

Will Kroger Find a Path to Reinvigorate the Center Store?

Kroger is poised to deliver more than 21% of all the dollar sales growth in the grocery channel between now and 2013. To continue this performance, Kroger must answer not only the challenges of other grocery competitors, but successfully compete with all the best retailers in the U.S.

In the next few years, Kroger must deliver more than item-level value. Join MVI as we map out what Kroger's road to sustainable growth will mean for suppliers.



Schedule At A Glance

Time	Oct 14	Oct 15
8a-12p	Competitive Landscape	Strategic Retailer Management for Kroger
1p-5p	Kroger: A Foundation OR Seeing Around the Corner	

- Gain insight into Kroger's merchandising and marketing techniques, the increased emphasis on corporate branding, and its experiments with new formats
- Navigate through Kroger's operations: how does Kroger work and what does it care about?
- **Understand Kroger's financial model and how it compares to its competition**

Seeing Around the Corner: Kroger 2013

Designed for suppliers who are familiar with MVI's Foundational workshop or already know Kroger's current state, but who want to solve for Kroger's future. This interactive session will focus on Kroger's key initiatives and how they impact supplier strategies.

- Discover how Kroger's power in key markets is changing the ability of other supermarkets to compete—and how they react
- Gain insight into Kroger's unique understanding of its own history and development and how "Kroger time" impacts the speed of change
- Discuss what the latest reorganization of the merchandising structure might mean for suppliers
- Map out how Kroger can move beyond shelf-level value to exceed shopper expectations and identify what leading suppliers can do to improve store-level success
- Optimize internal communication: find out how a team leader can tell the Kroger story to supplier brand managers and other leaders less familiar with the value of this strategic customer

Competitive Landscape

Join MVI as we put Kroger into the context of the total US Grocery channel and discuss how Kroger sees its own competitive environment.

- Discuss the impact of the national economy and other macro trends on channel development
- Benchmark Kroger against other retailers, both in the grocery channel and outside it
- Walk away with the latest MVI sales projections for Kroger and the rest of the channel for your most accurate planning
- **Explore what Kroger expects you to know about the rest of the world to help them grow**

Kroger: A Foundation

This class is designed to explore those fundamentals of Kroger's business that are essential for suppliers to know. Attendees of this foundational class will come away with a clear understanding of who Kroger is today, how its own brand drives success, and how its strategies challenge its suppliers.

- Learn about the current market position and challenges for Kroger—and examine the variations it faces in different markets

Kroger Workshop Series

October 14-15, 2008 | Cincinnati, OH



SkillBuilders™ Strategic Retailer Management for Kroger

Strategic Paradigms— Understanding the Big Picture

- Frameworks for understanding and aligning with the leadership attributes of Kroger's management
- Role of pricing in your Kroger plan
- Aligning resources internally to grow your Kroger business
- Critical functions within Kroger to build/execute growth plan
- Moving the dialogue beyond price: the "who" and the "how"

The Co-Planning Roadmap

- Decision making within and across critical functions
- OGSM (Objectives, Goals, Strategies, Measures) as a framework for co-planning
- Merging brand plans, customer plans, and scorecards into a cohesive story

Negotiation Tactics

- Understanding retailer negotiation methods
- Why today's environment challenges in-store execution

Measurement and Alignment

- How to get the most from scorecards and quarterly reviews
- Business Reviews: How to get beyond the numbers to move your brand initiatives forward
- Maximizing top-to-top discussions

"Very educational and informed.

MVI did a great job explaining Kroger!"

VP/Director of Marketing & Channel Strategy

For More Information & Registration

Email CustomerService@mventures.com

Web MVI-Worldwide.com/Events/

Call 1.800.370.3261 or 1.617.588.4100

Fax 1.617.499.2723

Hotel Hilton Cincinnati Netherland
35 West Fifth Street
Cincinnati, OH 45202
(P): 513-421-9100

Room rate: USD189 | Cut-off: Sept. 25th

Rate per day: USD 1650

Multi-day/multi-seat rates available. Please contact MVI for details.

Name _____

Company _____

Address _____

City _____

State/Country _____

Postal Code _____

Telephone _____

Email _____

Credit Card AmEx MasterCard Visa Discover

Card Number _____

Expiration Date _____

Signature (required) _____

Orders totaling less than \$5000 require payment at time of registration. Session fee includes continental breakfast and lunch each day and relevant MVI training outlines. Cancellations/Substitutions received in writing 10 days before the program will qualify for a credit on a future MVI program. Unfortunately, MVI is unable to issue refunds for cancellations. Substitutions must be communicated and are allowed at any time. If, due to travel restrictions, security issues or other business reasons, MVI determines that it is not preferable to deliver its traditional classroom programs (such as Workshops and Forums), MVI reserves the right to substitute comparable, alternative learning systems (such as interactive Webcasts) in their place. Content Speakers and topics subject to change. MVI specifically disclaims any liability for the editorial content of the presentations made by non-MVI speakers, which wholly originates with the speakers. The analysis and conclusions presented by MVI represent the opinions of the company. The views expressed do not necessarily reflect those of the retailers under discussion, nor are they endorsed or otherwise supported by the management of those retailers. Sessions may be taped by MVI for internal training purposes.