Sobeys

Growth

Productivity

Innovation
Growth

Our foundation now...

• Unwavering Focus...strategy and business model
• Stores at Standard....Same Store Sales
• Targeted Investments...stores, offerings, people
• Strategic Acquisitions...strategic fit and potential

The way forward

• Accelerated “best at food” determination and execution
• Format Based Leadership...best practice execution
• Fuel Improved and Sustainable Competitive Position
• Acquisitions...strategic “enhancements”
Productivity

Our foundation now...

• Upgraded Distribution network
• Enabling systems, processes and leadership
• Enabling tools, training and performance management

The way forward

• Reduce complexity and redundancy ....(costs!)
• Moving to Harmonize, then Optimize resources deployed
• Leverage scale, “sweat the assets” and improve discipline
• ALWAYS Growth focused... fuelled by productivity
Innovation

Our foundation now...
• Distinct formats...market tailored
• “Next Generation” stores
• Stronger store and product brands

The way forward
• Integrated customer and market intelligence, insight, initiatives
• Commercial programs development capacity and capability
• Drive customer and employee engagement “connection”
• “Creative” channels ....alliances, fuel, digital and more...

TARGET

EMPIRE COMPANY LIMITED