

Safeway Workshop Series

February 24-25, 2009 | San Francisco, CA

Is Your Customer Your Competitor?

Safeway's growth has slowed in this economic environment, where Needs beat Wants—its recent growth pattern, driven by an aggressive remodeling program and perimeter focus, has run its course.

Safeway faces critical decisions about how to respond to the current economic uncertainty—**as the Lifestyle remodels end, how will Safeway change its overall business to deliver more diversified growth?**

Private label, format experimentation, aggressive cost-cutting, ancillary businesses, and changes shopper behavior will transform what you do and how you do it.

MVI prepares suppliers in navigating through this challenging time so they can be well positioned when conditions improve.

Feb 24 Safeway Competitive Landscape (AM)

Join MVI as we view Safeway through the lens of the overall US grocery channel and dissect how Safeway perceives its environment:

- Discuss the current economic climate and how it affects channel development
- **Find out what the New Premium is and how it will shape the shopper-retailer-supplier relationship**
- Compare Safeway to its competitors across several key facets of its business
- Receive the most up-to-date MVI sales forecasts for use in your internal planning



Schedule At A Glance

Time	Feb 24	Feb 25
8a-12p	Safeway Competitive Landscape	Strategic Retailer Management for Safeway (SkillBuilders)
1p-5p	Seeing Around the Corner: Safeway 2014 Safeway: A Foundation	

Feb 24 Safeway: A Foundation (PM)

This class explores the fundamentals of Safeway's business that are essential for suppliers to know. We will examine how Safeway got to where it is today, and how it is positioned for tomorrow.

- Understand how Safeway is positioned in the marketplace and how it functions across its various banners
- **Explore the components of Safeway's financial philosophy in the context of this challenging economic environment**
- Assess the various components of Safeway's marketing strategy, particularly Lifestyle, private label, and its larger corporate brand

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Feb 24 Seeing Around the Corner: Safeway 2014 (PM)

For suppliers who have worked with Safeway for some time and are familiar with Safeway's organization, this class looks to the future:

- How will Optura continue to affect store assortment, pricing, and promotions? Will Optura be able to revamp the center store at Safeway?
- What impact is alternative revenue having on Safeway's overall business?
- What potential does The Market have to become a true format? What else is on the horizon in terms of new store development?
- What are the implications of Safeway's corporate branding efforts on supplier business and relationship with this key customer?
- **Will Safeway's Private Label development limit the opportunities for branded growth?**

Feb 25 Strategic Retailer Management for Safeway (SkillBuilders)

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

- Understand retailer negotiation methods and uncover why today's environment challenges in-store execution
- Navigate through frameworks to align with the leadership attributes of your customer's management, gain an in-depth understanding of the critical functions within your customer to execute the growth plan, and identify strategies to move the dialogue beyond price to the "who" and "how"
- 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
- 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 Info & Registration

Email CustomerService@mventures.com

Web www.MVI-Worldwide.com/Events

Call 1.800.370.3261 or
1.617.588.4100

Full Day Rate USD 1650 **1/2 Day Rate** USD 895

Multi-seat rates available. Please contact MVI for details. MVI accepts: Visa, MasterCard, American Express, and Discover.

Logistics

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San Francisco, CA 94108

1.415.765.7871

Room rate: USD209

Cut-off date: February 2, 2009

Orders totaling less than USD 5,000 require payment at time of registration. Session fee includes continental breakfast and lunch each day and hard copies of relevant MVI training outlines. Website subscribers have access to soft copies online. Cancellations/Substitutions Cancellations received in writing 10 days before the program will qualify for a credit on a future MVI program. Substitutions must be communicated and are allowed at any time. MVI is unable to issue refunds for cancellations. 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.