

retailasia

The magazine from Sands Retail Asia / issue 4



BILLION DOLLAR BRAND SALE



03

Sale Spectacular



04-05

News from Marina Bay



08

Retail Insights



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vp's**message**



With the first quarter of 2009 behind us and increasing numbers of economists reporting that the financial crisis has reached

the bottom, we enter spring with renewed optimism.

Since the last issue of Retail Asia, we have launched headstrong into our latest retail campaign for the forthcoming Marina Bay Sands™ development in Singapore. To date, commitment to the project by retailers is solid and as we take the campaign out to key markets around the world, the sentiment is one of positivity. Equally so in Macao, where visitor arrivals continue to increase month on month and fourth quarter sales figures show retail prices and sales volumes holding stable.

I hope that at the various trade

shows and events that my team and I will be attending in the coming months, I will have the opportunity to meet with you personally. Until such time, may I reiterate our support and dedication to all our retailers. •

Regards

David Sylvester
Vice President,
Retail Asia

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MACAO & SINGAPORE

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Springing into the new Season

Re-affirming The Grand Canal Shoppes position as one of Asia's great shopping meccas, this Spring the promotions continue with a series of forthcoming Spring/Summer Beauty Workshops. Designed especially to complement our strength in fashion retailing, these workshops will actively promote The Grand Canal Shoppes as a beauty shopping destination to women across the Asia-Pacific region. Do contact a member of your Mall Marketing team to ensure your beauty related products gain maximum exposure to visitors and customers as part of this campaign; the success of our Billion Dollar Brand Sale quite clearly proves the benefit of participating in our promotions.

As further enticement to shoppers this Spring/Summer season, from

now until April 30th a complimentary MOP100 gift certificate will be awarded to shoppers spending MOP1,000 or more in a single receipt. For shoppers preferring to pay with their Bank of China (BOC) debit and credit card, the offer is even better; the same MOP100 gift certificate being awarded with a single purchase of just MOP800 or more at The Grand Canal Shoppes.

And finally, a special promotion for all our retail partners. Sands Retail Asia would like to offer you spectacularly discounted rates on any of our luxurious suites at The Venetian® Macao-Resort-Hotel starting from just HKD1,000+++. This exclusive offer is open to all retailers and their staff, subject to availability. For more details, please email room.reservations@venetian.com.mo or visit www.venetianmacao.com •





Mega Sale a Mega Success

The inaugural Billion Dollar Brand Sale held at The Venetian Macao from February 18th to 22nd concluded a resounding success with more than 100,000 visitors having walked through the halls of the Cotai Strip® CotaiExpo™ over the course of the five-day event. Moreover, at the closing of the first day, sales of more than MOP 5 million were registered - with similar figures being maintained throughout the rest of the promotion.

Exceeding the expectations of the more than 150 designer brands from The Grand Canal Shoppes and The Shoppes at Four Seasons that participated in the event, this first-ever 'mega sale' drew significant

numbers of eager shoppers from nearby Hong Kong - the result of an extensive print advertising campaign. Equally as successful was the response to the campaign's direct mail invitation to a VIP 'Preview' event which enticed previous high spenders at both malls to an exclusive taster of the sale ahead of its opening to the general public.

As well as enjoying the great low priced designer fashion and accessories, the tens of thousands of visitors arriving each day also took advantage of additional promotions offered simultaneously by various other retailers and dining outlets throughout The Venetian Macao. •



Leading the Way ... to Marina Bay Sands Shoppes®

On February 17th and 18th under the bright city lights of Singapore, our leasing team led more than 100 senior executives from top international brand retailers to 'The Edge of Tomorrow' at the exclusive campaign launch preview of the Marina Bay Sands Shoppes.

Highlighting the Marina Bay Sands status as a future global icon, the preview brought the VIPs to Marina Bay where, following a champagne reception, they were taken onboard a private boat for a cruise around the Bay so that the true scale of the development could be fully appreciated. From this unique perspective, each of the resort's various elements was presented with their respective contribution to the integrated resort model's success fully explained.

With the conclusion of the launch event, the campaign will continue with a series of further events held in key markets internationally. •

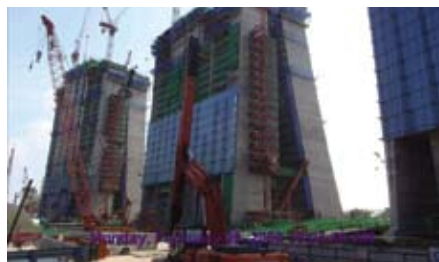


Construction Update

Construction of Marina Bay Sands continues to progress and is well on target for the integrated resort's scheduled opening later this year. To date, construction is over level 30 for all three towers and rising by approximately 1 floor every 4 days!

The steel link of truss elements are being installed in both Tower 1 and 2 whilst the level four slab of Casino is ready for erection for the roof trusses. Excavation of the South Podium has also been completed with the remaining slabs in progress.

The efforts of the hundreds of committed construction workers are certainly advancing the development of this world-class resort and entertainment destination. •



The Venue of all Venues

In a fantastic coup for Singapore, Marina Bay Sands will be the host venue for the 2010 Congress of UFI, the Global Association of the Exhibition Industry. The congress is expected to see the participation of UFI member delegates from over 50 countries.

UFI members are responsible for the management and operation of over 4,500 exhibitions and 181 exhibition centres around the world so for a MICE driven integrated resort such as Marina Bay Sands, with over 120,000 square metres of expo, convention and meeting space, to be selected as the host venue represents a massive vote of confidence. •



Recruitment Ramp Up

Drawing the crowds at a recent Careers Fair held in Singapore, the Marina Bay Sands recruitment booth received thousands of applications from enthusiastic job seekers. With literally thousands of positions on offer, the fair marked the start of a recruitment ramp up that will soon see our very own dedicated recruitment centre established.

If you know anyone that you think might relish a career with us, why not have them visit www.careers.marinabaysands.com •



shows
concerts
exhibitions
expositions
conferences
showcase






The coming months offer some of the most holiday-filled in the Asian calendar and whether it's the arrival of warmer weather or the search for relief from 'recession-itis', shopping, dining and entertainment are making a comeback. And, in addition to the planned retailer promotions that the Mall Marketing teams have got lined up, several large-scale conferences also offer the opportunity to leverage the increased traffic that these will bring.

Looking over your own calendar of sales promotions for the next quarter, if you have forthcoming plans that coincide with any of the events listed here, why not speak to our Mall Marketing team and see how it might be possible to combine them to create a more powerful campaign.

april 2009

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	Macao International Environmental Co-operation Forum & Exhibition	Asia Dive Expo 2009 in Singapore	Children's Day in Hong Kong Ching Ming Festival
		World Health Day Kaiser Chiefs Live in Singapore Dry Cargo Asia 2009 in Singapore	Craig David Greatest Hits Tour in Singapore		John Legend live at Venetian Ballroom	
Easter Tata Young live at Venetian Ballroom	13	22 nd Singapore International Film Festival begins 	11 th APLIC Congress	11 th APLIC Congress	17	A-Ma Festival in Macau Asia Trader and Investor Convention 2009 in Singapore
World Gourmet Summit 2009 in Singapore begins			Earth Day Retail Solutions World Asia 2009 in Singapore	Retail Solutions World Asia 2009 in Singapore	Retail Solutions World Asia 2009 in Singapore	22 nd Singapore International Film Festival ends
26			29	30		

may 2009

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					Labour Day Macau Arts Festival begins	Feast of the Drunken Dragon in Macau World Gourmet Summit 2009 in Singapore ends Show Luo live in at CotalArena (TM)
3			6	7	8	9
Audi Fashion Festival 2009 in Singapore	11		13	14		
10					22	23
International Cup 2009	18	19	20			
24	25	Asia Media Summit 2009	Asia Media Summit 2009	Dragon Boat Festival	'Great Singapore Sale' starts	adidas Sundown Marathon in Singapore Macau Arts Festival ends
31		26	27	28	29	30

june 2009

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	G2E Asia 2009	G2E Asia 2009	G2E Asia 2009		
		9	Feast of Na Cha in Macau REMACAU Expo 2009	REMACAU Expo 2009		
			CommunicAsia 2009 in Singapore	CommunicAsia 2009 in Singapore	CommunicAsia 2009 in Singapore	HK Jewellery Manufacturers' Exhibition
HK Jewellery Manufacturers' Exhibition	HK Jewellery Manufacturers' Exhibition Longest day of the year	HK Jewellery Manufacturers' Exhibition		18	19	20
21	22	23		26	27	
28	29	30				

■ Macao events

■ Singapore events

Retail Reloaded

As the financial crisis looms across the world, to say that consumers are in a state of uncertainty would be putting it mildly. The one thing that is clear is the need to be cautious with spending – and many retailers may find themselves skimmed away in favour of leaner budgeting as a result. This necessitates adapting to a consumer base with a whole new attitude towards spending.

According to Meghan O'Brien of Iowa State University's Department of Economics, retailers will need to be honest about their sales prospects and make some difficult choices to withstand the tough times.

"The first step is to analyse the inventory for the must-haves or staple items and then actively reduce the stock of non-essential items," says O'Brien. "Next, retailers should set limits for ordering new inventory and plan for its ongoing management, presentation and marketing."

O'Brien says another common mistake is to underestimate the downturn's severity and duration, as

any changes made late in the game are unlikely to be effective.

Sticking to these foundations is not easy, and achieving them involves comprehensive monitoring and analysis to realistically pull off. However, numerous tools are available to retailers that offer key strategic insights into the way consumers behave – and how to translate these insights into retail strategy adjustments.

A complex array of research technologies exist to measure retailer performance, tracking everything from the number of customers going in and out of a store to the number of transactions that take place at certain times. New technologies can even record shopper interest, using sensors built into units and displays that measure movements and touch.

"Modern retailers have to have the systems in place to know whether they are hitting the mark," says Tim Denison, director of knowledge management with Synovate Retail Performance. "In

downturns, success is all about capitalising on every opportunity, monitoring your conversion rates and adapting and refining tactics accordingly. Speed of feedback, flexibility to respond and intimacy with your customers, knowing what they are thinking and how they are likely to react are all imperatives."

Product, value and service initiatives are all geared at maximising sales under slowing demand conditions. But aside from demand, there are two other elements that affect profitability: managing cost base

and protecting margins.

For the successful retailer, managing margins is about setting competitive price points for staple and benchmark products and making them highly visible to consumers, whilst maintaining higher margins elsewhere.

During the economic recession of the early 1990s, retailers responded by turning to the customer to build greater relationships. This involved closely analysing transactional data, as well as researching motivations and attitudes via focus groups. The results led to new customer and product initiatives such as the launch of reward programmes and the introduction of category management – positive initiatives that continue to help drive success today.

In tackling the current downturn, knowing exactly what is driving the tills is still the key to maximising the significance of each customer, and retailers need to be sure they supply the right products for the right people and provide them effectively and efficiently.

However, for some businesses, especially those traditionally dominated by silver-tongued salespeople on the shop floor, adapting to and applying the diverse wealth of research data may require a shift in the way they think and operate.

"We now have accurate tools to measure data and provide research insight based on the findings," says Denison. "In the retail world, they used to say the ability to sell was something you're born with. These days that isn't as true, given the global network of retailers and systems, and this requires a change in mindset for many retailers." •



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