Central And Eastern Europe Workshop Series
25–27 September  2007  Warsaw, Poland

Build Successful Strategies
For Growth With Tesco and Lidl
In Central And Eastern Europe

Featuring MVI’s Skillbuilders™ Programmes—
Modern Trade Management And Retailer Financial Models

Gain the skills you need to win with your most important customers
• How to build successful, collaborative account plans with your most important customers
• How to negotiate effectively for win-win solutions with your key customers
• Analysis of the various financial models used by leading retailers across Europe and the key metrics that drive your customers’ buyers in negotiations
• How to successfully manage your relationship with Tesco in CEE in an environment in which:
  — Tesco is continuing to consolidate its market position
  — Tesco is shifting focus to smaller store formats across the region
• Uncover key opportunities and challenges manufacturers need to manage when working to build a successful Lidl business.

You should attend if you...
...Wish to develop more successful business plans with your most crucial customers in the region
...Wish to understand what really motivates your buyer and thus move negotiations beyond mere discounts and rebates
...Manage your Tesco and Lidl accounts on an international or local market basis
...Manage trade and/or brand marketing for these accounts
...Wish to enhance the capabilities and structure of your customer management teams and better allocate resources to meet the needs of the CEE retail environment now and in the future

To Register Call Niloo Sarafan At MVI +44. (0)207.031.0256 Or Email NSarafan@mventures.com
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Selling to Lidl 25 September 2007

8.30 - 9.00 Coffee and registration
9.00–9:15 Introduction
9:15-10:15 The Evolving Discounter Landscape
   • New market entries continue with more discounters expanding
   • Central Europe plays a critical role in the growth of the discount channel
   • Lidl’s strategies for beating the discounter competition
   • The competition’s response to Lidl’s growth
10.15 - 10.30 Break
10:30-11:15 Consumer loyalty and the Lidl Brand
   • Price-based loyalty
   • Broadening consumer appeal by focusing on a wider brand platform
   • Expanding brand communications to enhance appeal
11:15–12:30 The Lidl Financial Model
   • The cash margin model
   • Comparative financial performance of leading discounters
   • Cost inflation related to the evolving business model
   • Inventory benchmarks
12:30-13:30 Lunch
13:30–14:30 Improving the Everyday Offer for Lidl’s Shoppers
   • Selecting the right item
   • Managing private label innovation and improving quality
   • Managing packaging evolution
14.30 - 14.45 Break
14:45–15:45 Changing Merchandising and Marketing Opportunities with Lidl
   • Category expansion within Lidl
   • Placement opportunities within the categories
   • The promotional discussion
   • Central and Local decisions
15.45 - 16.00 Break
16:00–16:45 The Discussions for Success
   • Maintaining a healthy long-term business
   • Innovation
   • Key measurement objectives

Retailer Financial Models 25 September 2007

This interactive full-day workshop uncovers the mysteries surrounding the various financial models used by major retailers and enables you to make use of these models to better manage relationships with your most important customers.

9:00–11:30 Foundations Of Return On Investment (ROI) in FMCG Retailing
Principles of return on investment used by local and international retailers
   • ROI requirements for different accounts
   • Understanding the economics of catchment areas
   • Understanding the economics of store formats, layouts and implications for multi-format retailers
   • Connecting shopper behavior to sales growth
Using sales growth in key account plans and negotiations
   • New store sales growth vs. mature store sales growth
   • Examples from key customers in the region
   • EXERCISE: Using ROI Principles and Sales Growth Equation In Negotiation
11:30 - 11.45 Break
11:45–13:00 Managing Retail’s Profit Margins
Types of margins as reflected in retailers’ financial reporting
   • Triple net margin
   • Cash margin
   • Examples of local and international accounts
13:00-14:00 Lunch
14:00–15:00 Managing Retail’s Profit Margins Continued
   • Financial rationale behind private label
   • Private label tiering and financial roles within categories
   • Consequences of private label development for Polish Retailers
   • Working capital management
   • Managing category mix for reaching category financial targets
   • Retailer’s operating expense leverage
   • EXERCISE: Managing Inventory Turns For Mutual Profitable Growth
14:00–15:15 Managing Assets as a Retailer
   • Retailer’s fixed asset strategies and implications for suppliers
15.15 - 15.30 Break
15:30–16:30 Conclusions and Application of Different Business Practices
   • Examples of scorecards from customers
   • From today’s learning to tomorrow’s actions

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Modern Trade Management 26 September 2007

This exercise-driven, interactive full-day session will enable you to build comprehensive account plans for your largest, most complex modern trade customers across Central and Eastern Europe, with clear next steps to build momentum—both internally and externally. The content of this session has been specifically designed to deal with the key challenges for all customer-focused professionals, including Account Directors / Manager, Customer Marketing and Category Managers.

8.30 - 9.00 Coffee and registration

9:00–10:00 Strategic Paradigms—Understanding the Big Picture
- Frameworks for understanding, and aligning with, the leadership attributes of key retailers
- Channel Marketing—optimizing the results
- How retailers grow—what are the key drivers
- Deciphering and exploring shoppers vs. consumers—why they are different
- Different retailer formats and why they are critical
- Tiering retailers: Are your resources aligned where the growth is occurring?

10.00 - 10.15 Break

10:15–12:30 Critical Functions & Decisions within Retailers
- The critical functions within retailers
- The Buyer Pyramid—a framework for understanding ‘what matters’ to this influence
- Why it is crucial to manage to retailer KPIs (key performance indicators) across all functions?
- Moving the dialogue beyond price—How do suppliers create value across key functional areas?
- How are decisions made within and across critical functions —How can you best ‘map’ your organisation to them?

12:30-13:30 Lunch

13:30–15:00 The Co-Planning Roadmap
- Decision making within and across critical functions—how to best ‘map’ your organisation
- OGSM (Objectives, Goals, Strategies, Measures) as a framework for co-planning
- Merging brand plans, customer plans and scorecards into a cohesive story
- Developing a tactical plan that expresses your brand strategy in your customer’s terms whilst gaining internal support for the customer plan

15.00 - 15.15 Break

15:15–15:45 Persuasive Selling
- Persuasive selling—the art of concise presentation development that achieves call objectives

15:45–16:45 Negotiation Tactics
- Understanding customer negotiation methods—enabling more effective call preparation
- Concession techniques—using open/closed questions that achieve ’speed to decision’ results
- Team selling/presentations—best practices to ensure call objective outcomes

16:45–17:15 Retail Execution
- How and why today’s environment challenges in-store execution
- Manage the in-store variables: distribution, shelf, price and promotion
- Why speed-to-shelf is critical to managing competition
- Using third parties to achieve execution—pro’s and con’s

17:15–17:45 Measurement and Alignment
- The importance of measurement and staying aligned—sharing progress and opportunities with your customer and your brand team
- The retailer's view on scorecards—getting the best from this practice
- Business reviews—how to get beyond the numbers to move your brand initiatives forward
- Maximising top-to-top discussions
- Conclusions from the day

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Tesco is one of the largest and fastest growing retailers in Central and Eastern Europe. Its success has been built on an aggressive expansion of retail space through organic growth and acquisition. At the same time, market dynamics mean that the company is revisiting its past strategies to plot a more profitable future growth plan. MVI’s workshop will focus on many of the key opportunities and challenges manufacturers need to manage when working to build a successful Tesco business in Central and Eastern Europe.

8.30 - 9.00 Coffee and registration

MORNING SESSION – Strategic alignment with Tesco

9:00–9:30 Tesco’s Global Growth Strategy
- Tesco’s international expansion
- Leveraging global scale for local advantage and the implications for the UK
- Taking learnings from around the world back into the UK market

9:30–10:45 Tesco’s Growth Strategy in Central Europe
- Lifetime loyalty and the Tesco brand
- Shopper-based business planning and expansion (“Follow the Money”)
- Reviving the non-food business
- New formats to compete in a changing grocery landscape
- MVI’s proprietary growth forecasts through 2012
- Key competitive challenges and opportunities that may reshape Tesco’s business during the next three years

10.45-11.00 Break

11:00 – 12:00 Expectations For Branded Manufacturers
- Critical organizational functions within Tesco for strategy development and execution
- The basic planning processes of Tesco

12:00–12:30 EXERCISE: Building a Tesco Team
- Functional alignment
- Objectives and goals

12:30–13:30 Lunch for all participants (both half day and full day attendees are invited)

AFTERNOON – Winning with Tesco Shoppers

13:30–14:30 Category Growth Planning
- EDLP, promotions and maintaining “lifetime value”
- Point of purchase marketing
- Managing the everyday range

14:30–14:45 Break

14:45–15:45 Return on investment and Key Financial metrics
- Principles of key metrics
- Understanding scorecards and measures

16:00–16:30 EXERCISE: Strategies for Success
- Strategies for executing the morning’s objectives and goals
- Key measurement criteria

16:30–16:45 Concluding Remarks and Summary

MVI’s Retail Insight: Lasting Value.

As the largest worldwide retail research and consulting organisation, our renowned analysts build knowledge and share insights while tracking the strategic and tactical developments of over 900 retailers in 130 countries. Global channel coverage includes Discounters, Cash & Carry, Hypermarkets, Supermarkets and Convenience.

MVI’s objective thought leadership and fact-based research provides strategic retail insight and analysis on the top global retailers. We guide our clients in creating superior customer business plans, developing best practices and proactively handling retailer demands while driving sustainable growth.

For a limited time only, sign up for a Free Trial on our licensed site: MVI-Insights.eu.

Management Ventures, Inc. (MVI), is a WPP Group company headquartered in Cambridge, MA USA with field offices nationwide as well as a major hub in London, UK.
Per Day. ................................. Euro 1450

Ask your Customer Service Representative for details and special group pricing information. Session fee includes breakfast and lunch as well as relevant MVI training outlines.

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Why Enroll Today?
• Acquire knowledge to stay abreast of trends and how to respond to them
• You’ll take action on the strategic and tactical information we provide
• MVI’s valuable insight on critical retail topics will help you build a strategy for success
• Learn from your peers in our high-energy group discussions
• Class size is limited to ensure a personal, rewarding educational event
• You will walk away well informed and inspired!

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 analyses 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.

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