CLAIMS

[Claim 1]

A sales promotion support device comprising:

a real store information storage means that stores a real store sales amount related to a predetermined product before implementation of a first sales measure in a real store;

a virtual store information storage means that stores a virtual store sales amount related to the predetermined product before implementation of the first sales measure in a virtual store imitating the real store;

a virtual store realization means that provides an environment in which the predetermined product is sold in the virtual store;

a virtual store measure execution means that executes the first sales measure related to the predetermined product in the virtual store;

a first verification value calculation means that calculates a virtual store sales amount related to the predetermined product after implementation of the first sales measure in the virtual store;

a first goal determination means that determines whether or not the virtual store sales amount related to the predetermined product after implementation of the first sales measure is larger than a virtual store target value set on a basis of the virtual store sales amount related to the

predetermined product before implementation of the first sales measure;

a real store measure execution means that performs processing for implementing the first sales measure related to the predetermined product in the real store in a case where it is determined that the virtual store sales amount is larger than the virtual store target value;

a second verification value calculation means that calculates a real store sales amount related to the predetermined product after implementation of the first sales measure in the real store;

a second goal determination means that determines whether or not the real store sales amount related to the predetermined product after implementation of the first sales measure is larger than a real store target value set on a basis of an assumption that the real store sales amount related to the predetermined product before implementation of the first sales measure increases to a similar extent to an increase in the virtual store sales amount related to the predetermined product before and after implementation of the first sales measure; and

a virtual store measure re-execution means that executes a second sales measure related to the predetermined product and different from the first sales measure in the virtual store in a case where it is determined that the real store sales amount is smaller than the real store target value,

wherein

the first sales measure and the second sales measure are measures for promoting sales related to the predetermined product, and include a change of a price related to the predetermined product, a change of a package related to the predetermined product, notification of coupon information, sale information, and campaign information to an application, use of a digital stamp using the application, use of a point system in which a point is given on a basis of a store visit action, notification of product information to the application, display of a sales promotion flier in the application, ranking customers according to a use status and providing a bonus or a discount according to the rank, provision of a game function in which a point or a coupon is won, provision of a position display function of a search product in the application, provision of an in-store guidance function by the application, provision of a real-time notification function by the application using sensing of a sensor installed in the store, provision of an interactive customer service function by artificial intelligence (AI), provision of an advertisement display function in the application in proximity to digital signage, provision of detailed information regarding digital signage display advertisement in the application, provision of a payment function by the application, notification of coupon information, sale information, and campaign information to the

application, notification of prescription information to the application, notification of digital receipt information to the application, provision of a past use history confirmation function in the application, implementation of demonstration sales in the store, implementation of point of purchase (POP) advertising, provision of sales promotion information by digital signage, provision of novelty goods, use of a point system, implementation of sampling, implementation of food tasting and drink tasting, change of in-store layout, change of a product display position, installation of sales promotion furniture, installation of a top board and banners, or change of background music (BGM) in the store.

[Claim 2]

A sales promotion support device comprising:

a real store information storage means that stores a real store sales number related to a predetermined product before implementation of a first sales measure in a real store;

a virtual store information storage means that stores a virtual store sales number related to the predetermined product before implementation of the first sales measure in a virtual store imitating the real store;

a virtual store realization means that provides an environment in which the predetermined product is sold in the virtual store;

a virtual store measure execution means that executes

the first sales measure related to the predetermined product in the virtual store;

a first verification value calculation means that calculates a virtual store sales number related to the predetermined product after implementation of the first sales measure in the virtual store;

a first goal determination means that determines whether or not the virtual store sales number related to the predetermined product after implementation of the first sales measure is larger than a virtual store target value set on a basis of the virtual store sales number related to the predetermined product before implementation of the first sales measure;

a real store measure execution means that performs processing for implementing the first sales measure related to the predetermined product in the real store in a case where it is determined that the virtual store sales number is larger than the virtual store target value;

a second verification value calculation means that calculates a real store sales number related to the predetermined product after implementation of the first sales measure in the real store;

a second goal determination means that determines whether or not the real store sales number related to the predetermined product after implementation of the first sales measure is larger than a real store target value set on a

basis of an assumption that the real store sales number related to the predetermined product before implementation of the first sales measure increases to a similar extent to an increase in the virtual store sales number related to the predetermined product before and after implementation of the first sales measure; and

a virtual store measure re-execution means that executes a second sales measure related to the predetermined product and different from the first sales measure in the virtual store in a case where it is determined that the real store sales number is smaller than the real store target value, wherein

the first sales measure and the second sales measure are measures for promoting sales related to the predetermined product, and include a change of a price related to the predetermined product, a change of a package related to the predetermined product, notification of coupon information, sale information, and campaign information to an application, use of a digital stamp using the application, use of a point system in which a point is given on a basis of a store visit action, notification of product information to the application, display of a sales promotion flier in the application, ranking customers according to a use status and providing a bonus or a discount according to the rank, provision of a game function in which a point or a coupon is won, provision of a position display function of a search

product in the application, provision of an in-store guidance function by the application, provision of a real-time notification function by the application using sensing of a sensor installed in the store, provision of an interactive customer service function by AI, provision of an advertisement display function in the application in proximity to digital signage, provision of detailed information regarding digital signage display advertisement in the application, provision of a payment function by the application, notification of coupon information, sale information, and campaign information to the application, notification of prescription information to the application, notification of digital receipt information to the application, provision of a past use history confirmation function in the application, implementation of demonstration sales in the store, implementation of POP advertising, provision of sales promotion information by digital signage, provision of novelty goods, use of a point system, implementation of sampling, implementation of food tasting and drink tasting, change of in-store layout, change of a product display position, installation of sales promotion furniture, installation of a top board and banners, or change of BGM in the store.

[Claim 3]

A sales promotion support method performed in a computer provided with a real store information storage means that stores a real store sales amount related to a predetermined

product before implementation of a first sales measure in a real store, and a virtual store information storage means that stores a virtual store sales amount related to the predetermined product before implementation of the first sales measure in a virtual store imitating the real store, the sales promotion support method comprising:

a step in which a virtual store realization means provides an environment in which the predetermined product is sold in the virtual store;

a step in which a virtual store measure execution means executes the first sales measure related to the predetermined product in the virtual store;

a step in which a first verification value calculation means calculates a virtual store sales amount related to the predetermined product after implementation of the first sales measure in the virtual store;

a step in which a first goal determination means determines whether or not the virtual store sales amount related to the predetermined product after implementation of the first sales measure is larger than a virtual store target value set on a basis of the virtual store sales amount related to the predetermined product before implementation of the first sales measure;

a step in which a real store measure execution means performs processing for implementing the first sales measure related to the predetermined product in the real store in a

case where it is determined that the virtual store sales amount is larger than the virtual store target value;

a step in which a second verification value calculation means calculates a real store sales amount related to the predetermined product after implementation of the first sales measure in the real store;

a step in which a second goal determination means determines whether or not the real store sales amount related to the predetermined product after implementation of the first sales measure is larger than a real store target value set on a basis of an assumption that the real store sales amount related to the predetermined product before implementation of the first sales measure increases to a similar extent to an increase in the virtual store sales amount related to the predetermined product before and after implementation of the first sales measure; and

a step in which a virtual store measure re-execution means executes a second sales measure related to the predetermined product and different from the first sales measure in the virtual store in a case where it is determined that the real store sales amount is smaller than the real store target value, wherein

the first sales measure and the second sales measure are measures for promoting sales related to the predetermined product, and include a change of a price related to the predetermined product, a change of a package related to the

predetermined product, notification of coupon information, sale information, and campaign information to an application, use of a digital stamp using the application, use of a point system in which a point is given on a basis of a store visit action, notification of product information to the application, display of a sales promotion flier in the application, ranking customers according to a use status and providing a bonus or a discount according to the rank, provision of a game function in which a point or a coupon is won, provision of a position display function of a search product in the application, provision of an in-store guidance function by the application, provision of a real-time notification function by the application using sensing of a sensor installed in the store, provision of an interactive customer service function by AI, provision of an advertisement display function in the application in proximity to digital signage, provision of detailed information regarding digital signage display advertisement in the application, provision of a payment function by the application, notification of coupon information, sale information, and campaign information to the application, notification of prescription information to the application, notification of digital receipt information to the application, provision of a past use history confirmation function in the application, implementation of demonstration sales in the store, implementation of POP advertising, provision of sales promotion information by digital signage,

provision of novelty goods, use of a point system, implementation of sampling, implementation of food tasting and drink tasting, change of in-store layout, change of a product display position, installation of sales promotion furniture, installation of a top board and banners, or change of BGM in the store.

[Claim 4]

A sales promotion support method performed in a computer provided with a real store information storage means that stores a real store sales number related to a predetermined product before implementation of a first sales measure in a real store, and a virtual store information storage means that stores a virtual store sales number related to the predetermined product before implementation of the first sales measure in a virtual store imitating the real store, the sales promotion support method comprising:

a step in which a virtual store realization means provides an environment in which the predetermined product is sold in the virtual store;

a step in which a virtual store measure execution means executes the first sales measure related to the predetermined product in the virtual store;

a step in which a first verification value calculation means calculates a virtual store sales number related to the predetermined product after implementation of the first sales measure in the virtual store;

a step in which a first goal determination means determines whether or not the virtual store sales number related to the predetermined product after implementation of the first sales measure is larger than a virtual store target value set on a basis of the virtual store sales number related to the predetermined product before implementation of the first sales measure;

a step in which a real store measure execution means performs processing for implementing the first sales measure related to the predetermined product in the real store in a case where it is determined that the virtual store sales number is larger than the virtual store target value;

a step in which a second verification value calculation means calculates a real store sales number related to the predetermined product after implementation of the first sales measure in the real store;

a step in which a second goal determination means determines whether or not the real store sales number related to the predetermined product after implementation of the first sales measure is larger than a real store target value set on a basis of an assumption that the real store sales number related to the predetermined product before implementation of the first sales measure increases to a similar extent to an increase in the virtual store sales number related to the predetermined product before and after implementation of the first sales measure; and

a step in which a virtual store measure re-execution means executes a second sales measure related to the predetermined product and different from the first sales measure in the virtual store in a case where it is determined that the real store sales number is smaller than the real store target value, wherein

the first sales measure and the second sales measure are measures for promoting sales related to the predetermined product, and include a change of a price related to the predetermined product, a change of a package related to the predetermined product, notification of coupon information, sale information, and campaign information to an application, use of a digital stamp using the application, use of a point system in which a point is given on a basis of a store visit action, notification of product information to the application, display of a sales promotion flier in the application, ranking customers according to a use status and providing a bonus or a discount according to the rank, provision of a game function in which a point or a coupon is won, provision of a position display function of a search product in the application, provision of an in-store guidance function by the application, provision of a real-time notification function by the application using sensing of a sensor installed in the store, provision of an interactive customer service function by AI, provision of an advertisement display function in the application in proximity to digital

signage, provision of detailed information regarding digital signage display advertisement in the application, provision of a payment function by the application, notification of coupon information, sale information, and campaign information to the application, notification of prescription information to the application, notification of digital receipt information to the application, provision of a past use history confirmation function in the application, implementation of demonstration sales in the store, implementation of POP advertising, provision of sales promotion information by digital signage, provision of novelty goods, use of a point system, implementation of sampling, implementation of food tasting and drink tasting, change of in-store layout, change of a product display position, installation of sales promotion furniture, installation of a top board and banners, or change of BGM in the store.

[Claim 5]

A sales promotion support program for causing a computer to execute the method according to claim 3 or 4.