



REI FASHION & FOOTWEAR MEETING

Wednesday 7th March 2012, Fitzwilliam Hotel, Dublin 2

Meeting Objective

The purpose of this meeting is to provide a forum for REI Fashion & Footwear members, both large and small companies, to come together to discuss trading conditions and performance, learn a little from one another and benefit from relevant and engaging formal presentations.

Meeting Agenda

09.00 Coffee | Introductions

09.30 Discussion on current retail performance and forecasting 2012

- Current trading performance
- Expectations for 2012
- Factors affecting demand
- Plotting the Fashion & Footwear market

10.15 Presentation by Cormac Tobin, Managing Director, DocMorris | Unicarepharmacy – Cormac heads up Ireland's largest pharmacy company. Owned by Celesio Germany, DocMorris | Unicarepharmacy Ireland is renowned as one of the best retailers in Europe. The company is the REI Company of the Year 2012, European Business Awards Best Employer and Best Places to Work Europe Top50 Company. The company has consistently delivered exemplary business results in Ireland through employee engagement and the implementation of rigorous key performance indicators.

- Maximising people performance through colleague engagement and management
- How the DocMorris | Unicarepharmacy KPI system can be applied to your business whether large or small
- Driving customer, team, financial and cost KPI's to deliver bottom line success and employee reward

11.00 Coffee | Networking

11.45 Presentation by John Hogan - "Fashion Buying & Merchandise Planning Practices" - John has 24 years of retail experience in both the UK and Ireland in Fashion, Department Store and Sports retailing. John worked in Heatons Department Stores for 13 years where he was instrumental in modernising buying practices and the establishment of a strategic Merchandise Planning division.

- Minimising markdowns
- Impact of buying decision on profitability
- Organising efficient buying
- Building ranges and recognising trends
- Managing the high and low margin mix

12.45 Close

AT NO TIME CAN PRICING OR MATTERS RELATING TO PRICING BE DISCUSSED
