

March 27, Tuesday

8 a.m.

Breakfast Group Only
Holiday Inn (Reservation made in name of Gorn)

9 - 12:00

Canadian Tire
Presentation then a visit to the Young and Davenport
Store
Host: Mr. Peter Johnson
Marketing Research & Development
2190 Yonge ST., 5th Floor
Fax:(416) 480-3863

Introduction

A look at the mornings objectives

CTC Retail

A tour through Canadian Tire Retail Store No. 150
(K.W. Mann Limited)

History of CTC

A brief look at the history of Canadian Tire

CTC Today

Canadian Tire's Mission Statement outlining the culture
and beliefs of our organization and the high expectations
we have set for ourselves

A look at specific areas of Canadian Tire today, including:
Purchasing (Domestically and Off-Shore), Distribution and
Advertising

CTC in the 90's

A look at where Canadian Tire is "leading the way" in to
the 90's

Home Office Tour

A tour though Canadian Tire's Purchasing and OPerations
(Computer Room) Departments

Summary

A brief review of the mornings activities and topics

1:00 p.m.

Lunch (Reservation in name of P. Spicer)
Holiday Inn, Chestnut Street
Host: Phillip Spicer
Chairman of the Central Group Ltd.

3 p.m.

(Estimated) - Check out
prepare for departure for Montreal
P. Spicer will take passengers to airport if needed.

Accommodation for 6 at:
The Holiday Inn - (514) 842-6111
420 Sherbrooke Street West
(confirmation number 94-961 - Louise)

Evening Free