



UNITY

WORLD RETAIL CONGRESS

TEAM NAME: Community of Culture
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**RETAIL
FUTURES
CHALLENGE**

Celebrating Cultural Diversity

- World division and social tensions rising
- Appreciation and experiencing other cultures holidays
- Bringing people together and celebrating diversity
- Travelling is increasingly popular so it is a topic that will appeal to the younger generation
- Experiences of cultural holidays and celebrations throughout the year

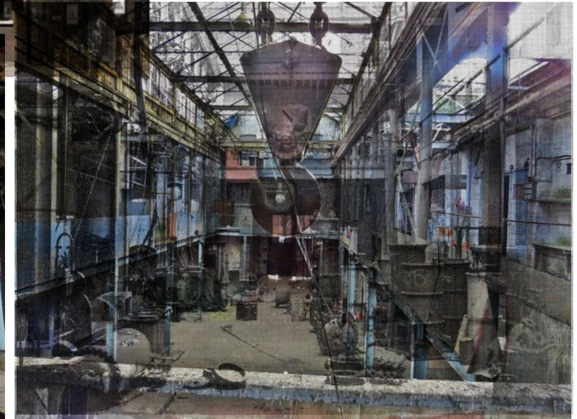


The Location

- SailMakers, Limehouse
- Historic Building
- Culturally Diverse Area - large immigration from Chinese and Bangladeshis
- Economic decline with decreasing manufacturing in UK
- Docklands area and East London is key for regeneration at the moment



Caird & Rayner
Warehouse
777 - 783
Commercial Road
London, E14



The Concept in the Location

https://acorn.caci.co.uk/data/#t55_p2

55: DEPRIVED AND ETHNICALLY DIVERSE IN FLATS - SUMMARY

DESCRIPTION

Often these areas of younger people will house many children. There may be higher than usual concentrations of couples with young children, single parents and single people. Because of the low housing cost there may also be some students in these areas. Around a quarter of people in this type may be of African or Caribbean descent with others from other ethnic backgrounds.

These people tend to live in smaller flats, most rented from the council or housing association. A proportion of these will be in high-rise blocks. The large numbers of children living in these small flats make these homes the most overcrowded in the UK.

Unemployment levels are high and there may be three times the usual level of people claiming Income Support. The working population tends to be employed in semi-skilled or routine jobs where the skill levels required are relatively low.

This type has some of the highest levels of people having difficulties with loan repayments. Difficulties with housing payments may have also been an issue for a few of these people.

With low incomes and living in the city, car ownership levels are low and people are more likely to use public transport.

IMAGES



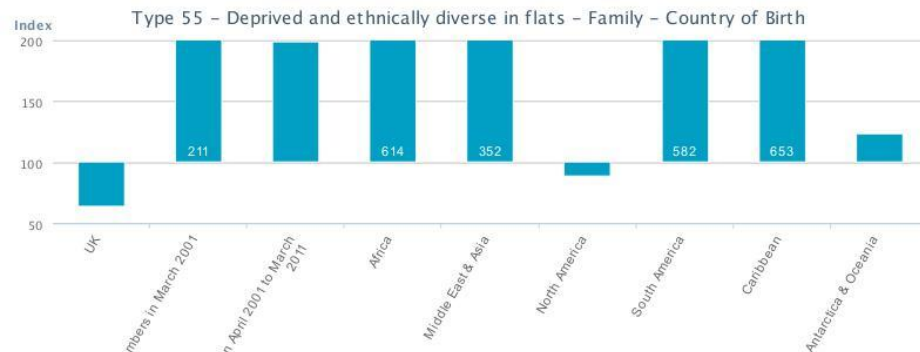
EXAMPLE GOOGLE STREETVIEWS



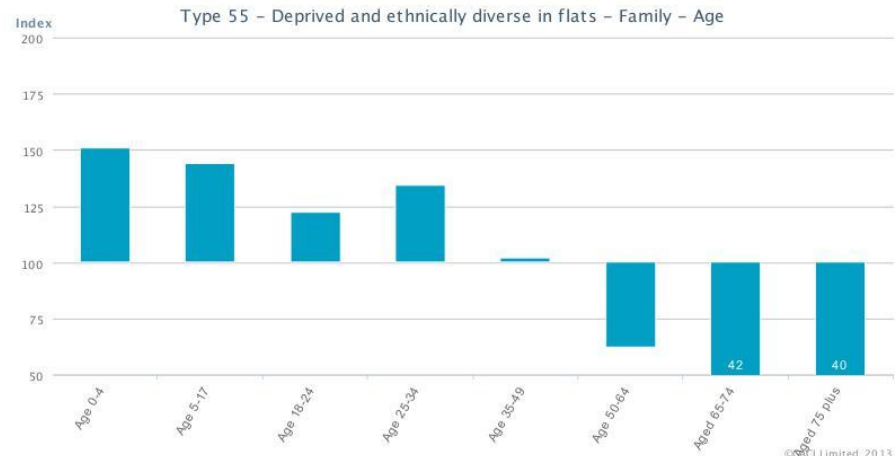
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- Limehouse: Culturally diverse location.
- Target market: 18-30.
- Easy location for consumers outside of London to commute.

The Location

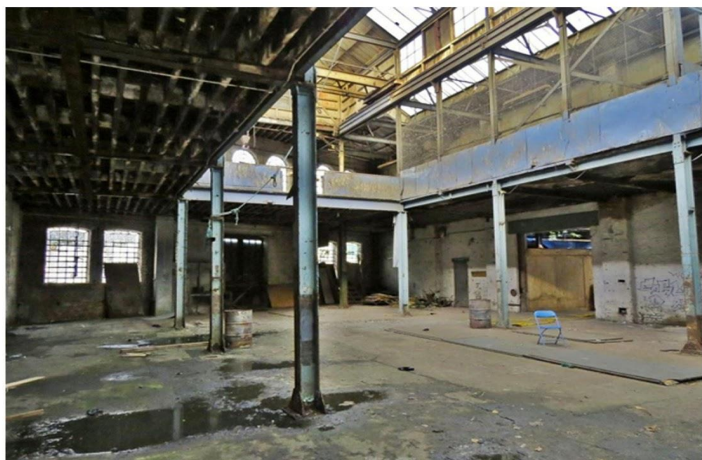


Inside UNITY

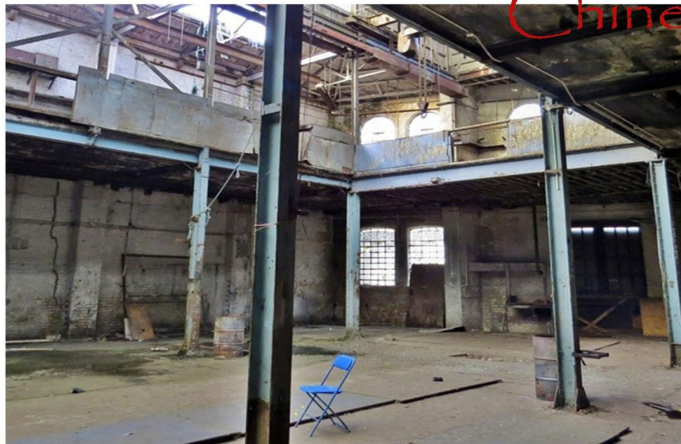
An authentic experience of different cultural holidays to appreciate and learn about the world:

- Live Music
- Food
- Stalls
- Local Vendors





Chinese New Year





2018 Calendar



February - Chinese
New Year



March - Holi



April- Bengali New
Year



June- Midsummers
eve/ day

February/March - Rio
de Janeiro Carnival



March- St Patrick's



May- Ramadam



July- American
Independence Day



2018 Calendar



August- Parsi New Year

September- Canada Labour Day



November- Day of the Dead



November- Japanese Culture Day



August- La Tomatina



October- Chung Yeung Festival



November- Yi Peng Lantern Festival



December- Kwanzaa

Product and Revenue

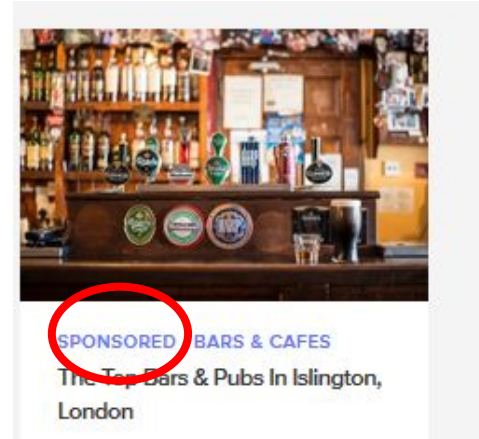


Marketing

- Website & domain
- Strong social media presence
- Promoted posts
- Sponsorship
- Review websites
- Adverts/ features in travelling/ London event magazines



tripadvisor®



Sustainability, Expansion and The Future

- Sustainable as concept can be applied to any country and many different holidays and cultures to celebrate
- Allow more people to learn about and celebrate culture
- Range of different cultural holidays and celebrations to showcase



Bibliography



Location Reference

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