

Can You Share a Brand Future with Safeway?

Safeway returned to consistent growth through aggressive remodeling and a focus on the perimeter. Now the outlines of a sophisticated multi-level strategy are becoming clear—and the process will challenge many vendors to raise their game to keep up. Safeway is far more aware of its competition than it has been in years and is taking significant steps to transform its categories, its pricing, and its overall brand in the marketplace.

Safeway isn't just a store for your brands anymore – Safeway is taking ownership of the route to the shopper and vendors who want to succeed will need to understand the changes retailers bring when they focus on a strong retailing brand of their own.



Schedule At A Glance

Time	Sep 16	Sep 17
8a-12p	Competitive Landscape	Strategic Retailer Management for Safeway
1p-5p	Safeway: A Foundation OR Safeway 2013	

Safeway: A Foundation

This class is designed to explore those fundamentals of Safeway's business that are essential for suppliers to know, especially during this time of innovation and change at Safeway. Attendees of this Fundamentals class will come away with a clear understanding of who Safeway is today and how it got here.

- Learn about the current market position and challenges for Safeway's various banners and markets.
- Understand Safeway's financial model and metrics for success.
- Gain insight into Safeway's merchandising and marketing strategies and techniques, including Ingredients for Life, Life-style, and the increased emphasis on corporate branding.
- Navigate through Safeway's operations: how does Safeway work and what does it care about?

Seeing Around the Corner: Safeway 2013

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

- Compare and contrast Safeway's Optura initiative to other shopper data programs and discuss its implications
- What will new formats and new forms of revenue mean to Safeway's core supermarket business?

Competitive Landscape:

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

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

Safeway Workshop Series

September 16-17, 2008 | San Francisco, CA



- What will the new small grocery format mean to suppliers--and to Safeway?
- What kind of customer will Safeway become and what kind of supplier will succeed?

SkillBuilders™ Strategic Retailer Management for Safeway

Strategic Paradigms— Understanding the Big Picture

- Frameworks for understanding and aligning with the leadership attributes of Safeway's management
- Role of pricing in your Safeway plan
- Aligning resources internally to grow your Safeway business
- Critical functions within Safeway 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

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

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2620 Jones Street
San Francisco, CA 94014
415-885-4700

Room rate: USD199 | Cut-off: Aug. 27th

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.