



Corporate Retail

Understand your corporate retail customer's strategies to build better business plans

To allocate resources for the best return on investment within corporate retail it is imperative to understand who is winning and who is losing. Attend our insights-rich retail briefing to get a view of your retailers' growth plans and strategies in order to align your business plans.

Why Attend this Briefing

- Get a view of the current **South African trading landscape, shopper needs states** and associated **retail trends**
- Understand **who is winning and losing** in corporate retail to **align your investment**
- **Bring yourself up to date** on your retail customer's business performance, strategies, in-store activities and the opportunities therein to help you build your customer business plans

Date 29 September 2020

Time 08h30 –12h30

Price R3,500 pp or 15% discount (R2,975 pp per briefing) if attending all 4 Retail Briefings OR 3 free seats with the purchase of this Channel report

Content Framework

- The South African FMCG trading context
- Top line retail trends
- Comparative performance across the major FMCG retailers
- Retail group deep dives
 - Organisational structure
 - Brand positioning
 - Financial performance overview
 - Growth in store numbers
 - Strategic focus areas
 - What's going on in store
 - Supplier opportunities

Retailers Profiled:

Shoprite, Checkers, USave, SPAR, Pick n Pay, Boxer, Massmart (Group level only)



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