

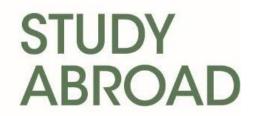
STUDY ABROAD

COLOMBIA 2019 AGENDA

NOLIVON		
Sunday		Travel to Bogota
	7:00pm	Dinner Meeting
Monday	8:00am – 9:00am	Breakfast Meeting
		Store Tours – Santa Ana Area
	9:00am – 9:30am	Justo Bueno
	9:45am – 10:15am	Tiendas D1
	10:30am – 11:00am	Carulla
	11:15am – 11:45am	Ara
	12:00 – 12:30pm	Olimpica
	12:45pm – 2:30pm	Lunch
	2:45pm – 4:45pm	Grupo Exito
	5:00pm – 5:30pm	Jumbo
	7:00pm	Dinner Meeting
Tuesday	8:00am – 9:00am	Breakfast Meeting
		Bogota Gold Museum (\$22 entrance fee)
		Plaza de Bolivar
	7:00pm	Dinner Meeting
Wednesday	8:00am – 9:00am	Breakfast Meeting
	9:30am – 5:00pm	Round table preparation for workshop
	6:00pm	Dinner Meeting
Thursday	7:00am – 8:00am	Breakfast Meeting
	9:00am – 4:00pm	2 day workshop
		Business Overall
		 Current Retail Environment (Brick & Mortar)
		 Retail Transition (Bridging the Gap)
		 Future Retail Environment (e-commerce)
		Creating Operational Efficiencies
		Sales, Sales
	7:00pm	Winning in a Competitive Environment
		Dinner Meeting
Friday	7:00am – 8:00am	Breakfast Meeting
	9:00am – 4:00pm	2 day workshop
		Creating a Winning Strategy for Colombian Retail
		- Short Term
		- 1-3 Years
		- Long Term
		Guest Speaker
		Panel Discussion with Audience Questions
		Action Steps
	5:00pm – 6:00pm	Pack and checkout of the hotel
	6:00pm – 8:00pm	Dinner Meeting / Debrief
	8:00pm	Depart for airport

~~~Lunches Provided~~~





# 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.

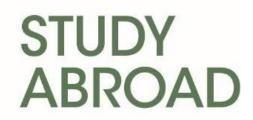
#### **Thursday Agenda**

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.





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.