

**The Changing World of Retail:
What Does it Mean to Us
in Sault Ste. Marie?**

Sault Ste. Marie, Ontario

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Overview

- Changing Consumers.
- Changing Labour Force.
- Evolution of Retail.
- Retail Product and Sales Trends.
- Heads Up! Other Things to Watch.

Changing Consumers

- More Informed.
- Time Starved.
- 'High Ego' and 'Low Ego' Products.
- Value Driven.
- New Canadians.

Changing Labour Force

- Freedom 55?
- Immigration a Key Focus.
- Linking to Untapped Labour Markets.
- Flexible and Creative Retention Strategies.

Evolution of Retail

- Big getting bigger.
- Blurring of product offerings.
- Emerging Technologies/Online Sales.
- Customers exiting the middle.
- 'Fast Fashion' – not just fashion.

Retail Product and Sales Trends

- Canadian retail sales up 6.4%
- Ontario retail sales up 4.0%
- Home furnishing sales up 12.2%
- Personal care sales up 8.8%
- Building supplies/garden sales up 7.0%
- Sporting goods sales up 6.1%
- Computer and software sales down 6.6%

Statistics Canada numbers looking at sales as of month end, Dec. 07.

Heads Up! Other Things to Watch

- Canadian Dollar.
- Loss Prevention Strategies.
- Minimizing Your “Environmental Footprint”.
- Ethical sourcing.
- Payments.
- Privacy.

Questions?

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