

## FMM BUSINESS BEST PRACTICES

### **AEON & ECONSAVE**

#### **- Selling into the Outlets and Shelf Space Determinants**

Thursday, April 10, 2014 • Wisma FMM, Bandar Sri Damansara

<b>PROGRAMME</b>	
8.30 am	Registration of Participants
8.55 am	<b>Welcome Remarks</b> <i>Dr. Yeoh Oon Tean</i> FMM CEO
<b>AEON</b>	
9.00 am	<ul style="list-style-type: none"><li>• <b>Merchandising Process</b></li><li>• <b>Category Management</b></li><li>• <b>Working With AEON's Business Partners to Create Synergy</b></li></ul>
10.30 am	Question & Answer Session  <i>Speaker:</i>  Ms. Hiroko Yamada Assistant General Manager, Food Line Merchandising Division AEON Co. (M) Bhd
11.00 am	Networking Coffee Break
<b>ECONSAVE</b>	
11.15 am	<ul style="list-style-type: none"><li>• <b>Introduction - ECONSAVE</b></li><li>• <b>ECONSAVE Current Market Status</b></li><li>• <b>Consumer Policy</b></li><li>• <b>Merchandising Policy / Process</b></li></ul>
12.45 pm	Question & Answer Session  <i>Speaker:</i>  Mr. Lai Sak Coon Executive Director Econsave Cash & Carry Sdn Bhd
1.15 pm	Networking Lunch
2.15 pm	Seminar Concludes

*The organiser reserves the right to alter the content and timing of the programme in the best interests of the Seminar.*