

Retail Success In A Recession

July 16-17 | St. Louis, MO



From the midst of the recession, MVI outlines the situation in detail so vendors can align with new shopper behaviors, anticipate the shift from reactive tactics to strategy on the part of retailers, and internalize the re-positioning of value on the part of the supplier community.

- In much of the rest of the world, the shopper has returned to normalcy...so what is keeping the American shopper from doing the same?
- Everyone says trips are down...so where did the shopper go?
- Retailers continue to cut SKUs and category space while increasing private label shelf presence...so what is the future of brand development?

With the economy, the consumer, and the retail environment now firmly in a recession, clear winners and losers have appeared in several areas as retailers and suppliers struggle to demonstrate unique value to the shopper.



Define the tools and insight you'll need to seize opportunity in this time of change.

Schedule at a Glance

Time	Jul 16	Jul 17
8a-12p	The New Shopper, Retailer, and Supplier Reality: How To Respond	Retailer Economics: The Art of Shelf Defense
1p-5p		

Jul 16 The New Shopper, Retailer, and Supplier Reality: How To Respond *The New Reality & Its Impact on the Shopper, Retailer, and Supplier*

Though we are clearly in a new environment for sales and marketing, the trends that are emerging have roots going well back into 2008. MVI presents a review of the past 18 months and the prospects for the new year:

- Who were the Winners, Losers, and New Players in channels, markets, and brands?
- How has it shaped the shopper going forward? What are the predictable characteristics of the shopper in transition that we can count on?

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- **What were the Private Label strategies that emerged as retailers aggressively shifted their product portfolios? What role does the national brand have now and how can that be managed?**
- What has happened to merchandising with the renewed focus on optimizing SKU counts, inventory levels, and presentation?

How to Respond: From the Sales Call to the Shelf—What's Changing & How You Can Adjust

With risk-adverse retailers placing more emphasis in Private Label development and internalizing their merchandising capabilities, retail success—and the path to achieve it—will look very different. MVI dissects the questions that need to be answered:

- The dynamics of the customer has changed. Have your sales resources changed to meet them?
- **How can the squeeze on assortment and allocation via shopper insight, inventory reductions, and private label crowding be managed by the vendor?**
- What are the new automated tools that are changing the relationship between supplier and retailer? Are they always in the best interest of the retailer?
- How do you plan in a time of rapid transition? What is predictable and managed best by capabilities development versus asset repositioning?

Jul 17 Retailer Economics: The Art of Shelf Defense (AM)

Retailers are faced with an unprecedented level of uncertainty. The instability in the capital markets and changing shopper patterns are causing retailers to focus inward to comp store sales as opposed to format- or store-based expansion strategies. Step changes in the amount of risk in this environment require new levels of financial understanding and skill by supplier account teams:

- **GMROI and other return-based financial measures will become part of everyday conversations as item margin and velocity become critical to success on the shelf.**
- The success of private label strategies in delivering value to cash-starved shoppers—all while providing increased margin opportunities to retail operators—will also put increased pressure on brands to perform in the next 12-18 months.

Suppliers who are fluent in financial models, metrics, and measures across the retail landscape will be valued advisors in difficult times.

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Logistics

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Room rate: \$109

Cut-off date: 6/15/2009

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