

Supermarkets International

"A Fresh Approach"

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DIFFERENTIATING THROUGH FRESH FOODS IN A VALUE DRIVEN WORLD.

Decide what your company is going to be "**RECOGNIZED FOR**" in a value driven world. It is critical as an industry that we understand the multitude of unexplored opportunities in change. Years of experience have taught me that a vision can turn these opportunities into reality.

Making the Ordinary into the Extraordinary!

It is critical that as an industry we understand the multitude of unexplored opportunities in change and to be poised to meet these changing consumer needs.

Health and wellness concerns: aging baby boomers, multi-culturalism, quality of products and services.

By choice to satisfy your customers, with something other than price. It is the customers who decide who is successful! Facing the competition is achievable!

Making the Ordinary into the Extraordinary:

- Enthusiasm is infectious
- It's a people business
- Carve out an Identity
- Be passionate and bold, care about what you do!

KEEP YOUR PROMISES:

Employee Promises:

- To attract, develop and retain great people
- To respect Diversity
- To Guarantee the freedom to communicate openly
- To acknowledge employee contributions
- To increase employee training in order to provide service
- To be a good listener!

Operating Promises:

- Act with Integrity and trust each other
- Deliver on commitments
- Turn ideas into action quickly
- Maximize each store's unique potential
- Leverage diversity in all facets of business
- Include consumer's in all fun and celebration
- Allow pride in workmanship institute leadership and maximize sales and profits.
- Enhance in-store execution.
- Complete commitment to "Food Safe" initiatives.
- It is critical the Branding becomes a more important part of the retail marketing – differentiation from competition. True destination Categories

"Making the Ordinary into the Extraordinary" is "A Fresh Approach"

- Each and every person counts
- Everyone is focusing on other companies, instead focus on your own company. Who is more important?
- Find your competitions weakness, price is not the only way to compete in today's market
- "Care about doing things better, not focused on finances, finances will take care of themselves if you focus on your people and your customers."
- It is the customer who decide who is successful, so what's next? Anything they want! "**Exceed your Customers Expectations**"

"A fresh Approach" is to utilize everybody in the company to accomplish the transformation. Quality foods, quality service and quality relationships you're your company's supply base and corporate social responsibility to offshore suppliers.

The combination of these four goals of presenting products in a new and interesting way is not easy but can be completely **Overpowering!** A strong retail brand develops better connections with your consumer.

"Quality is never an accident; it is always the result of intelligent effort"

John Ruskin

This can be achieved through quality, creativity and Commitment it is the Foundation of our business.