

# LET'S GO SHOPPING!

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# LET'S GO SHOPPING!

We all love visiting the high street, browsing products, trying on clothes etc but there's no denying that shopping online also has its benefits - is fast, easy and stress-free.

According to a study in April 2021 by Bazaarvoice which surveyed more than 8,000 consumers worldwide, 54% of shoppers now prefer online window shopping to browsing instore. So why should it be any different for your members?

With the right digital solution, members can access a digital shop housing unlimited products or services at just the touch of a button.

Let's make the buying experience hassle free. Let's go shopping!

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# TARGET ADDITIONAL REVENUE.

Don't limit your income generating opportunities to membership fees. Think outside the box and offer your members some added-value options which boost your bottom line.

A branded Fisikal app includes the native shop functionality. This allows you to stock a digital shop of products which can be purchased by members either through the app or through your website. If you already have an external shop website, no worries, this can be embedded and displayed within the Fisikal app.



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# STACK THE SHOP SHELVES.

Encourage shoppers to browse the digital aisles of your shop by keeping the shelves stacked. Once a shop is set up, your stock opportunities are limitless. You can literally stock your shelves with as many items as you want. Maybe you just want to sell custom-branded merchandise or perhaps you prefer to stock a wider range of products, including those manufactured by third party brands.

The key is to offer a wide enough selection of products and services to draw your members in and make your digital shop a go-to destination for their fitness and wellbeing needs.



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# A SEAMLESS CHECKOUT.

Help members avoid the queues with an efficient digital shop experience. As a merchant, you can manage specific products to include imagery, descriptions and pricing. Members can then search for products by filtering categories.

Items can be purchased immediately or 'added to the cart' for later consideration. If an item is purchased, the payment, billing and delivery process is handled in seconds. The merchant is notified of the sales and they can manually process the order for shipping, marking the order online as fulfilled.

From start to finish, the operator has full visibility over all products sold to members so can review popular items, spot seasonal trends and identify opportunities for discounts or promotions.



# GET SAVVY WITH STOCK.

Give the customer what they want by utilising Fisikal dashboards to help you manage your stock effectively. Have full, real-time visibility over available stock so you can see instantly what items are selling well and in high-demand versus what items are underperforming. You can then adjust future stock levels accordingly.

Stay ahead of the curve when meeting customer demand and you stay at the forefront of your customers fitness journey.

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# WE ARE HERE TO HELP YOUR BUSINESS.

If you would like to chat through your digital options already included in your package, or how to maximise your digital opportunity in the coming months, please get in touch with us directly via email or phone.

[Info@fisikal.com](mailto:Info@fisikal.com)

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