

# Kroger Workshop Series

October 13-14, 2009 | Cincinnati, OH



## The Consequences of Leadership

Join MVI as we review the roles suppliers should be prepared to play and how the newly re-charged competitive world of grocery retail will reward new thinking and new ideas.

Can Kroger hold share against the newest threat from Walmart?

For more than a decade, the grocery industry has hunted for ways to compete more effectively with encroaching formats such as supercenters, mass merchants, and even one another. Kroger has done as well as anyone, establishing leadership by managing item-level value, shopper analysis, and prototype format development. But competition is changing yet again, as Walmart in particular changes its game to focus on grocery and consumables more than ever before. **Kroger has built a track record for leadership – is it willing to go the distance to maintain and extend its success? And what changes will that bring to Kroger?**

### Schedule at a Glance

Time	Oct 13	Oct 14
8a-12p	What You Need to Know: 4 Critical Supplier Opportunities	Seeing Around the Corner: Kroger 2014
1p-5p	MVI Keys to Vendor Success: Walmart's New Challenge to Grocery	Retailer Economics: The Art of Shelf Defense

## Agenda

### Oct 13 **What You Need to Know: 4 Critical Supplier Opportunities** (AM)

Often, even the best supplier teams and customer managers are so focused on immediate needs that it is easy to overlook the large drivers of change in the industry and hard to prepare for the future. In this interactive session, MVI will lead a discussion around four significant issues that present opportunities for the prepared vendor and create differential value in the marketplace:

- **Merchandising and the Brand In-Store** – the issues of execution and merchandising seem to be always the same, but the tools and expectations are actually changing dramatically. What should you know and how will it change the actual work at store level?

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- **Shopper Data and the 4 Minute Mile** – Kroger teams are usually pretty comfortable with the reality of dunnhumby, but the total industry picture for shopper data and information is much larger and more dynamic than many realize. There's a “data race” going on – are you and your company keeping up?
- **The New Retail Analytics** – syndicated scan data was the first big analytical wave and shopper data is usually characterized as the second. There are enormous opportunities waiting for the supplier who can catch the third wave of sales information. Find out why.
- **Team Skills for Reality** – what will a first rate supplier need to bring to the table to gain retailer engagement in the future? And how can you identify whether your team (and your company) has the right skills and training to win?

## Oct 13 **MVI Keys to Vendor Success** *Walmart's Challenge to Grocery—A New Strain of Blue* (PM)

Walmart has had an enduring impact on supermarkets by driving them to compete with better, more stable pricing, supply chain efficiency, and economies of scale. Some operators merged, and some didn't even survive. Kroger consolidated and grew, and most recently, found a path to neutralize much of Walmart's advantage with a stronger offering of their own. Now Walmart is ready to change the grocery industry yet again, stressing new store layouts with a stronger focus on consumables than ever before. Kroger (and everyone else) now has a new threat from a familiar competitor.

- Understand and evaluate Walmart's Project Impact and find out how it changes the game for those calling on Kroger.
- **Walmart's “new” approach to category management may open up opportunities for Kroger – identify the possibilities for your items, brands, and companies**
- Learn the 12 words that define the competition from Walmart.

## Oct 14 **Seeing Around the Corner: Kroger 2014** *The Consequences of Leadership* (AM)

Kroger created success in the recession – its strong value strategy, developed beforehand, paid off in concrete results. Combined with shopper analysis and rigorous cost controls, Kroger has weathered the downturn fairly well. But continued leadership will depend on how well Kroger adapts to the changing consumer's needs as the recession finally ends – and the relationship between Kroger and its suppliers will have to change accordingly. **The traditional challenge for Kroger teams has been to deliver a measurable ROI for trade spending and programs, while the future may depend on targeting Kroger shoppers more effectively.**

- Recognize – and prepare for – the threats that could alter Kroger's current level of success.
- Assess whether an increasing focus on data-driven marketing will change Kroger's operating behavior— and become aware of the vendor implications
- **Contemplate three things driving SKU optimization and several effective ways suppliers can defend themselves against them.**
- Consider what type of stores Kroger might want to create next.

## Oct 14 **Retailer Economics: The Art of Shelf Defense** (PM)

Dramatic changes in shopper behavior and instability in the capital markets are forcing retailers to focus their strategies inward to comp store sales (versus store expansion) for growth. This step-change in the amount of risk tolerated by retailers requires new levels of financial understanding and skill by supplier account teams. MVI presents a special SkillBuilders course on Retailer Economics:

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- Raise your Financial Acumen– learn the language of finance and metrics across different retailers, formats, and channels.
  - **See problems before they become reality** – identify opportunities of financial return.
  - Set strategies for results in an environment of rapidly changing retailer requirements.
- Gain a working understanding of the basis, elements, and drivers of GMROI and other return-based financial measures. **These will become part of everyday conversations as item margin and velocity become critical to success on the shelf.**
- Private label delivers value to cash-starved shoppers while providing increased margin opportunities to retail operators. **It has and will put increased pressure on brands to perform over the next 12-18 months—identify the implications to your brand and how to manage them.**

## For More Information/To Register

**Email** CustomerService@mventures.com

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**Day Rate** USD 1650/ Half Day USD 895

*Multi-seat/multi-day rates available. Please contact MVI for details. MVI accepts: Visa, MasterCard, American Express, and Discover.*

### Logistics

Hyatt Regency Cincinnati

151 West 5th Street

Cincinnati, OH 45202

+1.513.579.1234

**Room Rate:** USD 155

**Cut-off date:** 9/23/2009

Name \_\_\_\_\_

Telephone \_\_\_\_\_

Title \_\_\_\_\_

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Company \_\_\_\_\_

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