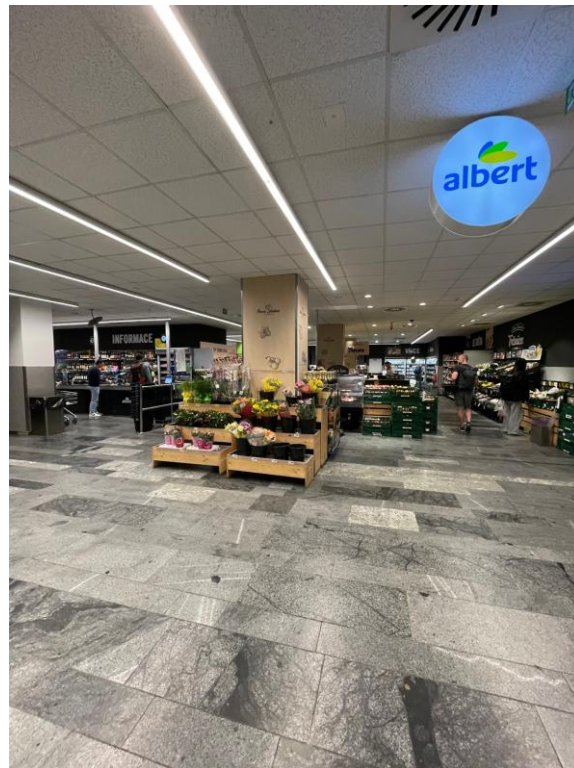
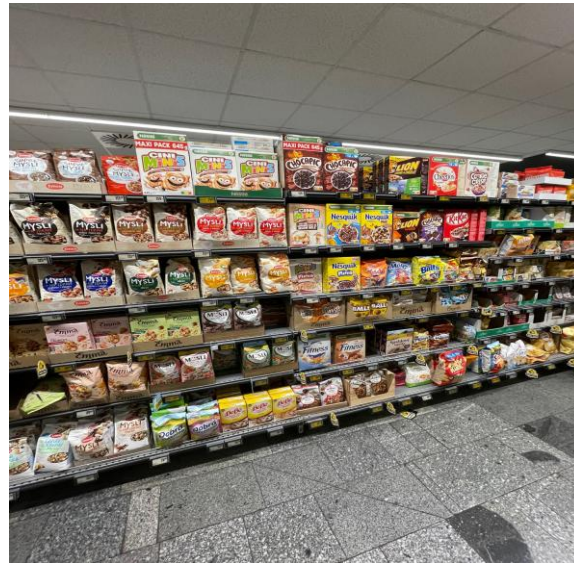




# SUSTAINABILITY AND BUSINESSES

## ALBERT IN PRAHA 9



# ALBERT

Albert is a supermarket chain which entered the Czech market in 1990 and in 1991 it opened the first supermarket in the Czech Republic, that was called Mana. In 1999, it already operated Hypernova hypermarkets and supermarkets, which were renamed Albert. It is diffused in Czech Republic and there are 328 stores.

# BUSINESS SUSTAINABILITY

## KEY CONCEPTS

Albert's motto is "It's worth eating better", so they support a healthy lifestyle for customers and associate and develop local communities.



# S

## STRENGTHS

- Things your company does well
- Qualities that separate you from your competitors
- Internal resources such as skilled, knowledgeable staff
- Tangible assets such as intellectual property, capital, proprietary technologies etc.

# W

## WEAKNESSES

- Things your company lacks
- Things your competitors do better than you
- Resource limitations
- Unclear unique selling proposition

# O

## OPPORTUNITIES

- Underserved markets for specific products
- Few competitors in your area
- Emerging need for your products or services
- Press/media coverage of your company

# T

## THREATS

- Emerging competitors
- Changing regulatory environment
- Negative press/media coverage
- Changing customer attitudes toward your company

### ~ STRENGTHS

Albert has strong supplier relationships, especially with large suppliers, and is seen as a leader in the industry with advanced processes and effective information sharing. Suppliers are satisfied with timely invoice payments, and 90% of deliveries meet the supermarket's timeliness norms, indicating efficient collaboration.

### ~ WEAKNESSES

Albert's weaknesses include inaccurate promotion demand forecasts, misaligned commercial and logistical signals, inability to track product perishability, and untimely information sharing. Suppliers face communication challenges, time-consuming data interpretation, inefficient delivery time slot management, and slow problem resolution due to bureaucracy, impacting overall efficiency and performance.

### ~ OPPORTUNITIES

Albert's suppliers suggest closer collaboration on demand forecasting, sharing on-shelf availability data, and inventory levels at distribution centers to improve accuracy and supply chain efficiency. They also recommend sharing store replenishment schedules to optimize transport and streamline processes, enhancing overall performance and reducing costs and waste.

### ~ THREATS

Albert faces threats from suppliers struggling with forecast interpretations, adjustments to promotion forecasts, and meeting the targeted service level of 98.4%. The lack of uniform service level measurements and difficulties in adjusting production schedules due to last-minute promotion changes further complicate supplier relationships and overall efficiency.

## BUSINESS SUSTAINABILITY CURRENT STATE

The sustainability report provides an overview of Albert's achievements last year towards a healthy, social and sustainable society. See some of the key highlights listed below:

- ~ The ambition to reduce CO2 emissions in the supply chain was tightened from 15% to 45% by 2030 and the vegetarian, vegan and plant-based range was further expanded to over 1,000 products.

- ~ In 2022, Albert Heijn sold over 132 million fewer sugar cubes, over 44,000 kilograms less salt and over 270,000 kilograms less saturated fat compared to 2021.

- ~ Introduction of dynamic markdowns and AH Overblijvers. AH Overblijvers' are packs filled with products that are approaching their sell-by date, are left over at the end of the day or are being removed from the range. Both initiatives were introduced with the aim of further reducing food waste and giving customers the opportunity to shop at a lower price.

- ~ Free plastic bags for fruit and vegetables were discontinued, saving 243,000 kilos of plastic per year.

- ~ A total of over €7 million was donated to social organizations.



# 2022: Together we make eating better the easy choice. For everyone.

## SUSTAINABLE GROWTH

Albert Heijn's operations are climate neutral. And Albert Heijn is aiming at a 45% reduction of CO2 emissions in the chain by 2030.



### LESS FOOD WASTE

**4.5** min. kilo besparing  
**ON OVERBLIJVERS**

**350,000**  
AH Overblijvers packs sold since September

### PACKAGING

**4.1** million kilos of packaging saved.



Working together with over **1,100 Dutch farmers**

to make steps on animal welfare, climate and biodiversity.



More than **200 STREEK GENOTEN** and **700** Better for Nature & Farmer products.



100% of our chicken, dairy, pork and eggs are sourced in the Netherlands.

## VARIED AND HEALTHY EATING

Over **45%** of private-label products have an **A or B Nutri-Score**



More than **150** plant-based, vegetarian/vegan products added. Albert Heijn is leading the way with more than **1,000** vegetarian and plant-based products.



**Largest provider of organic foods**

Featuring more than **1,850** organic products.



## YOUR GROCERIES ALWAYS AT SURPRISINGLY LOW PRICES

expanded with **200** new products to

**1,700**

Price Favorites



## MORE CONVENIENCE AND INSPIRATION

**3.5 million**

AH app users per month

Introduction of digital debit card

More than **675,000**

AH Premium subscribers

**Mijn Albert Heijn PREMIUM**



My Lifestyle Coach app expanded to include experts from Etos and FoodFirst. More than **350,000** challenges already completed.



## FAVORITE EMPLOYER IN THE NETHERLANDS

With

**125,000** inspired colleagues

Again voted favorite side-job employer of young people

4th time in a row



## INTRODUCTION OF 'FOR EACH OTHER'.

Good working relationships with social partners that impact many in society.



**14,000** visitors inspired at

**BETTER FOOD FESTIVAL**

## CONSOLIDATED POSITION AS MARKET LEADER

**37.0%** market share in the Netherlands\*

**1,229** stores in the Netherlands and Flanders

**113 new** Albert Heijn stores

**+15** Albert Heijn Netherlands  
**+89** AH to go  
**+9** Albert Heijn Flanders



Further growth in online grocery shopping

Percentage of turnover online

**>10%**

**Belgium: doubling delivery area**

\*Source: NielsenIQ





# **PRAHA 9**

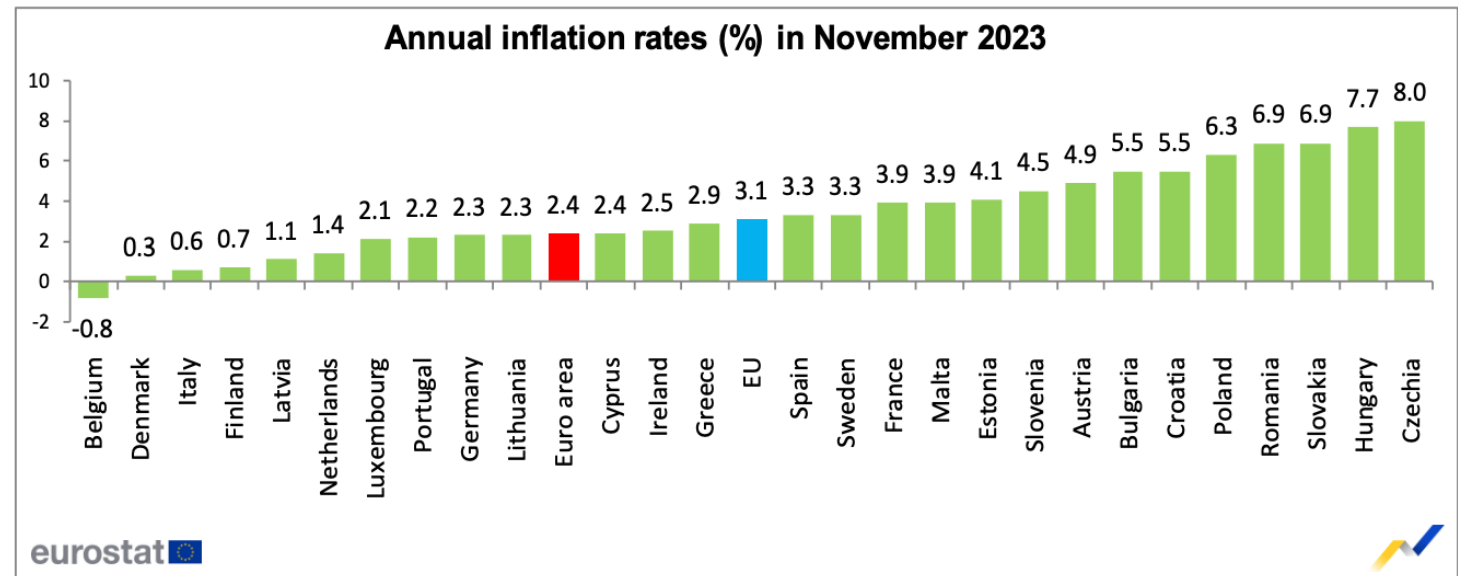
# **MARKET RESEARCH**



According to this source Czechia reported the highest inflation rate in the European Union in November 2023, at 8.0%, (data from Eurostat)  
It continues to weigh on consumers, who are seeing food prices in selected categories continue to increase, especially as regards food.

*source European Supermarket Magazine – a retailer magazine Article by Stephen Wynne-Jones.*

As a result of consistently high prices, retail sales have continued to slide and families are constantly looking for store where they could buy healthy food at lower prices.  
Both Albert and Billa offer exactly this kind of products.





## MARKET POSITIONING

BILLA (Rewe Group) With a turnover of €2.8 billion in 2021 and currently boasting 658 outlets, it is ***the second-largest supermarket retail chain*** in the Czech Republic. It has had a presence in the country since 1991.

ALBERT with a turnover of €2.4 billion (as of 2021) and currently boasting 336 outlets, it is ***the fourth-largest supermarket retail chain*** in the country and has a presence in the country since 1991.

So they are already known by potential customers and can rely on a good reputation.

# SUPERMARKET NEAR PRAHA 9

1 Tesco Express

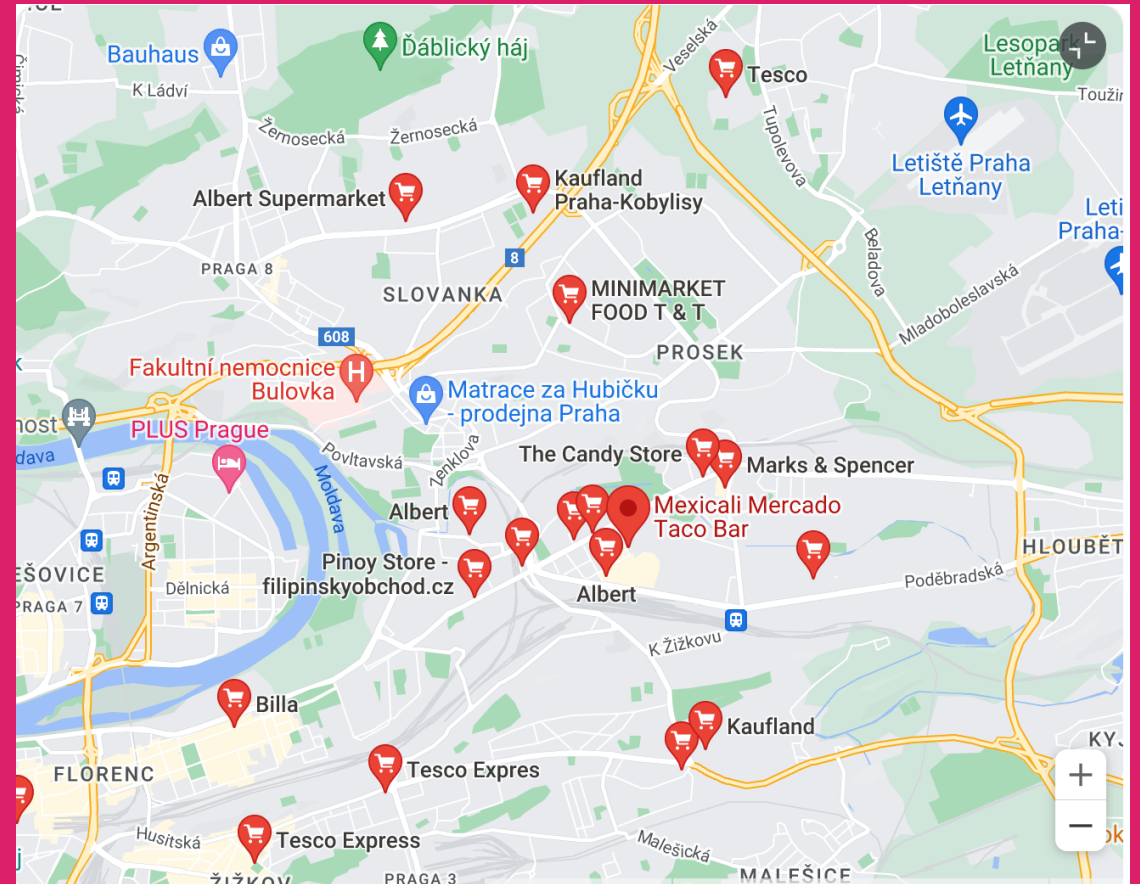
1 Marks&Spencer

1 Lidl

1 Kaufland

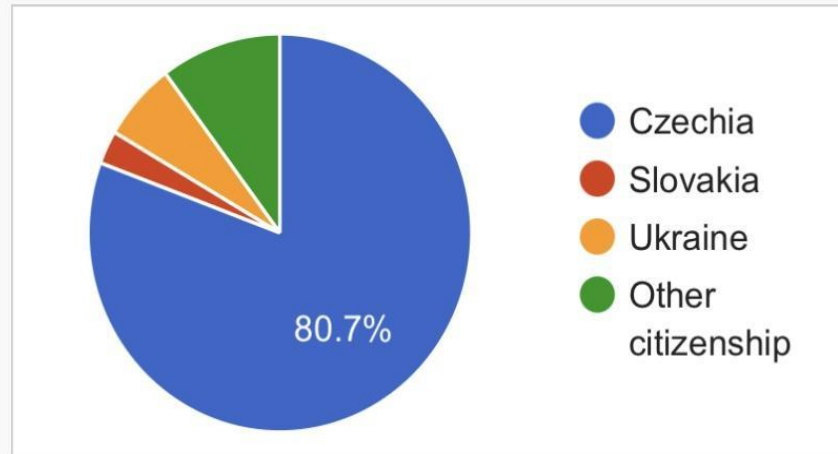
3 Billa store/stop&shop

1 Albert store





Prague 9 is a municipal and an administrative district in Prague. According to the Czech Statistical Office the population in 2021 was 62,651, about 5% of the population of the city. Most of the people have Czech origin and have an age between 30-49. It means that they are willing to spend on groceries, because they have a family.



Citizenship (C 2021)	
Czechia	50,163
Slovakia	1,683
Ukraine	3,961
Other citizenship	6,335

Age Distribution (C 2021)	
90+ years	330
80-89 years	2,097
70-79 years	5,562
60-69 years	4,294
50-59 years	6,559
40-49 years	10,963
30-39 years	12,154
20-29 years	8,547
10-19 years	5,120
0-9 years	7,025



Formulation of a strategy that may include decisions on products, prices, marketing, investments, etc.

Operational planning: plan the actions necessary to implement it



## Factors to be taken into consideration in the sustainability plan

- 1. Energy efficiency:** reduction of energy consumption.
- 2. Sustainable products:** Offer of organic, zero kilometer and fair trade products.
- 3. Community involvement:** Environmental education projects, support for local initiatives.





# ENVIRONMENT SOCIAL GOVERNANCE



# YOUR PLAN

For a sustainable plan, we think that the supermarket could join the initiative “Too Good To Go”, a service with a mobile app that connects customers to stores that have surplus unsold takeaway food to avoid wasting it.

Then, to attract students who buy food for lunch, the supermarket could create a fidelity card, that allows them to have discounts.

It could also organise fundraisings to help homeless, poor or war populations to try to fight poverty and help improve society.

Finally, we think that it is a good idea to buy products from companies that import them in less developed countries so as not to further increase the economy of already highly developed countries.





THANK YOU