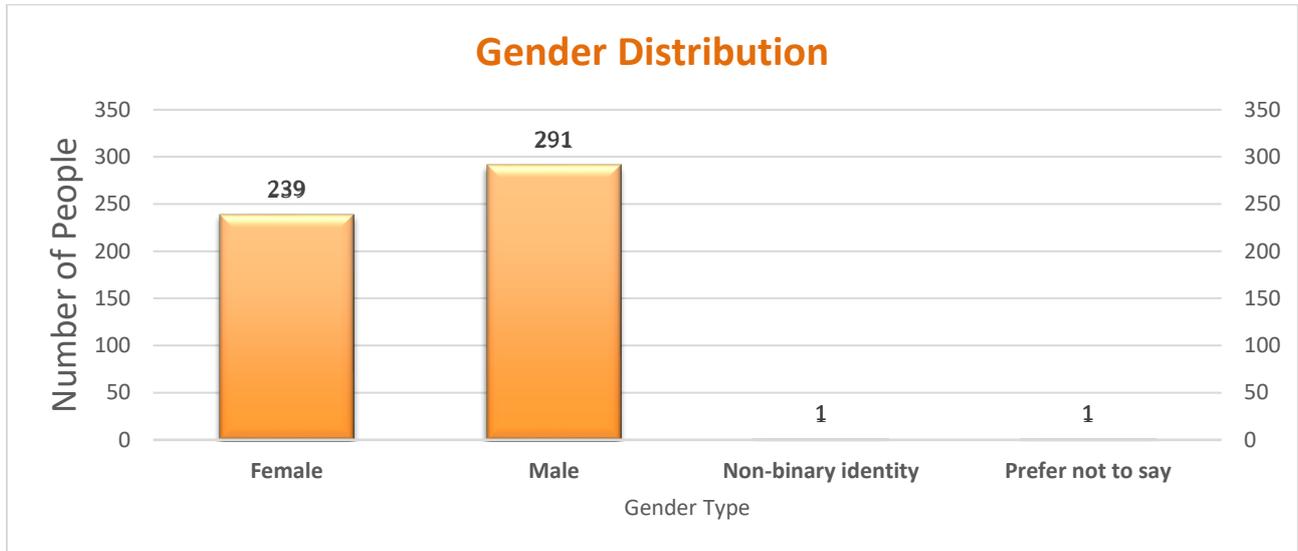
##### 3.1.2. Results from Shopper's Survey

###### 3.1.2.1. Demographic and Shopper's Identities

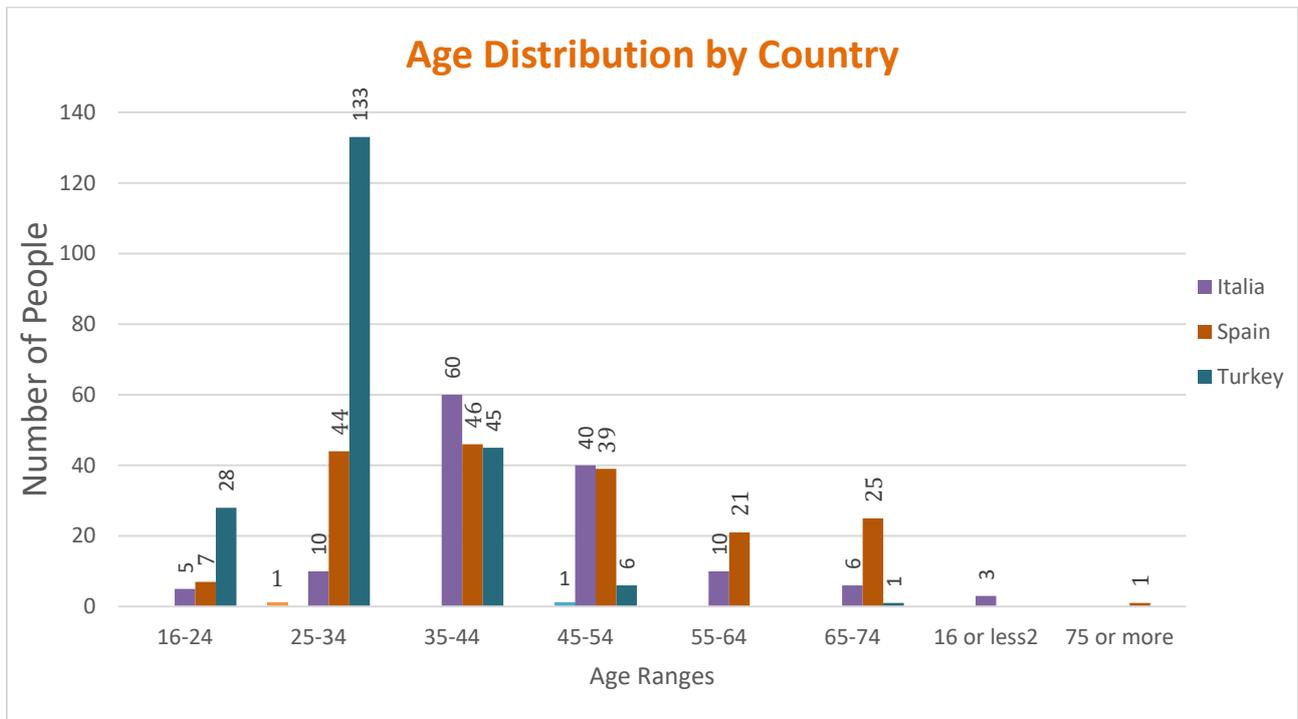
The results from our surveys indicate that, with respect to the concept of MIMEX, the profiles of potential shoppers are spread across different backgrounds, different educational qualifications, and different age ranges. This verifies that MIMEX must target any type of personality in the community, and anybody would like to shop in a MIMEX store. More importantly, the occupation distribution chart demonstrates that the concept of the MIMEX store is not just capturing the customers in the upper-level class, as even low-income unemployed students would like to make purchases in the store. This is very significant for us to conceptualize a MIMEX store, since the main aim of the project is to target all shoppers in a community, thus



we must ensure that the products on sale in stores are well distributed to attract all consumers from different income classes, premium, low income, mid-level etc.



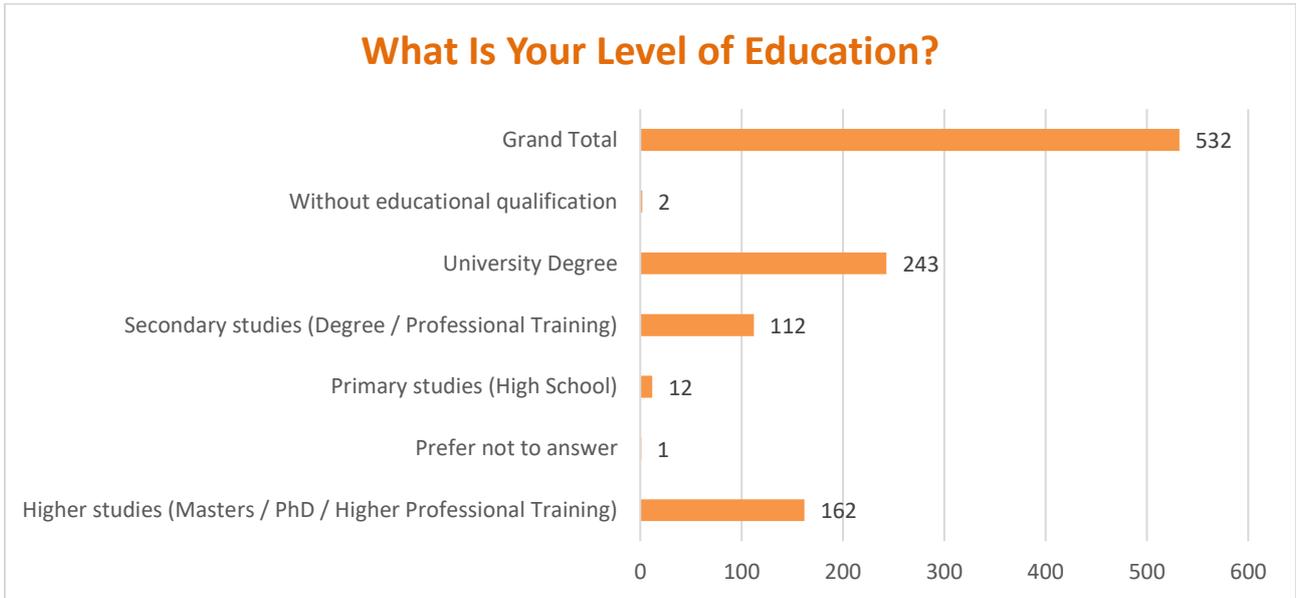
**Figure 1: Gender Chart**



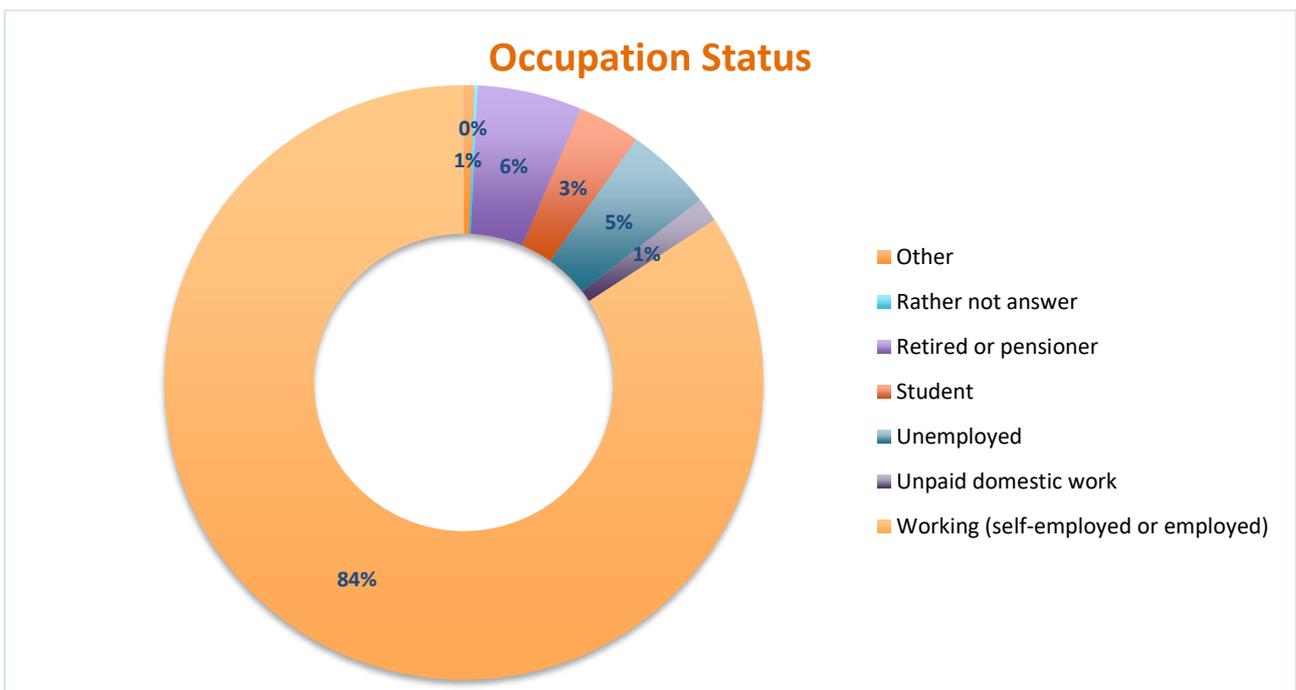
**Figure 2: Age Distribution by Country**

*Note: There are four different bars in the graph as two surveyors are from countries not listed (one was from Chile and the other was from Germany), those are not shown in the legend.*





**Figure 3: Level of Education Chart**

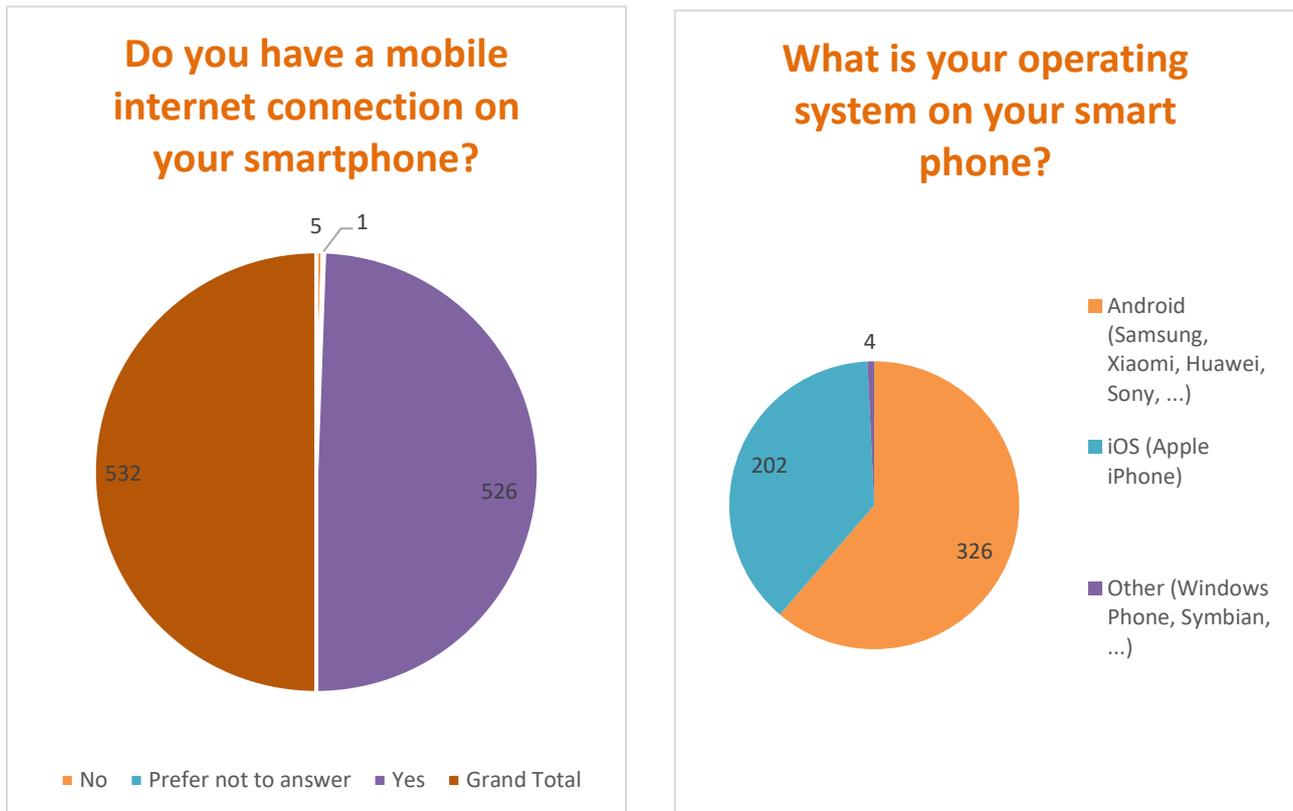


**Figure 4: Occupation Status**

The key feature of MIMEX is that it is offering a next-generation, technology-driven, cashier-less shopping experience, hence advanced hardware, and software tools are an essential element to service users with innovative, futuristic MIMEX experiences.



Shoppers need to have a smartphone to shop in a MIMEX store, and they need to follow certain steps while they are shopping. The technology readiness, or capability, of using smartphones is a must in MIMEX. For shoppers, even in the higher age class, the result show that they all have access to smartphones, although half of the users will need to connect to shop-based WiFi as they do not have mobile internet. From a technology point of view, the development of the MIMEX app must also support Android, and IOS operating systems.



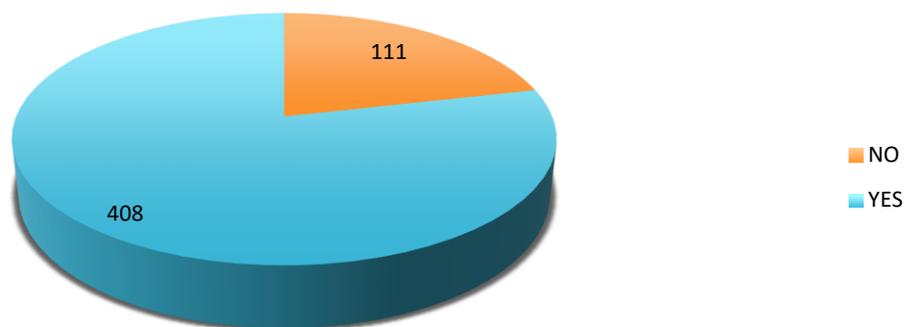
**Figure 5: Technology Accessibility and System Feature Charts**

In the last decade, technology has penetrated all aspects of our lives, e.g. shopping, education, health. Societies are becoming more digital and dependent on smart electronics such as phones, tablets, computers, watches, etc.. MIMEX will offer technology-driven accessibility, ergonomics, and simplicity to the traditional in-person shopping experience. MIMEX is not a fully-digital or an online retail shopping concept, shoppers must still physically interact with products in stores. MIMEX will offer shoppers a simpler and faster shopping process. In the chart below, we can see that 82% of the interviewees are very interested in shopping in the MIMEX store.



**Figure 6: Would you be Interested in Shopping in a MIMEX store (Yes/No Response)**

**Would you be interested in making purchases from any of the selected categories out of normal business hours? (from 22.00 to 8:00)**



**Figure 7: Working Hour Preferences of Shoppers (Yes/No Response)**

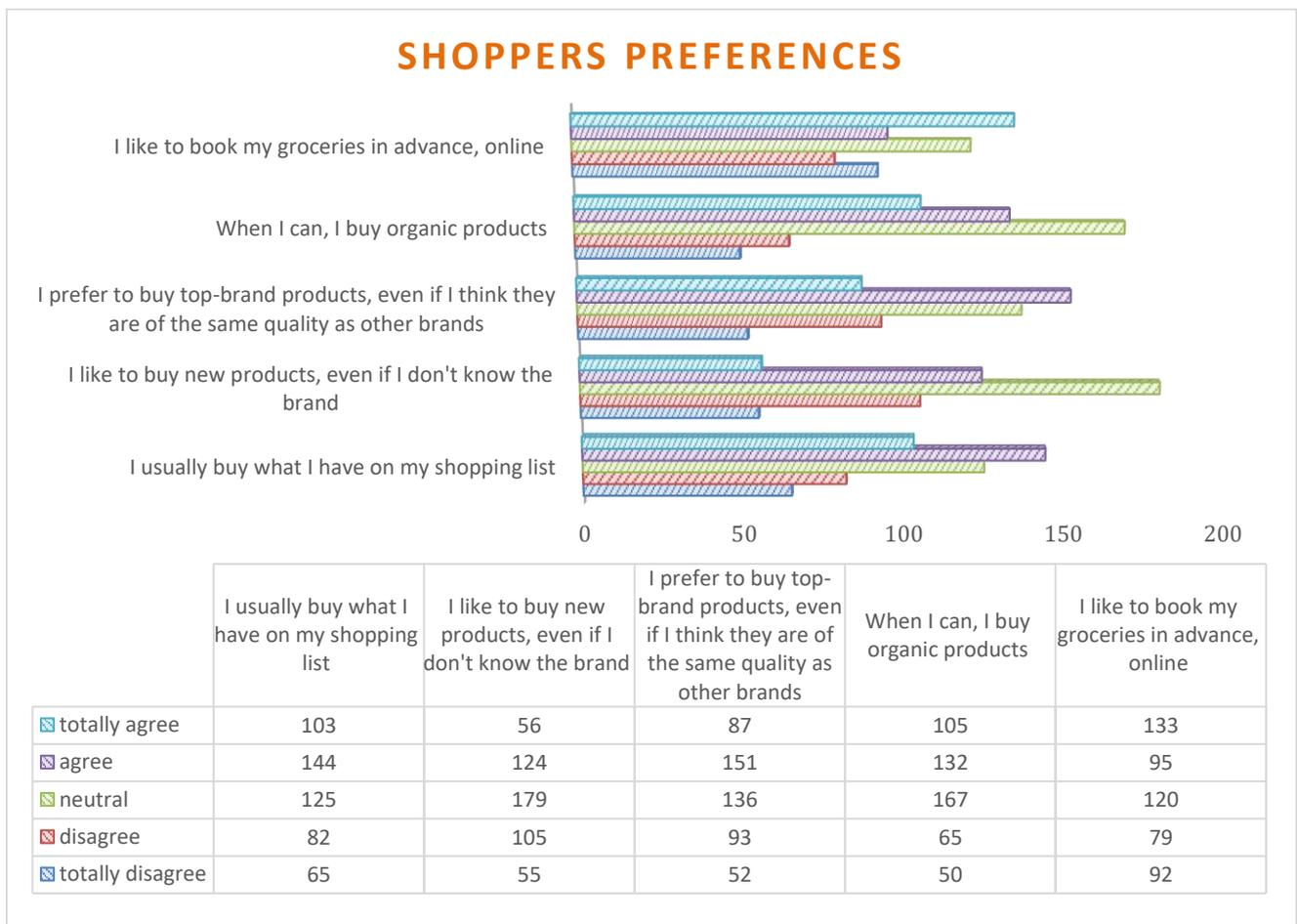
MIMEX offers a fully autonomous and robust shopping store, so that shoppers can do shopping 24-7, and the majority of the people surveyed said that they would like to shop even after official working hours of retail stores. There are plenty of reasons behind that. For instance, some shoppers say that they work on a shift basis, and some of them live in larger cities with rush-hour traffic loads, such as in Istanbul. Due to traffic jams during these hours, it can take 2-3 hours to reach from point A to B. Thus, by offering a 24-7 service in retail we could capture shoppers who are willing to do make purchases off-peak.



### 3.1.2.2. Shopping Preferences

The shopping preferences of the shoppers are illustrated below in two distributed charts.

- An overview of the charts below show that the selection of favourite products is well distributed. Each preference captures between 18-25% of the total responses. The questions were based upon the grading from 1 to 5 (totally disagree: 1, disagree: 2, neutral: 3, agree: 4, absolutely agree:5)



**Figure 8: Shopper Preferences (Ratings of 1 to 5)**

Due to recent trends in retail shopping, more than 25% of those surveyed want to book the products in advance and they prefer a go-&-pick-up model. In parallel with this tendency, consumers also state that they are very keen on digital shopping list.

Another popular trend in grocery is shopping organic. Approximately, 20% of those surveyed do their shopping based on organic products. Most of the organic products are from local farmers or manufacturers, and they are not usually known brands. On the contrary, roughly 25% of responders prefer traditional products from well-known FCMG companies, so they want to see products from well-known brands too. Depending on the country, people’s preference varies between organic food from local suppliers to top



brands. In Turkey, the preference for organic food is more requested if the products are made by international companies instead of local producers, due to doubts about quality standards, loyalty, etc.

Further questions in the survey were investigating shopping frequency and distance preferences. The overall concept of MIMEX stores fits between vending machines and standard supermarkets. MIMEX stores would be sized between 20-40 m<sup>2</sup> and can be easily installed in any public place, e.g. shopping malls, gas stations, etc..

In the first chart below, more than 40% of those surveyed say that they spend 30-60 mins on average shopping each time, and nearly 50% of those surveyed say that they have spent less than 30 minutes on average. This is an important indicator since MIMEX stores are not like supermarket or retail stores. The variety of available products in our stores will be between 100-150 products in the top categories. In addition, shopping pathways and internal designs of the MIMEX will be a good fit the consumers who do not want to waste time. This question also verifies that, our people surveyed have fully understood the concept of MIMEX and what customers would expect to gain from MIMEX stores.

The main strategy of MIMEX will be exploit decentralized-installations, i.e. to be localized out of centralized locations, unlike retail-chain leverage strategies. Over 50% of those surveyed expressed a preference to stop by shopping in areas close that 2 km away from their home/work. In the last two decades, although larger shopping malls have been settled in urban districts, more than half of shoppers want to go shopping close by their local stores. This perfectly fits to the MIMEX overall concept.

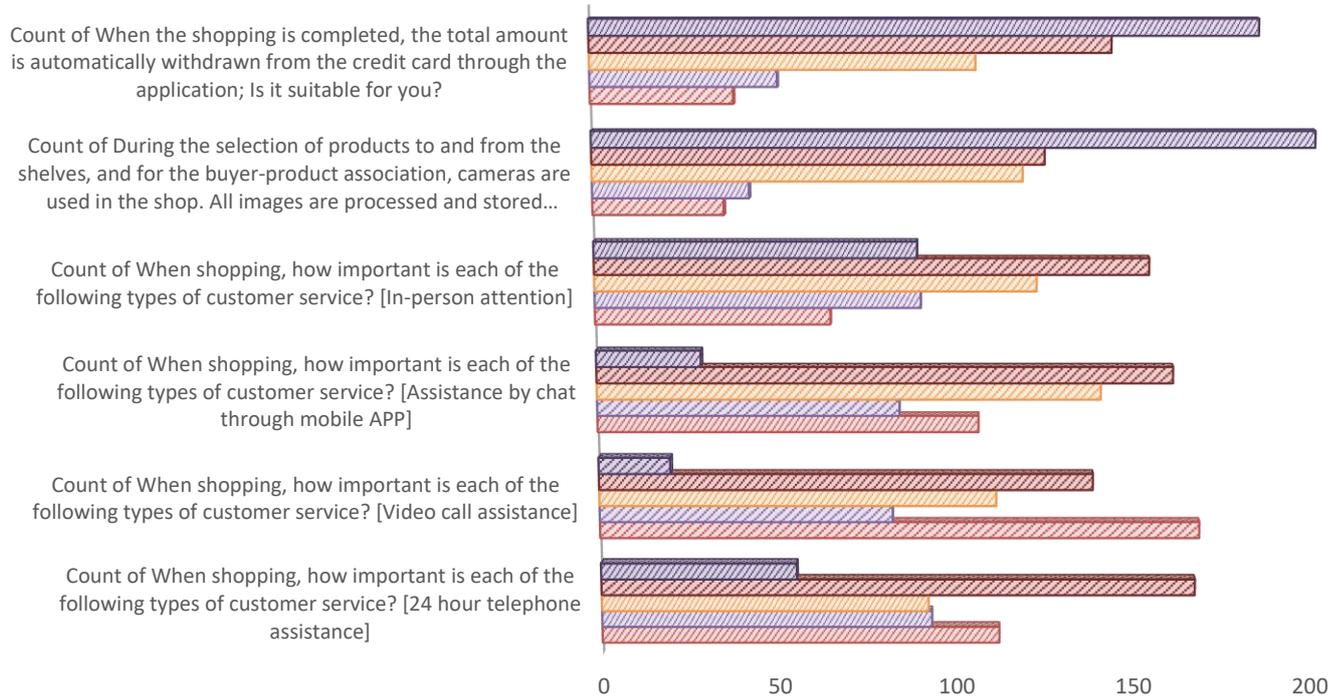


**Figure 9: Average time Spent by Consumers Shopping**



**Figure 10: Shopping Preferences with respect to the closeness of stores**

## SHOPPERS PREFERENCES



	Count of When shopping, how important is each of the following types of customer service? [24 hour telephone assistance]	Count of When shopping, how important is each of the following types of customer service? [Video call assistance]	Count of When shopping, how important is each of the following types of customer service? [Assistance by chat through mobile APP]	Count of When shopping, how important is each of the following types of customer service? [In-person attention]	Count of During the selection of products to and from the shelves, and for the buyer-product association, cameras are used in the shop. All images are processed and stored securely on data encryption systems. Indicate how much you like the presence of suc	Count of When the shopping is completed, the total amount is automatically withdrawn from the credit card through the application; Is it suitable for you?
totally agree	55	20	29	89	198	182
agree	167	138	160	153	124	142
neutral	92	111	140	122	118	105
disagree	93	82	84	90	43	51
totally disagree	112	168	106	65	36	39

**Figure 11: Bar Chart of S-shopping Experiences (Ratings from 1 totally disagree to 5 totally agree)**



We also investigated shoppers' preferences in terms of overall expectancy with respect to customer assistance and trust of the MIMEX payment method. Shoppers ranking their preferences from 1-5 (totally disagree: 1, disagree: 2, neutral: 3, agree: 4, absolutely agree is 5). There are six different questions asked to the surveyors. All of the Responses of the questions were aggregated and presented in one chart. (Figure11). In order to interpret and investigate shoppers' expectancies in MIMEX's store.

The chart and table above indicate that more than half of the responders do not necessarily expect to require customer service or assistance. From responders who wish to have customer assistance, nearly half of them prefer in-person attention, closely followed by 24-7 phone call assistance. Although MIMEX is going to service a fully autonomous shopping experience, shoppers said that they might like to have some form of in-person shopping assistance or optional personal attention. In parallel with that, ages above 30 years old, said that they want to interact with a person from customer assistance. Another significant point is that approximately half of the respondents do not want to engage with customer service in the shopper app, due to recent criticisms about customer assistance in apps from different companies. Another option to explore is video assistance. Due to Covid-19, most companies have been offering video calls on WhatsApp, Facetime, or other platforms. For instance, when banks were closed for long periods during lockdown, and bank clerks were conducting working from home, they interacted with bank customers only via video call. Video assistance is a good option to meet with the expectations of customers who want in-person assistance, thus in-person video calls could fulfil customer satisfaction in MIMEX. MIMEX will thus pioneer such customer assistance services, but these would require further work on integration of both technology and human interaction means. Video calls will probably be preferable to other options.

In recent decades, online shopping has skyrocketed and most consumers have had no doubts about using online payment systems. Since demand increased for online shopping, more technologically safer and secured payment systems have been deployed. In this respect, more than 80% of those surveyed said that they would have no concerns or issues about using online payments or digital payment in the MIMEX app. Thus only 90 (51 Disagree + 39 totally Disagree) out of 519 responses are not satisfied with online credit card payment methods. Although approximately 20% (102 out of 519) of those surveyed are not fully convinced by online payments, with some reassurances and experience they might be persuaded to trust them. We should still conclude that they are willing to make purchase in MIMEX this way. It is understandable that some would be very suspicious about recently established digital retail platforms or automated stores. Once the technology and businesses have been fully tested, and the MIMEX brand name has been raised in the community, our stores will have opened and expanded in many different countries, and faith in the digital processes will be implicit. We believe that shoppers who currently mark neutral will change their minds.

The MIMEX project relies on image processing technologies, and at every moment, shoppers' actions and locations will be recorded and processed by AI algorithms. Before entering a MIMEX store, each shopper must accept data and privacy consent. More than half of those surveyors (312 out of 519 Responders) said that they would probably not feel uncomfortable by this surveillance form. They are not uncomfortable about being recording by cameras. In MIMEX, we are very respectful of each shopper's privacy. Consequently, we assume that the community will accept the MIMEX concept.

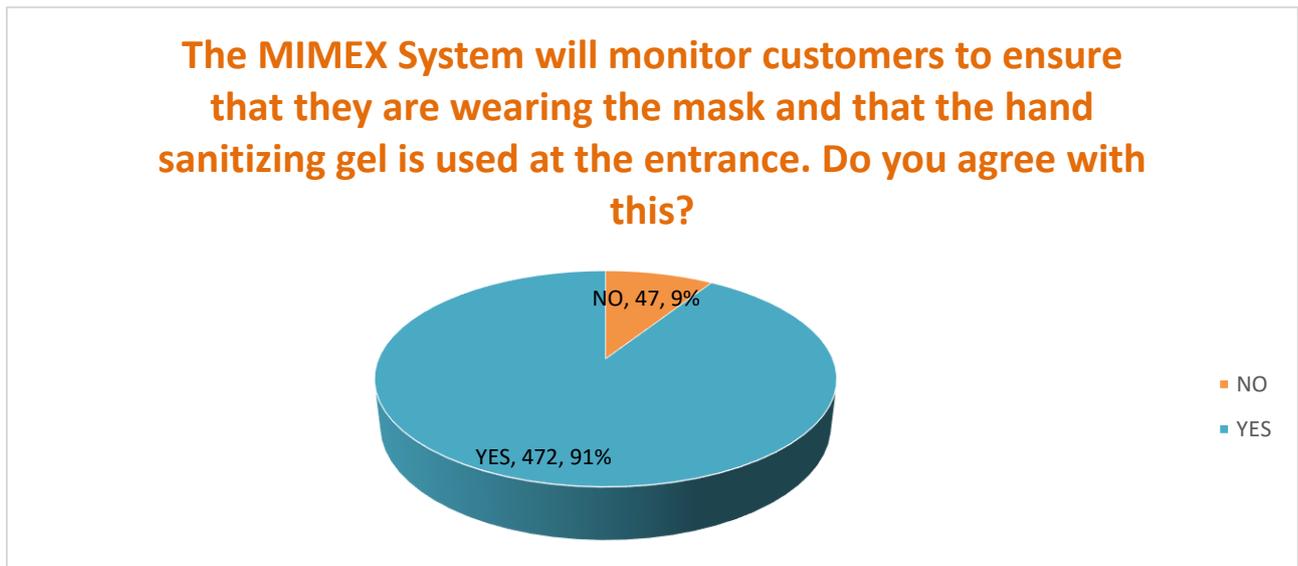
Due to unforeseen circumstances since 2019, the Covid-19 pandemic has manipulated behaviours of humankind in the community. This chart below clearly indicates that, for social distancing concerns, shoppers would prefer to wait a bit until stores are not overly packed with shoppers. Throughout the design stage of the MIMEX store, shoppers will enter one by one, in order to have shoppers feel safer regarding Covid-19 precautions and social distancing. Likewise, hygiene and masks are becoming more important in society. In



the MIMEX store, shoppers will see check for hygiene equipment local rule compliance measures before entering a store. As expected, shoppers totally agree with such types of Covid-19 checking precautions: hygiene mask checking, temperature check, etc.. Even after the Covid-19 pandemic ends in the world, people will be used to higher levels of hygiene and related precautions in public places.



**Figure 12: Preference; Whether Shoppers Want to Wait in Line for Shopping**



**Figure 13: Results of Covid Precaution checks**

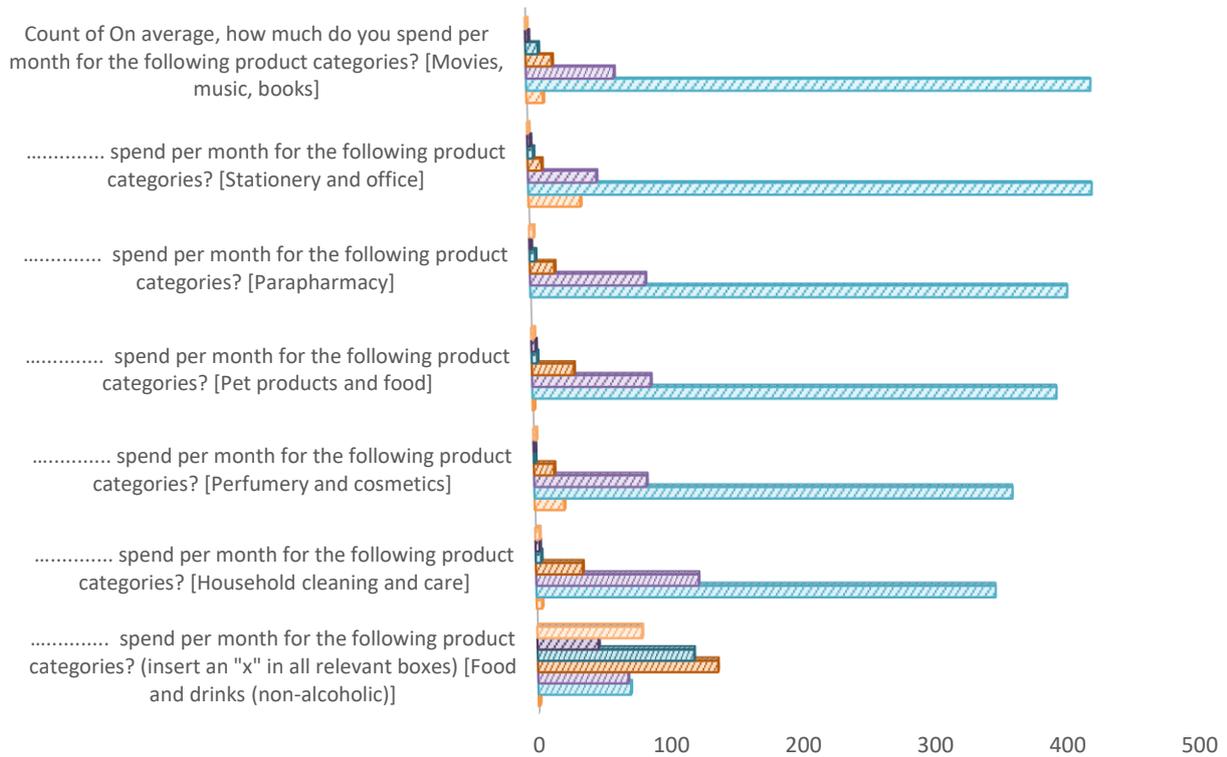
The average spending of shoppers in the top categories of products seem to be well distributed. Unfortunately, there is no exact projection of what shoppers' attitudes to specific categories such as pharmacy, gaming, electronics are, due to mainly economic factors such as inflation, sale tax, average



monthly wages son on. However, the top categories are specifically; food; drink; cleaning and personal care. More than 70% of the people surveyed say that they have spent a significant amount of income on those categories. The least spending categories are electronics, gaming, and pharmacy good, due to pricing and other factors. This proves that MIMEX stores should be supplied with products like traditional stores offer. In parallel with that, a previous report from the HEPSIBURADA marketing team, demonstrated that the top ten categories of most sellable products are the same as those desired by the people surveyed. Details and results are presented in charts below.



## SHOPPER AVERAGE SPENDING DUE TO CATEGORIES OF THE PRODUCTS

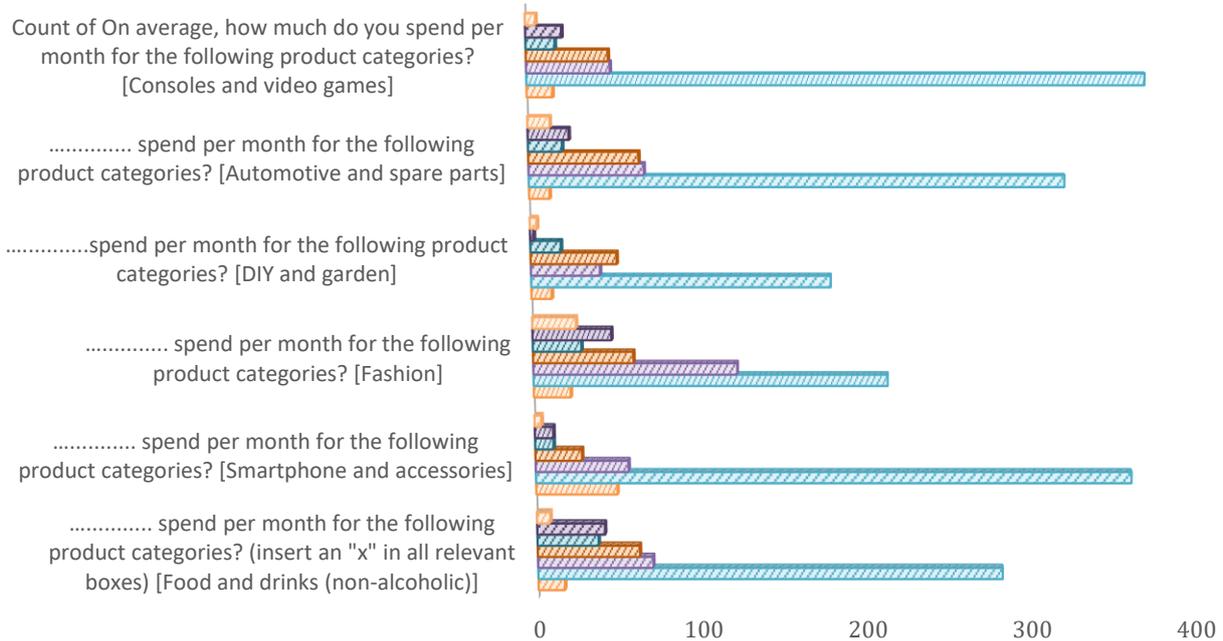


Count of On Average, how much do you.....	..... spend per month for the following product categories? (insert an "x" in all relevant boxes) [Food and drinks (non-alcoholic)]	..... spend per month for the following product categories? [Household cleaning and care]	..... spend per month for the following product categories? [Perfumery and cosmetics]	..... spend per month for the following product categories? [Pet products and food]	..... spend per month for the following product categories? [Parapharmacy]	..... spend per month for the following product categories? [Stationery and office]	Count of On average, how much do you spend per month for the following product categories? [Movies, music, books]
More than 600 €	79	3	2	2	3	1	1
400-599€	46	3	1	3	1	2	2
201-399€	118	4	1	4	4	4	9
100-200€	136	35	15	31	18	10	19
50-99€	68	122	84	88	85	50	64
1-50€	70	345	357	389	396	413	411
I do not buy	1	4	22	1		38	12

**Figure 14: Shopper Average Spending with respect to Categories of Products**



## SHOPPER AVERAGE SPENDING DUE TO CATEGORIES OF THE PRODUCTS



**Figure 15: Shopper Average Spending mapped to Products Categories**



## 3.2. Supplier

### 3.2.1. Approach Taken

In Task 2.2, the Spanish market was assessed through a series of online, telephone, and live interviews with different profiles. Live interviews were conducted with people from Malaga in Spain (where Pilot #2 will be installed) and from outside the city during sectorial events in 2021. In Turkey, HEPSIBURADA surveyed their business partners. Global suppliers were preferred. In addition to that, the business development team of HEPSIBURADA called stakeholder business development teams to introduce the MIMEX project to them, and to gather additional surveys.

The general structure for this task is shown below:

- **Definition of suppliers' profiles:** covering buyers expectancy.
- **Identification of the stakeholders:** after identifying all previous agents in the MIMEX purchasing experience, we searched for specific stakeholders willing to support MIMEX's business exploitation. These stakeholders were from strategic/business corporates, investors/VCs, licensees of MIMEX patents, suppliers willing to secure their products in every MIMEX store, etc.. **(M9-M11)**.

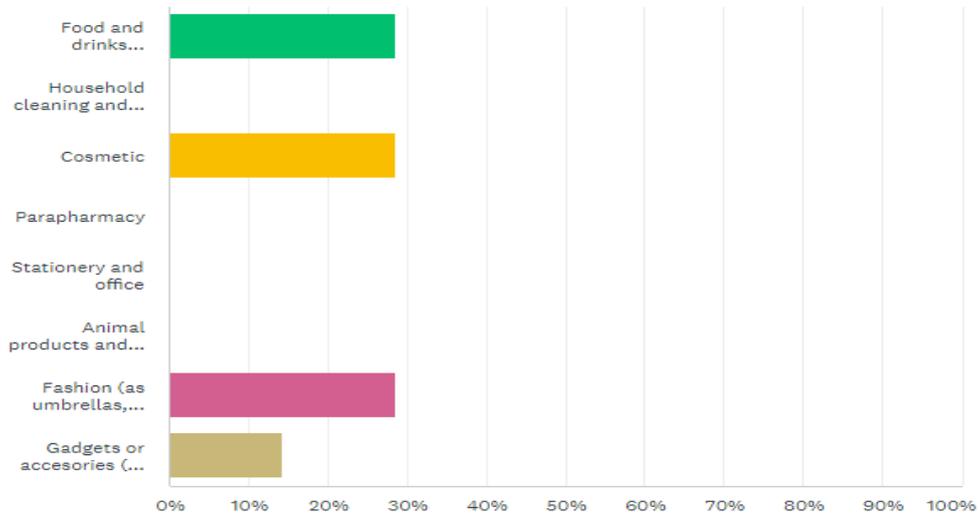
### 3.2.2. Results from Supplier's Survey

#### 3.2.2.1. Results from Turkish Suppliers

**Question: From the following products, which ones do you offer?** *Note: This is a suggestive question to have a better understanding of the suppliers' product range.*

The range of suppliers in this survey contains food and drinks, cosmetics, fashion, and gadgets or accessories. We did not question any suppliers that provide household cleaning and care products, para pharmacy, stationery and office, and animal products and food, although HEPSIBURADA is able to be a supplier for these desirable categories is necessary. After the completion of this task, to leverage a viable supply chain network, HEPSIBURADA investigated and contacted appropriate suppliers. (M9-M11). Results from these investigations are detailed below.



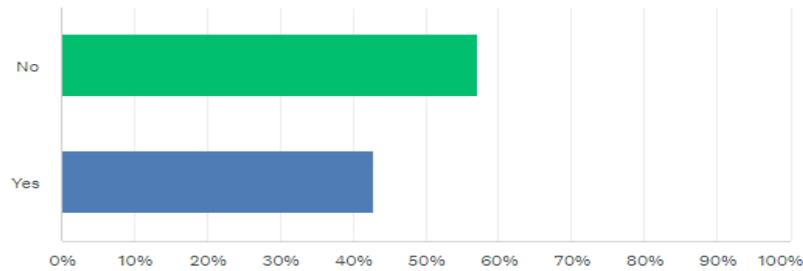


ANSWER CHOICES	RESPONSES
Food and drinks (non-alcoholic)	28.57% 2
Cosmetic	28.57% 2
Fashion (as umbrellas, wallets...)	28.57% 2
Gadgets or accesories (as usb, power bank, hdmi...)	14.29% 1
Household cleaning and care products	0.00% 0
Parapharmacy	0.00% 0
Stationery and office	0.00% 0
Animal products and food	0.00% 0
<b>TOTAL</b>	<b>7</b>

Figure 16: Supplier Product Catalogue Chart

**Question:** Next, you will be asked a series of questions about the product categories that you supply. In case you have marked several options, answer based on the main category. Do you have a minimum batch supply requirement? Note: With this question, we are trying to understand the minimum supply amount of the suppliers. This is a helpful question that can shape the early, mid, and other stages of supplying strategy.





ANSWER CHOICES	RESPONSES
No	57.14% 4
Yes	42.86% 3
<b>TOTAL</b>	<b>7</b>

**Figure 17: Supplier Minimum Batch Requirement Chart**

**Question:** If the answer is “Yes” for the previous question, please answer this question. Which is the minimum quantity for these products/categories? *(Write, approximately, the minimum and if it's kg or pallets)* Note: This question is a text-answer based question because the batch requirement of companies is variable on a wide scale. No precise answers are collected by suppliers. Addition to that, one of supplier is from the swimwear industry, Responder from that company, write a comment instead of marking available choices. Other responders missed to mark the choices of the quantities as well. Unfortunately, responses are not very accurate, and there might be misunderstanding while responders are answering the question. The question might not be informative and explanative so that, surveyor, could not response accurately; we cannot analyze this data broadly because of the number and context of the answers. Only 10.000+ answer is important in providing insights into the issue, as we may not meet with the 10.000+ supply amount in the early stage. Hence, we must consider this result in the later stages of MIMEX. The three quantity amounts requested are shown below.

- 10000+
   
 10/5/2021 4:43 PM
 
[View respondent's answers](#)
[Add tags▼](#)

---

- 20 kg
   
 10/3/2021 9:53 PM
 
[View respondent's answers](#)
[Add tags▼](#)

---

- Fashion, swimming equipment, hauseware
   
 9/21/2021 12:30 PM
 
[View respondent's answers](#)
[Add tags▼](#)



Q4

If the answer is “Yes” for the previous question, please answer this question. Which is the minimum quantity for these products/categories? (Write, approximately, the minimum and if it’s kg or pallets)

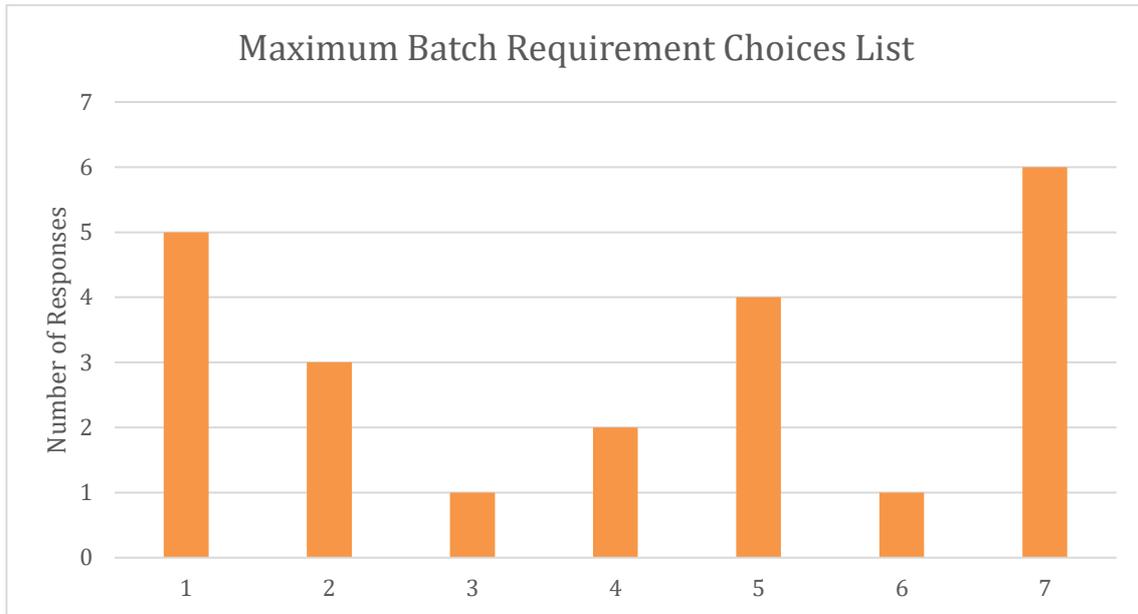
Data Trends do not apply to this question

**Figure 18: Minimum Batch Requirement Amount Choices List**

**Question:** What is your maximum batch supply limit (productivity) for the following product categories in a week? (Write, approximately, the minimum and if it’s kg or pallets) *Note: This question is another text-answer based question because the batch requirement of companies is variable on a wide scale. The question is helpful for us to shape our supplying strategy. As MIMEX has the potential to be an extensive store network, the maximum supply amount can be a problem in the mid-stages of MIMEX. On the other hand, these answered amounts are enough for our testbed development at this early stage. If MIMEX extends its grocery chain, we need to contact bigger supply companies. The seven results given by those surveyed are shown below.*

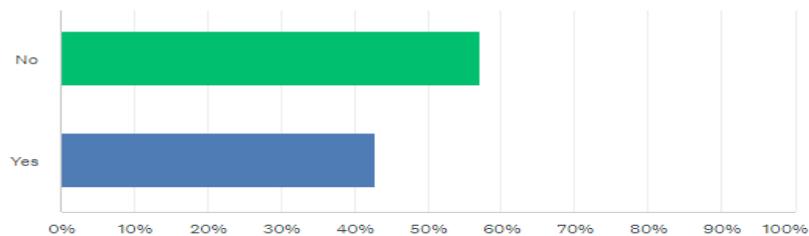
<input type="checkbox"/> 1000 units per week	10/13/2021 4:42 PM	<a href="#">View respondent's answers</a>	<a href="#">Add tags▼</a>
<input type="checkbox"/> unlimited	10/13/2021 4:31 PM	<a href="#">View respondent's answers</a>	<a href="#">Add tags▼</a>
<input type="checkbox"/> 240 pallets	10/12/2021 2:30 PM	<a href="#">View respondent's answers</a>	<a href="#">Add tags▼</a>
<input type="checkbox"/> 500000 quantity/month	10/12/2021 2:14 PM	<a href="#">View respondent's answers</a>	<a href="#">Add tags▼</a>
<input type="checkbox"/> 2500 per/week	10/5/2021 4:43 PM	<a href="#">View respondent's answers</a>	<a href="#">Add tags▼</a>
<input type="checkbox"/> 100 kg	10/3/2021 9:53 PM	<a href="#">View respondent's answers</a>	<a href="#">Add tags▼</a>
<input type="checkbox"/> 100 quantity / week	9/21/2021 12:33 PM	<a href="#">View respondent's answers</a>	<a href="#">Add tags▼</a>





**Figure 19: Maximum Batch Requirement Choices List**

**Question:** For the previous categories, do you offer any perishable products? *Note: Preservation of perishable products is an important point for markets, grocery chains, and other little shops. Understanding this is another important point to shape MIMEX’s business.*



ANSWER CHOICES	RESPONSES	
No	57.14%	4
Yes	42.86%	3
<b>TOTAL</b>		<b>7</b>

**Figure 20: Perishable Products**

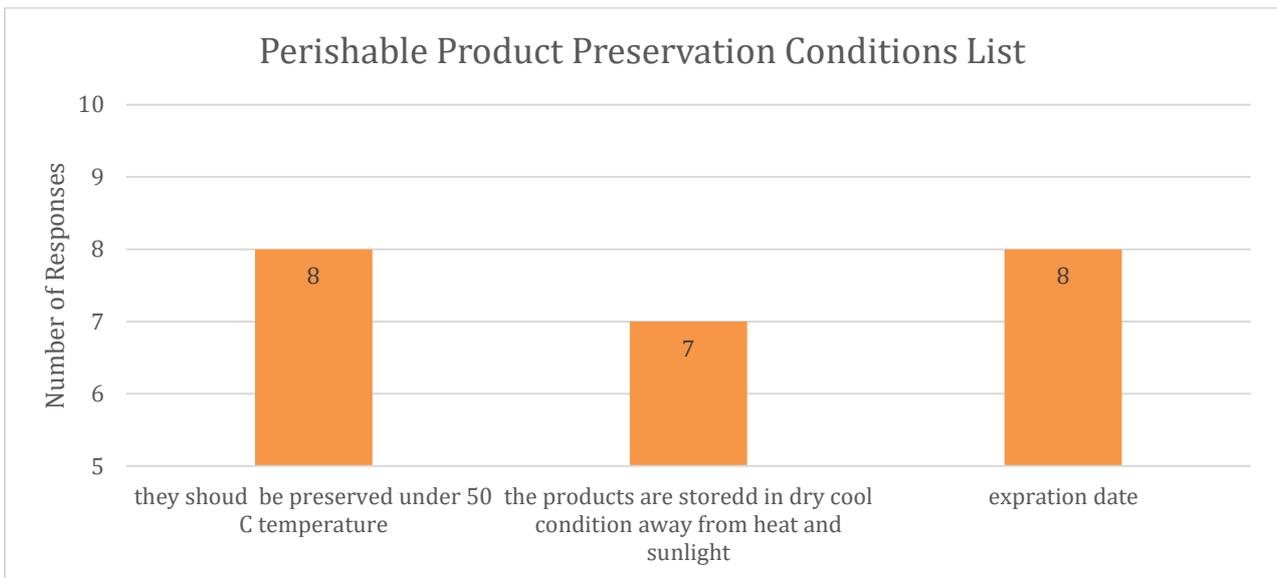
From the above four questions, the main key point is to layer the operative supply chain cycle of MIMEX. Although MIMEX is not a large retail or grocery store, some of the products perish faster than others, so that storing bulk batches would be a key parameter to operate stock efficiently. Moreover, balancing the products with short expiry dates need to be consistently supplied instead of storing them on a bulk scale.

**Question:** If the answer is “Yes” for the previous question, please answer this question. Which supply/stock conditions do these products have? (e.g., if your products need a specific temperature, conservation needs, lightning, etc.) *Note: These are the preservation conditions of the perishable products. Because product preservation needs to vary on a large scale, this question is asked on a text-answer base. Answers indicate*



the preservation conditions of the perishable products. For all the answers, MIMEX can provide the conditions for the preservation of the products. The three results from the surveys are shown below.

- they should be preserved under 50c temperature. [View respondent's answers](#) [Add tags▼](#)  
10/13/2021 4:33 PM
- The products should store in dry, cool conditions away from heat and sunlight. [View respondent's answers](#) [Add tags▼](#)  
10/12/2021 2:33 PM
- Expiration date [View respondent's answers](#) [Add tags▼](#)  
10/12/2021 2:15 PM

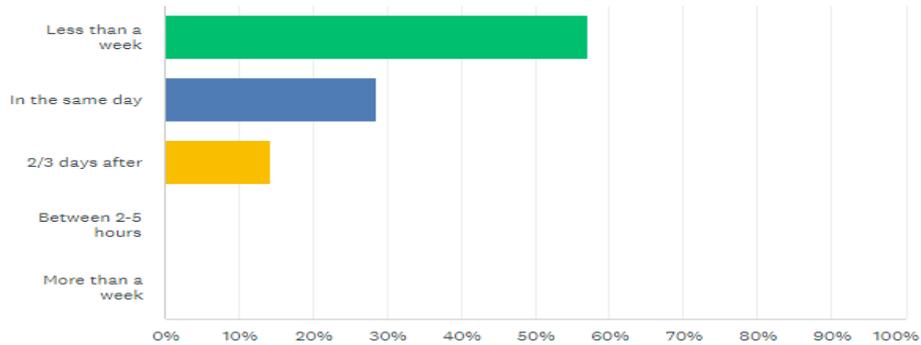


**Figure 21: Perishable Product Preservation Conditions List**

In terms of the types of products placed on shelves, the sorting condition is important for each product. Since, the placement of the products would have been updated, due to desirable conditions. This might affect the shopping experience because, in any retail store, products are placed on the shelves respecting numbers of availability, exclusive shelf condition, campaigns, etc.

**Question:** How long is your average answer and supply time for a request of the minimum batch/quantity of the products indicated before? *Note: Supply time is a crucial point to keep stocks alive and for planning the stock supply.*





ANSWER CHOICES	RESPONSES	
Less than a week	57.14%	4
In the same day	28.57%	2
2/3 days after	14.29%	1
Between 2-5 hours	0.00%	0
More than a week	0.00%	0
<b>TOTAL</b>		<b>7</b>

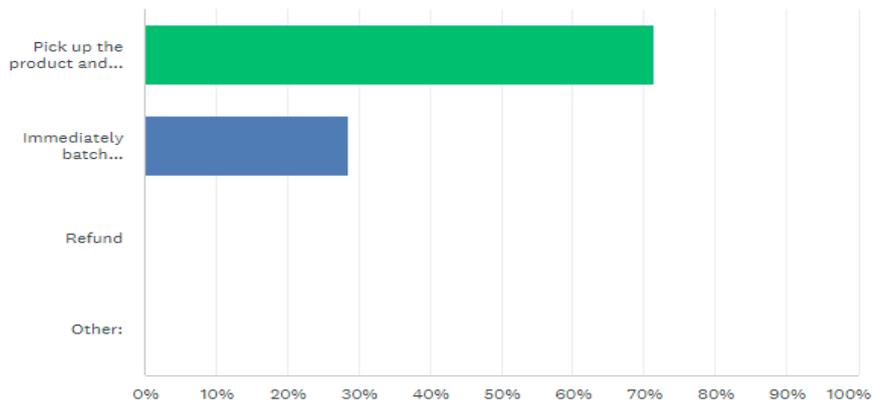
**Figure 22: Supply Cycle Preference Chart**

Due to the lack of large warehouse or storage areas in MIMEX stores, the speed of replenishment of highly sellable products is crucial for carrying on with consistent revenue daily. The graph above indicates that only 28% of suppliers can provide out-of-stock products within the day, so turnover due to supply chain time would be a lot lower than, average replenishment cycle in a larger retail store. Thus, regarding the fact that, MIMEX stores are not interested in supplying big numbers of bulks products, in a way, replenishment must be carried out in a one-day cycle.

**Question: In the case of a defect or imperfection in the product, how do you manage product substitution?**

*Note: All the suppliers who completed this survey gave acceptable answers about the substitution methods. This means that we will not have a problem with the substitution method between MIMEX and suppliers. See data below.*

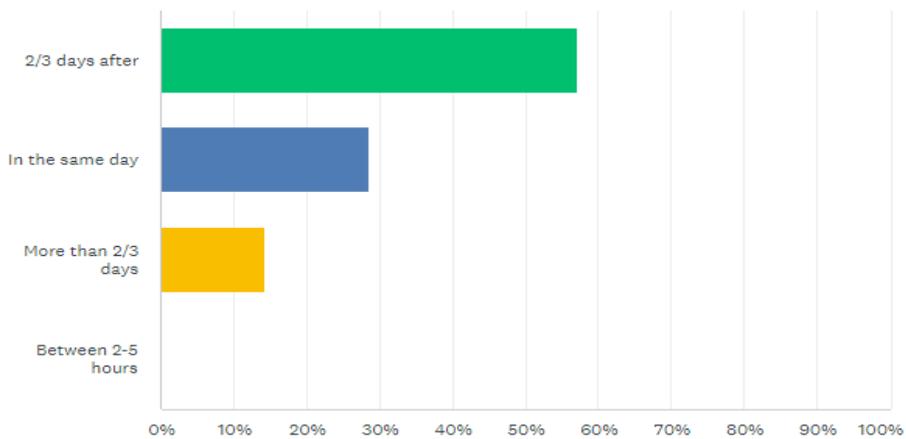




ANSWER CHOICES	RESPONSES	
▼ Pick up the product and later replacement	71.43%	5
▼ Immediately batch replacement	28.57%	2
▼ Refund	0.00%	0
▼ Other:	Responses 0.00%	0
<b>TOTAL</b>		<b>7</b>

Figure 23: Product Substitution

Question: How long does substitution take?



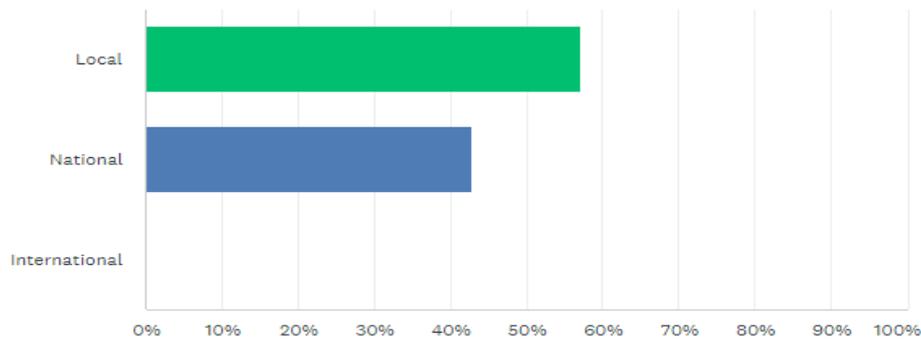
ANSWER CHOICES	RESPONSES	
▼ 2/3 days after	57.14%	4
▼ In the same day	28.57%	2
▼ More than 2/3 days	14.29%	1
▼ Between 2-5 hours	0.00%	0
<b>TOTAL</b>		<b>7</b>

Figure 24: Substitution Time Preference Chart



For the two questions above, shopper (or user) satisfaction is the most important feature. If any shopper wants a refund or an exchange of their product, MIMEX should proceed with this request in 2-5 days. Suppliers are the main part of this process since MIMEX will be the mid-layer between supplier and consumer. Refunds or exchanges will be done by the supplier and in order to keep MIMEX’s user happy, the refund time will not exceed more than 5 days. Out of the survey, if the stock is available in the store, the Shop Owner should replace it straightaway. If the stock is insufficient, the exchange would need to be requested from the supplier.

**Question: What is the reach of your supply offer?**

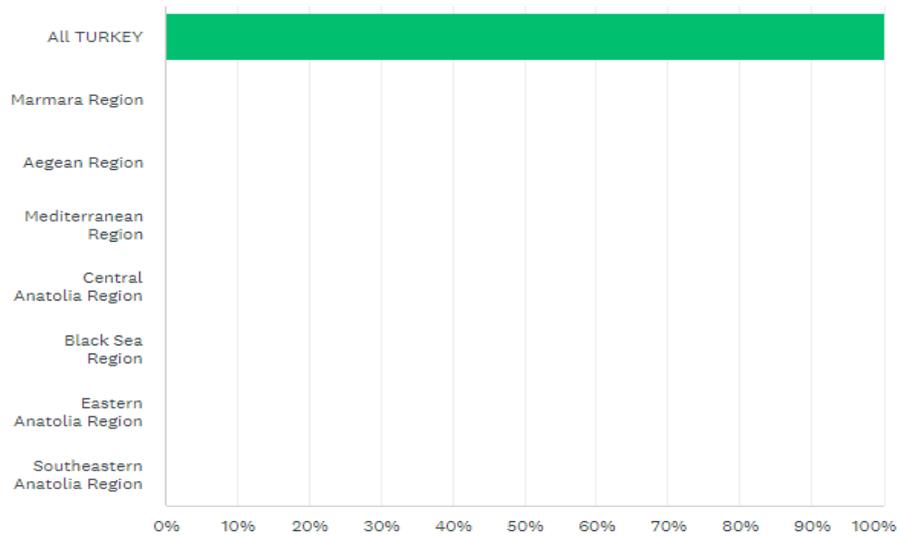


ANSWER CHOICES	RESPONSES
Local	57.14% 4
National	42.86% 3
International	0.00% 0
<b>TOTAL</b>	<b>7</b>

**Figure 25: Supply Chain Network Capability**

**Question:** If the answer is “National” for the previous question, please answer this question. *Note: All the MIMEX suppliers who are national can provide products for all of Turkey. We will not have a problem when we want to open MIMEX shops around Turkey.*





ANSWER CHOICES	RESPONSES
▼ All TURKEY	100.00% 3
▼ Marmara Region	0.00% 0
▼ Aegean Region	0.00% 0
▼ Mediterranean Region	0.00% 0
▼ Central Anatolia Region	0.00% 0
▼ Black Sea Region	0.00% 0
▼ Eastern Anatolia Region	0.00% 0
▼ Southeastern Anatolia Region	0.00% 0
Total Respondents: 3	

**Figure 26: National Supply Capability Chart by Geographic Region in Turkey**

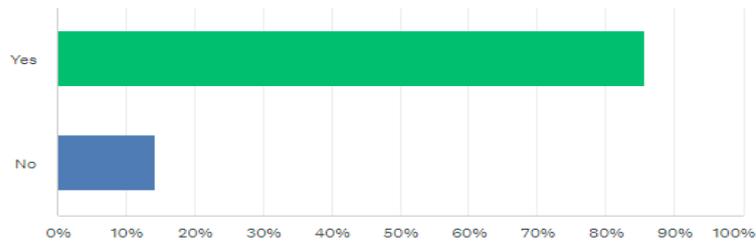
**Question:** If the answer is “International” for the previous question, please answer this question.

There is no international supplier attended on this survey.

**Question:** Does the supply always include the transport to the client’s facilities/shops?

85.71% of suppliers transport products to shops. This means that we do not need to build a transportation chain if we only prefer these suppliers.





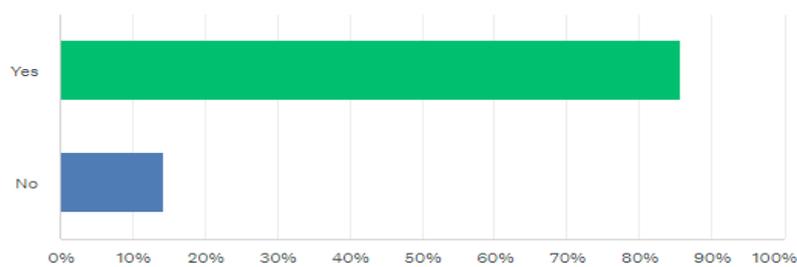
ANSWER CHOICES	RESPONSES	
Yes	85.71%	6
No	14.29%	1
<b>TOTAL</b>		<b>7</b>

**Figure 27: Supply Transportation Chart**

The two previous questions point out that the people surveyed can consistently provide a supply chain locally and internationally. Suppliers should transport products locally and internationally; this is the main reason we would like to sell international products, and also select partners with international suppliers.

**Question:** MIMEX is a new kind of innovative shopping experience, in which suppliers, co-operators, and clients (owners/MIMEX market managers) will obtain a benefit from this brand via web, app promotion, and/or through signs and ads in the market itself. Depending on the previous information, would you be interested in offering in any special supply conditions in exchange for an increment of your brand promotion in MIMEX? (For example, but not limited to banner/external vinyl, advertising inside MIMEX shop, video advertising, exclusive offers to MIMEX shoppers, your brand on the MIMEX shopping bag, etc.)

Most of the suppliers are interested in cooperating with MIMEX on advertising.



ANSWER CHOICES	RESPONSES	
Yes	85.71%	6
No	14.29%	1
<b>TOTAL</b>		<b>7</b>

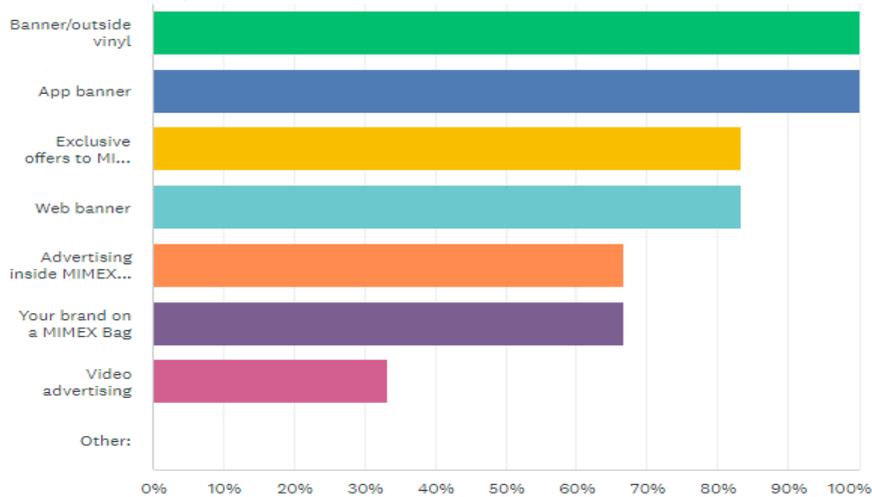
**Figure 28: Interest of Partnership in Advertising & Marketing**

**Question:** If the answer is “Yes” for the previous question, please answer this question. Are you interested in the following advertising media?



If the answer is “Yes” for the previous question, please answer this question. Are you interested in the following advertising media?

Answered: 6 Skipped: 1



ANSWER CHOICES	RESPONSES
Banner/outside vinyl	100.00% 6
App banner	100.00% 6
Exclusive offers to MIMEX shoppers	83.33% 5
Web banner	83.33% 5
Advertising inside MIMEX shop	66.67% 4
Your brand on a MIMEX Bag	66.67% 4
Video advertising	33.33% 2
Other:	Responses 0.00% 0
<b>Total Respondents: 6</b>	

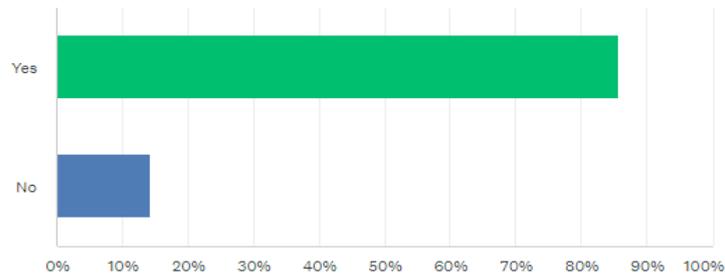
**Figure 29: Interest of Partnership in Advertising & Marketing**

All the participants who want to cooperate with MIMEX on advertising said, “we are interested in banner/outside vinyl and app banner advertising”. Five of them can provide exclusive offers for MIMEX customers and are interested in web banners. Advertising in a MIMEX shop and putting a brand on MIMEX shopping bags are also interesting advertising types for potential MIMEX suppliers. Most of them are not interested in video advertising.

These marketing questions indicate that MIMEX’s business would gain extra revenue from advertising executed by suppliers. This is also a key indicator that MIMEX would be a promising business for stakeholders, and that this concept store would be highly valued to be pursued marketing campaign by suppliers.

**Question:** With all the information that you have now, would you be potentially interested in being a part of MIMEX as a supplier?





ANSWER CHOICES	RESPONSES
Yes	85.71% 6
No	14.29% 1
TOTAL	7

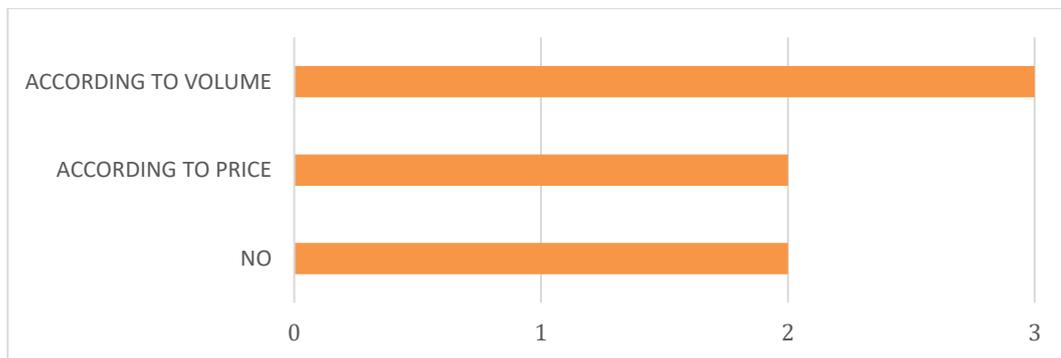
**Figure 30: Preference of Being Interested in MIMEX**

85.71% of the suppliers answered ‘yes’. This means that MIMEX is an interesting and new opportunity for suppliers.

### 3.2.2.2. Results From the European Region Results

#### Question: Do you have a minimum order?

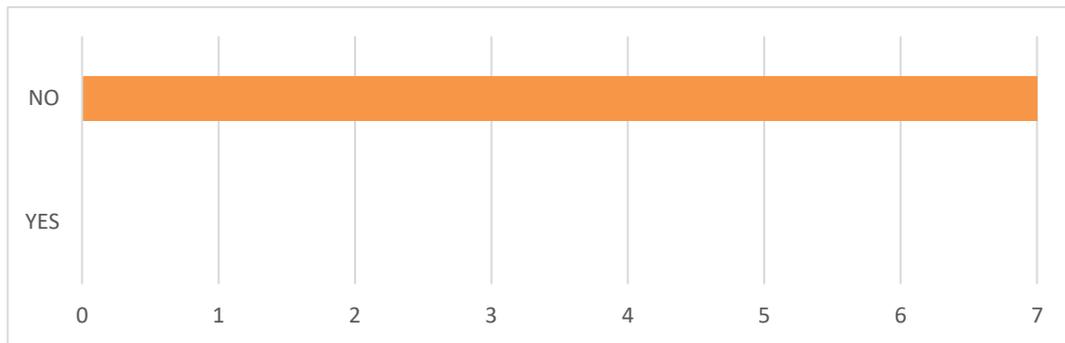
Of the seven product providers surveyed, five of them have a minimum order (either by volume or price) and two of them do not. Of the five that have a minimum order, three are minimum by volume and two by price. Regarding volume, two of them are a box and the other is a truck.



**Figure 31: Minimum Order Preferences**

#### Question: Do you have a maximum order?

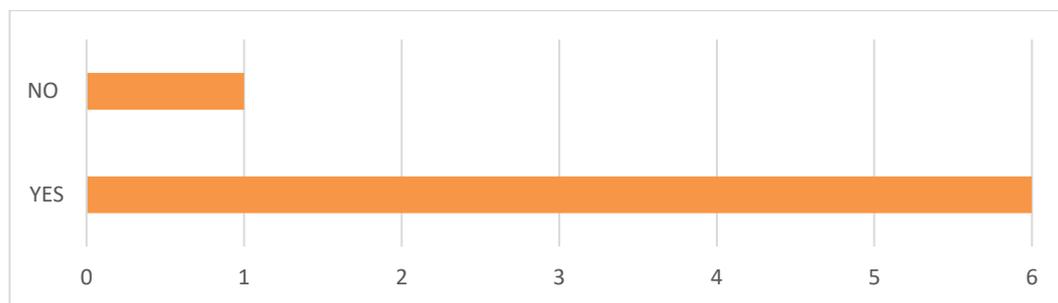
All of the companies surveyed answered “no” to this question.



**Figure 32: Maximum Order Chart**

**Question: Do you have perishable products?**

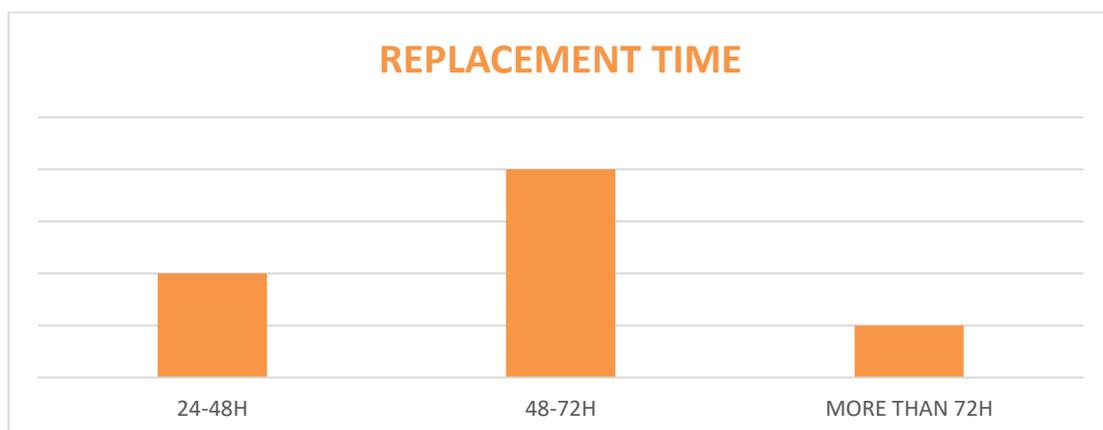
Only one of the surveyed vendors has non-perishable products or products with a very high expiration date. Most products have an expiration date of one year or less.



**Figure 33: Perishable Product Question Preferences**

**Question: How long does it take to replace an order after it has been placed? (Delivery times)**

Most of the companies surveyed take approximately 48h to replace products after the order is placed. The difference between them is if the replacement time is between 24-48h (one day or two) or 48-72h (i.e. two or three days)

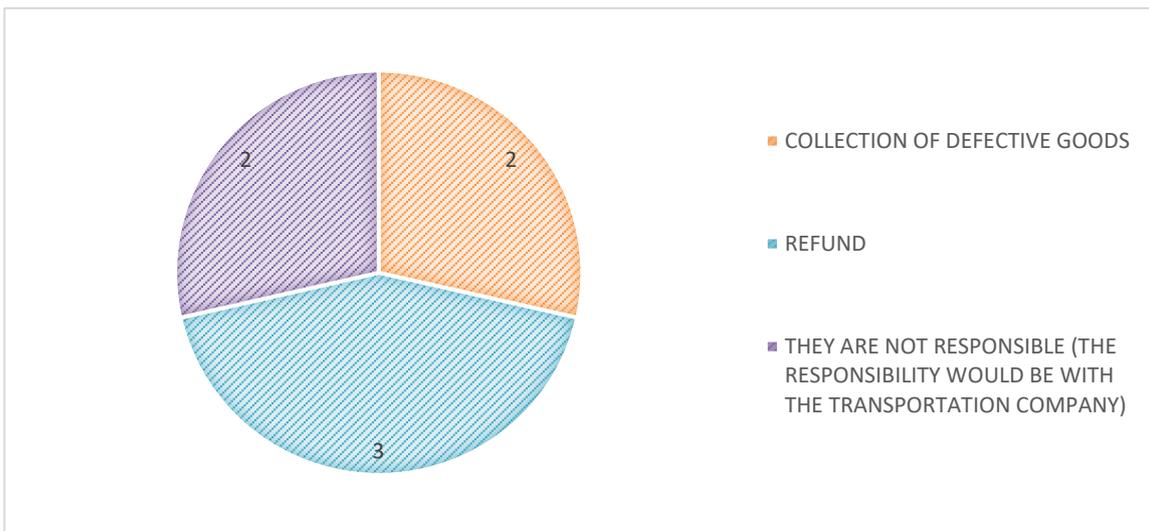


**Figure 34: Replenishment Capability Chart**

These questions indicate that similar to suppliers in the Turkish and Middle East regions, in Spain and European Regions the servicing of products is also done in an optimal replenishment time. This also demonstrates that in the future, MIMEX can expand into the whole EMEA region without any supply chain issues, or consistent product feeding to business owners.

**Question: How do you manage returns for defective products?**

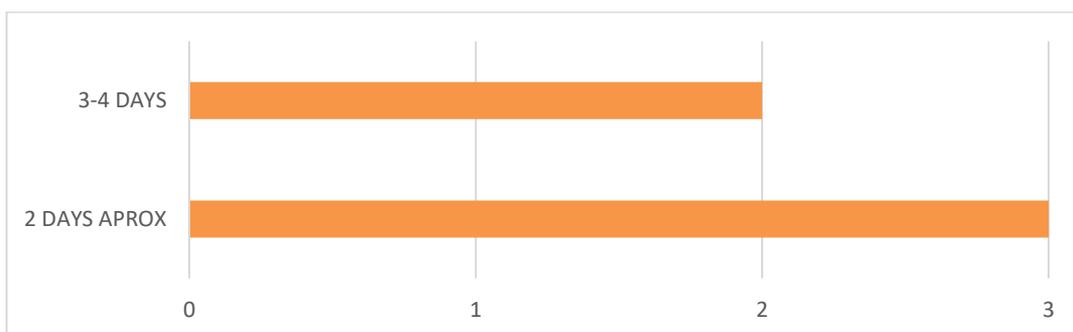
Although in general, this issue is passed to the company that does the delivery, hence that company sets the deadlines for reporting incidents, three of the seven respondents do in fact make refunds. It is important to note that many of them do not take responsibility because they carry out quality controls prior to departure and that it should be attributed to the transport company.



**Figure 35: Return Management Preference Pie Chart**

**Question: How long would it take to replace defective products?**

Of the companies surveyed that would replace the merchandise if it arrived defective, three of them would take approximately 48 hours (i.e. 2 days) and the other two would take 3-4 days.



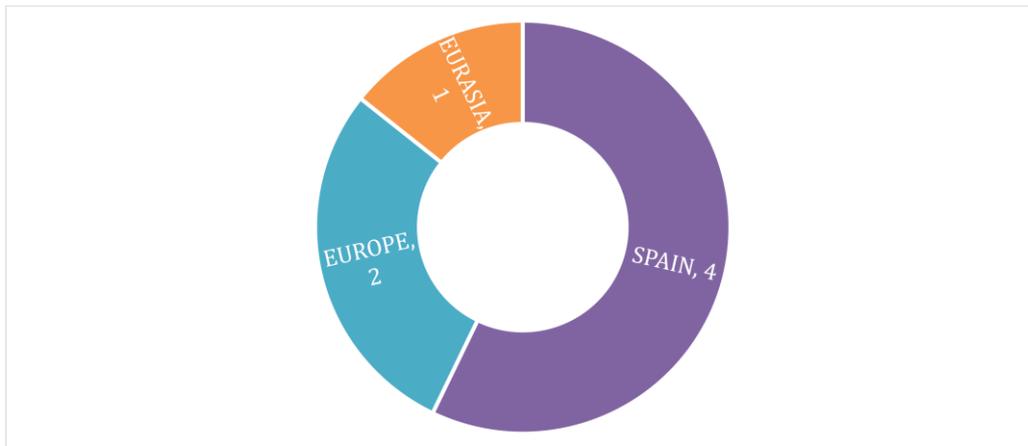
**Figure 36: Defective Product Replenishment Capability**



This indicated that suppliers in Europe are positive in this respect, and would offer refunds and exchange services, hence, this is compatible with MIMEX’s business model.

**Question: What is your geographical operability?**

When providers have been asked about the sites where they operate, four of them operate only in Spain, one in Eurasia and two in Europe.



**Figure 37: Operational Capability**

Spanish suppliers can also support services in European and Asia areas. In the future, as MIMEX becomes a pioneer in a wide variety of countries, more local or international suppliers and distributors will become part of MIMEX’s business.

### 3.3. Customers

#### 3.3.1. Approach Taken

The aim of customers survey is to: understand our potential customers’ opinion; to let them know how MIMEX will work; to understand which products are most interesting; what are their selling preferences; what is the expectation of potential customers; to understanding their specific needs; and see how this all may affect MIMEX’s requirements and characterizations. It is also helpful to know what kind of services they may expect from us, as this kind of information can help to shape the business cycle of MIMEX.

The following strategy for the Turkish MIMEX market was taken:

1. Determine the needs of potential customers.
2. Determine viable products for sale.
3. Determine technological requirements for the sale of these products.
4. Determine the interest of potential customers.

The results have been obtained in two main ways:

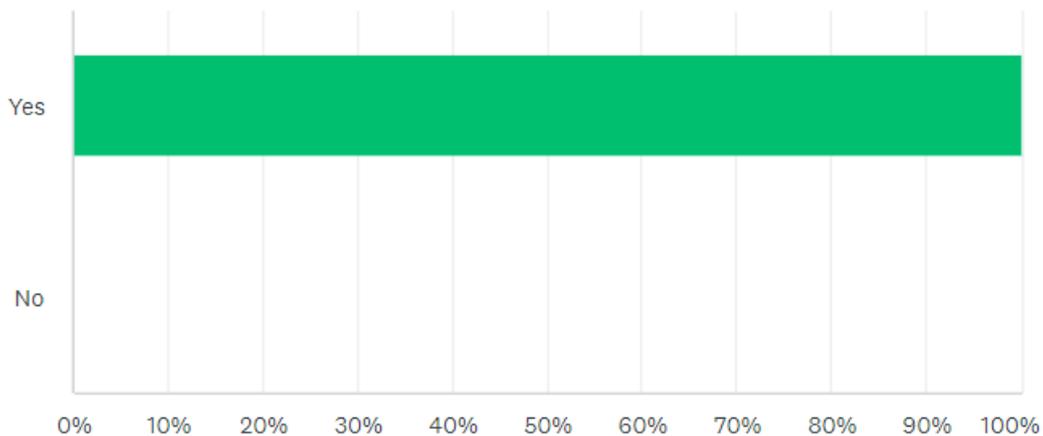


- SurveyMonkey - prepared by HERSIBURADA;
- Company relations, WhatsApp, email, etc.

### 3.3.2. Results from Customer Survey

**Question:** With the information that you have received until now, is MIMEX interesting to you?

100% of the subject group answered YES, which means that they all are interested in the concept.

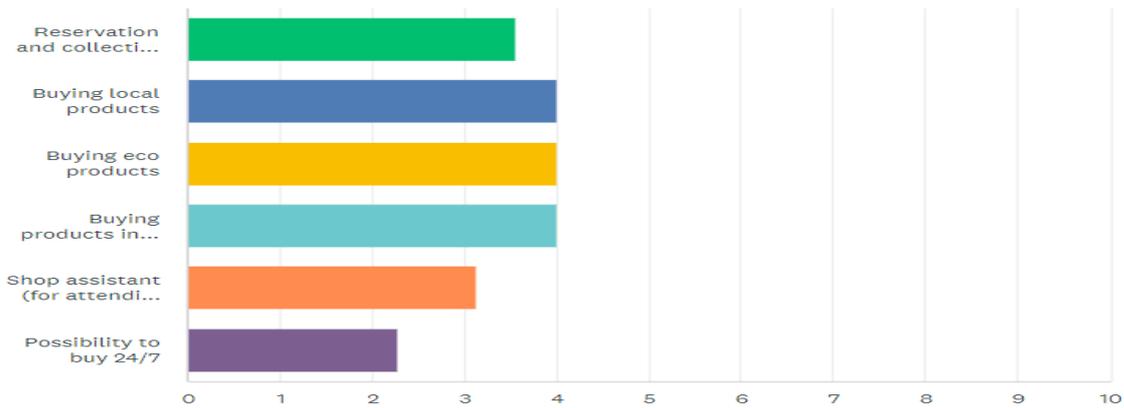


**Figure 38: MIMEX Interest**

This response concludes that, in the first year of the project, news of MIMEX has been received positively by potential business owners. *Note: due to time limitations and development stages in the project, we have not collected high numbers of the surveys.* The consortium is confident that in year two of the project, once Pilot 1 and when the final structure is ready, more attention will be raised in the sector.

**Question:** To what extent do you find the results of MIMEX’s previous shopper surveys? If you had a MIMEX market, would you consider implementing these elements or services? (Value each element from 1 to 6, 1 is a “high value” and 6 “not in consideration”).

The point we wanted to understand from customers, is their priorities. Most of the services have a score between three and four. We see that the weakest score concerns 24-7 services as customers have little interest on providing this service.



**Figure 39: Demand & Priorities Preference - Weighted priorities**

	1	2	3	4	5	6	TOTAL	SCORE
Reservation and collection of products (click & collect)	28.57% 2	0.00% 0	0.00% 0	42.86% 3	28.57% 2	0.00% 0	7	3.57
Buying local products	0.00% 0	42.86% 3	28.57% 2	14.29% 1	14.29% 1	0.00% 0	7	4.00
Buying eco products	0.00% 0	28.57% 2	42.86% 3	28.57% 2	0.00% 0	0.00% 0	7	4.00
Buying products in bulk (considering the compliment and revision of Covid-safety measures)	28.57% 2	14.29% 1	14.29% 1	14.29% 1	28.57% 2	0.00% 0	7	4.00
Shop assistant (for attending and helping people in the shop) and telephone assistance	28.57% 2	14.29% 1	0.00% 0	0.00% 0	14.29% 1	42.86% 3	7	3.14
Possibility to buy 24/7	14.29% 1	0.00% 0	14.29% 1	0.00% 0	14.29% 1	57.14% 4	7	2.29

**Figure 40: Demand and Priorities Table**

According to those surveyed, their priorities to exploit MIMEX vary, but essentially their desires are well distributed and thus MIMEX should be able to match all of their needs. Some of these features would have a heavy impact on the shopping experience, and thankfully, these are exclusive assets for MIMEX. MIMEX wants to offer a fully-autonomous, human-less shopping experience to shoppers, but some people still want to have a shop assistant present on site, keeping a more traditional shopping attitude. Another take-home lesson from our survey data is the concept of pre-reservation. Due to the current circumstance of Covid-19, most shoppers want to spend a lot less time shopping. Customers also want to offer such a service to shoppers, which is promising.

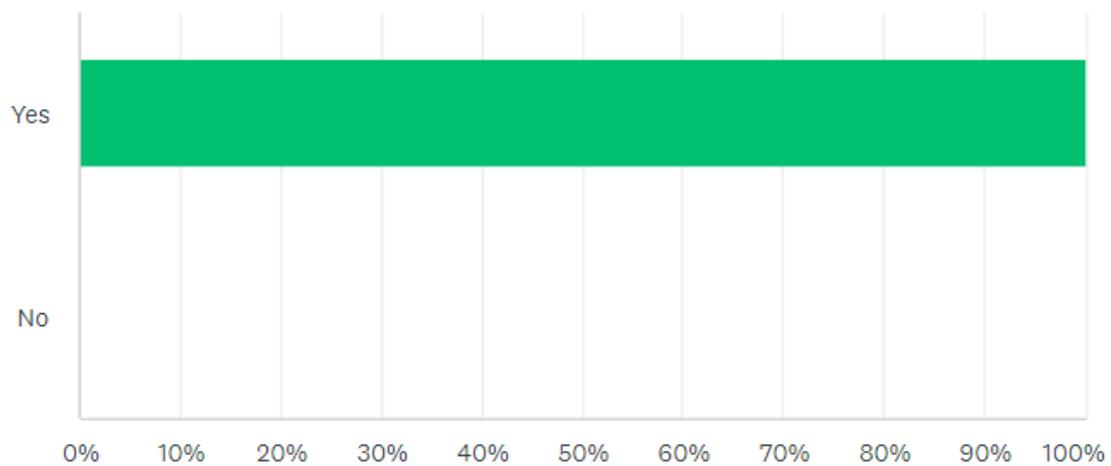


Based on the results of the shoppers’ survey, we can establish (depending on the number of selections and the monthly average) that the most profitable categories are:

category	monthly average Euro	Total Revenue Value Euro
food & drink	150	5250
house Cleaning	100	3750
supplements & Pharma	75	2500
Cosmetic Personal Care	90	3000
Animal care	40	1800

**Figure 41: Average Profit in Product Categories Table**

**Question:** After seeing the previous data, would you consider selling these product categories?

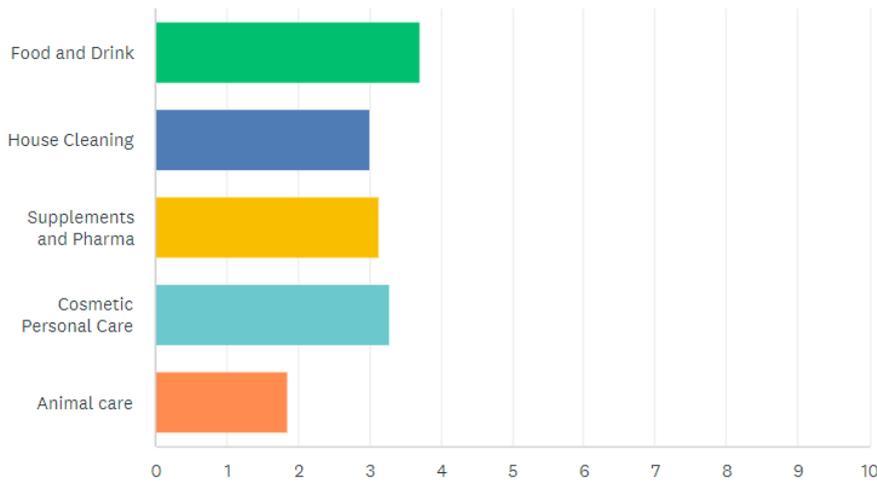


**Figure 42: Product Categories Yes/No Response Chart**

All customers have an interest to sell products in these categories.

**Question:** If you just consider some of them, which ones are they? (Rank them (1 to 5)).

In this question, we asked them about which product categories are the most important ones. Most of the customers have the same interest in most categories. On the other hand, they have very little interest in selling products in the animal care category. The reason for it may come from the possible profit of animal care products.



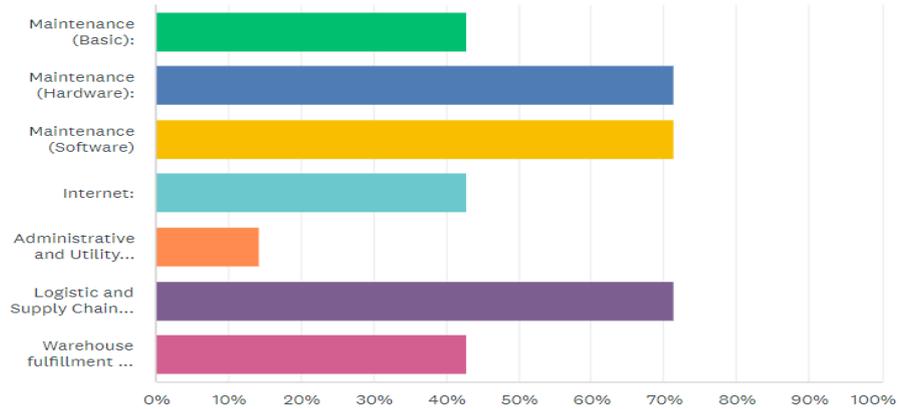
**Figure 43: Product Category Ranking by Preferences**

Questions about product categories would be a good indicator for the customer to structure MIMEX’s product catalogue. The most sellable and trendy products should be placed on the shelves most attractive to shoppers.

**Question:** For MIMEX to function correctly, are there some services or elements which are needed? The choices are as follows: 1) Maintenance (basic): Maintenance of the minimum elements for any installation to work (electricity, water...). 2) Maintenance (Hardware): Specific maintenance for the MIMEX components (shelves, calibration, IoT...). 3) Maintenance (Software) Maintenance, revision, and updating web and app and their connection through hardware devices. 4) Internet: Internet service. 5) Administrative and utility services. 6) Logistic and supply chain service. 7) Warehouse fulfilment & replenishment. Note: These services could be included in the acquisition/management MIMEX contract, but this inclusion is not mandatory. The customer can choose the companies that manage these services (considering that, in some cases, they will need specific training for it).

**Question:** Following on from the previous question, which services would you want to rent from MIMEX? (You can mark more than one option).





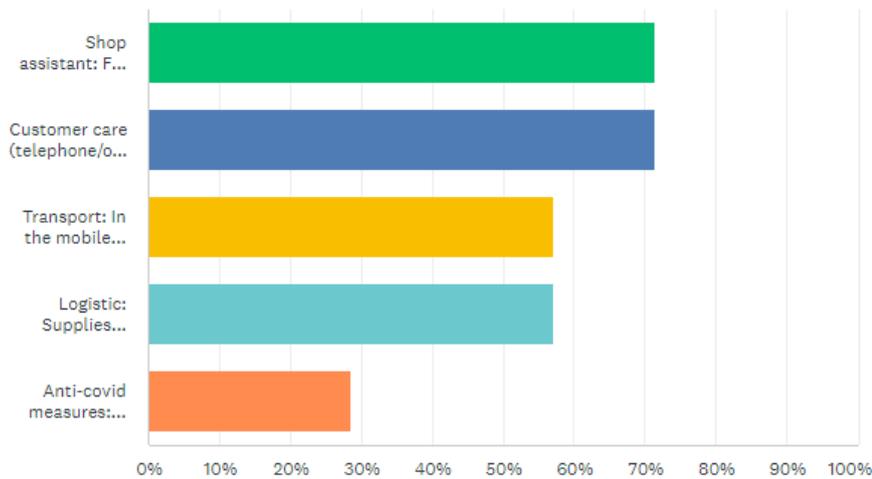
ANSWER CHOICES	RESPONSES
▼ Maintenance (Basic):	42.86% 3
▼ Maintenance (Hardware):	71.43% 5
▼ Maintenance (Software)	71.43% 5
▼ Internet:	42.86% 3
▼ Administrative and Utility Services	14.29% 1
▼ Logistic and Supply Chain Service	71.43% 5
▼ Warehouse fulfillment & Replenishment	42.86% 3

**Figure 44: Support Demands Chart**

MIMEX’s core concept is based upon its technological components, so customers would need some services like: maintenance, operative assistance in both software and hardware, etc.. This can be offered by MIMEX partners, since technological components have been developed by them. This is also leveraging another business and revenue stream to the consortium and offering an administrative and an operative service, which would be valuable for both customers and partners.

**Question:** There are some services that, based on the shoppers' survey results, are highly desirable and positive to the optimal functioning of MIMEX. Which of these services should we include in MIMEX? 1) Shop Assistant, 2) Customer Care, 3) Transport, 4) Logistics, 5) Anti-covid measures (You can mark more than one option)





ANSWER CHOICES	RESPONSES
Shop assistant: Face to face attention to solving problems or doubts and daily maintenance of the shop	71.43% 5
Customer care (telephone/online): To solving any problem or doubt outside MIMEX shop	71.43% 5
Transport: In the mobile version, the shifting service.	57.14% 4
Logistic: Supplies transport, if it requires special treatment or if it's not included in the supplies contract	57.14% 4
Anti-covid measures: Temperature control, wear-mask control, and hand disinfection before entering.	28.57% 2

Figure 45: Optional Services results

When we look at the results, we can clearly say that Anti-covid measures are the least important thing for MIMEX customers. Most of the MIMEX customers have a desire to take other services such as shop assistant and customer care.

**Question:** There is the possibility that suppliers can have a publicity space, e.g.: banners; pieces of vinyl (inside or outside); in the website/app; in-store audio announcements; visual campaigns; advertising on shopping bags, TV screens, etc.. As a MIMEX owner, do you agree with the existence of publicity spaces in MIMEX? (Yes/No), and would you agree with the above-described purpose for them?

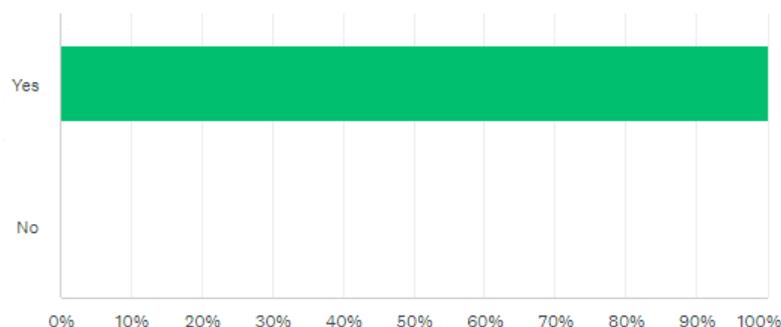


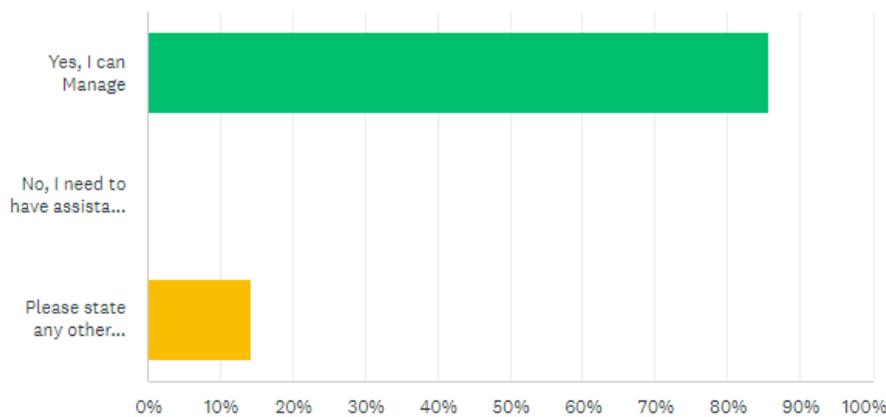
Figure 46: Advertising Cooperation Aims Yes/No Response Preference

All the participants responded as yes, so we can clearly say that they are interested in all advertising types.



Advertising is also an extra revenue for customers, MIMEX stores will be situated in public places, so advertising will also explode the public awareness of both MIMEXs' suppliers and MIMEX's branding. Promotion and marketing activities would empower the level of negotiation of the MIMEX's customers with the suppliers, with respect to brand and public awareness.

**Question:** What do you think about having or managing your own MIMEX shop? *(Tell us about the stronger and weaker points you see, the possibilities you think MIMEX has, concerns, opportunities...)*



**Figure 47: Managerial Capability of MIMEX by Potential Customers**

85.71% of participants said “yes”. One of the participants said that they would need assistance because they would need technical support to run a MIMEX shop.

This response points out that, although MIMEX stores are technologically driven solutions, one of the business expansion aims is to leverage a franchise model to individual customers. In the future, any individual customer who purchases a store should also be able to run the store autonomously. In the development stages, this question is leading the partners to develop a more user-friendly and simpler manager app, plus a store management system.

### 3.4. Service Providers

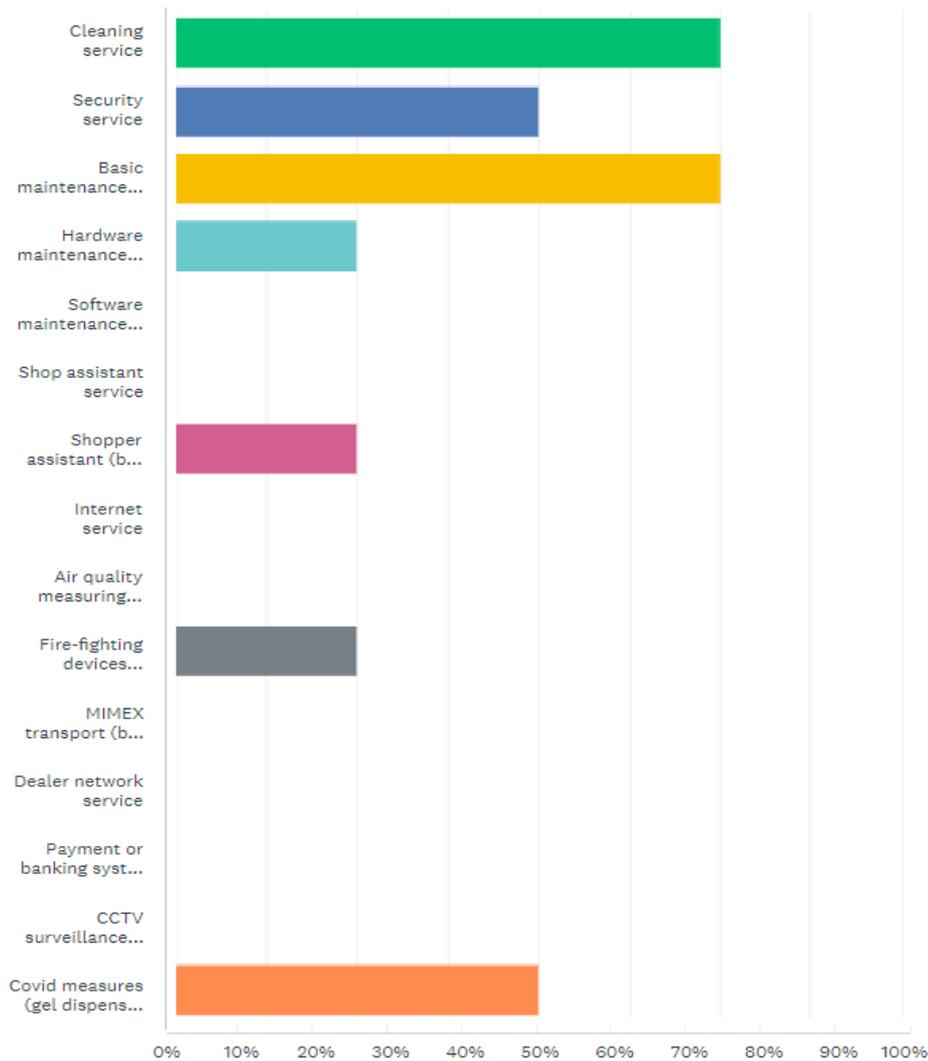
#### 3.4.1. Approach Taken

From service providers, the consortium has obtained information about various concerns/issues. Something to highlight at this point is that several of the service-companies that we have contacted manage more than one service. The services explored are: 1) Cleaning; 2) Security; 3) Logistics; 4) Customer service (face-to-face, telephone, and app/chat); 5) Basic maintenance; 6) Video surveillance; 7) Contactless payment systems. We obtained information from two companies that offer cleaning services, two that offer maintenance services, and one from each of the other categories.

### 3.4.2. Results From Service Provider Survey

#### 3.4.2.1. Results from the Turkey and Middle East Region

**Question:** Which ones of the following services do you offer?

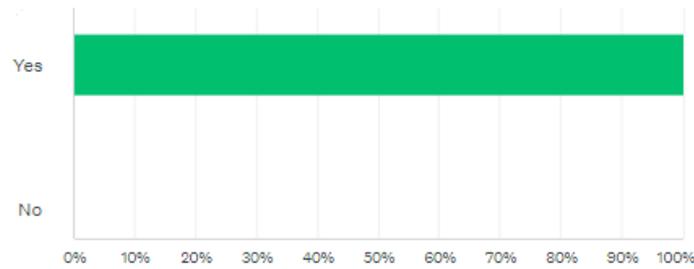


**Figure 48: Service Providers' Service Types**

In this question, we wanted to understand the minimum service requirements which would be needed to be procured from external service providers. The consortium has identified that administrative and utility works can be offered by MIMEXs' potential service providers.

**Question:** Next, you will be asked a series of questions about the services categories that you offer. In case you have marked several options, please answer based on the main category. When it comes to offering your services, would you be interested in offering it to a small shop, with an average of 20-30 m<sup>2</sup>?

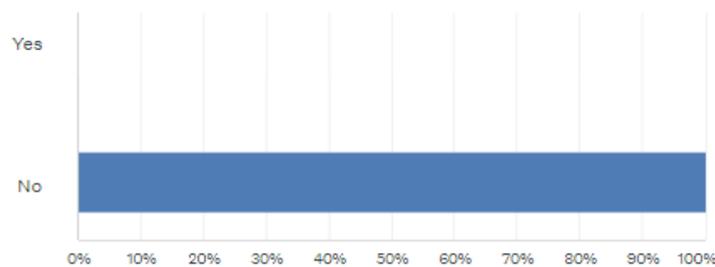




**Figure 49: Willing to Offer a Service; Yes/No Response**

All the providers answered this question with a 'yes'. We can clearly say that all the services providers who filled in this survey want and can provide services for MIMEX.

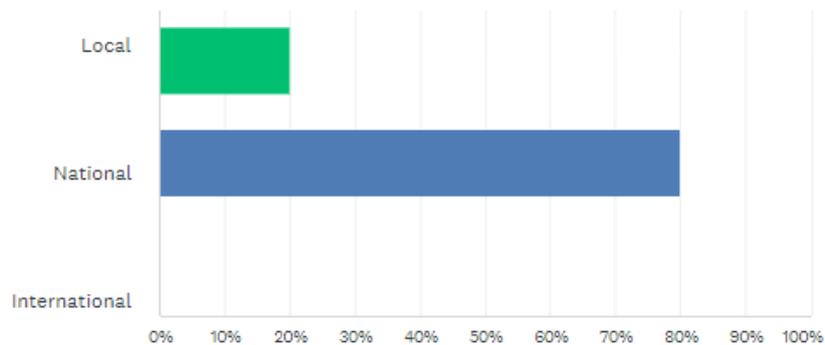
**Question:** Do you have any special installation requirements, or any essential conditions to provide your service(s)?



**Figure 50: Special Requirements; Yes/No Response**

All the participants answered 'No' to this question. This means that we do not have to provide any special conditions.

**Question:** What coverage do your services offer?



**Figure 51: Service Coverage Capability**

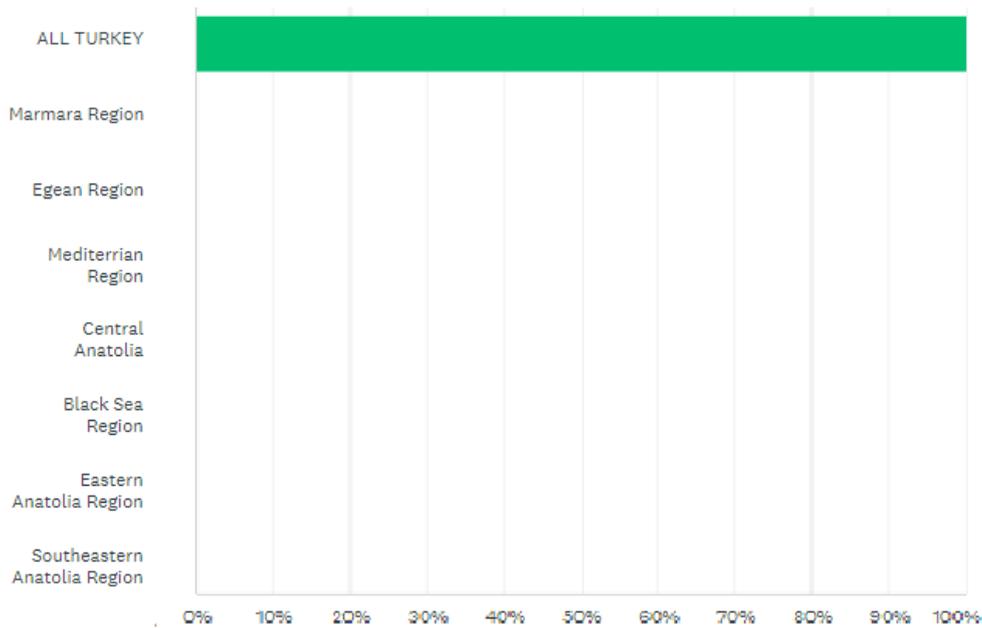
80% of participants can provide a national service. 20% of participants are only local providers.

Unlike MIMEX's potential suppliers, Service providers will provide services nationally, which means that MIMEX owners can work with their local partners and they do not need to partner with international



service providers, and in the case of the individual ownership model, owners want to cut out those expenses.

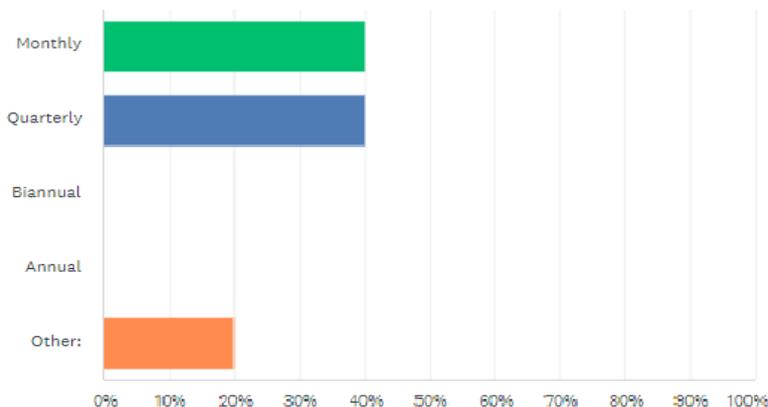
**Question:** If your answer was “National” to the previous question, please answer this question. What coverage do your services offer?



**Figure 52: Service Distribution Capability in Nationwide**

This result means that, if we want to extend this business around Turkey, we can work with just one company. The Service Providers, whom HEPSIBURADA contacted, are already working with larger companies and offer services cleaning, maintenance, security services to headquarters, shopping malls, airports, or other larger public areas. They can offer service all over Turkey, and one of them is a well-known international service provider and has offices all over the world.

**Question:** How often do you need to do maintenance, quality control, and/or service revision?



**Figure 53: Service Repetition Frequency**



Most answers are monthly and quarterly, so we can say that we need to work collaboratively with our service providers. There is one other response and translation of this answer, which is that their period is flexible. Their period is bound by customer density, customer circulation and the store area size. With these parameters we can say that we could provide cleaning service per week, per day, once in three days, part time, full time etc. MIMEX stores might need high frequent services like maintenance, quality validation checks, etc. When Pilot 1 will be deployed and validated, Q&A tests will be conducted, and the Consortium will then have a more accurate estimation about the frequency of regular maintenance to keep the main components working well.

**Question:** In the case of an incident, how long is your answer time? *(Please, indicate the number of days)*

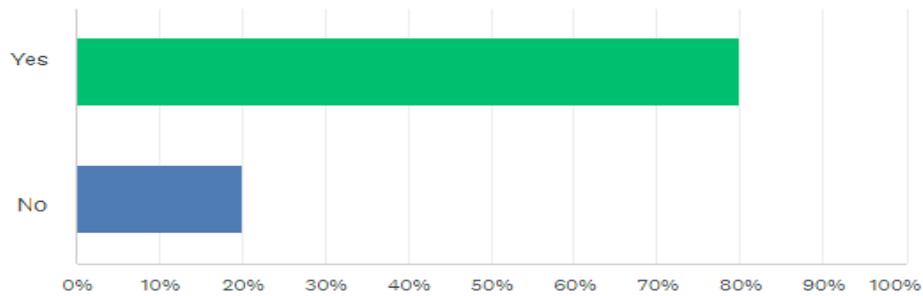
- Hemen. Öncelikle çağırınıza hemen yanıt verilip ihtiyacın anlaşılması için görüşmeler yapılır. Akabinde aksiyon alınarak, şartlara da bağlı olarak aynı gün içinde hizmet sağlanmış olabilir.  
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**Figure 54: Emergency Interference Capability** *(In English, the first answer is: “Immediately. First, we give an immediate answer to your call to have a better understanding of your needs. After that, we act. Depending on the conditions, we provide service in the same day.”)*

100% of participants say that they can answer emergency needs in 24 hours.

**Question:** Do you have 24 hours service?



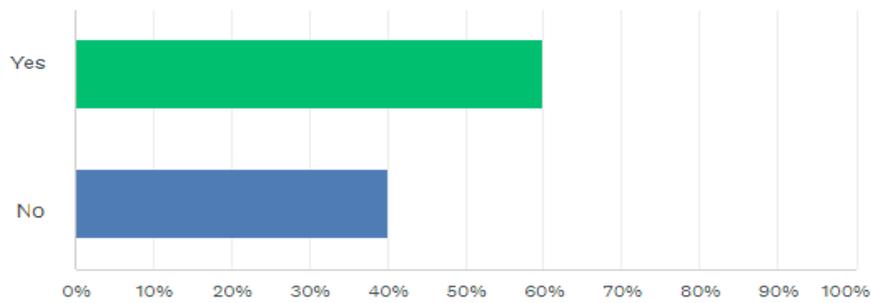


**Figure 55: Service time availability (Yes/No)**

80% of Service providers can provide service 24 hours, so we will not have a problem with 24hr opening.

**Question: Do you work Monday to Sunday?**

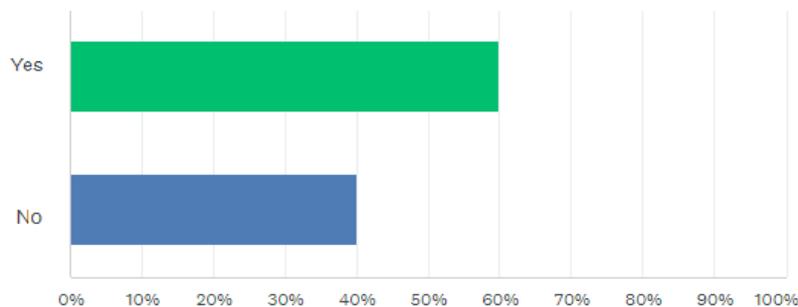
There are some companies that provides service 7 days of the week, so we will not have a problem to provide services for 7 days of the week.



**Figure 56: Daily Serviceability (Yes/No)**

In these last three questions, Consortium justifies the reaction time and capability of the potential service providers if unforeseen events might have occurred. Moreover, MIMEXs' stores could possess exclusive automatic and remote systems to recover and back up the system.

**Question: With all the information that you have now, would you be interested in being a part of MIMEX as a Service provider?**



**Figure 57: Interested in servicing MIMEX (Yes/No)**

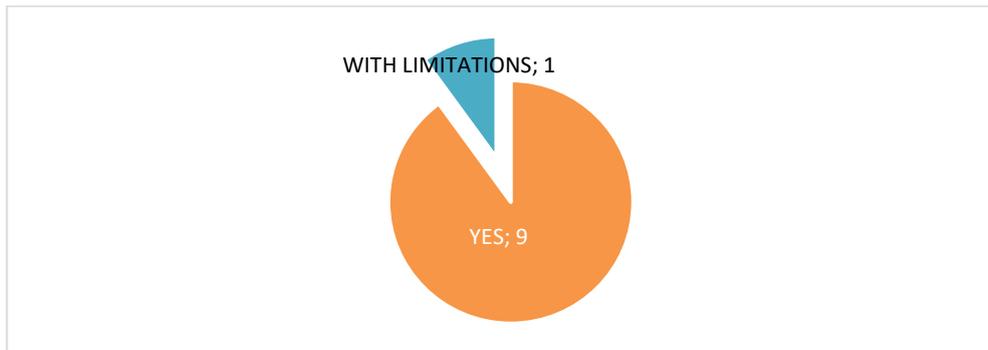
We can say that 60% of the service suppliers are interested to be a MIMEX service provider.



### 3.4.2.2. Results from the European Region

We have obtained information from two companies that offer cleaning services, two that offer maintenance services and one from each of the following categories: security, logistics, customer service (face-to-face, telephone and app/chat), video surveillance and contactless payment systems.

**Question:** Would you be interested in offering your services to micro-markets of 20-30 m<sup>2</sup>?

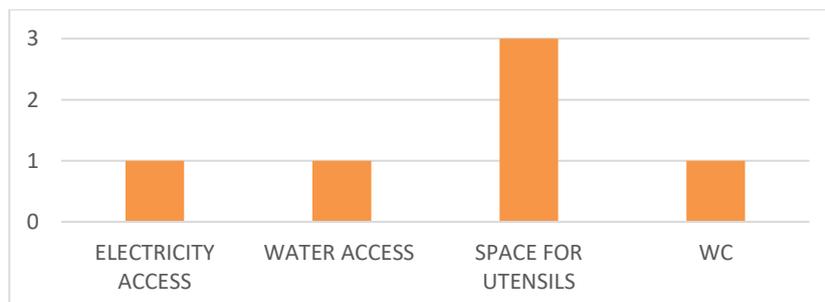


**Figure 58: Verifying the offering of services**

To this question, of the ten services to be analysed, eight of them do not present problems when offering services to small surfaces. The only company that has limitations is a local cleaning and basic maintenance company - their limitation is relative to their schedule, establishing a minimum contract of 18 hours a week.

**Question:** What essential requirements do you need to be able to operate normally?

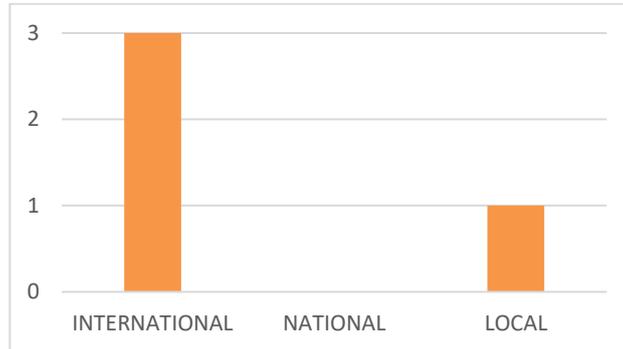
In this case, due to the particularities of each company and service and the variation of some services, depending on whether we are talking about a static or mobile MIMEX. In the case of cleaning services, what they mostly need is a space for supplies. Depending on the size of the company, this space is something essential or just highly desirable. The existence or possibility of having a water intake nearby is also necessary. When it comes to maintenance, the essential thing is an electrical connection. In the case of a static MIMEX store there are no problems. In the case of a movable one, if they have an electrical outlet there would be no problem. In the case that they do not have it, some suppliers can provide a generator set. This might also need the hiring of a security guard, especially at night. For the presence of an assistant in the store, the minimum required is a bathroom.



**Figure 59: Essential Requirements for MIMEX's Store**



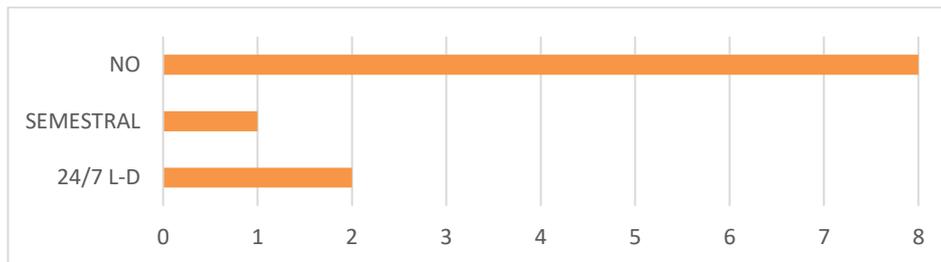
**Question:** Can you please verify your geographical operability (where you can offer the service).



**Figure 60: International or Local Service Network**

Of the four companies we have spoken to, three of them offer international service, especially in Europe. Of the companies that offer international services, this may vary depending on the country. In some, they offer full services and in others only partial coverage. The consortium should pay attention to that, in order to offer operatively manageable service to business owners.

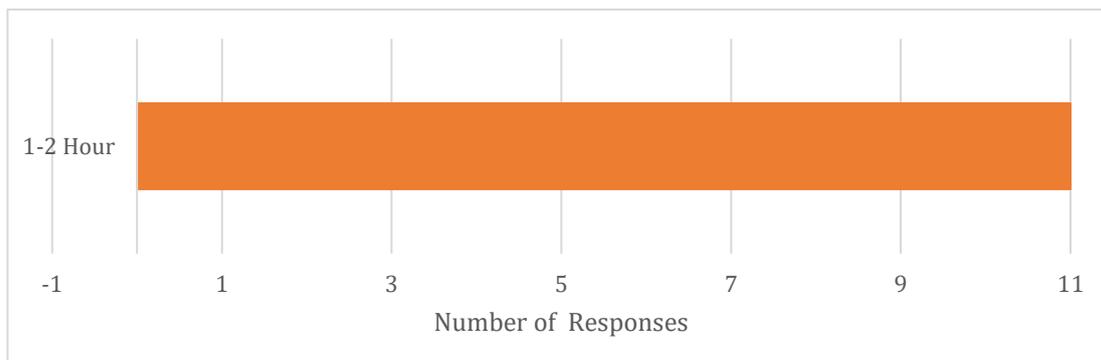
**Question:** How often do you carry out maintenance or quality controls?



**Figure 61: Maintenance & Quality Check Frequency**

Software companies check their services 24/7 so maintenance or quality control is ongoing. For companies that control other types of services, like maintenance, preventive measures are carried out every six months.

**Question:** How quickly can you respond to unforeseen events?

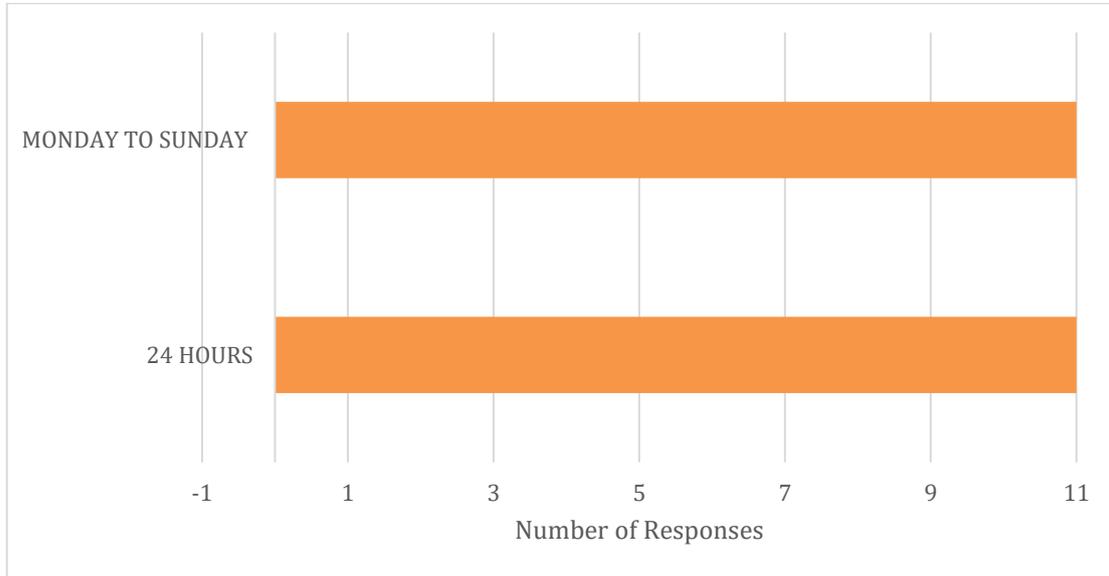


**Figure 62: Reaction Time to Unforeseen Cases**



In all eleven cases, action times requested are 1-2 hour. The only difference between these is regarding hiring or price.

**Question:** Can you offer services 24-7, from Monday to Sunday?



**Figure 63: Working Hours and Days of Serviceability**

All the service companies we have spoken with are available at any time of the day and every day of the week.

These final three questions indicate that service providers are able to support unexpected events in the short term. MIMEX stores may need regular maintenance services, the frequencies are still to be determined after running Pilot 1 for a while.

## 4. CONCLUSIONS

For our stakeholder needs assessment phase, we decided to focus on a limited number of stakeholders that would potentially be interested in being a business partner. We will focus on sustainability, economic viability and a consistent business model, in order to satisfy the user experience and business partners. In that respect, MIMEX has targeted interacting with stakeholders from: Shoppers, Customers, Suppliers and Service Providers. Each stakeholder will be an essential business partner in MIMEX's concept.

First of all, MIMEX is a user-centric concept, and thus maximising user experience is crucial for all partners. Feedback from people surveyed in Italy, Spain and Turkey is important for improving user experience throughout the MIMEX's shopping experiment. In the technology development stage, dynamic R&D development models with provide real feedback from stakeholders in each main category. Thus, by reaching out to a variety of different stakeholders we wanted to avoid bias in our findings, and to develop a broad solution for many realities.



In terms of the business future of MIMEX, we will be engaging with stakeholders to form partnerships, to leverage a viable business package, to offer market compatible services, etc.. MIMEX is one of the pioneering projects in the smart retail sector, and it will offer a fully comprehensive package to both users and business owners. Our overall analysis from the three partner countries surveyed shows us that MIMEX would meet shoppers' expectations, and it would be welcomed. Moreover, the innovative, technology-driven solutions that MIMEX will offer are likely to be accepted by shoppers from different demographic backgrounds. After the completion of the project, this will be a significant factor, as MIMEX plans to transform the business of convenience shopping in EMEA countries.

Task 2.2 and this deliverable D2.2 has accomplished its task of collecting valuable information for potential MIMEX **shoppers**. This feedback will be exploited as we begin to construct our pilot stores in Spain and Turkey, and the hope is that we can fulfil shopper expectations. Our in-depth survey data of shoppers' behaviours will help us to differentiate our shopping offer from fully-automated vending machines alternatives, and provide us with hard market data to focus our strategy and raise customer engagement. We conducted 519 surveys with shoppers (from high-income classes to low-level income class), investigating a variety of different customers segments to ensure that we were creating a generalizable social solution. The products to be sold in MIMEX stores will cover a wide range of products, from different brands with a variety of price tags, corresponding to the requests that came from the different income classes of the shoppers.

**Suppliers** are another type of stakeholder that MIMEX's business model must cover. Results from our suppliers' survey indicate that most of them would be enthusiastic to partner with MIMEX, and they could replenish MIMEX store stocks on an acceptable basis. These surveys were conducted with international FCMG companies that excel in sustainable and logistically viable supply chain models. The majority of responses from shoppers said that they wanted to see more popular brands from international manufacturers, this is something that Suppliers said that they could support. MIMEX's business strategy aims to expand business in the EMEA region. Although the consortium focussed on contacted international corporations, surveys were also sent to local distributors in order to supply organic and local foods to MIMEX stores. In MIMEX stores, there will be not enough space to stock products in bulk, so a dynamic, fast replenishment supply chain is an important feature.

**Service Providers** are also an essential component needed to run MIMEX's business efficiently. Although MIMEX consists of high technological components, it also needs systems such as maintenance, operational works, etc.. As we intend to offer the possibility of a single user to operate their own MIMEX store (like a franchise), we must consider the service aspect to help this become a reality.

In Task T6.3 "Market expansion and business development plan", we intend to poll a number of customers, who might be interested in purchasing MIMEX in the future. HEPSIBURADA's main business is in the retail and e-commerce sector. HEPSIBURADA has already contacted international organizations, such as the Turkish Trade Chamber, Turkish Trade Association, and gathered some feedback about potential interest. They were very positive, and they would be interested in buying one of the MIMEX's stores.

Based on the surveys already conducted, we have learned that MIMEX stores would not only be good business for the companies in the retail sector, but also they are applicable to different businesses, e.g. for placement in shopping malls, either owned by the shopping mall owners, or by leasing companies. MIMEX could also be a great concept for petrol stations. Recently, autonomous human-less gas stores have become the popular trend and thus MIMEX could be a great fit with these, this would make an innovative and attractive concept.



With the help of our survey data, the consortium will prepare a ‘happy business path’ and ‘innovation road map’ to help potential business associates conceptualise what MIMEX could mean for them. Their early feedback is help us to ensure that we are designing an efficient and quick to market supply-chain system that will offer the best options from a product sales perspective.

As a follow up to these initial surveys, we plan to explore the potential of long-term business development, by going back to potential customers with propositions that both match the potential of MIMEX technologies, and also fit their evolving needs. This activity will be supported with real feedback from users at the pilot stores in both Turkey and Spain in year 2 of the project. In the project’s business and market expansion phase, more engagement with customers will be made via survey workshops and other alternatives.

From a dissemination and marketing point of view, we will conduct a marketing and PR campaign (Task T6.1), to gather information from media advertising agencies to raise public awareness. MIMEX will also be releasing surveys on social media and conducting more interactive person-to-person panels, and workshops with stakeholders.

