



IT HAPPENS!

Tools & Tips for Managing a
Market Manager Transition:
A Case Study

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AGENDA

Introductions

Case Study: SFM

Role of a Market Manager

Succession Planning

S.W.O.T

Sharing Perspectives

Introductions

Let's get to know each other.



About Us



Our Story



2022 Market Manager Transition

So happy to
be part of
Shordine. Love
this market

Grow
Manager



Succession

Do you have a plan?

Strength

Advantages?
Uniqueness?
Selling Points?
Skills?
Other factors?



Weaknesses

Limitations?
Lack of effort?
Problems?
Poor strategy?
Other factors?



Opportunities

Improvements?
Performance?
Opportunities?
Consumer Behaviour?
Other factors?



Threats

External trouble?
obstacles?
Competitors?
Trends?
Other factors?



Sharing Perspectives

Together, we can.