

5.02.2015 , KIEV

BUSINESS CENTER «INCOM»,  
31-33 SMOLENSKAYA STR.,  
SHULYAVSKAYA METRO STATION

Organizer:  
**TradeMasterGroup**  
от профессионализма к мастерству



THE MAIN BUSINESS MEETING OF THE YEAR  
FOR TOP MANAGERS OF THE  
DIY & HOME IMPROVEMENT MARKET

## IV Annual Ukrainian Conference



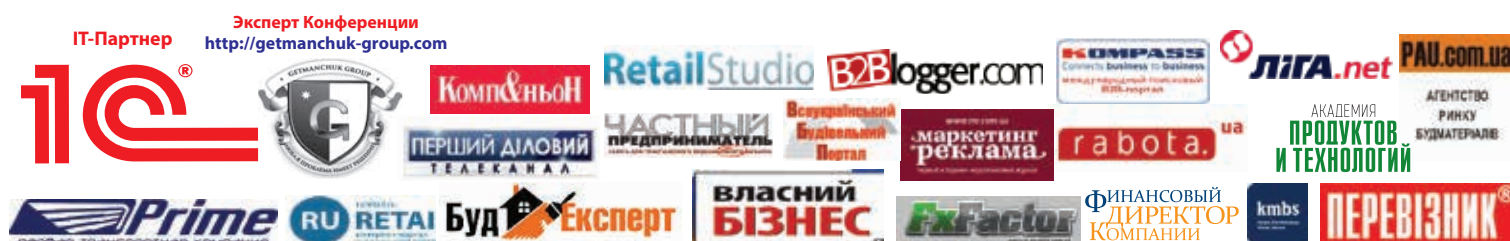
# NonFoodMaster-2015

The future of the  
**DIY & Home Improvement**  
Market: from strategy to  
implementation

Within the framework of the  
Main Event of the Industry -  
the **NEGOTIATING TABLES**  
between Retailers and Suppliers.



**WITH INFORMATION SUPPORT:**





## THE CONFERENCE PROGRAM

### NonFoodMaster-2015

### 3 MAIN PURPOSES to become the participant of this event:

- Get detailed information: the key trends of the market, including changes in consumer preferences and plans of the key players (buyers (networks) and suppliers);
- Gather valid practical experience of the practical solutions implementation for the development of those companies works in Home Improvement segment and development the relations between partners;
- The ability to sign new contracts for the goods supplies - of finding new partners among manufacturers, distributors, retailers).

Time	Key TOPICS:
09.00-09.30	Registration and morning coffee, acquaintance
09.30-11.30	<b>Session 1. MARKET TRENDS</b> <b>MARKET TRENDS AND TRADE CHANNELS DEVELOPMENT</b>



#### CONFERENCE'S OPENING.

**Dmitriy KOSSE**, *Top speaker and moderator of the National Project «NonFoodMaster» since 2012.*

#### RETAIL MARKET'S ANALYSIS IN DIY & HOME IMPROVEMENT (EVERYTHING FOR HOME) SEGMENTS.

**DEVELOPMENT OF THE KEY DISTRIBUTION CHANNELS, THE DYNAMICS OF PRODUCT CATEGORIES, FORECASTS FOR 2015-2016 YEARS.**



#### MARKET ANALYSIS OF FREE SPACE FOR CONSTRUCTION AND STORES OPENING IN HOME IMPROVEMENT SEGMENT IN KIEV AND OTHER REGIONS OF UKRAINE. FUTURE PERSPECTIVES OF SALES DEVELOPMENT IN VARIOUS FORMATS OF AREAS.

**Igor ZABOLOTSKY**, *Director of the retail real estate Department, Ukraine Colliers International.*



#### CONSOLIDATION AS A TOOL TO INCREASE COMPETITIVENESS.

**Rinat MUKHAMETVALEEV**, *CEO of the «Trust SCM» company, one of the largest company on the DIY retail market in Russia, and the chairman of the DIY Union.DIY.*



#### WHERE TO SELL HOME IMPROVEMENT PRODUCTS? INFLUENCE OF OUTLET'S DISTRICT OF PLACEMENT ON SALES IN THE SEGMENT.






**Ivan OMELCHENKO**, *Director of Development in JYSK Ukraine LTD (today in Ukraine there are 29 JYSK stores operating ).*

**ANALYSIS OF THE MARKET'S POTENTIAL «CAPACITY» NOWADAYS IN REGIONS AND FORMATS (DIY, BUILDING MATERIALS RETAIL, SPECIALIZED RETAIL: DECOR, TILES-SANITARY, LIGHTING, HOUSEHOLD GOODS, FURNITURE, TOOLS, ETC.).**



# THE CONFERENCE PROGRAM

## NonFoodMASTER-2015

Time	Key TOPICS:
09.30-11.30	<b>Session 1. MARKET TRENDS</b> <b>MARKET TRENDS AND TRADE CHANNELS DEVELOPMENT</b>
	<p><b>MODERN TRENDS IN DIY IN THE WORLD.</b> A new approach in planning the sales area without dead zones, new merchandising of complex and small goods on self-service.</p> <p><b>Ekaterina BOGACHEVA</b>, Merchandising Guru in CIS, the owner of the TM Merchandising Academy (design and marketing for trade), GLOBAL TEAM International Marketing Consultants, Inc. (USA).</p>
	<p><b>CHANGES IMPLEMENTATION IN THE CURRENT MARKET CONDITIONS. CHANGES MANAGEMENT IN COMPANY.</b></p> <p><b>Andrew KRUCHKOV</b>, external consultant and strategic session moderator in construction companies as HERZ, AZBI, and a company who supply goods for home - VILAND. The «Siler Coach in Management -2013» according to the results of «The BATTLE of the best business coaches in CIS».</p>
11.50-12.20	Coffee-tea-break, informal communication, acquainting the participants.
12.20-14.00	<b>Session 2. SUCCESS in RETAIL</b> <b>SUCCESS IN RETAIL</b>
	<p><b>PRACTICAL ISSUES OF SUCCESSFUL COOPERATION «RETAILER-SUPPLIER». ASPECT: SALES AND NEGOTIATION ABOUT GOOD'S SUPPLIES:</b> How to INCREASE PROPOSITION'S VALUE FOR THE RETAILER AND REDUCE THE COSTS ASSOCIATED WITH THE INPUT AND THE GOODS SETTING ON THE SHELF? ARGUMENTS FOR THE RETAILER AND THE SUPPLIER. EFFECTIVE BEHAVIOR STRATEGIES IN NEGOTIATIONS - FOR THE SELLER TO THE PURCHASER. «THE POINT OF REACHING AN AGREEMENT» - HOW TO REACH IT, HOW TO UNDERSTAND THE «LIMITS» OF THE INTERESTS SIDES AND MAKE A DECISION. THE CONDITIONS UNDER WHICH YOU SHOULD REFUSE / POSTPONE THE TIME THE CONTRACT GOODS SUPPLIES.</p> <p><b>Valeriy GLUBOCHENKO</b>, Golden Coach «B2B-Master-2013» according to according to the results of «The BATTLE of the best business coaches in CIS», leading trainer in the «Corporate University of sales» in Henkel Bautechnik Ukraine.</p>
	<p><b>KEEPING SALES &amp; HAPPY CLIENTS</b></p> <p><b>Dmitriy ERMOLENKO</b>, Director and co-owner of «ZEEBRA» Company (trading Brand «BUTLERS» - convenience stores and home accessories).</p>
	<p><b>SUCCESSFUL CASE OF THE MARKET LEADER. SALES MANAGEMENT WITHIN THE PROJECT «CONSULTANTS».</b></p> <p>Sales management through consultants in DIY stores, in most cases, is necessary for products, that require consultation directly on the shelves. And if your product has such need, so your competitor's product too. How to organize consultants work to increase sales and to decrease cost son their maintenance? Detailed schemes and algorithms after successfully implemented project will be presented.</p> <p><b>Tatiana SKOROBOGATOVA</b>, Director of trade marketing examinations development, in AGAMA Communications Holding.</p>

# THE CONFERENCE PROGRAM

## NonFoodMASTER-2015

12.20 -14.00

Session 2.

### SUCCESS in RETAIL

#### SUCCESS IN RETAIL



#### TOOL FOR ASSESSING THE OBJECTIVITY OF YOUR PRODUCT'S SALES IN OUTLETS.

The results of the implemented project with a leading supplier of products for the construction and home improvement.

**Jaroslav STEPCHENKOV**, *Top-Speaker of the National Project DistributionMaster-2014, a consultant in a construction of a system of business processes with Retailer and Supplier.*

AMONG THE INVITED EXPERTS IN THIS SESSION «EPICENTER K», LEROY MERLIN, METRO C&C, «PARQUET WORLD», «ATEM», «OLDI», ETC.

14.10-15.00

Lunch, informal communication, acquainting the participants.

15.00-16.30

Session 3.

### B2B DEVELOPMENT

#### SUPPLIER'S BUSINESS DEVELOPMENT IN A B2B CHANNEL



#### TREND IN THE MARKET OF BUILDING MATERIALS, FORECAST ON 2015-2016 GG. SUCCESSFUL EXPERIENCE OF EXPORTING UKRAINIAN PRODUCTS TO THE EU AND USA.

**Yuriy PAVLIY**, *Commercial director, Fomalhaut Company.*

#### FORMATION OF THE DEALER'S NETWORK, SECRETS OF DEALERS MANAGEMENT:

- Successful programs of sales channels management;
- Choosing a strategy of market coverage;
- Planning and forecasting dealer's network sales ;
- Partners synergy to reduce costs and increase profitability.

#### WHAT TOOLS OF CAPTURING CUSTOMER LOYALTY AND INCREASING SALES MAJOR SUPPLIERS ARE APPLYING IN DIFFERENT DISTRIBUTION CHANNELS ?

#### THE SUPPLIER'S BRAND DEVELOPMENT. PROS AND CONS OF DEVELOPING NEW BRANDS.

DEVELOPMENT OF PRIVATE LABELS(CONTRACTUAL PRODUCTS MANUFACTURING UNDER THE RETAILER'S BRAND): PROS AND CONS, REQUIREMENTS AND PERSPECTIVES OF SUPPLIERS IN 2015 YEAR. FEATURES OF PRIVATE LABELS IN DIY (B2B AND B2C).

#### EFFECTIVE LOGISTICS OF THE DIY SUPPLIER :

Business cases for integrated inventory management.



#### HOW TO INSPIRE STAFF AND ACHIEVE GOALS UNDER INSTABILITY, HIGH INFLATION AND PREVIOUS SALARIES.

**Vache DAVTYAN**, *Entrepreneur and Business coach, founder of «Promcabel Electrika» and «Pan Electro» Companies. The main Vache's objective in the company - happy employees and customers.*



#### CORRECTION OF THE CORPORATE CULTURE IN THE NEW MARKET CONDITIONS.

**Eugeni GETMANCHUK**, *founder and director of the training agency «Getmanchuk Group», is in the Top10 best coaches of the CIS in the category «Management», author of the «Effective Manager» project.*

## THE CONFERENCE PROGRAM

### NonFoodMASTER-2015

Time	Key TOPICS:	
15.00-16.30	<b>Session 3.</b> <b>B2B DEVELOPMENT</b> <b>SUPPLIER'S BUSINESS DEVELOPMENT IN A B2B CHANNEL</b>	
<b>ALTERNATIVE CHANNELS FOR SUPPLIER'S BUSINESS DEVELOPMENT. IDEAS FOR SURVIVAL AND EXPANTION.</b>		
16.30-16.50	Coffee-tea-break, communication and business acquaintances	
17.00-18.00	<b>Session 4.</b> <b>ONLINE STRATEGY</b> <b>FUTURE OF THE INTERNET SALES AND METHODS TO ATTRACT CUSTOMERS</b>	<b>Session 5.</b> <b>OFFLINE STRATEGY</b> <b>EFFECTIVE CHANNELS OF COMMUNICATIONS FOR STORES</b>
<div><div><p><b>PRACTICAL CASE: THE MOST EFFECTIVE DIGITAL-tools FOR ONLINE PROMOTION ON THE CONSTRUCTION MATERIALS MARKET.</b> <b>Andrey GLUSHENKO</b>, <i>Head of marketing department, «Saint-Gobain Construction Products Ukraine».</i></p><p>Opportunities for new sales channels development and customers attractions channels online. Internet and other activity outside the store, creation, promotion, logistics of the online store.</p><p>Successful experience of communication with a potential buyer through the network:</p><ul style="list-style-type: none"><li>• Proposal's personalization on the network.</li><li>• Category Management of the online channel.</li></ul></div><div><p><b>PRACTICAL SOLUTIONS IN ATTRACTION CUSTOMERS TO THE STORE:</b> <b>Andrey IOANNO</b>, <i>Managing the shopping centar ARAKS.</i></p><ul style="list-style-type: none"><li>• Successfuladvertisingcommunication: definition and tools.</li><li>• World experience of effective advertising communication.</li><li>• Examples of active marketing communications.</li><li>• Analysis of the effectiveness of advertising communication.</li></ul></div></div>		
18.00-19.00	<b>NEGOTIATING TABLES</b> between Retailers and Suppliers about the goods supplies and conditions of cooperation.  Negotiations with suppliers of affiliate business (solutions).	

With the informational support of 40 mass media.

The participation fee is 200 €

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