

GIANT Attends Nielsen Store Wars

by Ed Sheedy

In July, GIANT Food Stores participated in the first-ever American AC Nielsen Store Wars business simulation held in Philadelphia. Store Wars is a simulation course that is designed to challenge the participants with the day-to-day decisions of both retailers and manufacturers. Held in many different countries around the world, the 20 Associates from GIANT were the first American retailers to attend the course.

Participants were divided into two teams: a retailer team or a manufacturer team. Throughout the course, the teams negotiated decisions and programs that would ultimately grow their respective business and appeal to the consumers in the market. The measures to drive the "win win" relationships were sales, market share, profit, and EVA (Economic Value Added). By working together, each of the teams aimed to improve each of the measures.

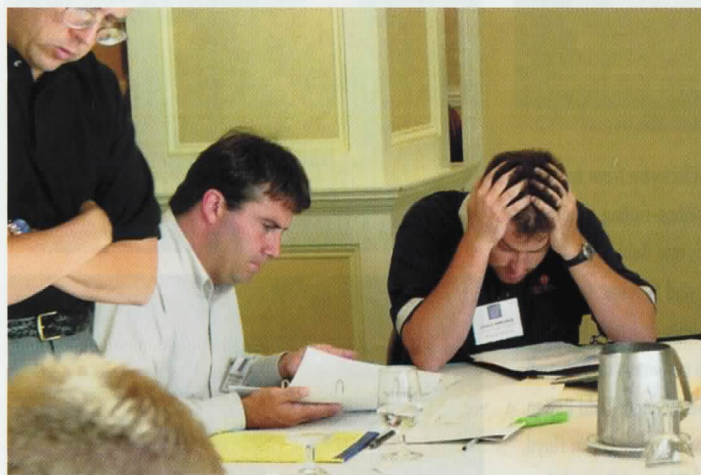
The 20 participating Associates from Giant were: Michael Knight, Todd Patti, Dan LaViola, Sheila Kostiuk, Mike Drexler,

Bob Serafin, Craig Kreider, Karen Brassel, Matt Boyer, Kristen Simon, Ed Sheedy, Ned Maroney, Crickett Blauch, Josanna Busby, Mike Taverna, Steve Fanion, Dan McCullough, Denise Mullen, Gary Wagner, and Ken Kehres.

Along with our Associates, several vendors attended the session as well including: Dannon, Unilever HPC, Bayer, Kraft, Pepsi, Nabisco, Energizer, Edy's, and Frito Lay.

The seminar was also sponsored in part by Progressive Grocer magazine as part of their Educational Series. At the conclusion of the seminar, everyone agreed on the success of the situation and the fact that the seminar gave the participants an opportunity to learn more about their day-to-day decisions and the impact those decisions have on our business.

Congratulations to all of the participants!



Scenes from the AC Nielsen Store Wars.