

**LOVE**  
the **CRUNCH!**



**LOVE**  
the **FLAVOURS!**



**LOVE**  
them **ALL!**

The background of the central graphic is a large, stylized apple shape with a red-to-green gradient. It has a red stem and two leaves at the top. The word "WASHINGTON" is written in a blue, bold, sans-serif font across the middle of the apple, with a registered trademark symbol (®) to its right.

**MEETING THE  
MODERN TRADE CHALLENGE**

**WASHINGTON**®

**By Being Innovative and  
Offering An Extra Service**

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# Aggressive Expansion of Malaysia Modern Trade

## AEON to invest RM150mil on new outlet, refurbishment

KUALA LUMPUR: AEON Co (M) Bhd will spend about RM150mil on its business expansion this year, says business support senior

general manager Poh Yim

oo.

## Tesco plans five new stores this year

JOHOR BARU: Tesco Stores (Malaysia) Sdn Bhd plans to open five more hypermarkets with investments amounting to RM400mil, bringing the number to 38 stores nationwide by year's end.

"We target to open five new stores this year.

## Carrefour opens its 22nd store

Carrefour is on a roll with the opening of its

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# Growing Importance Of The Modern Trade

**Hypermarkets & Supermarkets are now found in almost every town in Malaysia**

**Range of fresh fruits and vegetables sold in these retail outlets is growing**

**More and more consumers are today buying their fresh produce from the modern trade**

**The modern trade's market share for fresh fruits will continue to grow in the coming years**

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# Fierce Competition in the Modern Trade

Retailers are trying to project themselves as having the cheapest and best fresh produce



**Giant to spend RM3mil a month for fresh produce**

PETALING JAYA: The Giant hypermarket chain plans to spend about RM3mil a month to subsidise prices for

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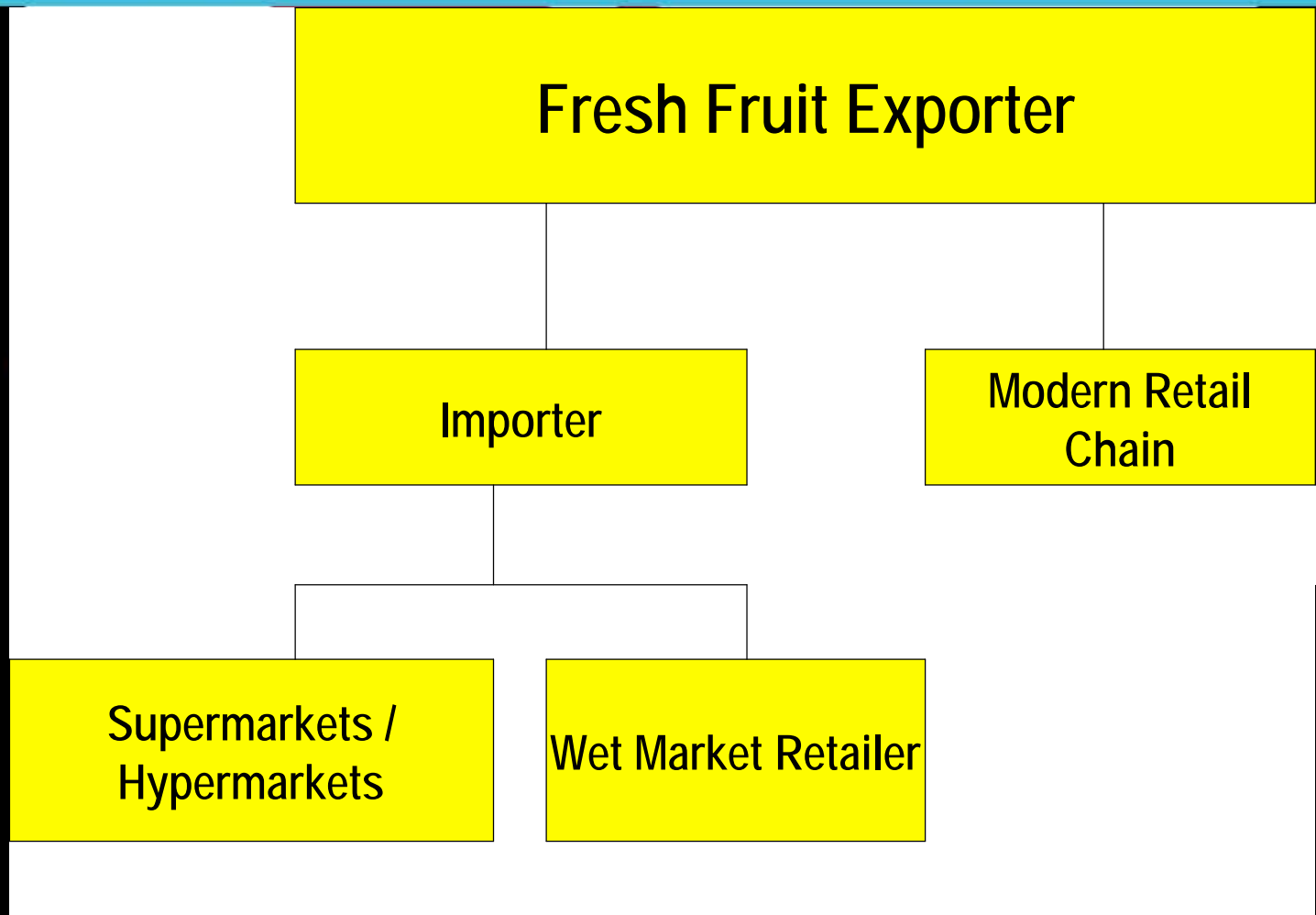
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# Malaysia Distribution Channel



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# Challenges Faced By Fresh Fruit Suppliers

## 1. Ensuring good consumer off-take:

**Running regular promotions and implementing innovative programs to increase consumer awareness for the fruits**

## 2. Working with the retailers to reduce shrinkage

**Conducting regular and effective training for the retail staff**

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# Why Training

**With better understanding of the product the retail staff will have more confidence to carry, display and promote the product**

**It will help to build**

**Not Just Brand Loyalist  
But Brand Activist**

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# Fresh Produce Training

- Share information to benefit:
  - Retail Staff
  - The Retailer
  - The customers/consumers

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# Benefits

- Retail Staff:
  - Refresh, upgrade, learn new skills
  - Opportunity for career development
- Retailer:
  - Increase fruit and vegetable profitability
  - Preferred destination for customers
- Customers/consumers:
  - Consistent quality, healthy and safe produce

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# Fresh Produce Training

- Participants included:
  - Giant
  - Cold Storage
  - Jusco
  - Carrefour
  - Mercato
  - MBG
  - Village Grocer
  - Isetan
  - Sogo



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# Workshop Units

1. Product management
2. Display, ticketing and promotions
3. Cleaning and sanitation
4. Product information, care and handling
5. Retail concepts, trends and developments

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# Workshop Structure

- Present the Unit
- Discuss the information presented
- Review the information
- Apply the information during the store visit
- Present Certificate of Participation

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# Product Management

- a. Ordering
- b. Receival
- c. Storage
- d. Temperature Management
- e. Humidity Management
- f. Ethylene Sensitivities

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# Displays – Elements

1. Offer choice
2. Have good contrast in colour



## Washington Apple Displays



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# Promotions - Importance

- Why promote?
- Why attractive displays?



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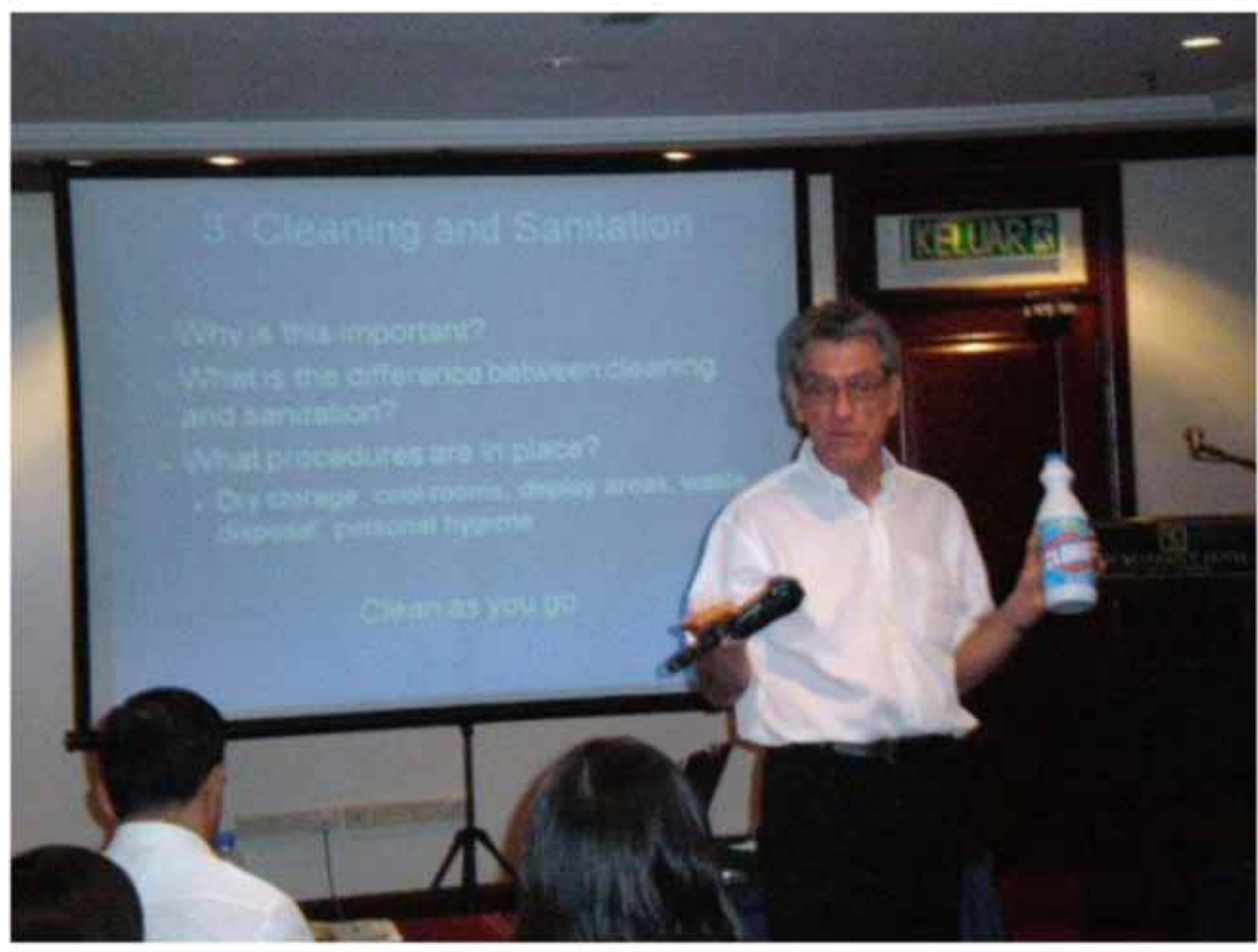
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# Cleaning & Sanitation



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# Product Information



## Why Washington Apples?

- Ideal location for growing quality apples
- Range of varieties available
- Long supply season
- Grade standards = buyer confidence
- Retail support: promotions and training



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# Care & Handling

## Washington Apple: Receival & Storage

- **Receival:**
  - Mark date on boxes
  - Check pulp temperature
  
- **Storage:**
  - Keep cold and dry



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# Retail Trend

Nothing like having the opportunity to see displays done in other market



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# Store Visit

- This was the most popular part of the training:



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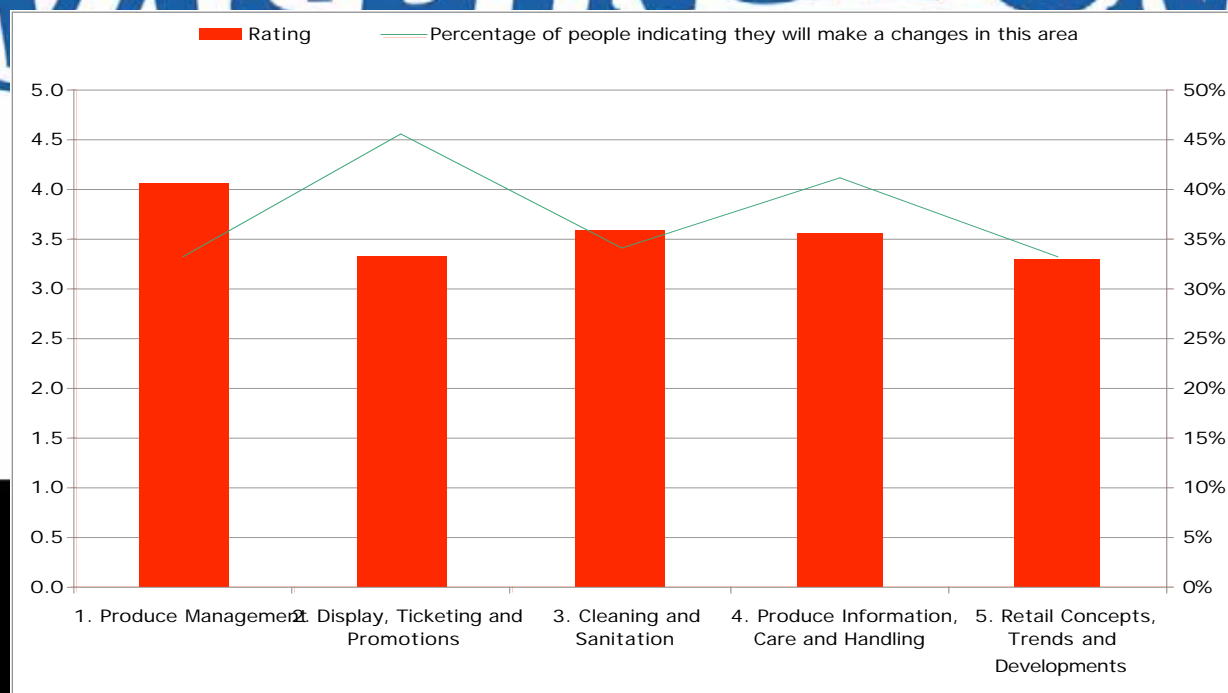


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# Workshop Evaluation

Workshop Unit	Rating (1-5)	% indicating they will make changes
1. Product Management	4.0	33%
2. Display, Ticketing and Promotions	4.2	46%
3. Cleaning and Sanitation	4.0	34%
4. Product Information, Care and Handling	4.1	41%
5. Retail Concepts, Trends & Developments	4.1	33%



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# Results of Training Programme

- More Frequent and Prominent Exposure

The collage consists of four main images:

- Washington State Advertisement:** A vertical advertisement for Washington apples. It features the text "Giant" at the top, "WASHINGTON" in a logo, and "LOVE them ALL!" in large letters. Below this, it shows several apples and a price tag for "4.99". At the bottom, it says "The LOW PRICE LEADER in MALAYSIA!".
- MACC wrap-up article:** A newspaper article titled "MACC wrap-up probe on Fa" with the sub-headline "Papers sent to prosecution". It discusses a probe into the activities of the Malaysian Agricultural Commodity Company (MACC).
- Supermarket Fruit Display:** A photograph of a supermarket fruit display. Various fruits like apples, oranges, and grapes are arranged on shelves. Price tags are visible, showing prices like 8.48, 2.28, 0.48, and 0.78.
- USA Fair Menu:** A menu for the "USA FAIR" held from August 4-13 at the Jusco Sogo Supermarket. The menu features various food items such as pizza, burgers, and salads, along with a list of prices on the right side.

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# Results of Training Programme

- Better displays at retail both during promotion and non-promotion periods



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# Results of Training Programme

- Better displays at retail especially during promotions



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