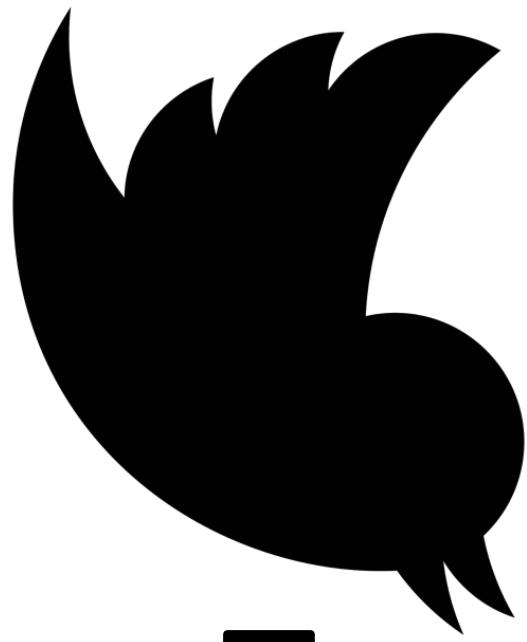


EMMYDEVEAUX

GROWING THE NORTH



EMMYDEVEAUX

WHAT DO I
FOCUS ON

MARKET
RESEARCH

METRICS

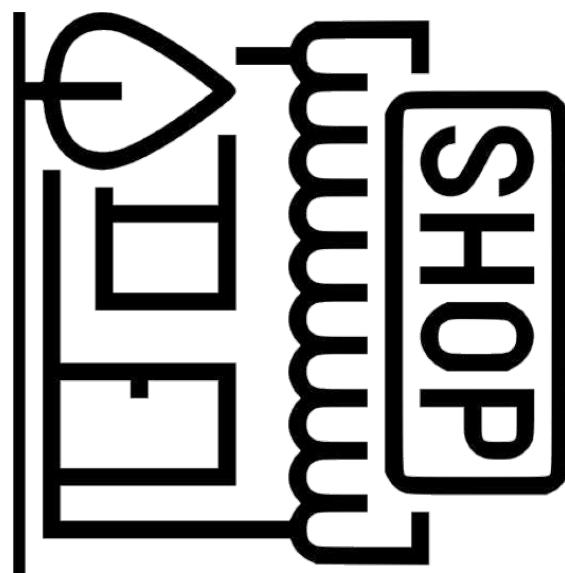


WHAT DO - GET
ASKED ABOUT
THE MOST



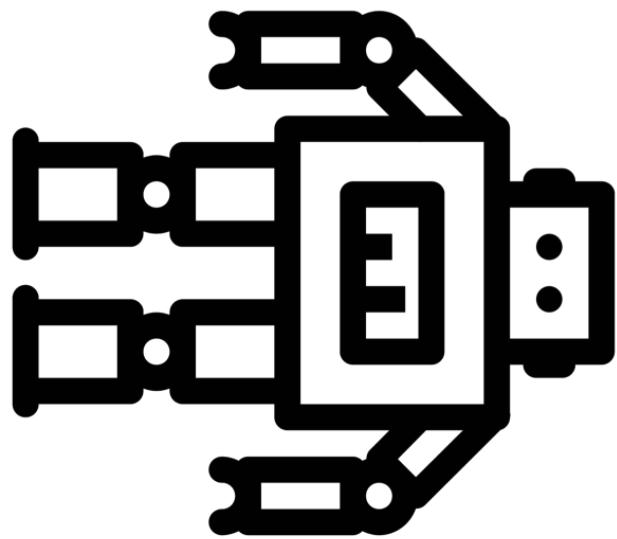
CANNABIS

SHOULD I BUY STOCK?
SHOULD I OPEN A STORE?
SHOULD I GROW IT?



RETAIL
APOCALYPSE

E-COMMERCE?
VACANCY RATES?



A
U
T
O
M
A
T
I
O
N

JOBS?
PRIVACY ISSUES?

DISRUPTION

THE WORLD'S LARGEST TAXI
COMPANY, OWNS NO VEHICLES.

FACEBOOK

THE MOST VALUABLE RETAILER,
HAS NO INVENTORY.

UBER

THE WORLD'S MOST POPULAR
MEDIA OWNER, CREATES NO
CONTENT.

ALIBABA

THE WORLD'S LARGEST
ACCOMODATION PROVIDER
OWNS NO REAL ESTATE.

AIRBNB

RETAIL IN
NUMBERS

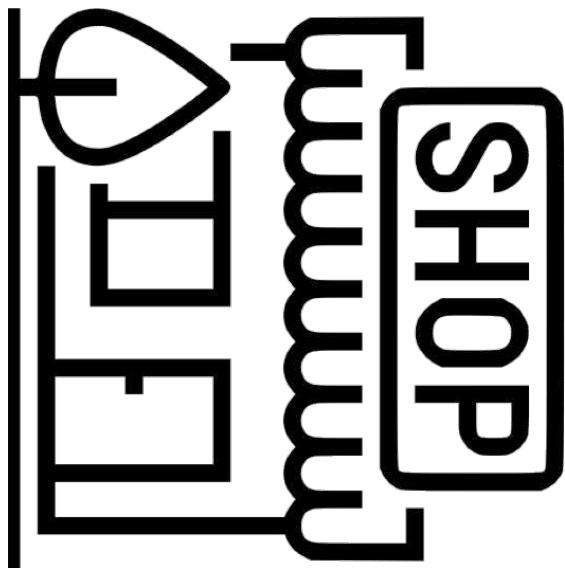
Key Indicators

Seasonally adjusted unless otherwise indicated.

Indicator	Latest Month	Value	Change year-over-year (y/y)
Alberta Activity Index (y/y growth)	July	+6.3%	+16.3p.p.
Employment (thousands)	August	2,287	+1.5%
Unemployment Rate	August	8.1%	-0.4p.p.
CPI Inflation (unadjusted)	August	1.1%	+0.4 p.p.
Retail Sales	July	\$6.8 B	+9.5%
Housing Starts (annualized)	August	26,154	+32.9%
Rigs Drilling (unadjusted)	September	127	+59.8%
Manufacturing Shipments	July	\$5.8 B	+9.7%
Exports (unadjusted)	July	\$7.6 B	+23.8%

Source: Alberta Treasury Board and Finance, Statistics Canada, CAODC, CMHC.
p.p.= percentage points.

With nearly all categories gaining ground, retail sales are up 8.0% YTD and are above pre-recession peak.



SO THEN WHY
RETAIL
APOCALYPSE?

FEAR OF LOST MARKET
SHARE RESULTS IN POOR
DECISION MAKING.

FEAR IS EXPENSIVE.

Hudson's Bay Co., owner of Saks Fifth Avenue, opened its own robotic facility in November to get online orders out faster.

Hudson's Bay plunges after it reports \$243 million third-quarter loss, sales down from last year.



IF YOU ARE MARKING DOWN PRODUCT
50% OFF AND THEN OFFERING AN
ADDITIONAL 20% OFF, AND THERE STILL
ISN'T ANYBODY IN YOUR STORE, E-
COMMERCE IS NOT THE ISSUE.

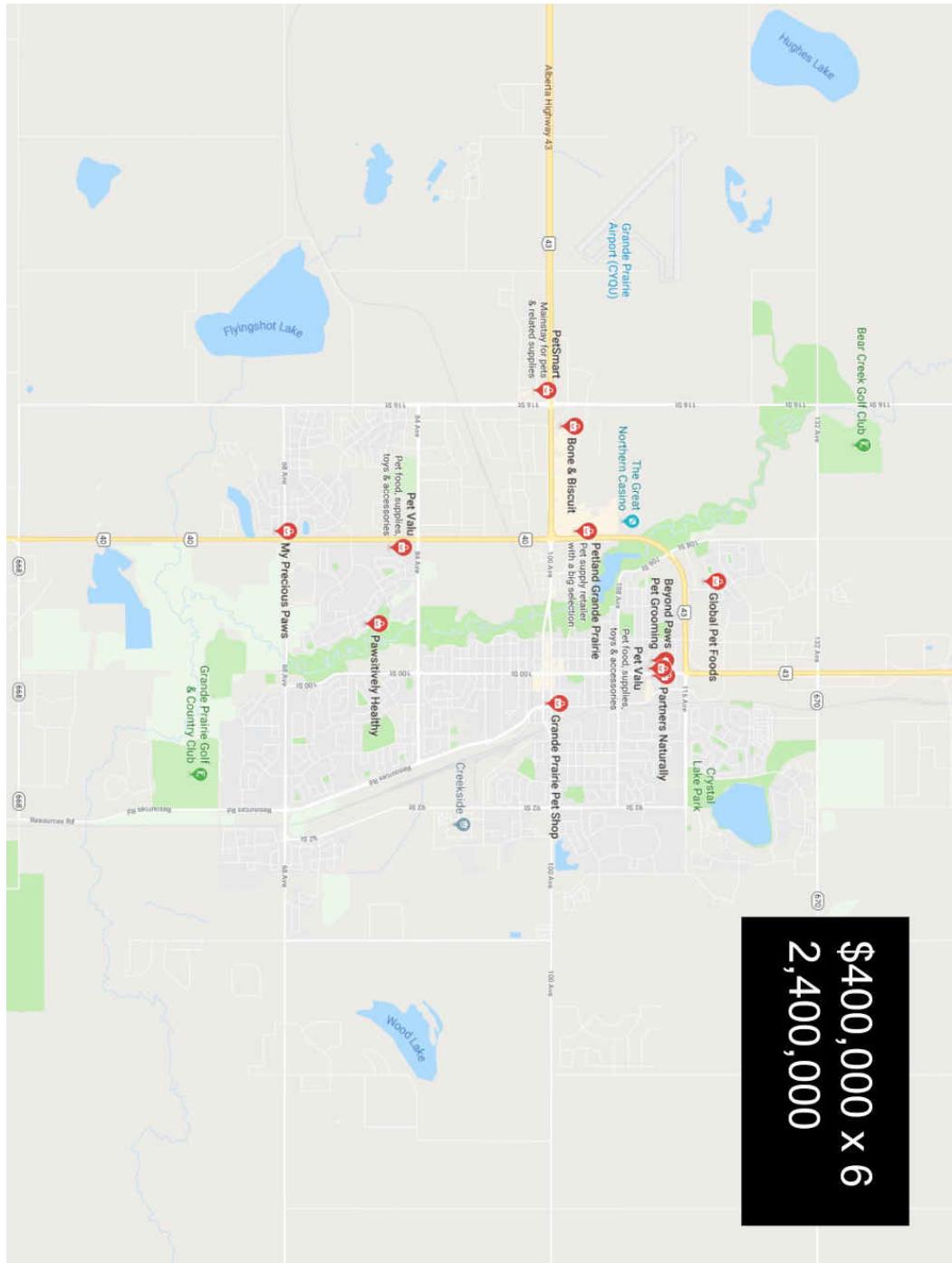
GRANDE PRAIRIE

\$119,311,569

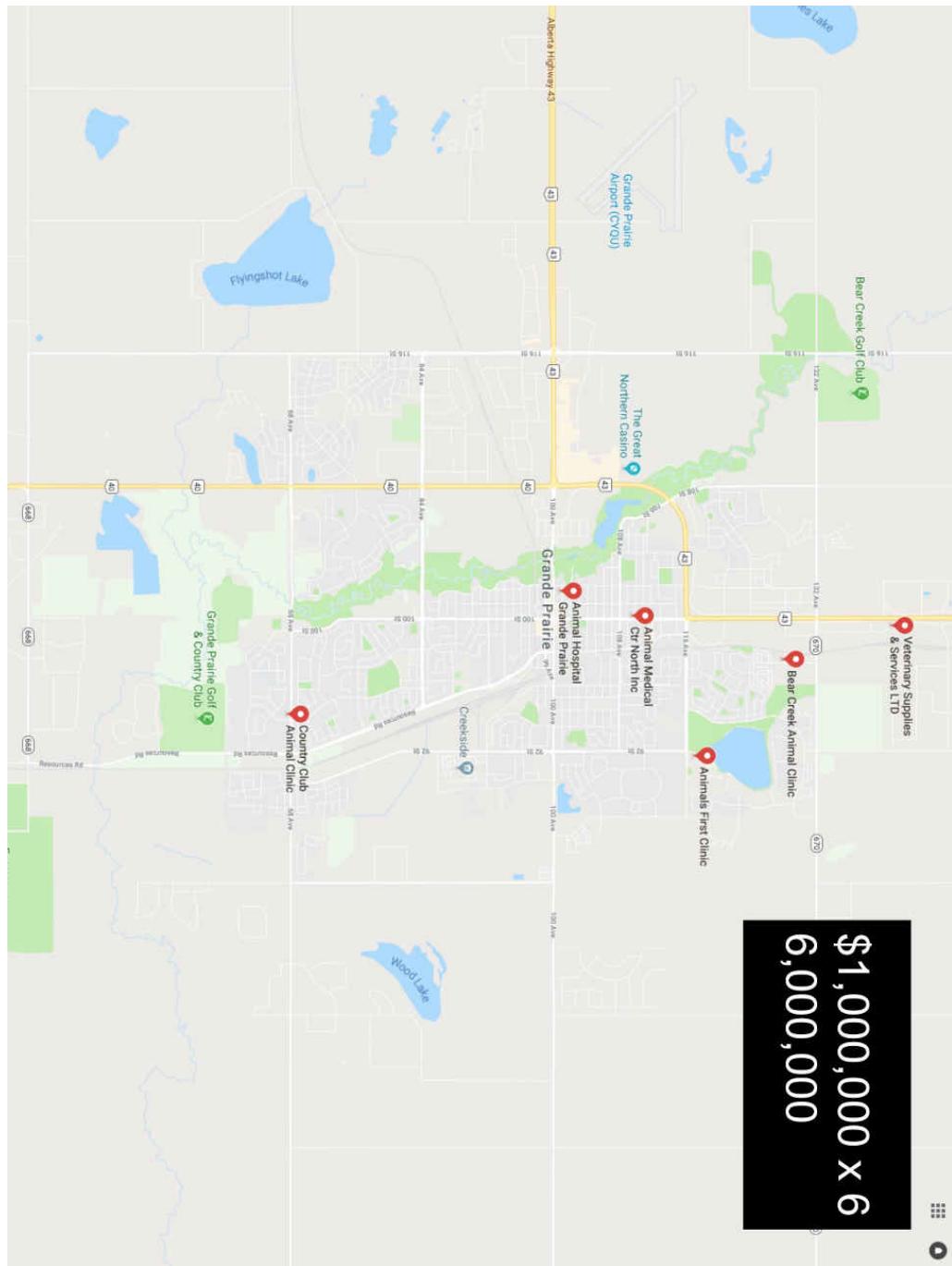
CLOTHING SPEND

\$16,192,551
PET SPEND

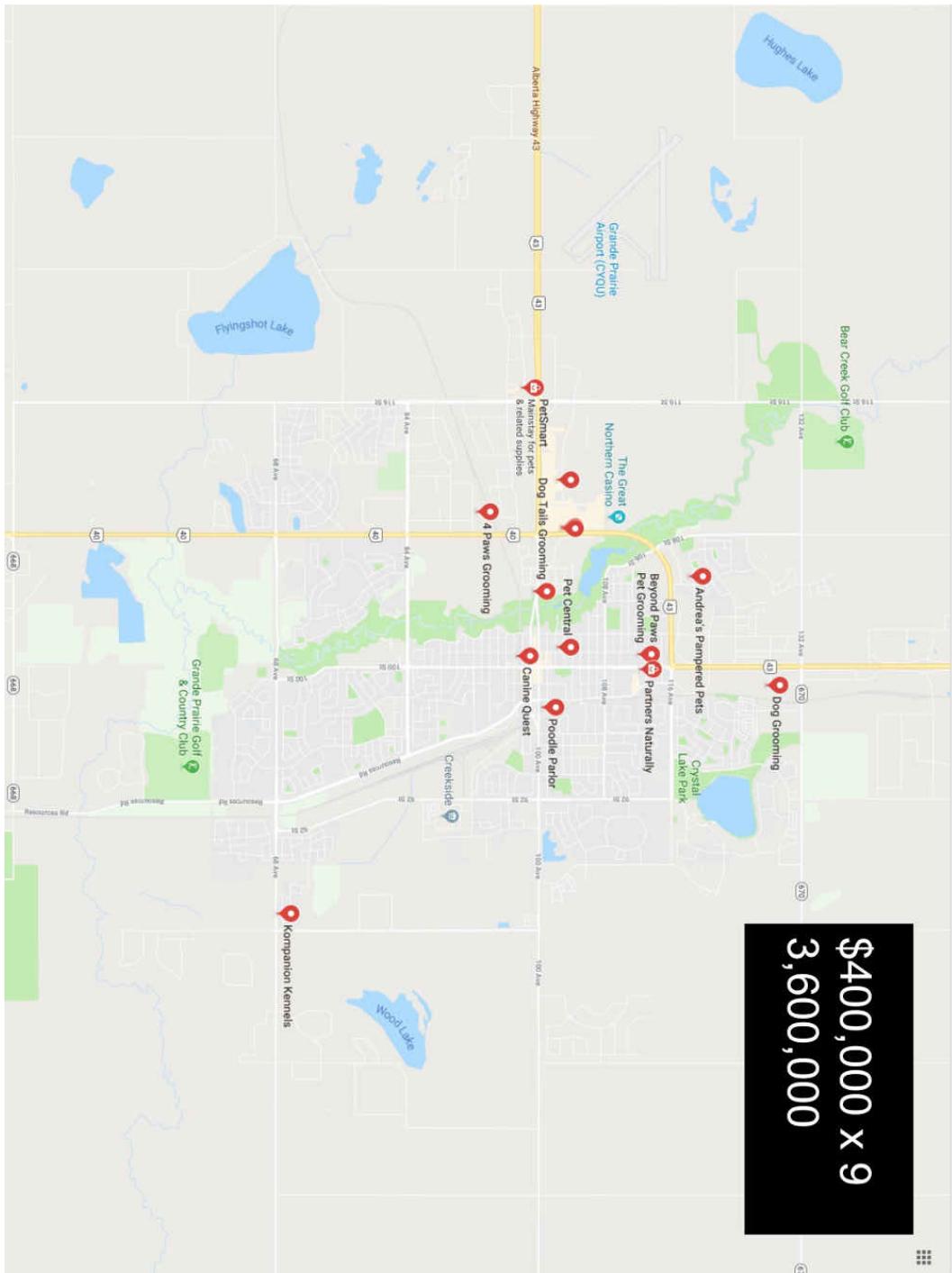
PET STORE



VETERINARY



PET GROOMING



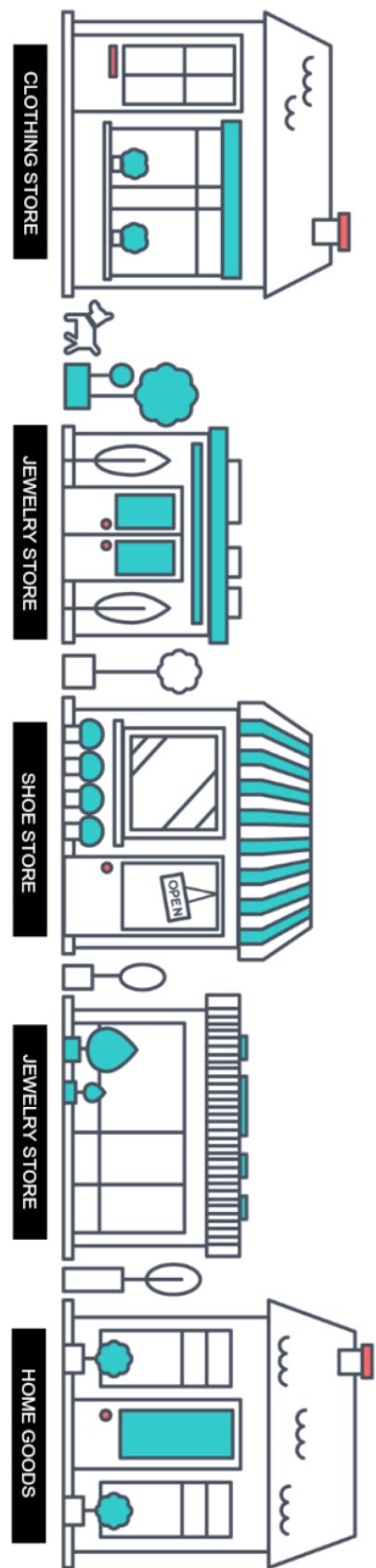
**\$12,000,000
ROOM FOR GROWTH**

HUMAN DENSITY
DRIVES RETAIL
NOT URBAN VISION

WHO ARE YOUR
HUMANS?

CATEGORY SPENDING
DRIVES RETAIL TYPE

SMART CLUSTERING DRIVES
PATRONAGE



REPURPOSING SPACE

THIS OPEN SPACE

ARTISTS

SHORT TERM
PRE-BUILT SPACE

CO-RETAIL

RAAS





TLC18.CA

THOUGHT

LEADERSHIP CONFERENCE

RETAIL EVENT

LUSH

FRESH
HANDMADE
COSMETICS



Alibaba

Kinetic

FAIRFIELD

commercial real estate

BounceBox

RAAS

INSTANT RETAIL

INDOCHINO

MADE TO MEASURE

RETAIL
R.I
INSIDER



thisopenspace



west edmonton mall

March 9th, 2018
7am to 4pm



USE CODE RETAILER17 TO GET \$100 OFF
retail@ualberta.ca for questions

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