

# Canadian Retail Forum

July 7-9, 2009 | Toronto, Canada



## Canadian Retail: Tough Times, Tougher Retailers, Smarter Vendors

Globally, 2009 has been a year of dropping GDPs, rising unemployment, and difficult markets. Canada has weathered the storm better than some, but the consumer has responded negatively and continues to be a challenge for the retailer. Canadian vendors are trying to find a way of repositioning their core value proposition to both, while simultaneously maintaining market share and profitability. The consumer, the retailer, and the vendor each have an interrelated balancing act that has gotten more complicated.



**Can you find a strategy of selling product in the Canadian marketplace that successfully balances all these needs?**

### Schedule At A Glance

Time	Jul 7	Jul 8	Jul 9
8a-12p	<b>General Session</b>	Costco Canada Workshop	Strategic Retailer Management in a Recession (SkillBuilders)
		Sobey's Workshop	
1p-5p		Wal-Mart Canada Workshop	
		Shoppers Drug Mart Workshop	
		Loblaw Workshop	

### Agenda

#### 07 Jul 2009 **General Session**

The Canadian retail market suddenly transformed in late 2008 as the global economic difficulties quickly caught up with the country and its consumer. Shopper perceptions of wealth and financial stability have changed significantly—and there are attendant shifts in consumer behaviours. At the same time, some of the unique characteristics of the Canadian market have shaped these new actions on the part of the consumer and retailer response.

- Take a look at the international economic landscape and its impact on Canada
- Gauge the implications of the Loonie's drop and other supply chain problems
- Examine the changes in Canadian consumers in these new times
- Sort through the themes that have developed within the retail market
- **Assess essential Vendor Tactics: Assortment, Allocation, and SKU Reduction**
- **Evaluate the emerging strengths and weaknesses retailers are exhibiting in response to hard times**

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## 08 Jul 2009 **Costco Canada Workshop (AM)**

Internationally and in Canada, Costco has proven to be recession-resistant—but there have been major changes in how its members shop and how it now markets to them. Costco has offered Canadians an irresistible blend of bargains and treasure hunts that has allowed them to grow steadily across the country. Now, the shift towards consumables from hard goods is changing the model and adding further complexity to a business that functions very differently from other channels—a move which could prove to be a further challenge to vendors.

- Compare Costco to other retailers—where do the differences lie?
- Discuss the role of membership in driving profitability
- Navigate through the dynamics of the depot, the warehouse, and the member
- **Gain insight into working with Costco—how does a vendor optimize the relationship?**

## 08 Jul 2009 **Sobeys Workshop (AM)**

Sobeys has quietly emerged as the slow and steady success story in the Canadian market with its combination of small trendy stores, large grocery locations, and range of alternative formats. Coming out of the shrinking Maritimes, it has found a way to succeed in the very different markets of Quebec and British Columbia. Privately owned, it operates to different requirements than its corporate competition.

- Review the overall structure of Empire and how Sobeys fits within it
- Consider the formats and banners, the corporate, and the franchise
- Find out how Sobeys positions itself in its various markets across Canada
- Uncover how the company leverages Compliments—and a new loyalty program—to support its core branding

## 08 Jul 2009 **Walmart Canada Workshop (AM)**

As the fastest growing retailer in Canada and one of the most successful divisions in Walmart International, Walmart Canada has embarked on pushing the Supercentre across the country. With a new lead in both Walmart Corporate and International, the flow of

concepts and themes across the whole of the group has impacted the Canadian group. MVI discusses how those changes will work with the rapid growth of Walmart in Canada:

- Map out how and where Walmart is growing under David Cheesewright and the new International leadership team.
- Outline the supplier implications of Project Impact and the Clean Store initiatives, now happening in the supercentres
- **MVI Keys to Vendor Success: Collaboration and procurement are changing—learn how to work with the developing reality**
- Explore the changing balance between brands and private label within the company

## 08 Jul 2009 **Loblaw Workshop (PM)**

With a few improved quarters under its belt, Loblaw is on the move—but to where is the question that all vendors are asking at the moment. The Weston family is sitting on a large pot of cash from selling US assets—and there is rampant curiosity to see if they invest it at home or abroad. In the midst of their now five year turn-around plan, change is what Loblaw is all about this year.

- Focus on where Loblaw is today, physically and financially
- Discuss whether the core turn-around initiatives are being accomplished or not
- Contrast the banners that are doing well with those that are having challenges
- Examine how sustainability is still working as a competitive position in a depressed market
- Walk away with an understanding of how to maximize your business with Loblaw

## 08 Jul 2009 **Shoppers Drug Mart Workshop (PM)**

Canada's leading retail drugstore chain has made a number of innovative moves in the recent past. These include: an investment into high-end cosmetics as a “store within a store” and standalone concept, the expansion of wellness products, and the continued growth of an aggressive PL strategy. In the midst of a

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recession, they are not only doing well but have plans to continue growing, though not entirely through store base expansion.

- Define the state of Shoppers today and where it is forecasted to be in five years
- Take a look at Optimum as a strategy and data source in a collaborative environment
- Explore how Shoppers is changing its approach to the market with new banners
- Judge whether Shoppers can continue to expand private label at the same speed as in the past
- Uncover the changing role of Wellness in the Shoppers portfolio

## 09 Jul 2009 **Strategic Retailer Management In A Recession (SkillBuilders)**

MVI's renowned SkillBuilders™ course on strategic frameworks and planning now incorporates the influence and implications of the economy to help suppliers plan account strategy in light of the downturn. The workshop gives participants an exercise-driven "lens" for account planning, using retailer examples to illustrate MVI's account management process.

The class includes modules on negotiation tactics, a co-planning roadmap, and ways to maximize business reviews, top-to-tops, and scorecards in this tough environment.

- **Strategic Frameworks for Leverage.** Navigate through strategic paradigms to align with the way your customer goes to market, gain an in-depth understanding of the critical functions within your customer necessary to execute your account plan, and identify techniques to move the dialogue beyond price to the "who" and "how."
- **The Co-Planning Roadmap.** Utilize the OGSM (Objectives, Goals, Strategies, Measures) method as a co-planning framework and learn how to merge brand plans, retailer plans, and scorecards into a cohesive story.
- **Negotiation Tactics.** Uncover retailer negotiation methods and explore how today's uncertain environment offers new challenges and new opportunities.

## For More Info & Registration

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