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TORINO FASHIONMATCH 2020 _Virtual Edition

E-commerce: the Digital Toolbox for the Fashion SMEs

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Services

Milano, Lombardy, Italy · 500+ connections

The Fashion Retail Value Chain Revolution

STANDARD
FASHION
HOUSE



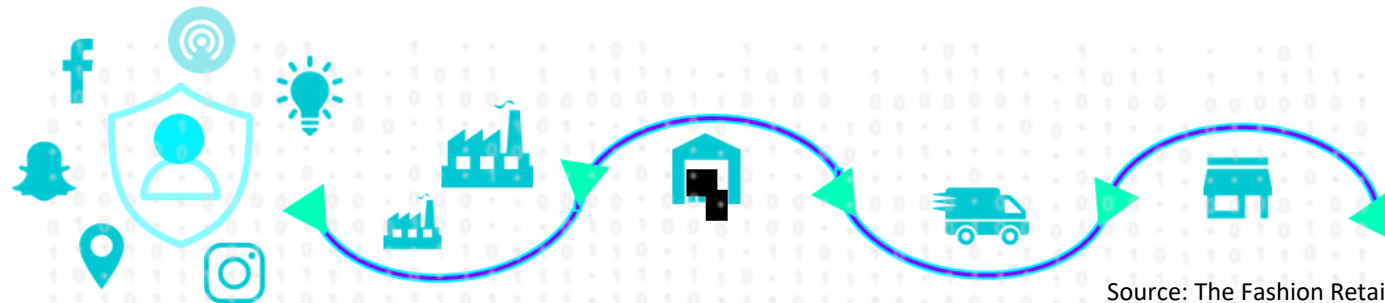
PRIVATE
LABEL



Z A R A



**FUTURE
PRESENT**

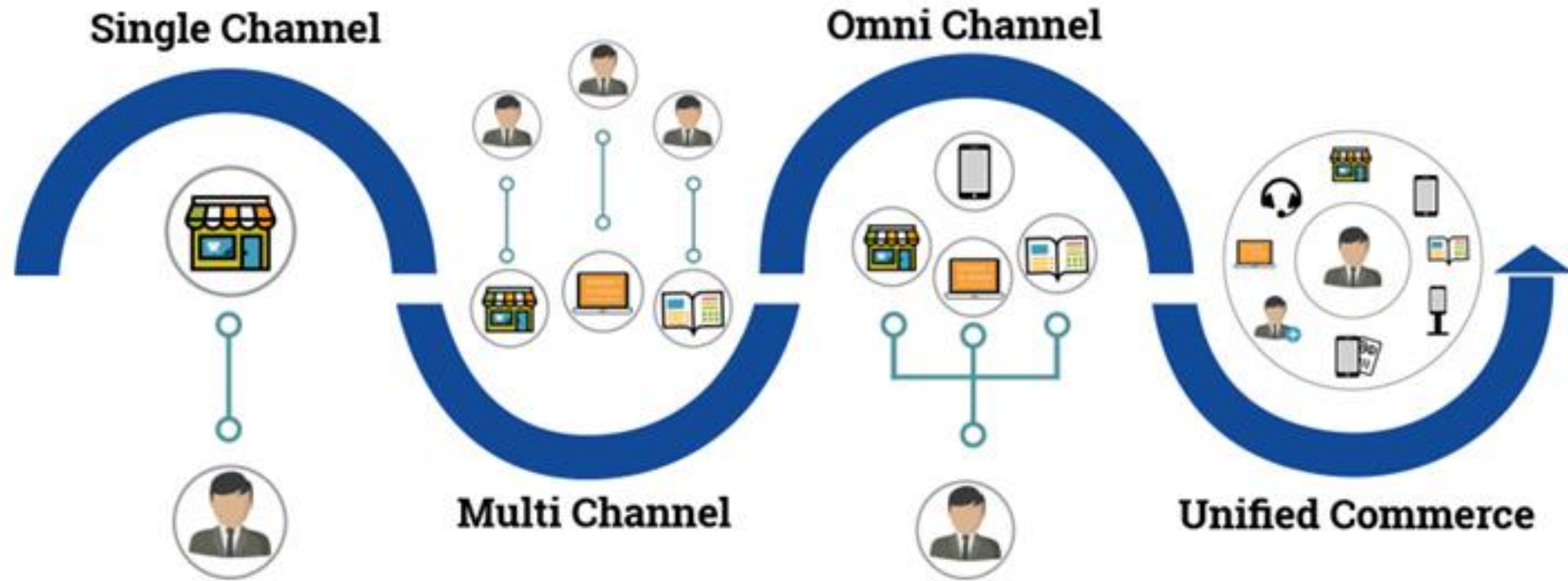


Source: The Fashion Retailer

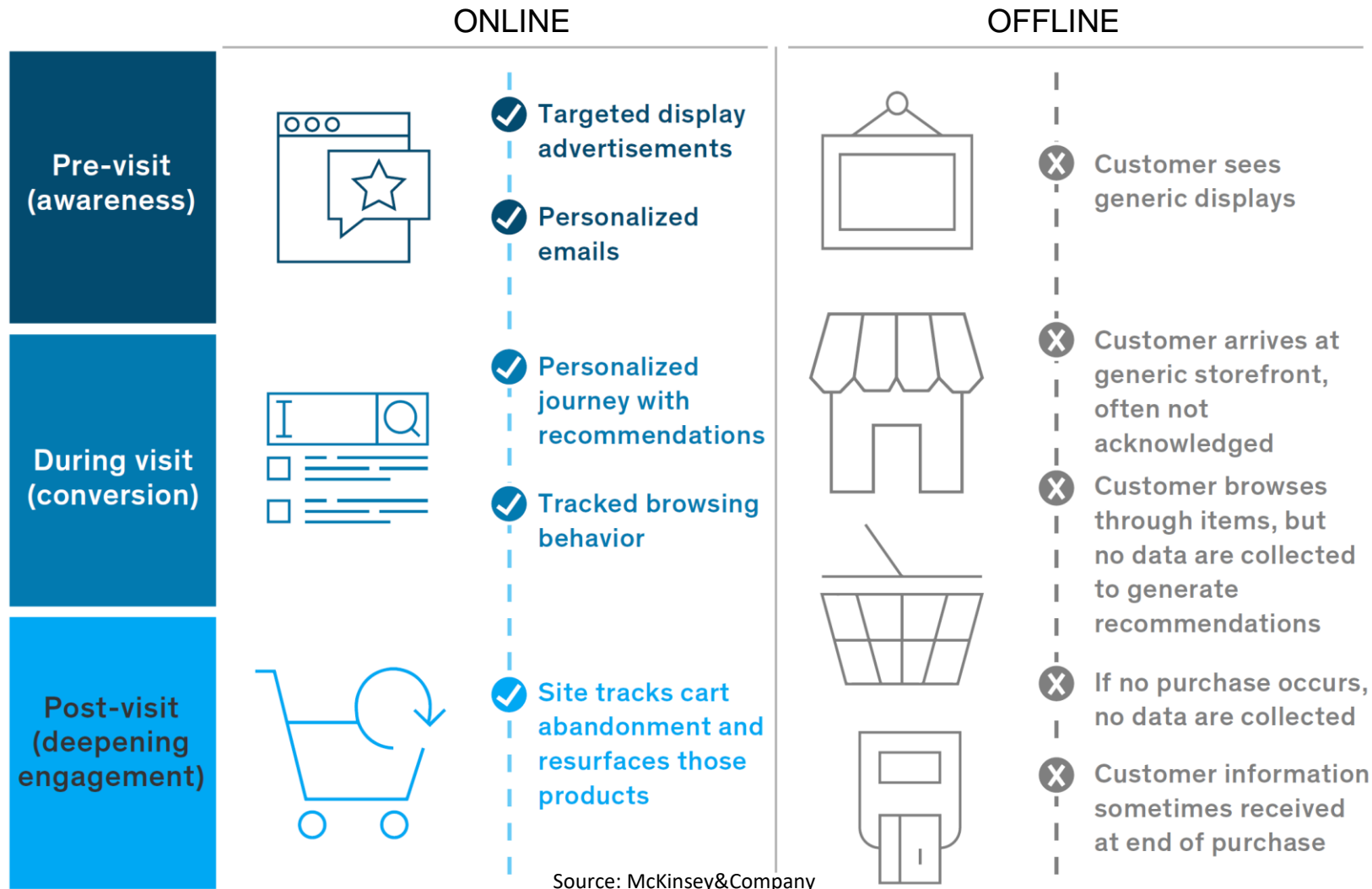
Five Steps Digital Transformation Road Map for Fashion SMEs

1. Develop a new digital driven business strategy
2. Create a “perfect customer experience”
3. Modernize technology and data capabilities
4. Find and recruit talented people
5. Drive cultural change within the business

Step 1 – Develop a new digital driven business strategy



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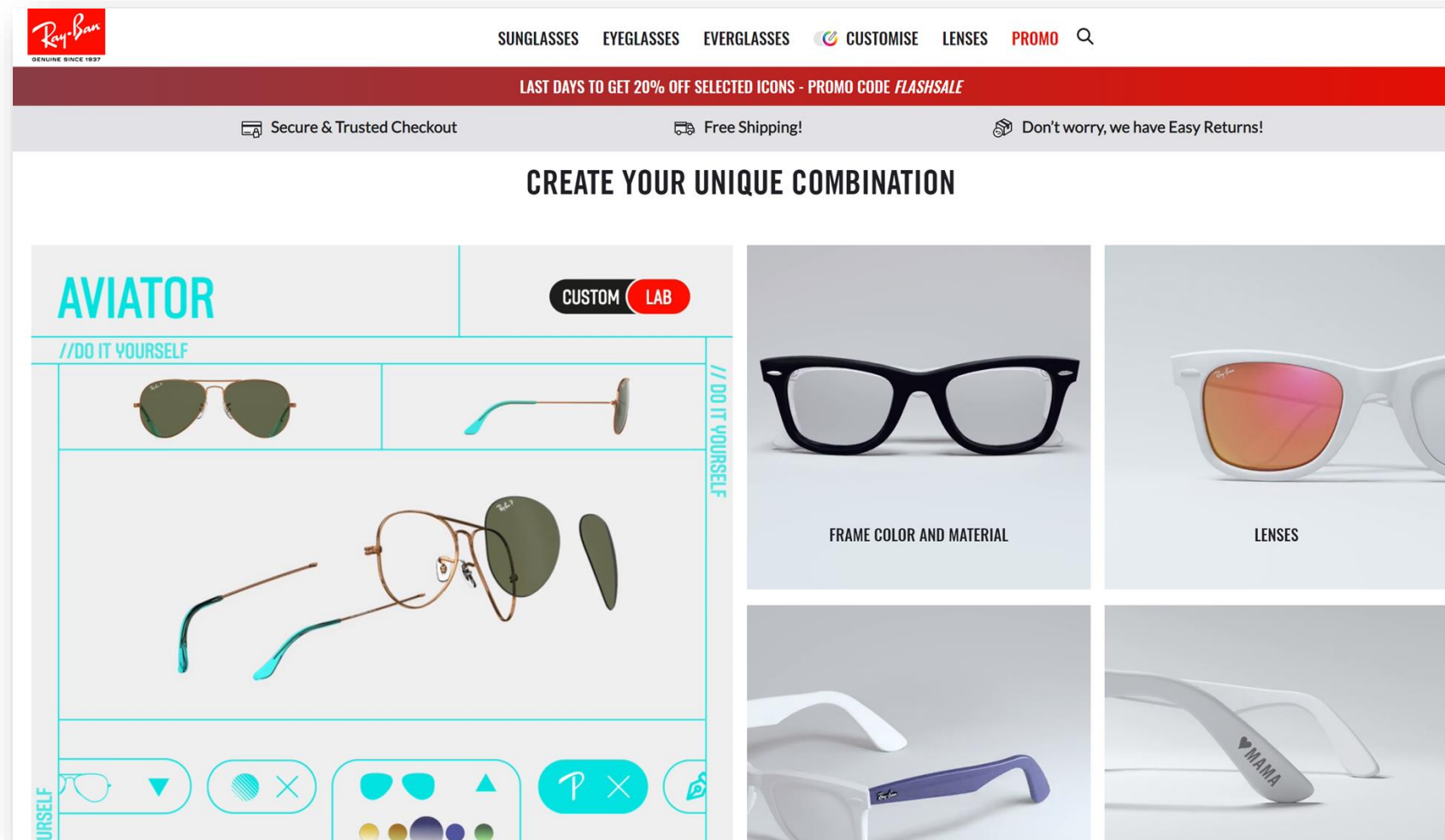


Source: McKinsey&Company

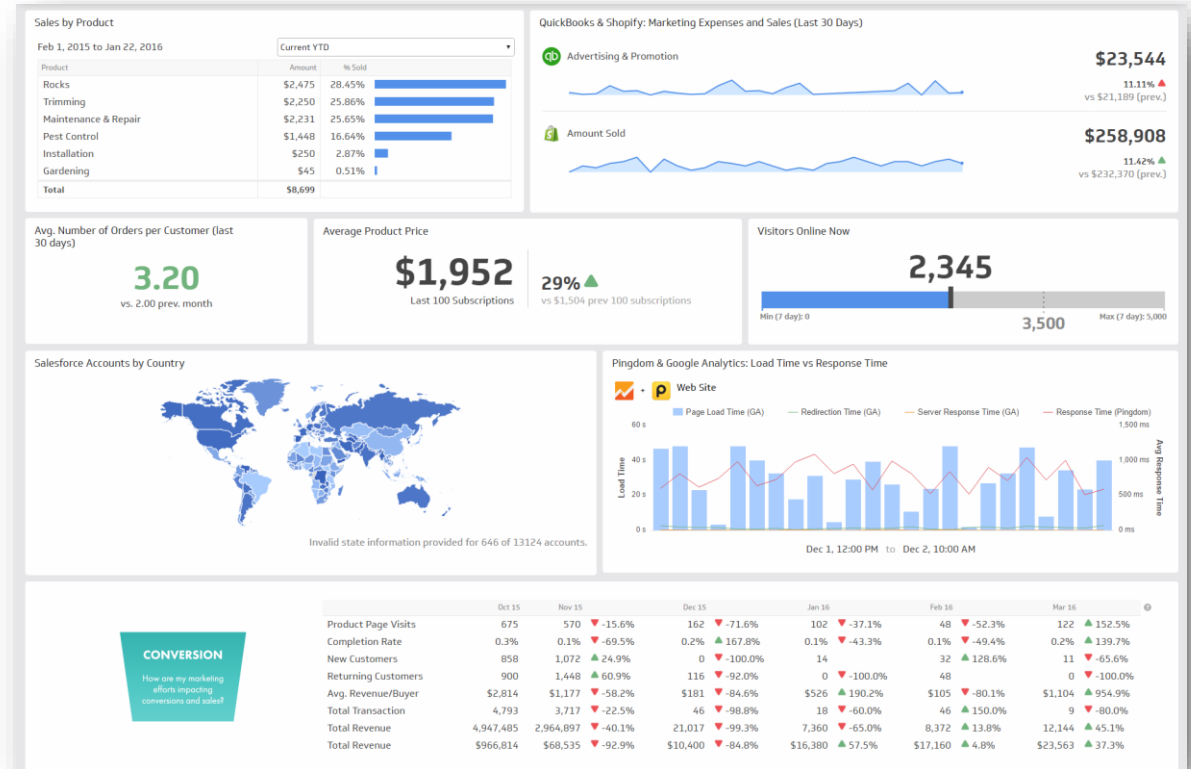
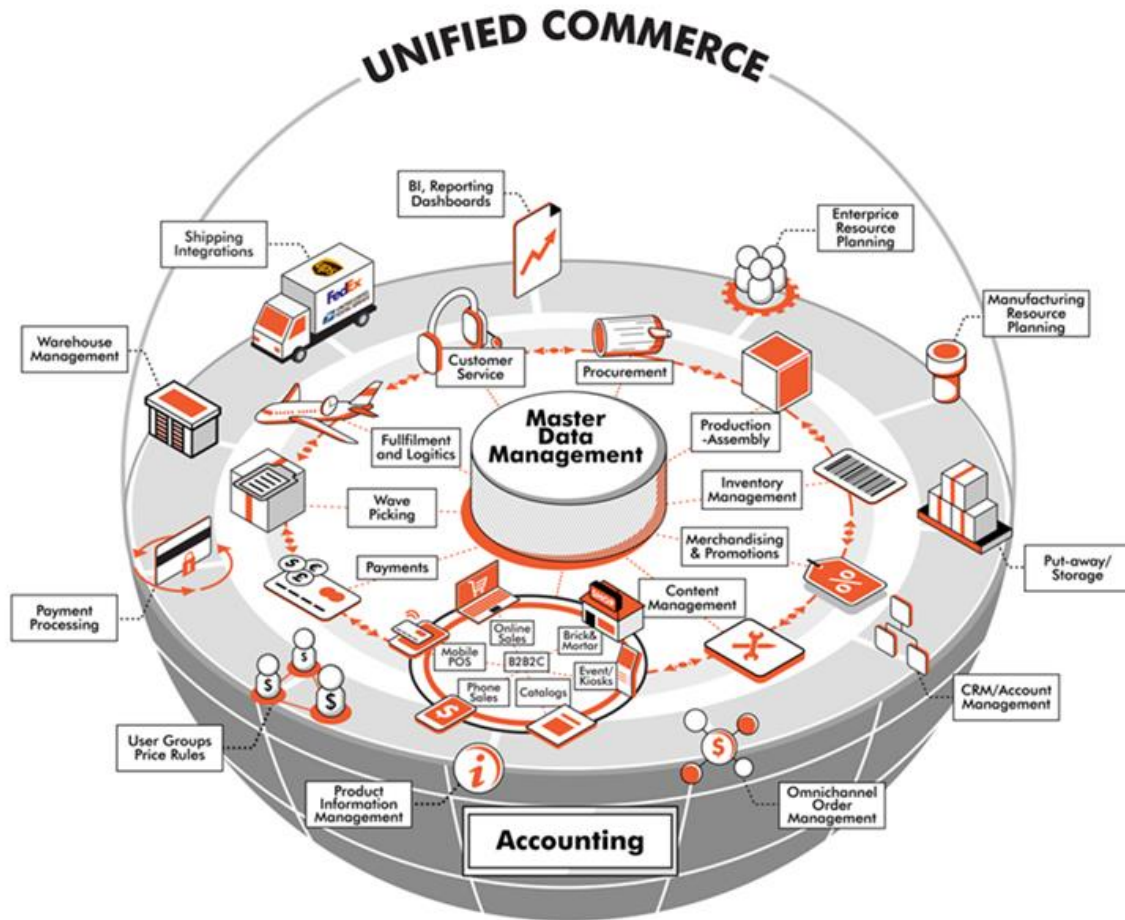
Step 2 – Create a “perfect customer experience”



Step 2 – Create a “perfect customer experience”



Step 3 – Modernize technology and data capabilities



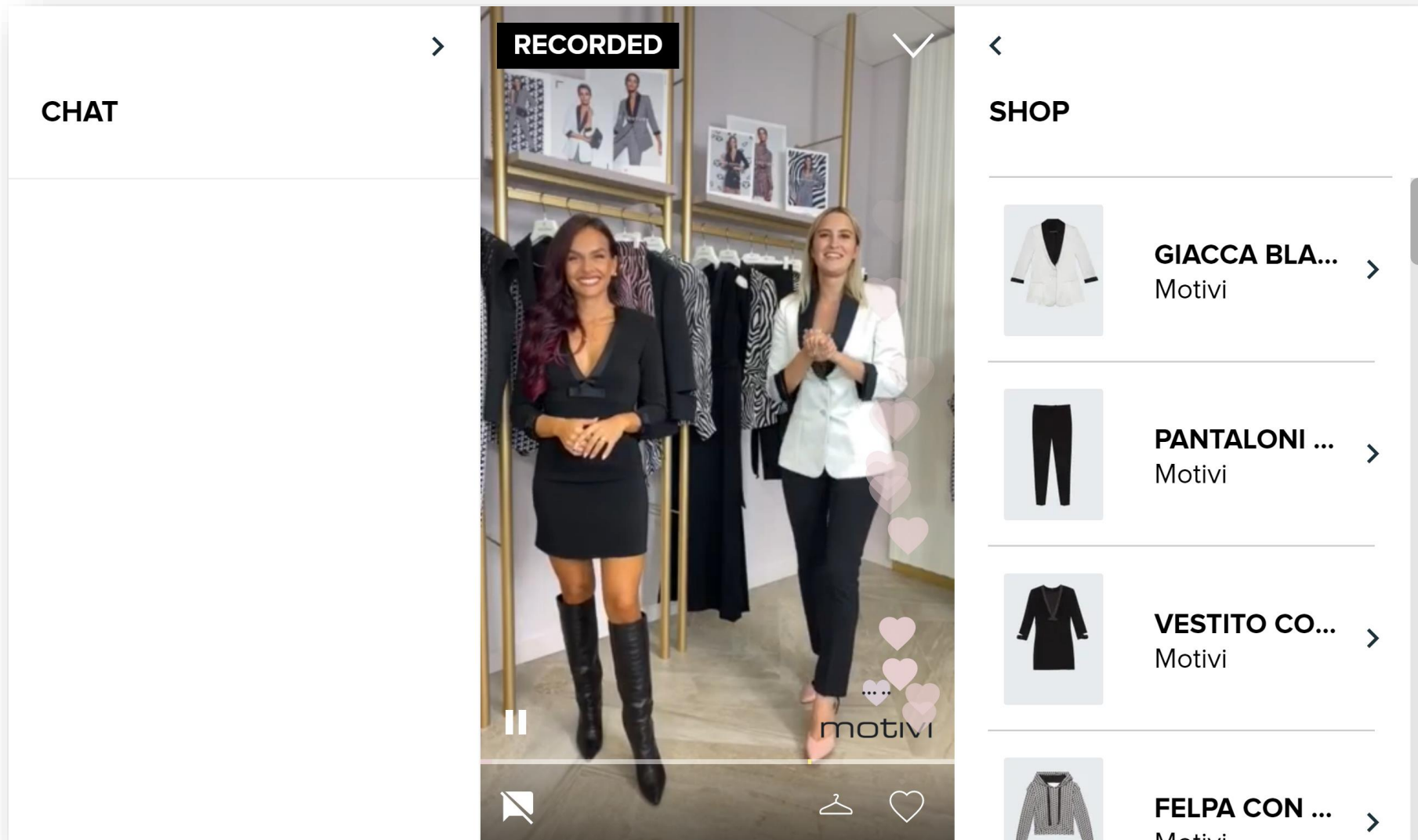
Step 3 – Modernize technology and data capabilities



Step 4 – Find and recruit talented people



Step 4 – Find and recruit talented people



Step 5 – Drive cultural change within the business



Step 5 – Drive cultural change within the business



Amazon Leadership Principles



14 leadership principles

Customer
Obsession

Ownership

Invent and simplify

Hire and Develop
the Best

Are Right, A Lot

Learn and Be
Curious

Insist on
Highest Standards

Think Big

Earn Trust

Dive Deep

Bias for Action

Frugality

Disagree and
commit

Deliver Results

Thank you!
Let's keep in touch

Giulio Finzi

