

Merchandise Management for Retail 2008

21st -22nd October 2008, Regents Park Marriott Hotel – London

INTEGRATE AND EXECUTE A SUCCESSFUL MERCHANDISE STRATEGY TO MEET CUSTOMER DEMAND AND INCREASE YOUR SALES AND MARGIN

SPEAKING OPPORTUNITIES



Contents of this document:

Page 2: Focus of the event

Page 3: Hot topics to be discussed

Page 3: How to get involved

Page 4-7: Provisional Agenda

Key facts about this event:

- #1) Most senior level speakers
- #2) An agenda focused purely on merchandise planning and execution
- #3) 100+ attendees
- #4) 12+ hours of networking time
- #5) It's an independent event for the industry by the industry!!!
- #6) Exclusive supplier exhibition

Contact Tinu Ademosu on tinu@eyeforretail.com or +44(0)20 7375 7166

Merchandise Management for Retail 2008

21st -22nd October 2008, Regents Park Marriott Hotel – London

INTEGRATE AND EXECUTE A SUCCESSFUL MERCHANDISE STRATEGY TO MEET CUSTOMER DEMAND AND INCREASE YOUR SALES AND MARGIN

*** MERCHANDISE PLANNING * DEMAND FORECASTING *
* ALLOCATION & REPLENISHMENT * CATEGORY MANAGEMENT *
PROMOTION PLANNING AND EFFECTIVENESS * PRICE MANAGEMENT**

Conference overview

Retailers are under no illusion that times are hard... and that things are set to get worse before they get better. Which means that in today's challenging economic climate, responding to consumer needs is ever more crucial. So how do you effectively plan and manage your merchandise to make sure you get the right products in the right place at the right time to fulfil customer demand?

There's no doubt that merchandise planning is a complex process but if you get it right, you'll increase both your bottom line profits and customer satisfaction. So it's no small wonder that merchandise management and branch-specific planning and control systems remain the main investment priority for market leading retailers. (*IDC market research 2008*)

Responding to the challenges facing the industry

The Merchandise Management for Retail conference is a unique chance for senior merchandising professionals and their teams to discuss and find solutions to the current and relevant merchandising challenges facing all sectors of the retail industry.

Find out where to prioritise your spend to achieve amazing ROI

This market leading event will focus on the planning and execution of merchandising strategies in large-scale retail. Across two days the event will focus on demand planning and forecasting to get the right goods in the right stores at the right time to meet planned targets and customer demand. In addition to this, we'll have expert sessions specifically chosen to help you improve the sales of your goods once they're in store and how to guarantee the best margin on all transactions without losing sales. In short, this will be the only event you need to attend in 2008 to maximize the ROI on your merchandising systems and processes. We'll be addressing all the main challenges and talking you through exactly how you can take advantage of the opportunities in category management, space and range planning, allocation and replenishment, pricing, promotions planning and effectiveness, clearance and the whole realm of merchandise management in European retail.

Take away the very latest knowledge and tools to deliver a competitive edge for your business

We have conducted months of research into the issues that are right at the cutting-edge of retail merchandising. Through months of discussion with retailers, suppliers, consultants, analysts and technology specialists we guarantee that the topics discussed will help you streamline and refine your merchandising processes and add real value to your business. Read on to find out more details of the specific areas we'll be covering and exactly how you can get involved.

Contact Tinu Ademosu on tinu@eyeforretail.com or +44(0)20 7375 7166

Merchandise Management for Retail 2008

21st -22nd October 2008, Regents Park Marriott Hotel – London

INTEGRATE AND EXECUTE A SUCCESSFUL MERCHANDISE STRATEGY TO MEET CUSTOMER DEMAND AND INCREASE YOUR SALES AND MARGIN

THE AGENDA TOPICS

You'll find the provisional agenda below. This will give you further insight into the layout of the programme and the core issues to be covered in case-study presentations, breakout sessions and panels by senior level speakers from across the retail merchandising value chain including:

- ***Merchandise Financial Planning***
- ***Demand planning and forecasting***
- ***Space and range planning***
- ***Allocation and Replenishment***
- ***Promotional planning and effectiveness***
- ***Price and clearance management***

Representatives from retail, industry analysts, consultants, technology providers as well as thought leaders from the retail merchandising community will all be present to share ideas and best practice for the successful development and execution of merchandise plans as well as next steps for the growing industry.

The agenda will develop and evolve as speakers, panelists and moderators are selected. Our team will work with you to finalise details guaranteeing a focused, concise and cohesive programme and ensuring that the topics discussed are incisive, innovative, vibrant and offer maximum value to all conference attendees

Should you decide to participate at the Merchandise Management for Retailers conference you are deciding to participate with the best – the best attendees, the best content, the best service and the best return on your investment.

How can I become a speaker at the Conference?

It's a simple 2 stage process:

1. Look over the provisional agenda below and let me know which of these areas you have specific expertise / experience on. Or if there's an area where you have more expertise and you feel can add more value to the conference agenda then please let me know.
2. Contact me in the next week to confirm your interest and we'll talk about the next stage

It couldn't be easier - so get looking and call **Tinu Ademosu** on +44(0) 207 375 7166 or email tinu@eyeforretail.com to get involved TODAY!

Contact Tinu Ademosu on tinu@eyeforretail.com or +44(0)20 7375 7166

Merchandise Management for Retail 2008

21st -22nd October 2008, Regents Park Marriott Hotel – London

INTEGRATE AND EXECUTE A SUCCESSFUL MERCHANDISE STRATEGY TO MEET CUSTOMER DEMAND AND INCREASE YOUR SALES AND MARGIN

PROVISIONAL AGENDA

Defining your merchandising strategy: assessing the challenges and opportunities

The changing face of merchandising: adapting to consumer trends and the current economic climate

- The economic downturn and rising food and oil prices: how consumers are responding and why easy adaptability has to now be key in your merchandising systems and processes
- Understand how convenience and product availability are becoming ever more important to consumers and how smarter merchandising is the only way to ensure you match demand
- Working with suppliers - assessing realistic lead times and the increasing impact of carbon footprint management on your supply chain processes
- Why data is king: discover why constantly reviewing the information from your transaction analysis is now more vital than ever

Joining up isolated functions in your business to drive more effective merchandising

- Explore and evaluate different business models and ways to structure the merchandising side of your business
- Discover how to integrate and manage pricing, assortment, space, in-season promotions and markdowns into your complete merchandise lifecycle to drive efficiencies and deliver more to your bottom line
- Hear how to successfully integrate technology into your core merchandising systems to enable effective execution on the shop floor
- Identify the best ways to manage organisational change and minimize the opportunities for disruption in your new merchandising methods
- Turing products into cash faster - Find out how to reduce out-of-stocks and overstocks, increase the speed-to-shelf and provide sufficient in-store support to meet merchandising and promotional commitments

Widening the scope: the secrets of cross channel merchandise planning

- What is the effect of multi-channel shopping on consumer purchasing decisions? Is it resulting in a shift in attitudes and buying behaviour?
- Get one version of the truth: why it's crucial to have an holistic view of the merchandise lifecycle across all your sales channels
- The importance of coordination across multiple channels: understand how to get the right merchandising systems and processes in place to improve efficiencies and increase overall product availability
- Get insight into the nuts and bolts of modeling customer demand. Find out how to really get the right products in the right place at the right time to fulfil all customer orders

Merchandise Management for Retail 2008

21st -22nd October 2008, Regents Park Marriott Hotel – London

INTEGRATE AND EXECUTE A SUCCESSFUL MERCHANDISE STRATEGY TO MEET CUSTOMER DEMAND AND INCREASE YOUR SALES AND MARGIN

CONNECTING THE DOTS – LINKING YOUR MERCHANDISING FUNCTIONS TOGETHER TO IMPROVE EFFICIENCIES AND INCREASE REVENUES

Merchandise financial planning - getting your strategy right from the start

- Bottom-up vs Top-down: evaluate which planning approach is best to meet the sales and profit objectives of your company
- Discover the best methods of integrating your merchandise financial plans with your space and range plans to ensure you meet your overall business goals
- Understand why it is important to continuously monitor and measure current performance against your financial plans to ensure you meet your end of year targets
- Hear how you can get full stakeholder commitment of your business goals by setting realistic targets across all your categories

Optimising space and range: the building blocks of effective merchandising

Maximise sales in existing and new store space by putting space and range at the top of your merchandising agenda

- Learn how integrating forecasting and demand data to space and assortment plans can generate increased ROI
- Evaluate which forecasting method is best to model the demand of your seasonal, fashion and grocery type products
- Find out how to determine the optimal range to stock in the right amount of space across your different store formats and cluster of stores
- A step by step guide on how to estimate the correct product quantities in your range to satisfy consumer demand
- Discover the importance of tailoring your assortment and space allocation to different demographics and in-store events to match consumer needs and drive sell through

Getting the right range: why planograms are about more than just store space optimisation

- Hear how to use planograms for much more than deciding the location
- Discover effective methods for increasing planogram compliance to ensure changes to ranges are being made accurately and quickly in-store
- Understand the key factors that need to be incorporated in store/cluster specific planograms to ensure seamless execution and that the best range is available for your customers
- Find out how you can achieve the right assortment relative to your competitors and achieve your merchandise and competitive objectives

Read on to view what else will be discussed at this high-level strategic conference >>>

Contact Tinu Ademosu on tinu@eyeforretail.com or +44(0)20 7375 7166

Merchandise Management for Retail 2008

21st -22nd October 2008, Regents Park Marriott Hotel – London

INTEGRATE AND EXECUTE A SUCCESSFUL MERCHANDISE STRATEGY TO MEET CUSTOMER DEMAND AND INCREASE YOUR SALES AND MARGIN

Linking your supply chain strategy to category performance on the shop floor

The last mile – getting merchandise from the DC to the shelf

- Discover why the last mile of retail execution has the potential to deliver significant differentiation, or become an enormous bottleneck in customer service
- Adapt your execution strategies and capabilities to the new environment of assortment, replenishment and fulfilment
- Learn why the crucial last step of the supply chain is all too frequently ignored in collaborative efforts with suppliers and the impact this has on out-of-stocks
- What's next? Identify the direction the retail industry intends to take its last mile capabilities in the future

Merchandising on the shop floor: creating the optimal in-store presence and customer experience

- Hear what cost effective visual merchandising techniques you can execute in-store to better the shopper experience
- Find out how to make the best use of finite space: plan, pilot and analyse to guarantee improved sales per square foot
- The use of signage and shelf labelling to drive up sales and improve customer satisfaction
- Get an understanding of promotion planning and effectiveness... and the impact on your in-store processes
- Improve your POS merchandising - benefit from best practice case studies in up selling at the checkout

Improving on shelf-availability: innovative thinking to streamline allocation and replenishment across your store portfolio

- Learn how to use your customer insights to allocate the right quantities of mix merchandise to each of your stores
- Find out how you can predict inventory needs more accurately and adapt to changing demand patterns to avoid creating markdowns of the future
- Discover how you can make sure that you have the correct amount of inventory at the right time at different locations to minimise lost sales opportunities and overstocks
- Understand why using allocation systems as opposed to replenishment to cater for promotional sales lift is the more effective option
- How you can improve availability across your product ranges through a demand-driven supply chain and increased collaboration with your suppliers

Merchandise Management for Retail 2008

21st -22nd October 2008, Regents Park Marriott Hotel – London

INTEGRATE AND EXECUTE A SUCCESSFUL MERCHANDISE STRATEGY TO MEET CUSTOMER DEMAND AND INCREASE YOUR SALES AND MARGIN

Positioning pricing at the core of the merchandise lifecycle

The nuts and bolts of retail pricing and how to incorporate effective price management in your merchandising processes from day one

- Dive deeper inside the merchandise lifecycle and review the critical role played by shopper insight, forecasting and optimisation
- Discover how the current economic downturn is changing the role of pricing – how does your strategy need to change?
- Make sure your demand-driven applications support retail business processes and daily operational pricing and promotions requirements
- Understand more about how you can take full advantage of advanced science and modeling techniques in critical areas like pricing, promotions, and markdowns
- Learn how using price optimisation to better manage your clustering and assortment can have a dramatic impact your bottom line

Defining and executing an effective promotions strategy to improve category sales performance and exceed your overall revenue targets

Planning promotions across your business

- Learn how you can better plan your in-season promotions to optimise your profits
- Find out how to accurately decide which products or group of products to promote, in which locations, at what price points and via which promotional vehicles
- Understand why collaborating with suppliers to build promotion plans can improve the profitability of each promotion and provide win-win results for all parties
- Discover the importance of incorporating “what-if scenarios” into the promotional planning process to determine the impact of your decisions on your category performance

Balancing operational reality with an appropriate level of science in your pricing and promotions

- Hear why – and how - smart retailers are moving from profit maximization to a more pragmatic approach in their price and promotions management
- Identify exactly what rules you should set in your optimisation systems to get the most out your promotions – short and long term
- Use analytics to understand what’s really happening with your promotions: the importance of measuring the true impact on overall category and store sales
- What’s the appropriate use of markdowns? Real life examples of successes and failures to ensure you avoid costly mistakes

Merchandise Management for Retail 2008

21st -22nd October 2008, Regents Park Marriott Hotel – London

INTEGRATE AND EXECUTE A SUCCESSFUL MERCHANDISE STRATEGY TO MEET CUSTOMER DEMAND AND INCREASE YOUR SALES AND MARGIN

Why markdowns shouldn't be viewed as a last resort in your merchandising strategy

Planning - the key to managing markdowns

- Find out why establishing a clear markdowns strategy is important in meeting overall merchandise targets
- Hear how better demand forecasting can help you to plan your markdowns more effectively to avoid lost revenues and leftover inventory
- Learn why looking further up the supply chain at the store assortment planning phase can help achieve accurate inventory control and reduce surplus stock levels
- Discover how local assortment plans can reduce markdowns and keep your customers satisfied at the same time
- Know how to determine which products to markdown, when to mark them down and at what location and price to avoid giving away gross margin and revenues

Maximising revenue from end-of season and discontinued items

- Learn why it's important to consider affinity products, cannibalisation and cross-sale products in the markdown planning process to ensure you mark down at the right price
- Discover how store and region specific markdown plans can increase compliance at store level
- Understand when you need to adjust markdown prices - and how much by - to ensure you clear your merchandise on time for new stock and improve your margin

Advanced focused roundtable discussion groups

Roundtables are designed to enhance your learning and give you practical know-how to apply to your business. Get to the heart of your most difficult merchandising challenges and discuss solutions and strategies with your retail peers and industry experts in a relaxed, intimate environment.

Specific topic areas include:

- Getting holistic: integrating merchandise planning across the enterprise
- Localising merchandise plans by store and clusters
- Increasing compliance of merchandise plans
- Optimising range and space planning
- Increasing on-shelf availability
- Pricing and promotions in your merchandise lifecycle

I want to speak ... What do I do next?

There are plenty of opportunities to get involved in the Conference. You can present on your own or as part of team, you can participate in a panel debate or facilitate a roundtable discussion. We are looking for speakers wishing to be involved in any of these areas. If you would like to be involved in this year's conference simply indicate your interest by simply contacting the conference director, Tinu Ademosu on the coordinates below.

Contact Tinu Ademosu on tinu@eyeforretail.com or +44(0)20 7375 7166