

LIVING RETAIL IN 2020

Paul Wood, President
& CEO of Giant Tiger,
on how retailers can
weather a pandemic



1

MERCHANDISE PLANNING IS A BALANCING ACT

When finalizing vendor contracts and merchandise planning, take a **conservative approach to long term commitment**— plan ahead on very select categories but chase others aggressively closer to season.

2

ENGAGE YOUR MOST LOYAL CUSTOMERS

As digital engagement ramps up, deeper pockets tend to go further with some forms of digital ads. Continue **focusing on the most engaged segments of your existing consumer base** and **lean heavily on loyalty programs** to offset that gap in spending capacity.

3

WHEN POSSIBLE, LEAN ON ESTABLISHED CHANNELS

While e-commerce is becoming increasingly important, it is not as profitable, due to shipping costs, and stiff competition. While you build this alternate channel out, **gain as much profit margin as possible through your established core channel** and use the surplus to offset costs.