



**CLAL Dairy Forum**

# MD : Customer experience first

Since 25 years MD's goal is to be a grocery shopping reference for all kind of customers.

Boasting more than 750 stores in Italy and constantly growing its presence in the country, MD proposes itself to customers as a bridge between a refined and competitive shopping and, at the same time, as a breaking point as it leaves behind the old fashioned understanding of discount store.

Buona spesa Italia! This is our way to communicate and to encourage customers to go for the quality of Italian products without giving up affordability.



## MD and the relationship with the customers

Aimed to steadily study and analyse the market and the customers, MD recently commissioned Nielsen to run a quali-quantitative research, in order to analyze the past and the overall attractiveness of our brand.

From Nielsen's research emerged that, the emotional experience in MD stores is coherent and positive : «a peaceful environment», «family oriented», «gratifying experience».

What moves customers to choose MD is its affordability, convenience (regardign proximity) and accessibility of stores.

But, above all, are moved by freshness and variety of out fresh-served selection, as well as by the attention, the professional attitude and the courtesy of our employees.



## MD and the availability to encourage organic food

Grocery shopping is constantly evolving, not only in the ways people pay for their goods, but also in the type and in the quality of products that customers pick.

Healthy food, protect the environment, high quality standards at competitive prices are the main characteristics required by increasingly attentive and demanding customers. MD responds to their needs by providing them with comprehensive product lines: *Bio*, for instance offers a fully organic farming made selection which reflects the nature cycle of cultures and contributes to the natural restoration of the eco-system;

Vivo Meglio, designed to bring taste and wellness to the tables of consumers with particular food intolerances (gluten, lactose).

## MD and the environmental sustainability

In a world where consumers are looking more at rewarding retailers sensible to environment sustainability, it's necessary to adopt low environmental impact policies.

In the prospective, MD shows its innovative orientation by changing and transforming itself heading therefore to the realization of a sustainable development. For this reason, MD only uses LED illumination and 100% green couriers, significantly reducing the environmental impact.

# New way to buying

For those who run activities based on traditional distribution, the keystone to success is to consider the e-commerce not just as a replacement channel but as complementary channel.

Grocery shopping mostly depends on a sensorial component, only possible on-site rather than online.

Smiles on customer's face represents MD's core principle on which our whole organization was founded and we are committed to the no-stop enhancement of our offer.



# MD and the shopping experience in store

The most important thing to distinguish itself from all the competitors is the ability to give to all customers “sensory input” to live a positive experience, totally different from the one offered from the competitors.

That's why MD cares about the details of its served department as fresh-baked bread, gastronomy and butchery.

Cordiality and professionalism of our departments's sales agents, combined to many *tasting* organised in the stores is the winning formula that makes the customers satisfied and closer to physical store.





**Grazie per l'attenzione.**