

REGION GROUPS

VENDOR DISPLAY CONTESTS

OBJECTIVE: Develop a framework of store groupings for vendor display contests and staff incentives, to streamline process and create consistency for vendor partners [externally] and across NSLC store network [internally].

WHAT: To date, we have executed staff incentives leveraging different frameworks or groupings such as store size, banner, region and sales. This has translated to confusion and challenges both internally and externally due to an ever-changing mechanic.

Going forward, all vendor display contests and staff incentives will be developed leveraging store sizes [small, medium and large] determined based on volume of sales. This criteria will help us more effectively execute these programs for our store teams who find the contests to be engaging and exciting.

WHERE: Each contest must be executed across four regions of Metro, North-Eastern, South-Western & Central with a prize for each store size within each region [12 total].

WHEN: Beginning in P8 with Labatt Super Bowl Display Contest into FY22
January 4th – February 21st, 2021

HOW: Six step process led in conjunction with NSLC Team and Vendor Partner [see Process Flow]:

1. Vendor submits contest form via routine promotional applications for NSLC review [see Display Contest Submission Form].
2. Once approved, Vendor provides detailed contest overview to NSLC Team including prize values and criteria.
3. NSLC Category Team reviews contest and cascades feedback approval to Vendor. Regional Directors are informed of the contest.
4. Display contest is executed in-store across NSLC store network led by Regional Managers & Sales Reps.
5. NSLC Regional Managers & Sales Reps determine winners. Share with NSLC Category/Marketing Team to post via Swizzle.
6. NSLC Regional Managers & Sales Reps work together to determine how prize money will be spent.



STORE CLASSIFICATIONS



SMALL STORES [28]
\$0 - \$2.5M TOTAL SALES

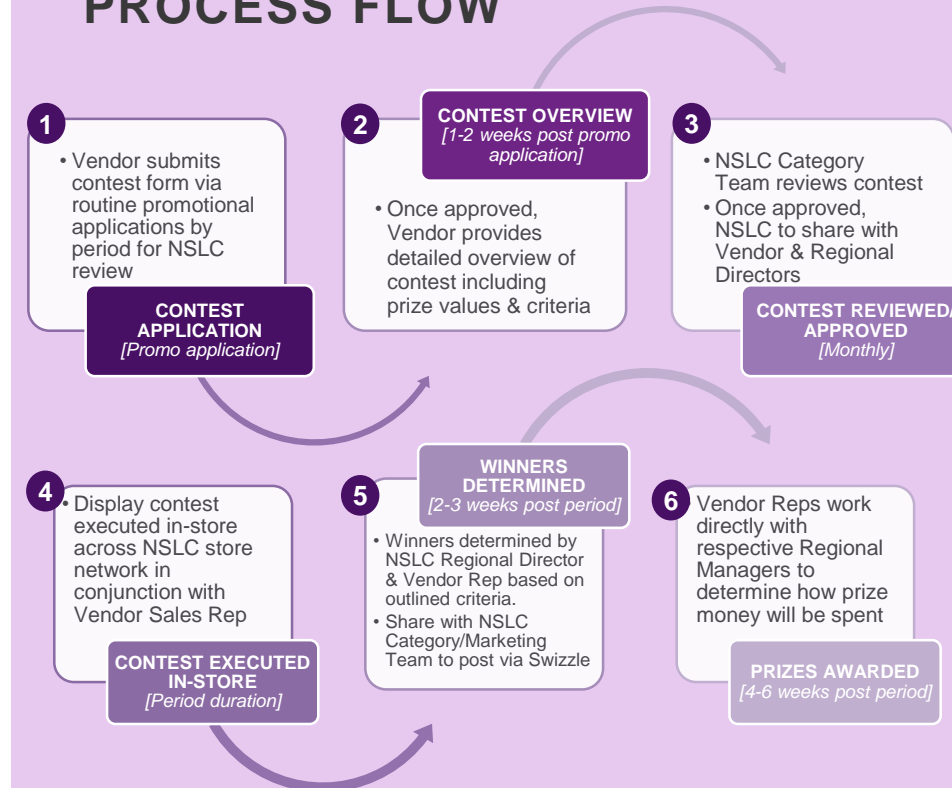


MEDIUM STORES [40]
\$2.6M - \$6.8M TOTAL SALES



LARGE STORES [35]
\$+6.9M TOTAL SALES

PROCESS FLOW

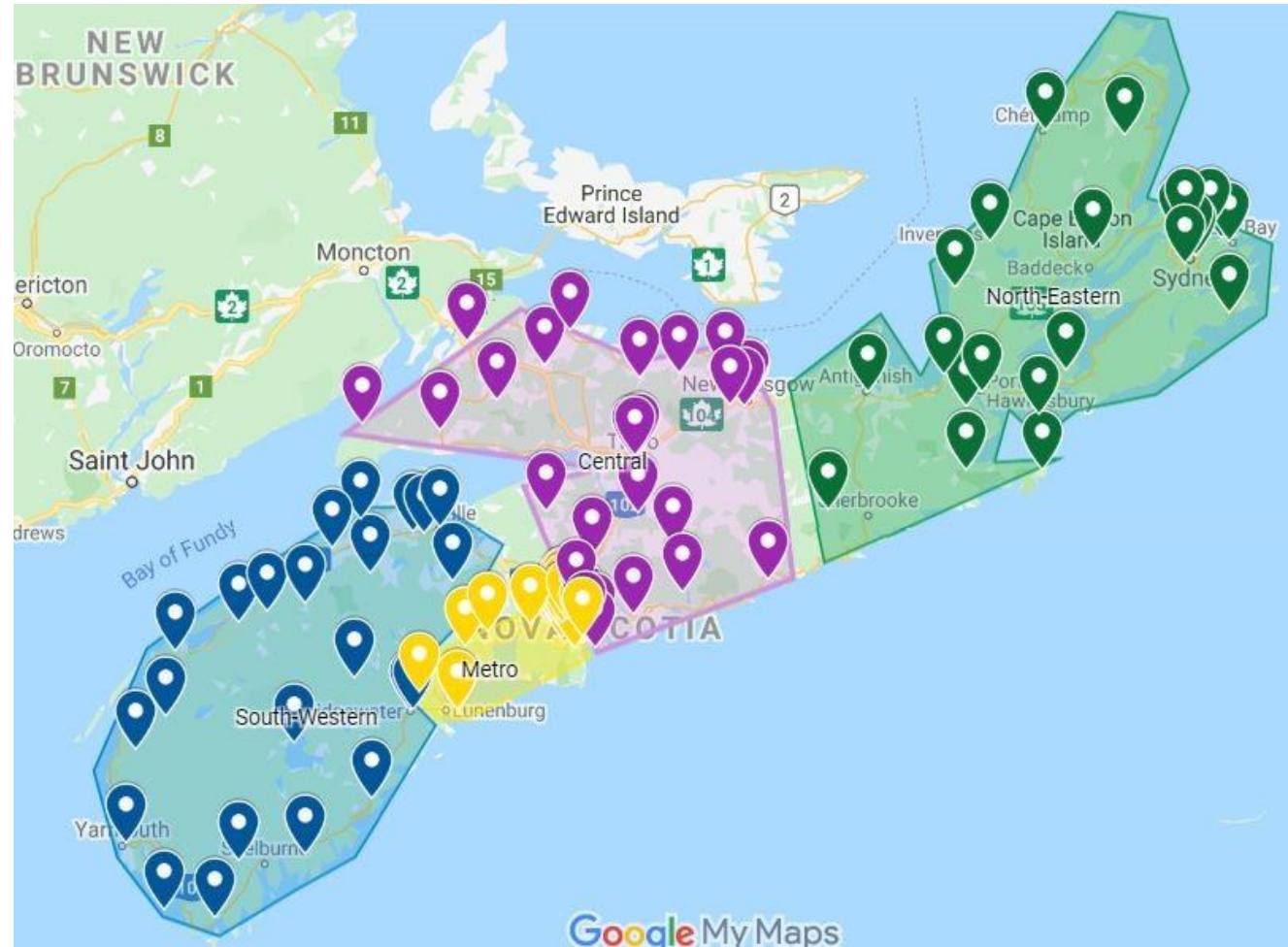


REGION GROUPS

VENDOR DISPLAY CONTESTS

STORE COUNT BY REGION

REGION	STORE COUNT
METRO	31
LARGE	10
MEDIUM	14
SMALL	7
NORTH-EASTERN	24
LARGE	7
MEDIUM	8
SMALL	9
SOUTH-WESTERN	23
LARGE	8
MEDIUM	8
SMALL	7
CENTRAL	25
LARGE	10
MEDIUM	10
SMALL	5



REGION GROUPS

VENDOR DISPLAY CONTESTS

STORE LISTS BY REGION

METRO

REGION	SITE	LOCATION	SIZE BY SALES
Metro	2110	Joseph Howe	Large
Metro	2176	Downsview P	Large
Metro	2108	Bayers Lake	Large
Metro	2195	Tantallon	Large
Metro	2209	Wyse Road	Large
Metro	2185	Spryfield	Large
Metro	2107	Larry Uteck	Large
Metro	2193	Mill Cove	Large
Metro	2120	Clyde St	Large
Metro	2202	Bedford Place	Large
Metro	2170	Kearney Lake	Medium
Metro	2150	West End	Medium
Metro	2165	Quinpool Road	Medium
Metro	2160	The Port	Medium
Metro	2154	Young St	Medium
Metro	2104	Agricola St	Medium
Metro	2178	Sackville	Medium
Metro	2106	Barrington St	Medium
Metro	2123	Queen St	Medium
Metro	2115	Chester	Medium
Metro	2135	Novalea	Medium
Metro	2565	Lunenburg	Medium
Metro	2570	MahoneBay	Medium
Metro	2125	Hubbards	Small
Metro	2177	First Lake	Small
Metro	2163	Kingswood	Small
Metro	2805	Alderney	Small
Metro	2171	Dunbrack	Small
Metro	2121	Park Lane	Small
Metro	2140	Nova Center	Medium
Metro	2180	Scotia Square	Small

NORTH-EASTERN

REGION	SITE	LOCATION	SIZE BY SALES
North-Eastern	2496	Sydney River	Large
North-Eastern	2303	Antigonish	Large
North-Eastern	2426	Glace Bay	Large
North-Eastern	2479	Sydney, Prince	Large
North-Eastern	2451	North Sydney	Large
North-Eastern	2481	Sydney, Welton	Large
North-Eastern	2455	Port Hawkesbury	Large
North-Eastern	2445	New Waterford	Medium
North-Eastern	2490	Sydney Mines	Medium
North-Eastern	2408	Baddeck	Medium
North-Eastern	2483	Whitney Pier	Medium
North-Eastern	2418	Dominion	Medium
North-Eastern	2413	Cheticamp	Medium
North-Eastern	2436	Inverness	Medium
North-Eastern	2477	St. Peters	Medium
North-Eastern	2431	Ingonish	Small
North-Eastern	2341	Alds Cove	Small
North-Eastern	2317	Guysborough	Small
North-Eastern	2407	Arichat	Small
North-Eastern	2460	Port Hood	Small
North-Eastern	2312	Canso	Small
North-Eastern	2370	Sherbrooke	Small
North-Eastern	2441	Louisbourg	Small
North-Eastern	2340	Mulgrave	Small

SOUTH-WESTERN

REGION	SITE	LOCATION	SIZE BY SALES
South-Western	2574	New Minas	Large
South-Western	2505	Bridgewater	Large
South-Western	2598	Yarmouth	Large
South-Western	2548	Kingston	Large
South-Western	2546	Kentville	Large
South-Western	2196	Windsor	Large
South-Western	2555	Liverpool	Large
South-Western	2520	Digby	Large
South-Western	2595	Wolfville	Medium
South-Western	2511	Berwick	Medium
South-Western	2506	B'water Mall	Medium
South-Western	2504	Barrington Psg	Medium
South-Western	2573	Middleton	Medium
South-Western	2585	Shelburne	Medium
South-Western	2501	Annapolis	Medium
South-Western	2572	Meteghan	Medium
South-Western	2575	New Germany	Small
South-Western	2515	Bridgetown	Small
South-Western	2130	Hantsport	Small
South-Western	2591	Weymouth	Small
South-Western	2590	West Pubnico	Small
South-Western	2560	Lockeport	Small
South-Western	2509	Caledonia	Small

CENTRAL

REGION	SITE	LOCATION	SIZE BY SALES
Central	2226	Portland St	Large
Central	2219	Tacoma	Large
Central	2392	Truro West	Large
Central	2227	Forest Hills	Large
Central	2223	Elmsdale	Large
Central	2302	Amherst Mall	Large
Central	2345	New Glasgow	Large
Central	2225	Fall River	Large
Central	2270	PortersLake	Large
Central	2347	WEnd New Glas	Large
Central	2394	Truro East	Medium
Central	2290	Eastern Passage	Medium
Central	2348	Pictou	Medium
Central	2285	Stewiacke	Medium
Central	2375	Stellarton	Medium
Central	2310	Bible Hill	Medium
Central	2382	Tatamagouche	Medium
Central	2297	Head of Jeddore	Medium
Central	2397	Westville	Medium
Central	2367	Springhill	Medium
Central	2804	WB Braemar	Small
Central	2217	Wilkinson	Small
Central	2343	Parrsboro	Small
Central	2353	Pugwash	Small
Central	2280	Sheet Harbour	Small

