



# STUDY ABROAD

## COLOMBIA 2019 AGENDA

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|------------------|---|--|
| <b>Sunday</b>    | 7:00pm  | Travel to Bogota<br>Dinner Meeting   |
| <b>Monday</b>    | 8:00am – 9:00am<br><br>9:00am – 9:30am<br>9:45am – 10:15am<br>10:30am – 11:00am<br>11:15am – 11:45am<br>12:00 – 12:30pm<br>12:45pm – 2:30pm<br>2:45pm – 4:45pm<br>5:00pm – 5:30pm<br>7:00pm | Breakfast Meeting<br>Store Tours – Santa Ana Area<br>Justo Bueno<br>Tiendas D1<br>Carulla<br>Ara<br>Olimpica<br>Lunch<br>Grupo Exito<br>Jumbo<br>Dinner Meeting  |
| <b>Tuesday</b>   | 8:00am – 9:00am<br><br>7:00pm   | Breakfast Meeting<br>Bogota Gold Museum (\$22 entrance fee)<br>Plaza de Bolivar<br>Dinner Meeting  |
| <b>Wednesday</b> | 8:00am – 9:00am<br>9:30am – 5:00pm<br>6:00pm  | Breakfast Meeting<br>Round table preparation for workshop<br>Dinner Meeting  |
| <b>Thursday</b>  | 7:00am – 8:00am<br>9:00am – 4:00pm<br><br>7:00pm  | Breakfast Meeting<br>2 day workshop<br>Business Overall <ul style="list-style-type: none"> <li>- Current Retail Environment (Brick &amp; Mortar)</li> <li>- Retail Transition (Bridging the Gap)</li> <li>- Future Retail Environment (e-commerce)</li> </ul> Creating Operational Efficiencies<br>Sales, Sales, Sales<br>Winning in a Competitive Environment<br>Dinner Meeting |
| <b>Friday</b>    | 7:00am – 8:00am<br>9:00am – 4:00pm<br><br>5:00pm – 6:00pm<br>6:00pm – 8:00pm<br>8:00pm  | Breakfast Meeting<br>2 day workshop<br>Creating a Winning Strategy for Colombian Retail <ul style="list-style-type: none"> <li>- Short Term</li> <li>- 1-3 Years</li> <li>- Long Term</li> </ul> Guest Speaker<br>Panel Discussion with Audience Questions<br>Action Steps<br>Pack and checkout of the hotel<br>Dinner Meeting / Debrief<br>Depart for airport                   |

~~~Lunches Provided~~~



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## AGENDA EXPANDED

### **Sunday Agenda**

Travel to Bogota, get settled into hotel and the CRA team would meet for dinner and discuss the following day and upcoming week.

Every day will begin with a breakfast meeting to discuss the prior day and upcoming activities and end with a dinner meeting to discuss the day and upcoming activities. Notes will be taken during each meeting, attendance is required.

### **Monday Agenda**

Focus in the Santa Ana area, where many of the stores are within close proximity and walking distance to each other. Students will be paired, given a store tour list and asked to identify key elements and best practices of each retailer (examples of the key elements include: pricing structure, signing opportunities, key volume sales items, profit generators, store theme, best practices, areas where improvement is needed, etc.). In addition, students will be asked for improvement ideas or recommendations for the business.

### **Tuesday Agenda**

Day of Discovery, an opportunity for the students to learn more about Colombia, the culture, the people etc. The day will begin with a tour of the gold museum and end with a visit to the Plaza de Bolivar. During the day, students will experience small retailers, street vendors, and cultural exchanges as well as an appreciation of both the Spanish and English.

### **Wednesday Agenda**

Roundtable discussion for exchange of ideas experiences and identify ways to better support the growth of Colombian retail. This is an opportunity for some select supplier(s) or retailer(s) to join for an open review and discussion of the findings and share in recommendations for improvement. Specific issues, from the retailer side and the supplier side, can be submitted in advance for discussion. This team is here to learn but can also share ideas and thoughts on retail improvement.

### **Thursday Agenda**

Today begins the kickoff of a two-day workshop aimed at improving the retail market in Colombia. The workshop will review the current retail environment and the race to discover what future retail will be. Discussions will include immediate steps needed to prepare for this monumental retail change.

From improving operational efficiencies to improving sales, the day will cover a large segment of retail today and steps necessary to prepare for the future. Amazon is quickly becoming a stronger force in the US market and other markets in which they've entered, Colombia will be no exception.

Today's market is quickly moving towards customer convenience and simplicity of shopping. Customers are gaining reliance on internet shopping and home delivery: to do so there has to be customer confidence in the stores. The old adage "truth in advertising" is more important now than ever. Customers have to be able to trust what they see on a store's website regarding item description, price, function, etc. Customers expect a seamless transition from brick & mortar to on line shopping: they expect an Omni-channel experience.



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Even as retailers and suppliers focus on ecommerce, there is still the current business that demands time. Focus has to remain on market share, sales, inventory and profit. We are here to discuss how to maintain balance in today's retail and simultaneously prepare for future retail.

## **Friday Agenda**

Since all markets vary in their current level of e-commerce, the second day of the workshop will focus on discussions revolving around a short term, mid-term and long term strategic approach to entering, participating in or even winning the retail race for the future.

Understanding the timeline for change and how to determine where Colombia is in this retail change.

There will be a guest speaker (TBD) and a panel discussion (goal is to have some supplier(s) and retailer(s) join this panel to openly discuss the race for retail change. Discussion will include how the customer is evolving to this change and the steps necessary for the retailer and supplier to take for support of this change.

The audience will leave the workshop with 3-5 action points that will support their current business and ways to adapt their business to support the changing retail environment.

## **Additional Notes**

During the trip would like to download all recommendations and ideas with the ANDI Team.

2 Evaluations Needed

-Overall international program

-Workshop

Prior to students signing up, there has to be a level set of expectations and accomplishments that are expected on this trip – not just a trip to South America, but forging a way for NWACC to grow and the Colombian retail market to grow.