Webinar from the Kilkenny Group

Evelyn Moynihan
What I will cover today:

- Story of Kilkenny

- Current landscape

- Importance of ecommerce now and into the future

- New innovations we are pursing with MU & IT Tralee
Who we are:

- Set up by Government in 1963
- 17 stores, 5 restaurants, 1 online site Kilkennyshop.com
- 72% of what we sell is Irish designed/made
- Omnichannel approach is key

Champion Irish Designers & Makers
Impact of Covid-19:

• Temporarily closed our shops & restaurants, 16th of March

• Growing online & telesales channels

• In planning mode for when we re-open

• Roadmap to recovery
A New Consumer & a New Marketplace will require a New Kilkenny

Surge in omnichannel growth

Everyone's Home is their Castle

Country will be in a recession

Cocooners will be slow to emerge

Health is our wealth

Little Tourism coming into Ireland

Businesses/Workplace will change

Bricks & Mortar retail will require Innovation

Sustainability is NB
Growing ecommerce

- +310% since Covid 19
- Will go from 5% of our business to 15%
- New telesales channel
- Investing in New areas
- Innovation project with MU & Tralee Institute
Using the data to drive new insight & new revenue
Remote Salesperson Service
Virtual & Augmented reality
Closing thoughts:

• Changed Customer and Marketplace = Changed Kilkenny

• Invest in ecommerce, particularly the key people and infrastructure for growth

• Innovation project with MU & IT Tralee is key to unlocking future growth

• Tough year ahead, yet need to stay positive

• All in this together
As a thank you

10% Discount for shopping with Kilkennyshop.com across the month of June: Webinar10