

GROWING THE NORTH

EMMYDEV EAUX



EMMYDEVEAUX

WHAT DO I
FOCUS ON

MARKET RESEARCH

METRICS



WHAT DO I GET
ASKED ABOUT
THE MOST

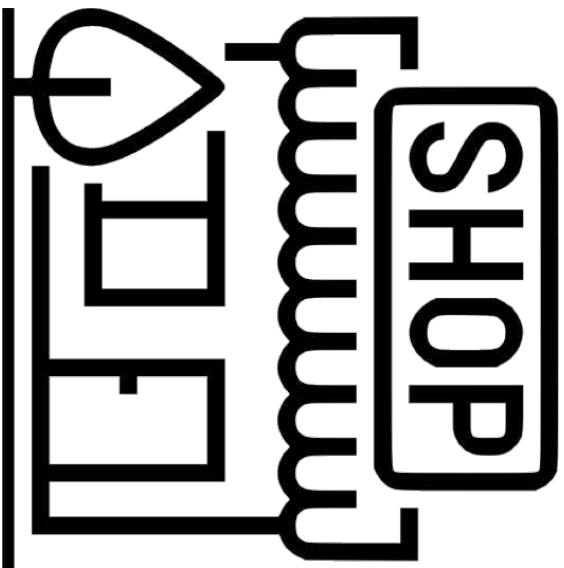


CANNABIS

SHOULD I BUY STOCK?

SHOULD I OPEN A STORE?

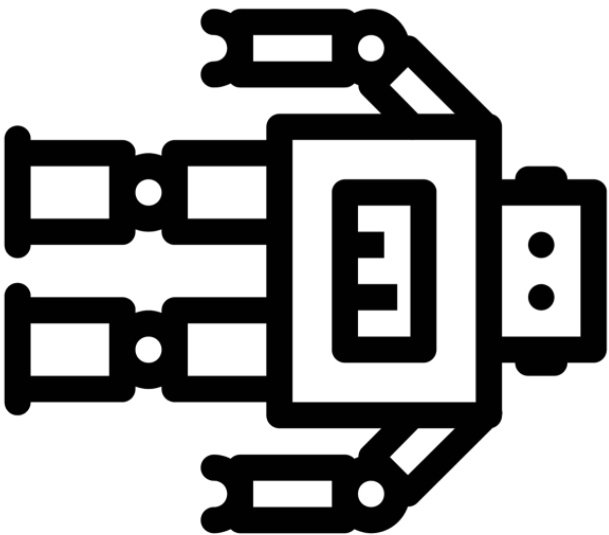
SHOULD I GROW IT?



RETAIL

APOCALYPSE

E-COMMERCE?
VACANCY RATES?



AUTOMATION

JOBS?

PRIVACY ISSUES?

DISRUPTION

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



UBER

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



FACEBOOK

THE MOST VALUABLE RETAILER,
HAS NO INVENTORY.



ALIBABA

AIRBNB

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



RETAIL IN NUMBERS

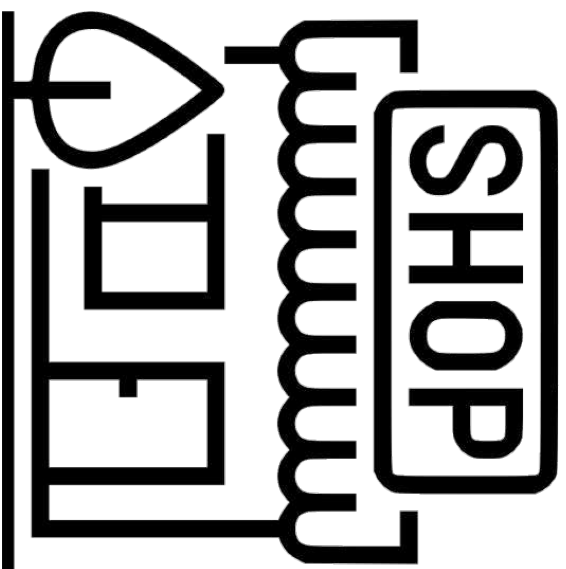
Key Indicators

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

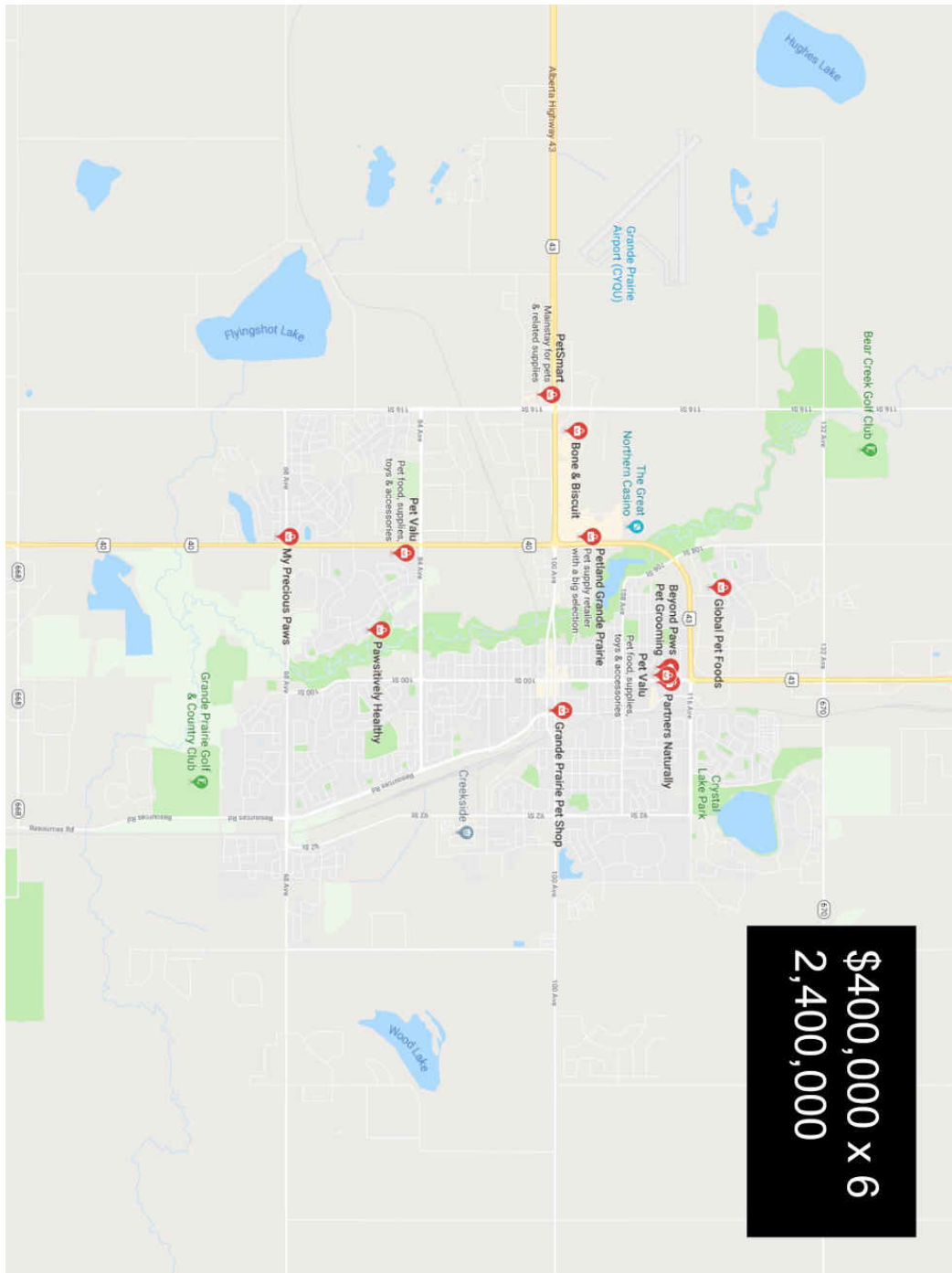
\$119,311,569

CLOTHING SPEND

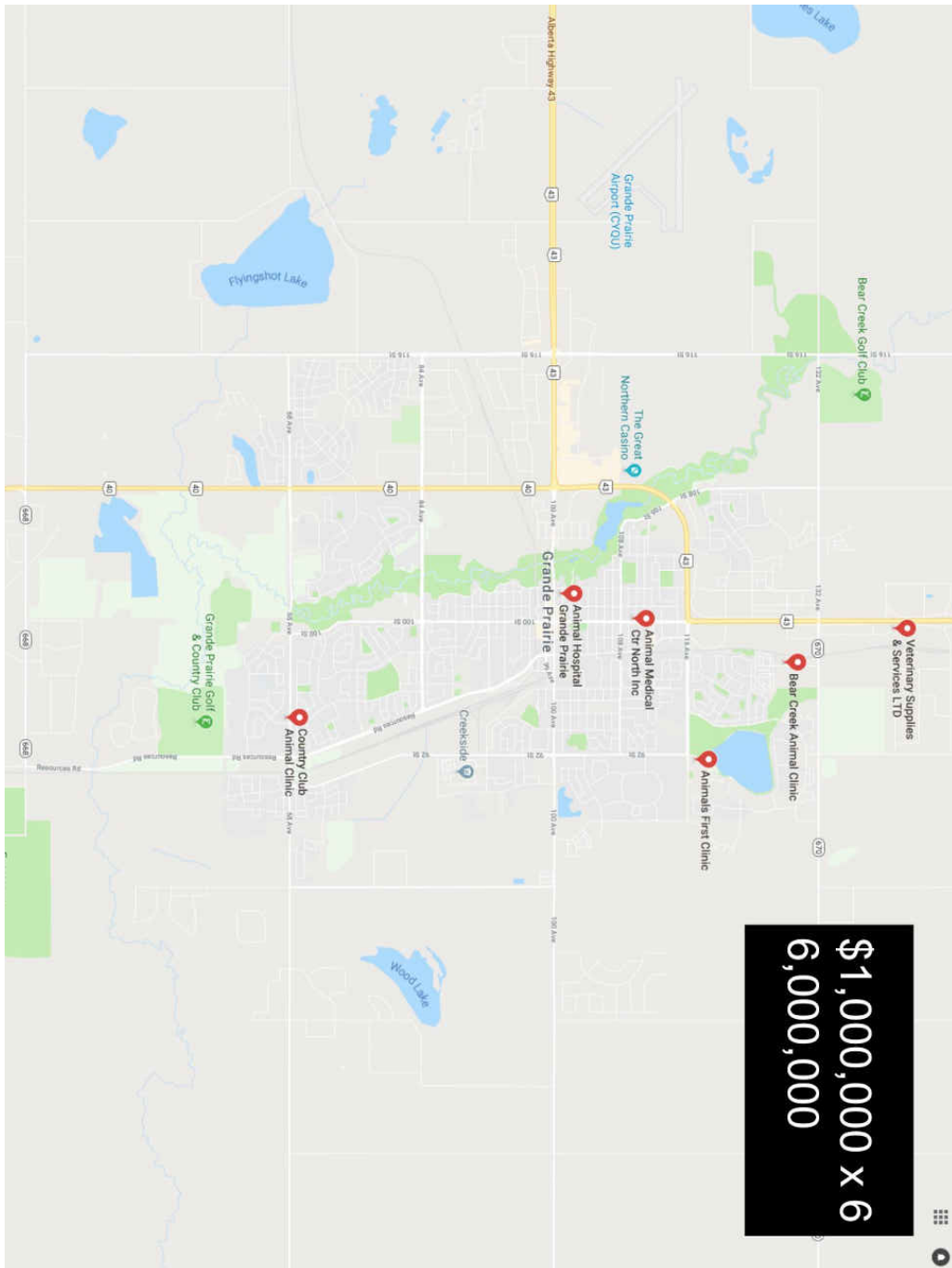
\$16,192,551

PET SPEND

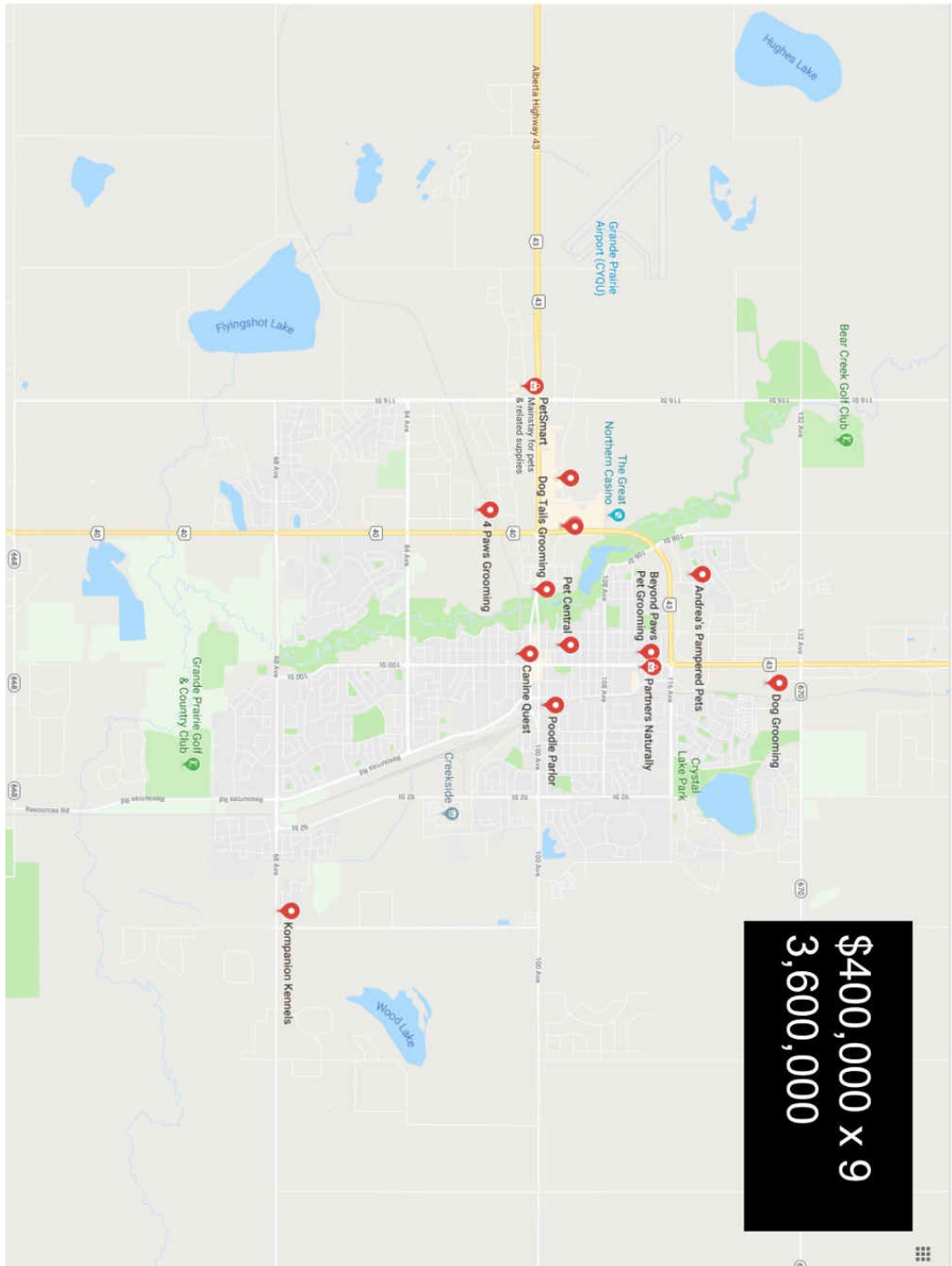
PET STORE



VETERINARY



PET GROOMING



\$12,000,000

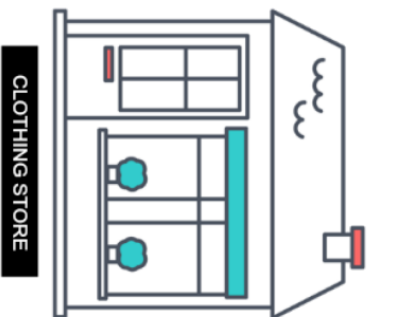
ROOM FOR GROWTH

**HUMAN DENSITY
DRIVES RETAIL
NOT URBAN VISION**

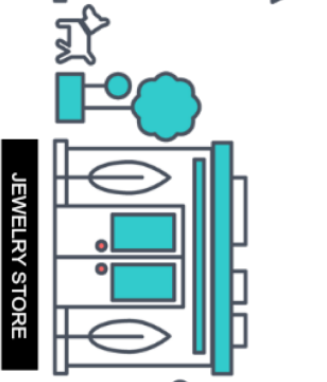
**WHO ARE YOUR
HUMANS?**

**CATEGORY SPENDING
DRIVES RETAIL TYPE**

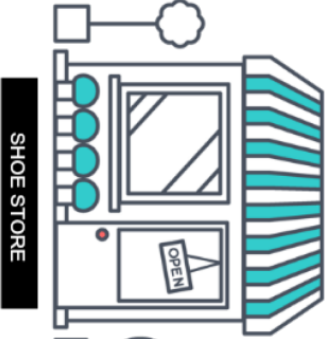
SMART CLUSTERING DRIVES PATRONAGE



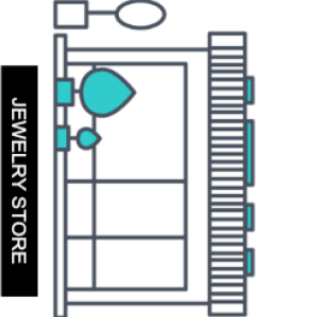
CLOTHING STORE



JEWELRY STORE



SHOE STORE



JEWELRY STORE



HOME GOODS

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

FAIRFIELD
commercial real estate

RETAIL
R-I
INSIDER



this openspace

 Alibaba

 BounceBox



Kinetic

RAAS
INSTANT RETAIL

INDOCHINO

MADE TO MEASURE

 **em**
west edmonton mall

March 9th, 2018
7am to 4pm



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

EMMYDEVEAUX.COM

EMMYDEVEAUX.SHOP

COMMERCERPRO.CA

SCHOOLOFRETAILING.COM

SORCONSULTING.COM

RETAILWEEK.CA

TLC18.CA