

2022 OASC Saskatchewan

Retail Sub-Committee Summary Report

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RETAIL SUB-COMMITTEE BREAKOUTS

- 16 categories
- 104 questions/topics
- 65% completed (68Q)
- 35% out of time (36Q)



MARKETING (27Q)

- Price changes considering the current world environment (freight, inflation, etc). Monthly to biannual
- Regional pricing investigation but opens up potential urban/rural divide
- Loyalty programs range from proprietary points system, to third party Air Miles, to none
- Paid displays range from 'sell everything' to slimmed down more occasion or promotion based



MARKETING (27Q) CONT...

- LTO supplier investment and co-invested LTO's in BC & SK
- New technology - digital bin tags, screens, controlled entrance, mobile scanning
- Everyone has social media...except SK
- Email subscriber program



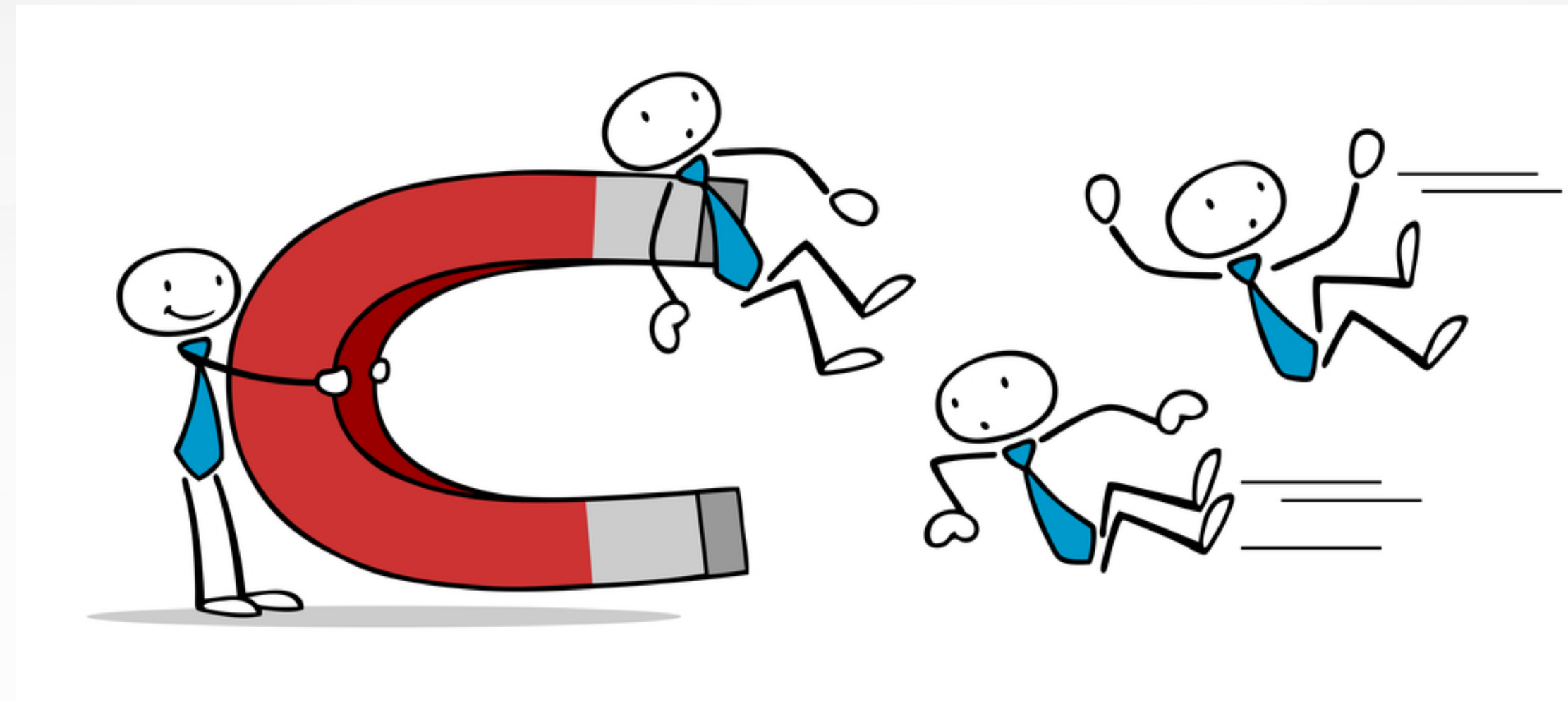
OPERATIONAL / INVENTORY (12Q)

- Store Managers increasing amount of time spent on administrative tasks
- Regional Manager/Directors store responsibility varies from 10 to 30
- Pushing inventory for displays and regular inventory
- Inventory counts and regularity pros/cons
- Managing productivity – units/cases per labour hour, wages as a percentage of sales, sales per hour, sales per square foot.
- Late store hours reverting since health measures lifted



STAFFING / HR (7Q)

- Recruitment and retention of employees is a challenge in every province
- No guarantee of hours is a huge barrier, if not included in labour agreement
- Performance bonuses
- Lifestyle attraction for some Store Managers



TRENDS (5Q)

- Since health measure have been removed, optional measures remain – plexi glass barriers, masks and sanitizer
- Cost of store bags has escalated. Charging for bags, focus on reusable



STORE RENOVATIONS (2Q)

- Newfoundland presented renovation plan 18 months into the plan
- New non-diagonal shelving layouts
- Altra quarts flooring more durable and requires less maintenance
- LED lighting
- Iceberg 'Cold Beer' signs above beer room
- Cold kiosks for wine
- Closed off access into grocery resulted in less theft and more space
- Specialty milled shelving and fixtures for high-end wine and spirits



EMPLOYEE ENGAGEMENT (1Q)

- Using food for rewards
- Casual dress code
- Lunch for high mystery shop score
- Recognition budget for each Store Manager
- Peer to peer recognition
- Long service rewards
- Personalized thank you cards / emails
- Reoccurring and performance based recognition – redeemed for gift cards
- Meal with executive as reward



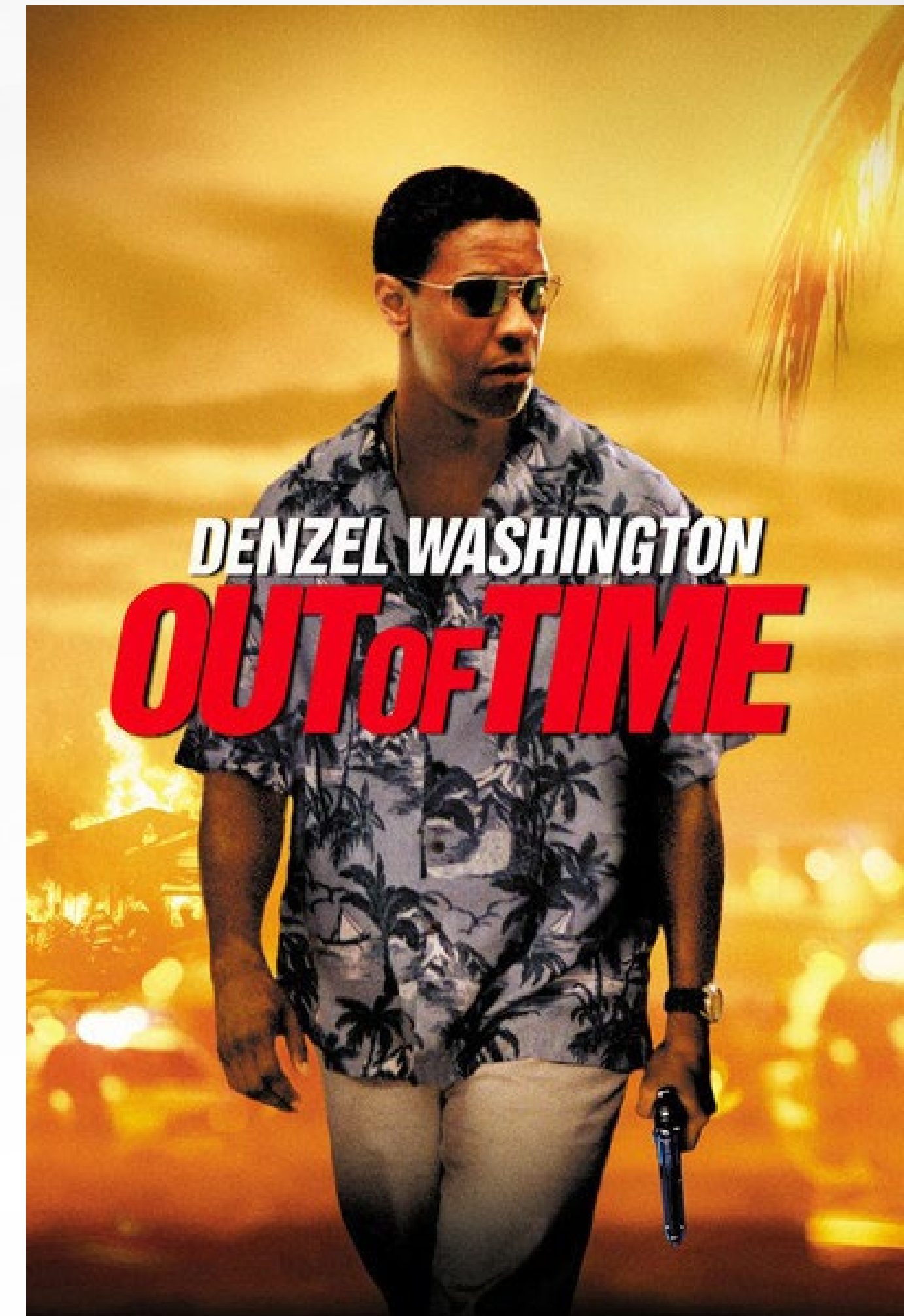
COMMUNICATION (7Q)

- Town halls in-person or virtual
- Quarterly/monthly calls
- Challenges with store employees reading their individual emails
- Not everyone has an intranet to post information. Challenges with staff reading intranet information
- Specific day of the week that managers must check updates
- Urgent issues – emails, phone, text chains, message on POS
- Newsletters from key decision makers



OUT OF TIME (29Q)

- Collective bargaining updates, staff schedules, sick leave
- Social Responsibility practices, results and goals
- Diversity and inclusion
- Listings, product mix, product placement
- Property management
- Store security, loss prevention, NS pilot
- Employee health & safety
- Training programs
- Miscellaneous – CALJ shipping standards, national product registry, etc



Retail Sub-Committee

- Chair: Linda MacLaughlan (PEI)
- Vice-Chair: Alan Sullivan (NB)



