

29

January

The main meeting of the year in Kyiv

V Annual Practical Conference

NonFood 2016

Business-strategies and tactics for **DIY, Home Improvement, Household и Automotive** market development

Master

More than 200 providers and retailers of construction and finishing materials and household goods



10 KEY QUESTIONS OF THE CONFERENCE

SURVIVAL and PROSPERITY: How to increase the manufacturability of the retail network in the period of instability?

Changing of consumer preferences in 2015 and purchasing ability forecast for 2016 in the DIY and Home Improvement segment.

Implementation of the multi-channel sales strategy with resource-limited conditions.

Categorical management in retail and DIY. Home Improvement: particular implementation, successful case studies and practical tools.

Expanding markets:
Ukrainian supplier in foreign markets.

Diversification of supplier's business: risks, opportunities, promising areas, redress of client's needs.

Effective tools for sale's growth in the context of the various distributive channels of manufacturers. The development of B2B sales.

Search for nonstandard sales channels.

Online-sales organizations in the DIY and Home Improvement segment: from strategy to implementation.

Partnership between the network and provider. How to achieve retailers' loyalty?

How to double the buyer's check: new solutions inside the store.

IT-PARTNER:

1С:ПІДПРИЄМСТВО 8
ЕФЕКТИВНИЙ ІНСТРУМЕНТ УКРАЇНСЬКОГО БІЗНЕСУ

AllRetail[®].ua

АССАМБЛЕЯ
БІЗНЕС | СТАТУС | СТИЛЬ

МИР
упаковки



interfax-УКРАЇНА
ІНФОРМАЦІЙНЕ АГЕНТСТВО

TOPEVENTS

B2Blogger.com
маркетинг для бізнеса

Personal Analytical Unit

БУДІВЕЛЬНИЙ
ЖУРНАЛ
ЦЕНТР МАРАКЕТИНГОВИХ КОМІНІШІВ

RetailStudio

Всукраїнський
Будівельний
Портал

THE CONFERENCE PROGRAM *

09.00-09.30

Registration the participants of the conference, morning coffee

PART 1. OUTLOOK AND BUSINESS DEVELOPMENT STRATEGY OF DIY & HOME IMPR

09.30-09.40

Opening of the conference.

MODERATOR Opening Remarks and Welcoming speech of the Partners

09.40-11.00

FUTURE OF THE EUROPEAN BUILDING MATERIALS MARKET. DRASTIC CHANGES NECESSITY FOR THE DEVELOPMENT OF UKRAINIAN BUSINESS IN 2016:

- World trends for the repair and home market.
- Stocktaking of Ukrainian and European market in 2015.
- Consumptive climate among customers creditworthiness and changes of consumer preferences.
- Target customers, feeding them with satisfaction.
- Common manufacturer's and retailer's mistakes; how to resolve them.
- Examples of successful changes that contribute to business growth.

11.00-12.00

EFFECTIVE STRATEGIES OF NON FOOD RETAIL, WHICH PROVIDE GROWTH OF THE COMPANY DURING AN INSTABLE PERIOD:

- Work standards changing, new vectors of development and a new approach to generation of the profit.
- Prospects for the transformation and diversification of the business over the next few years.
- Free business areas, which contribute to saving and increasing the influence (plus the accompanying figures) on the world market.
- Creation of a prospective synergy "network - supplier."

12.00-12.30

TIME FOR OPPORTUNITIES.

OWN DIY-OPENING FOR HOME AND REPAIR:

- Selection of prospective regions and cities for new stores opening. An analysis of the potential "capacity" of the market on the regional level, in the context of (DIY, construction retail, specialized retail: decor, tile, plumbing, lighting, household goods, furniture, tools, etc.).
- The optimal size and area of shops. Development of territorial seizure.
- Helping stationing, in context of getting rid of the competition.
- A new approach for shop planning and design on the basis of European trends.
- Examples of successful branded networks and specialized stores.

12.30-13.00

Coffee break, networking, acquaintance participants with exhibitors and partners.

PART 2. SEARCH FOR COLLABORATIVE TOOLS INCREASING THE PROFITABILITY OF MANUFACTURERS AND RETAILERS

13.00-13.30

HOW TO PRESERVE AND INCREASE THE PROFITS OF SHOPS IN THE PERIOD OF AN ACTIVE ONLINE TRADING DEVELOPMENT?

- Optimization and standardization of business processes.
- Price policies and methods of price/non-price product promotion
- Productive communication which determines to attract customers.
- Loyalty programs that really work.
- Successful trade-marketing activities of retailers and manufacturers on retail outlets.
- How to organize sales team for maximizing of usage of the potential retail outlet and supplier's resources?

13.30-14.00

MASTER CLASS: PRACTICE OF IMPLEMENTATION OF CATEGORICAL MANAGEMENT:

- Optimization of the stock with reference to specific categories of household goods.
- Assortment matrix, categories reviewing plan.
- Algorithm revision range, stock commission, the development and implementation of planograms.

Svetlana Dmitrieva, - a leading business coach on retail, experience which covers over 13 years of inventory management and experience in complex projects for the implementation of categorical management standards. She led the "OBI" revision of the stock based on the standards of the CM – approved an assortment matrix of categories, led the process of tendering and Range Review.

14.30-14.50

CHANGING STOCKS OF THE LARGEST RETAILERS AND DISTRIBUTORS TO PRIVATE LABEL:

- Key changes in the portfolio of retailers in context of Private Label during 2015, plans for 2016.
- Partnership between networks and providers. How to achieve loyalty from retailers? Supplier Development Initiative on product categories.
- Expectations of key retailers from STM goods suppliers. The most claim categories.
- How a manufacturer can become an effective provider of private label by developing its Trademark?

14.00-14.50

Lunch, networking, thematic meetings.

PART 3. EFFECTIVE STEPS FOR INCREASING SALES AND PROFITABILITY OF SUPPLIERS

14.50-15.20

OPPORTUNITIES FOR DEVELOPMENT OF UKRAINIAN PRODUCTION MARKETING SUPPLIERS OUTSIDE THE COUNTRY:

- Ukrainian manufacturers' prospects for access to neighboring countries market.
- Do foreign retailers and consumers feel demand in Ukrainian products?
- What you need to know and do for gaining succeed on foreign markets?

15.20-16.00

REALIZATION OF MULTICHANNEL SALES STRATEGY IN CONDITION OF LIMITED RESOURCES:

- How to optimize the business processes in the company on the basis of the strategy OMNICHENEL?
- Changing of distribution and pricing policy.
- Expansion of the stock and introduction of new products for a variety of distribution channels.
- Methods of non-price competition.

15.50-16.50

EFFECTIVE WAYS TO INCREASE SALES BY MANUFACTURER'S DIFFERENT DISTRIBUTION CHANNELS:

- Tools for winning consumers' loyalty to the manufacturer's brand and increasing sales in different distribution channels.
- The direct route from the manufacturer to the purchaser: leading supplier in the case of direct sales.
- Development of proactive direction of B2B sales.
- Search for nonstandard sales channels.

16.50-17.30

ORGANISATION OF ONLINE-SALES IN DIY AND HOME IMPROVEMENT SECTION: FROM STRATEGY TO IMPLEMENTATION:

- Creation of online-offers that meet the complex targets objectives of a customer. Personalization of the offers.
- DIGITAL-tools to attract customers to the network. An analysis of their effectiveness.
- High service as a lode for repurchases.
- Online crediting of the section. The most reliable payment systems.
- Logistics of the e-commerce.

17.30-17.50

Coffee break, networking

17.00-19.00

ORGANISATION OF "NEGOTIATING TABLE" between NETWORKS and Manufacturers.

We invite representatives of the DIY networks, manufacturers, suppliers of building and finishing materials, households take part in the negotiations.

Manufacturers and suppliers will be able to present their products

to several representatives of the DIY-networks, to agree to supply, to settle questions of existing agreements and to discuss an increasing of sales in the new year.

For representatives of the DIY-networks and household goods participation in the event will help to find the new suppliers of essential product groups that are in demand on the building market, or to expand the existing range, to sign contracts for the purchase of products, to learn the latest products and get exclusive offers for the purchase of goods.

The event is closed and available only for participants!

* In preparation for the event program may vary. All changes you`ll be informed by your manager via e-mail, which is designate in the registration form.

REVIEWS OF PARTICIPENTS ON NON FOOD MASTER 2013-15

«We've met potential partners, received the information which was declared. This conference was an important source of information for decision-making on development trends. We've got the experience from other participants»

O. Rimskiy, Vending space / Platan

«It was really informative! Highly skilled practitioners gathered at the same place. It opens the possibility of introducing some of the skills that have not been implemented previously»

V. Hnatiuk, "Supraten"

«Well I remember advices and suggestions, which were accompanied by examples. I have heard fresh ideas that I can apply to my business. This conference extended understanding of how to create comfort for the customer in your own store»

I. Tsyganko, "Doors of Belarus"

«The great opportunity to meet new partners, market research suppliers and retailers, visual merchandisers. It allows to increase the average check. Clear, concise and available»

I. Zinchenko, "Absolute"

