

Wal-Mart SuperSession

October 22-24, 2008 | Rogers, AR

Right Time, Right Place?...Or Strategic Reinvention?



“Save Money. Live Better” was timed perfectly—it launched just after store operations cleaned up clutter to improve the in-store experience and just before the economy softened and consumer spending shifted toward value and needs. As a result, many middle class shoppers are entering the retailer’s doors and “interviewing”...

But when the economy swings back, will those shoppers stay and will Wal-Mart sustain its recent pace of growth? Are we back to a “Wal-Mart World”?

Schedule At A Glance

Time	Oct 22	Oct 23	Oct 24
Full Day 8a-5p		Wal-Mart: A Foundation Wal-Mart 2013: Forward-thinking, Actionable Insight	Strategic Retailer Management for Wal-Mart
AM 8a-12p	The World Around Wal-Mart	Wal-Mart International Workshop	
PM 1p-5p	<i>NEW</i> Small Box Grocery Workshop	<i>NEW</i> Clubs Over- view Workshop	
	<i>NEW</i> Retailer Economics: Leveraging Financial Acumen with your Customer		

Day 1 Oct 22

8a-12p **General Session: The World Around Wal-Mart**

MVI puts the big picture into perspective by exploring the macroeconomic trends that are exacerbating the pace of change across the retail landscape and pushing leading retailers to drive step changes in response to shifting shopper trends. Suppliers are bombarded by market forces—particularly as commodity and energy costs rise in the face of slowing growth—while, at the same time, retailers are pushing for both differentiation and margin.

- Economic uncertainty and internal operating improvements have accelerated Wal-Mart’s return to market average growth. **Find out what other leading retailers are doing to compete and what that means for suppliers calling on Wal-Mart.**
- More than ever, Wal-Mart is looking more aggressively at the competitive landscape... **Map out different ways of driving a best-in-class strategic dialogue with Wal-Mart.**

1p-5p *NEW* **Small Box Grocery Workshop**

Small boxes dominated US grocery fifty years ago—and never really went away—but both the genesis of Marketside and the entrance of Tesco’s Fresh & Easy format highlight the opportunities for small box grocery formats in the changing US retail landscape. Wal-Mart is just one of

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many traditional US retailers looking to compete in this arena by engineering a store to capture new trips and drive new growth.

- *It's Not Just a Little Big Box.* Small boxes have fundamentally different business models for finance, operations, and logistics, all of which require different retailer and supplier skills and capabilities. **MVI will provide a checklist of differences to help suppliers working with small boxes.**
- **Discuss first impressions of Wal-Mart's newest format, Marketside, and define how it differs in its offering.**
- **Benchmark what other retailers are doing in this competitive space:** Tesco (Fresh & Easy), Safeway (Market), Giant Eagle (Express), and more.

1p-5p **NEW** Retailer Economics: Leveraging Financial Acumen with your Customer

This session provides a platform of knowledge that enables suppliers to interact with their customers on several different levels.

- Learn how different financial frameworks—in particular RONA and GMROI—translate themselves into operating reality.
- **Understand how retailers balance different pressure points and trade-offs within these frameworks.**
- **Define what margin pressure and a revised focus on price leadership will mean for both Wal-Mart and your company.**

Day 2 Oct 23

8a-5p **Wal-Mart: A Foundation**

Accelerate your on-boarding—explore Wal-Mart's organization, culture, business model, and processes.

- **Map out the fundamental drivers of Wal-Mart's business performance and the challenges they face in driving the next phase of growth.**
- **Walk away with a full overview of Wal-Mart's corporate initiatives, marketing and merchandising strategies, financial model, logistics, formats, and organizational structure...and MVI's 5-year growth forecasts.**
- Increasingly, decisions are made beyond the primary point of contact. **Identify the key decision-making metrics used by your buyer and broaden your understanding of the larger organization.**

8a-5p **Wal-Mart 2013: Forward-thinking, Actionable Insight**

Targeted to those responsible for multi-year planning and/or resource allocation for the Wal-Mart business. **MVI will examine where Wal-Mart is headed in its quest for continued growth**

and profitability—and explore the implications it will have on your account team and business planning today.

- **Right time, right place? Or a strategic reinvention?** The timing of "Save Money. Live Better" was perfect—Wal-Mart has been able to boost performance amidst a slowing economy, returning to market average growth rates. But when the economy swings back, will Wal-Mart sustain its recent pace of growth?
- **Clarity.** Since 2005, MVI has been talking about Wal-Mart simplifying its assortment and creating clarity at the shelf as promotional space becomes a premium in a marketing-led organization. Now that this is the cornerstone of discussions with Wal-Mart, how will Win/Play/Show evolve and what should suppliers prepare for next?
- **Simplicity, Standards...Sell Less?** Can Wal-Mart transition from a supercenter-driven business model to a profitable multi-format platform? From cleaner aisles to smaller supercenters to in-box conversions to Marketside—can Wal-Mart re-engineer its financial and operational model to support a store that may sell less than the ones they operate today?
- **"Collaba-gotiation."** Supplier relationships with Wal-Mart revolve more and more around intense negotiation. What impact does this have on your team structure and skills?

8a-12p **Wal-Mart International Workshop**

In the past, Wal-Mart International acted as a multi-national company—independent countries with unique banners. Now, the organizational impact of moving some of the superstar leaders of these groups is starting to take effect. The dynamic between Wal-Mart US, Wal-Mart Corporation, and Wal-Mart International is changing and those shifts will affect how vendors work with them.

- Understand Wal-Mart from an international viewpoint to enhance your positioning and planning.
- **Review the changes happening in senior and middle management and analyze the vendor implications.**
- **Define the key collaboration processes in the International group, how they are transforming, and what that means to you.**

1p-5p **NEW** Clubs Overview Workshop

Tailored to vendors who call on Sam's Club and are interested in benchmarking the competition. Club is a unique business model that is resonating with shoppers in today's uncertain economic environment—MVI will discuss what best-in-class club operators are doing to drive continued growth.

- **SAM'S Club is making headway with its member segmentation—learn how these strategies will change**

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conditions in the club and what will they mean for supplier relations.

- Costco still leads the channel in terms of growth and innovation—**take a look at how quickly this retailer will expand its footprint and what the core strategies are behind its success.**
- BJ's new management team seems to have righted the ship, posting a year-to-date average comparable store sales growth rate of over 12%—**gain insight into what is driving this turnaround and find out if it is sustainable.**

Day 3 Oct 24

8a-5p SkillBuilders™ Strategic Retailer Management for Wal-Mart

MVI's renowned SkillBuilders™ course on strategic frameworks and planning ...including modules on negotiation tactics, a co-planning roadmap, and ways to maximize business reviews, top-to-tops, and scorecards.

- **Strategic Paradigms—Understanding the Big Picture.** Navigate through frameworks to align with the leadership attributes of Wal-Mart's management, gain an in-depth understanding of the critical functions within Wal-Mart to execute the growth plan, and identify strategies to move the dialogue beyond price to the "who" and "how."
- **The Co-Planning Roadmap.** Familiarize yourself with OGSM (Objectives, Goals, Strategies, Measures) as a co-planning framework and learn how to merge brand plans, customer plans, and scorecards into a cohesive story.
- **Negotiation Tactics.** Understand retailer negotiation methods and uncover why today's environment challenges in-store execution.
- **Measurement and Alignment.** Gain insight into getting the most from scorecards and quarterly reviews, discuss how to get beyond the numbers to move your brand initiatives forward, and learn how to maximize top-to-top discussions.

For More Information & Registration

Email CustomerService@mventures.com

Web MVI-Worldwide.com

Call 1.800.370.3261 or 1.617.588.4100

Fax 1.617.499.2723

Rate per Day: 1650

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

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3303 Pinnacle Hills Parkway
Rogers, AR 72758
1.479.254.8400

Room rate: USD169 | Cut-off: October 6

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