



POWER

DECEMBER 2020 NEWSLETTER

Introducing the **ALL IN 2021 Gamebook**



 **FEATURING A VIDEO
WITH OUR CEO
KIM YOST**

2020

The year that was
'supposed to be'

SPECIAL
Delivery

Boxing Week
WEBSITE
CHECKLIST

*Season's
Greetings*



From the Desk of our CEO Kim Yost

LADIES AND GENTLEMEN,

As we finish the year of 2020, Vision for Success (theme of our 2020 Gamebook) and we embrace our December theme Finish Strong, let me share several thoughts.



In his book **Everything Counts: 52 Remarkable Ways to Inspire Excellence and Drive Results** by Gary Blair, he reminds us how important it is to finish strong in everything we do. He describes runners who are completing any long distance run, and at any different level, once they all see the finish line they all start to sprint and get some extra energy.

Amazing, it is in our DNA to get out that extra something once we see the end. He talks about the importance of the last 100 days in any given year, and that if you have a plan with a strong desire to execute that plan, you can 'make' not 'have' a much better year. Gary describes the importance of looking at each year as an individual masterpiece. Finishing strong is a big contributor in making 2020 a masterpiece in each of our lives both personally and professionally. I have taken so many great learnings, habits, and irritations from his book over the years and finishing strong with a plan is one of them. These rules have little to do with what we were told was important in school; academic abilities are largely irrelevant to this standard. This new measure takes for granted we have enough intellectual ability and technical know-how to do our jobs; it focuses instead on personal qualities, such as initiative and empathy, adaptability and persuasiveness.

I love finishing strong as a theme for December of 2020 for no other reason than the challenges of Covid-19 and how none of us anticipated the global pandemic at the beginning of 2020.



Here is my **Finish Strong Top Ten Checklist** and questions to ask ourselves:

- 1) **Review your goals for the year and reignite the ones that meant the most**, you only have 31 days left in the year!
- 2) **Document your reflection and takeaways for the year.** "What did you learn?", "How did 2020 change you?", (hopefully for the better).
- 3) **How did I deal with extreme change**, did I embrace it, or did I run from it? Did I thrive or just survive?
- 4) **How many people did I positively inspire, motivate, educate, and help become more?**
- 5) **Did I turn lemons into lemonade?** Did I see and act upon the plethora of opportunities, even in the face of extreme uncertainty?
- 6) **Did I keep investing in myself throughout the year** and what do I need to do to finish off the year and make myself even more amazing?
- 7) **Did I have a year of positive self-talk** or did I get drawn into the world of complaining and believing that I can't control my own future?
- 8) **Did I review my goals, objectives and new vision for myself** frequently throughout the year and make positive adjustments along the way?
- 9) **Am I now planning my next year (2021) with all I have learned from 2020** both personally and professionally? Am I putting my own 2021 Game Book together with interesting, high achieving goals and objectives?
- 10) **Finishing strong in December of this year will set you up for the new year of 2021.** Are you getting ready for the 68-day Challenge starting on January 1, 2021, a new year, a new you? Are you working on the seven steps of planning and execution to 'make' not 'have' a next great year in your life's journey?

OK you one percenters, let's all dig in with the last 31 days of 2020 and hold nothing back. Play full out, be on fire like no other December you have ever lived. Let's make this December (the year of Covid-19) the best yet, irrespective of the extreme challenges.

Be safe, be well and go for it!

Kim Yost
CEO, Mega Group



Meet the team...



MICHAEL VANCURA
Publisher
mvancura@megagroup.ca



TATYANA OUVALIEVA
Editor-in-Chief
touvalieva@megagroup.ca



ASHLEE GRIFFITHS
Creative Editor
agriffiths@megagroup.ca



CHRISTINE TRUCHAN
Digital Visual Editor



ANNE WILKIE
Translator

Contributors...

KIM YOST,
President/CEO

ANGELA DOLCE,
Merchandising, Bedding

NATHAN HAWES,
Territory Sales Manager -
Western BDM

MICHAEL BORECKY,
Senior Director,
Digital Services

TERRY HELLIKER,
Web Performance Specialist

BRIAN DONNELLY,
Manager, Appliances

SANDY MAHONEY,
Web Merchandiser,
Appliances

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Introducing the ALL IN 2021 Gamebook



ALL IN

For our Board of Directors and Mega team, our 2021 Game Book theme of 'All In' is the battle cry and focus of our second Game Book. We know that our strength comes from our numbers and, with over 700 members, when we decide to go 'All In' not only are our members successful, so are our vendors and all stakeholders.

One of our most recent examples of 'All In' is our partnership with AVB Marketing. Both organisations have committed fully to offering our members and vendors the tools and expertise that they need to successfully and confidently embrace the new, omni-channel retail reality. Together we will evolve member websites into high traffic e-commerce corridors that convert qualified leads into customers for life.

Our goal is that **all** of our members, vendors, shareholders, and partners join us by committing to being 'All In' so that we can build on our success of 2020 and continue to be stronger together.

When we go alone we can only go so far, but when we go "All In" together, we can go endlessly.

Mega Group Leadership Team

CLICK HERE TO CHECK IT OUT!



MEGA Long Service Awards



Wendy Mann



5

20 years



Carole Pilon

15 years



Nathan Hawes

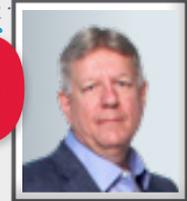


Jay Jensen



Anne Wilkie

10 years



Brent Bauer



Arynne Chaharyn



Anne Cooke

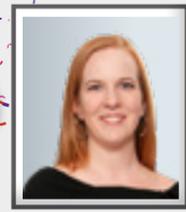


Craig LaHaye



Josée-Lam Nguyen

5 years



Terri Ramstead



John Power

Welcome to our **New Mega Members** November 2020

- Pratt Image, Montreal, QC
- Meubles Gillies Émond Inc., Alma, QC
- Meubles et Moi, L'Étang-du-Nord, QC
- ArrKann Trailer & RV Centre, Edmonton, AB

BLOG: 2020

The year that was *'supposed to be'*

by Bill McLoughlin

Editor-
in-Chief's
PICK

When the clock struck 12 on Jan. 1, 2020, there was ample reason for optimism throughout the furniture industry.

The economy was chugging along. Unemployment was at near-historic lows. Housing indicators were solid and presaged continued growth in demand for home furnishings.

Retail sales were growing, at a conservative pace but growing, nonetheless. After a year of dealing with the disruptive impact of tariffs, there were indications that the necessary mitigation steps were falling into place. Whether it was a shift in sourcing or pricing adjustments on those things that could not be re-sourced, there was a clear sense that steps were being taken to move forward with some level of confidence.

Even heading into January's market season, the virus seemed a distant concern. The first diagnosed case in the U.S. came on Jan. 20, just five days before the formal opening of the Las Vegas Market. At that point toilet paper was still easy to find, as was hand sanitizer and disinfectant wipes. Outside of the healthcare industry few had ever heard the term PPE.

The focus heading into and coming out of market continued to be on making plans to capitalize on the industry's positive momentum.

As it turns out, this was a bad year to have plans.

It was almost exactly three months later that the virus hit the fan and everything shut down. Since that time, the industry has been in a near-constant state of flux with all plans subject to constant adjustment, evaluation, and readjustment. Markets have been delayed, moved, cancelled, and reinvented.

Consumer demand for furnishings has exploded, while supply chains have imploded.

Whatever 2020 was "supposed to be," it clearly was not. And whatever expectations there are for 2021, it seems likely they, too, could change at a moment's notice.

But if you think this is an expression of sadness or despair, let me note the many positives to emerge from 2020. As I have written previously, levels of communication and transparency are at all-time highs. Most companies have achieved new levels of flexibility, developed internal problem-solving skills that might otherwise have gone undiscovered, and partnerships have been clarified and, in most instances, strengthened.

Not everyone will make it to the other side. But the overwhelming majority that do will be far stronger for having weathered this storm.



Not only does everyone now know what PPE is, but a good portion of the industry is also actively engaged in its manufacture and turning it into a new business sub-segment.

And as we head down the home stretch of 2020 and begin looking ahead to 2021, it's increasingly apparent that the term "planning" is a relative one, subject to myriad conditions that remain beyond anyone's control and necessitating a level of flexibility that seemed unfathomable as little as one year ago.

And perhaps most importantly, from a purely business sense, consumer demand for home furnishings is higher than it has been in generations.

A massive generation of new consumers is suddenly focused on their homes in a way they never were before. Certainly, no one envisioned that when the year began.

SPECIAL Delivery

by Julie A. Palm



Follow these suggestions to provide great customer service regardless of how your customers want to receive their new beds!

For mattress retailers that have prided themselves on the type of stellar white-glove delivery and in-home setup that makes customers rave about excellent service, the increase in threshold drop-offs and customers cashing-and-carrying may feel a little like you're shortchanging shoppers.

But as the Covid-19 pandemic drags on, consumers have adjusted their shopping preferences in ways that will likely outlast the novel coronavirus. What can you do to elevate your other mattress delivery and pickup services? **Well, we happen to have a few ideas:**

Curbside delivery



If you use your store's delivery team to drop off beds, schedule curbside deliveries much like you would in-home setup to ensure the mattress won't sit too long on a customer's doorstep, risking theft or damage by bad weather.



When you deliver a mattress and a base (box spring, platform, adjustable, etc.) to their doorstep, provide written setup instructions, as well as a link to an instructional video.



Dress up the delivery by adding a big bow or festive ribbon.



Call customers within a day or two to ensure they had no trouble getting their new bed set up.

Customer pickup

(These tips apply whether shoppers choose cash-and-carry from the store or order online and pick up at in-store)



If your parking lot allows, designate a VIP spot.



If customers are picking up unboxed mattresses and foundations, be sure they have the ropes and other equipment needed to secure the units to their vehicles. Provide a list of safety guidelines on your website and reiterate them at the time of purchase.



Get to know boxed bed dimensions and how they fit best in various vehicles. Your customers will appreciate your spatial skills!



As with curbside delivery, a ribbon or bow on a boxed mattress is a nice touch.



For either method



Consider designating a manager or a member of your delivery team to be the point person for threshold delivery and customer pickup. Give the designee's business card to each customer choosing those methods in case they have questions or concerns.



If you provide a thank-you gift bag with in-home setup, do the same for your customers who prefer you leave the mattress outside or would like to pick up it up themselves at the store. What you include in the bag might vary depending on delivery type, but it's nice to show genuine gratitude to every customer, regardless of how much they spend or how they choose to receive their new mattress.



Follow up with all customers within a few weeks to see if they have any questions and to ensure they are happy with their new bed.

COVID-19 IMPACT ON WEBSITE TRAFFIC

by Sandy Mahoney



WHILE THE PANDEMIC HAS PRECIPITATED SEVERAL MAJOR CHANGES IN THE RETAIL INDUSTRY, IT HAS ALSO SIGNIFICANTLY ACCELERATED E-COMMERCE. NEW DATA FROM IBM INDICATES THAT THIS CHANGE IS COMING ABOUT 5 YEARS EARLIER THAN EXPECTED WITH AN INCREASE OF ABOUT 20% IN 2020. [READ MORE](#)

Changes in Consumer's behaviour.

According to McKinsey Canada, [READ MORE](#) 70% of Canadians have adopted new shopping behaviours since the beginning of the pandemic. Fifty-seven percent (57%) have used a new method of purchasing (e.g., online purchase, in-store pick-up, home delivery), 47% have switched to a new brand, while 45% have switched to a new retailer/website. Among the reasons cited were better pricing/promotion (41%), better value (32%), products in stock (31%), better shipping costs (14%) and support local businesses (6%).

Also, according to McKinsey Canada, among the sources of information supporting purchasing decisions, 63% are digital: proactive online research 28%, online advertising 21% and social media recommendations 14%.

As a result of the confinement and store closures, shoppers now spend more time researching online for major purchases such as appliances. According to Merkle's Digital Marketing Report, [READ MORE](#) organic search visits to retail and consumer brand sites jumped 42% in Q2-2020 compared to 2019, while there was a 13% decrease in Q1-2020.

Web Traffic BrandSource Sites

We have all felt the significant effects that the current pandemic has had on the retail industry. But what about web traffic? We analyzed the web visits for the first quarter of the year, and then from April to September to paint a picture of the evolution of online visits. Please note that the following data is based on all BrandSource websites (102 in 2019, 106 in 2020), for Appliances product pages only.

70%
of Canadians have adopted new shopping behaviours

57%
have used a new method of purchasing (e.g., online purchase, in-store pick-up, home delivery)

47%
have switched to a new brand

45%
have switched to a new retailer/website

Comparing only the first quarter of 2019 (1.14M views) and 2020 (1.26M views), we can observe an increase of 10.5% for 2020. Then, as the effects of the pandemic began to be seen in mid-March, it's no surprise to see a significant increase in online traffic. The appliance product pages were viewed 4.87M times for the April-September 2019 period, while in 2020 for the same period, the pages were viewed 11.17M times, an increase of 129.5%.

Top 10 Categories

The top 10 most visited categories remained unchanged in 2020 for the "COVID" reference period of April 1st to September 30. However, the Freezer category showed the largest increase, with 271% more visits than in 2019. Also, from the most popular categories, Washers showed the smallest increase, with still a very decent 77%.

Freezers showed the largest increase with **271%** more visits than in 2019.

Category	Q2 + Q3 2019	Q2 + Q3 2020	Variation
Refrigerators	1 594 585	3 562 796	123% ↑
Ranges	830 327	1 871 850	125% ↑
Dishwashers	698 215	1 282 283	84% ↑
Washers	472 614	835 818	77% ↑
Freezers	222 192	823 909	271% ↑
Microwave Ovens	261 556	605 334	131% ↑
Ventilation	175 521	487 121	178% ↑
Dryers	168 895	437 400	159% ↑
Wall Ovens	107 606	368 878	243% ↑
Cooktops	98 019	338 335	245% ↑
TOTAL	4 629 530	10 613 724	129% ↑

(2019 = 102 websites, 2020 = 106 websites)

Top 5 Brands

Among the major brands (grouped below by manufacturers and/or distributors), Whirlpool Corp.'s various brands were the most prominent, with an increase of 203% between April 1st and September 30, 2019, and 2020. Samsung was the one with the smallest increased at 27%. The following table presents the 5 brands / manufacturer / distributor representing 80% of the views in 2019 and 2020 and their variations.

Brand	Nb of Brands	Nb of Pages	Pages/Brand	Q2 + Q3 2019	Q2 + Q3 2020	Variation	Performance
Whirlpool Corp	8	11 189	1 399	1 982 555	6 012 947	203.3%	2.3%
Mabe (GE)	8	5 673	709	836 919	1 457 098	74.1%	4.9%
Electrolux	5	4 440	888	433 915	933 328	115.1%	9.5%
Bosch	3	2 278	759	361 884	677 719	87.3%	11.2%
Samsung	1	2 590	2 590	284 686	362 499	27.3%	71.4%
TOTAL	25	26 170		3 899 959	9 443 591	142.1%	11.2%

(2019 = 102 websites, 2020 = 106 websites)

Conclusion

Don't loose sight the number of brands Whirlpool Corp (Amana, Jenn-Air, KitchenAid, Maytag, Whirlpool, and Gladiator) and Mabe (GE, Profile, Café, Haier, Hotpoint, Moffat, and Monogram) both have. Be cautious when it comes to what you floor vs. what the consumer is researching online. Web Traffic isn't always accurate for older generations who still prefer to feel, try out, and be guided while purchasing appliances.

With this considerable increase in web visits, the team in charge of appliance merchandizing will now offer you a monthly report on the evolution of online traffic. In addition to the appliance industry update, this data will allow you to guide your choices and offer your customers what they are really looking for.

New Mega Member

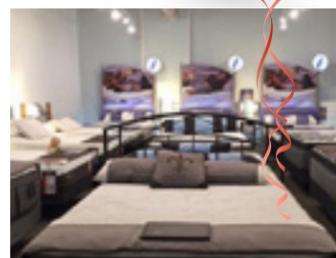
by Nathan Hawes

Stereo Warehouse & Sisters Sleep Gallery

The Stereo Warehouse and Sisters Sleep Gallery takes pride in offering their clients the best possible products, service, and advice. The Stereo Warehouse started in 1979 and Nina Johal was joined by Mindy Sandhu in 1983; two women entrepreneurs in a male dominated industry doing business differently. They have a mindset to really help their customers find the best product for their needs, and their 40 years of accumulated experience and expertise allows Nina and Mindy to do just that!

In the 1980's their original showroom carried RCA Tube TV's. It doubled in size to almost 10,000 square feet when they built their current, larger building. This allowed them to evolve with the constantly changing consumer electronic business and expand into new categories.

The Stereo Warehouse takes service and expertise to heart. Car, recreational vehicle and marine installations, custom builds for the perfect solution and complete home theatres. In 2015, Sisters Sleep Gallery was opened in the same building as their Stereo Warehouse. Mindy had done accounting and customer service since 1983, and when her first mattress customer put their trust in Mindy, it touched her heart - a feeling she vividly remembers today. This experience reenergized their customer first approach and was carried through both stores. As the industry and market continues to evolve, Nina and Mindy are now adding furniture to their floor with a full selection of motion and stationary sofas, love seats, recliners and accent chairs.



Stereo Warehouse
Sisters Sleep Gallery

Nina and Mindy support their local community from their heart and help those that are in the greatest need. Some of their local charities include the Royal Inland Hospital Foundation Wish Fund, The Food Bank, The Mustard Seed and they plan to expand their giving to include the Hospice Association in 2020.

Earlier this year Nina and Mindy saw more changes happening in the industry. Even in the year of COVID -19, they still had plans to continue to grow and develop their stores. With this vision, they decided to look at Mega Group membership again. After seeing the merchandising, website, online marketing and most importantly becoming comfortable with the team - joining was an easy decision!

Please join in welcoming Nina Johal, Mindy Sandhu and The Stereo Warehouse & Sisters Sleep Gallery, to our Mega Group family!



CELEBRATING THE LIFE OF Eric Fleury

May 03, 1931 - November 28, 2020



Eric Fleury of Brooks, beloved husband of Annie Fleury, passed away after a brief illness at the Brooks Health Centre on Saturday, November 28th, 2020 at the age of 89 years.

Eric was born in Ottawa, Ontario on May 3rd, 1931 to Phillip and May Fleury. He ventured out to Alberta at a young age with nothing but a pocket full of dreams. Eric met the love of his life, Annie (Ann) Starosta and were married on February 14th, 1953 and shared a remarkable life for 67 years. They were active in business together until their retirement in 1995. Eric believed in serving his community. His involvements included School Trustee, Town Councillor, Mayor of Brooks and community service groups. Family was, by far, the most important part of Eric's life. His greatest love was to be surrounded by family. His door was always open to family and friends. Hockey was also an integral part of Eric's life; this passion was passed on to his sons. His other passion was gardening, he proudly harvested and shared his bounty. Eric was a loving husband, father, father-in-law, grandfather, and great grandfather.

He was predeceased by his great-grandson Ryder, his special angel. Eric is survived by his loving wife of 67 years, Ann; children, Joan (Tim), Barb (Dave), Ric (Patti) and Ken (April); grandchildren, Cole, Larissa, Kristin, Ashley, Will, Natalie, Elise and Karli and their spouses; great-grandchildren, Liam, Kassie, Selah, Midori, Evangeline, Ezra, Havilah and Hayes.

Former owner of Toshach Home Furnishings, Eric was a valued Mega member for 38 years and will be deeply missed. On behalf of the entire Mega Team, we would like to express our deepest condolences to the Fleury family on the passing of Eric.

Eric's legacy as a contributor to Mega will be remembered fondly both as a long-standing member of the group but also as a leader for many years sitting on the Board of Directors.

Boxing Week

WEBSITE CHECKLIST

by Michael Borecky

The Golden Quarter is the busiest time of the year peaking with Black Friday and Boxing Week. Here's some handy tips to make sure that your website is primed.



- ✓ **Home Page Banner** – Announce that you have an exciting promotion happening. Give consumers a reason to shop your website.
- ✓ **Pricing** – 80% of consumers are looking for a deal. Make sure that you have the most competitive pricing available for those bargain starved consumers.
- ✓ **Promo Flags** – Highlight your most desired products and make them easy to spot.
- ✓ **Featured Products** – Load up your home page with your absolute hottest deals.
- ✓ **Priority Sorting** – At the top of your catalogue landing pages, feature your best-selling SKUs and/or those in which you have inventory.
- ✓ **Landing Page** – Create an enticing landing page that's quick to navigate.
- ✓ **Consumer Financing Link** – Test your consumer financing link to make sure that it's working.
- ✓ **Chat (PODIUM)** – During these critical times of year, have a dedicated person assigned to maintain the best possible customer service on chat.

Wishing you Happy Holidays and Happy Sales from the Web Team!



Terry's Tips

by Terry Helliker



How To Improve Your Local SEO in 3 Steps

Step 1

Standardize your locations NAP information.

NAP stands for Name, Address, and Phone Number. This information should be consistent across the internet and match what you have on your website. Search for your business in Google using variations of your store name, your address as well as your phone number. Request changes to any website with incorrect information.

Step 2

Get local backlinks.

Keeping your business information up to date in Google My Business is extremely important and could potentially be the number one source of your local website traffic. Having other important "local" sources linking back to your website can provide signals to Google that your website is relevant to a specific search result.

Look for directories such as Yelp. Create an account and claim your business. Add or update your NAP and add a link to your website, (this is called a backlink).

You can start by looking at your Referrals Source in Google Analytics. This will show you where visitors are coming from. If you come across a site or directory that is sending you traffic, be sure to verify your NAP and claim your business if an option is available.

Step 3

Get more reviews.

Having reviews online are an important factor when it comes to Local SEO. It may be what makes a potential customer click to your website or visit your store., but it also provides Search Engines with information when calculating your search position.

You can choose between Google, Facebook, or Yelp. Mix it up to have reviews on different platforms but keep your focus on Google.

For example, after a sale, you can ask the customer to take a moment to leave a review. You can also put a link in your next email campaign, asking your customers for feedback. If you want to rank higher than your competition, don't be afraid to ask your customers for a review.



If you have any questions or comments about Local SEO, please reach out to me by email at thelliker@megagroup.ca

Appliance Industry Update

For Month end & Year -to-Date OCTOBER 2020

by Brian Donnelly

Another really fantastic month. The stats...as in September, October was equally exceptional with a Retail increase in the month of 23.6%, but the big surprise this time is that Builder's performance was at 28.8% for the month! Outstanding, eh? Another great month in anybody's books! Our total industry shipments, year-to-date, are showing a POSITIVE GROWTH AT +10.2%; RETAIL IS UP +11.6%; and Builder is +2.8%. BUT!!!...to put it in perspective, if you look at just the T5 business (taking Freezers out of the mix) Retail is up YTD +4.0%. WE'LL TAKE IT! and enjoy it.

As we pointed out last month, we have to take a very high-level look at the month...and remember that the figures below reflect the Supplier shipments to retailers, not the sell-through to the end consumer. The Freezer category is the anomaly that is distorting the normal categories' BOS (balance of sale). It is normally about 6 to 7% of the appliance sales but has jumped this year, with sales in October up +63.3% to 13.2% of the month's business and +114.6% YTD. This will not last, but it will continue for another 6 months at least. The conversations that I have had lately have indicated that the suppliers are sitting on back orders out at least 90 days...1st quarter 2021 and some are even looking at mid-next year to getting back in stock.

The only category that is still off is Refrigeration and this is truly only because of the inability to get the product to Canada to satisfy the demand.

There is still a huge problem in the manufacturing and shipping of product. Because they have to social distance in the factories, production is lower. If there is an outbreak, whole lines are shut down. And even then, there is a huge backlog problem in finding drivers for the loaded trailers to get the goods to Canada. September and October's shipments have been described as "a big leap in the right direction". But, this is not over by a long shot.

Interested in how your province is doing so far this year? As we mentioned above, our overall shipments (retail and builder) for T6 categories year-to-date October are up...+10.2%. And, the year-to-date figures for the provinces are: the Atlantic region is up +7.8%; QC is +6.6%; ON is up at +10.4%; MB is +17.5%; SK is +15.9%; AB +15.0%; and BC is at +10.9%.

All the figures below, percentages and comparisons are RETAIL ONLY. Category comparisons are T6...with Freezers.

Refrigeration

Total Retail Refrigeration is still off by -2.6% and represents 17.4% of the total business.

Bottom Mount (all BM) Refrigeration represented 64.9% of the refrigerator business and 3+door BM's represent 78.5% of the BM sales.

Side x Side refrigerators continue in their trend, at 3.2% of the refrigerator category. Top Mounts are 31.9% for the year.



Dishwashers

Dishwashers are at +6.6% and represent 15.9% of the T6 business.



Did you know?

that you sell 75.0% with a Stainless Steel tub; 96.7% Tall Tub; 98.9% eStar. (the SS tub percentage is less than the last few years...(It would seem that hybrid tubs have more traction.)

Cooking

Total Retail Cooking Category is +8.1%, and the great part of this is that the increase from last month remains with October coming in at +26.5%!!! This category represents 17.4% of the total T6 Appliance business.

Range products (free-standing and slide-in ranges) are divided between electrics at 86.1% of the Retail range category vs. Gas is 13.9%. Built-in cooking has traditionally remained under 15% coming in at 13.9% YTD.

Did you know? electric convection ranges = 56.8% of the BOS; self-clean = 81.9% of sales; slide-in ranges are 21.9% of range sales. IN Built-in ovens, the combination ovens (microwave and single oven) represent 16.8% of the oven sales. In cooktops, all induction units are almost 39.5% of the sales. Single Oven sales are a 75.0% BOS, and all built-in sale, ovens and C/U's, represent 14.0% of Cooking sales.



Microwave Ovens

The Microwave oven business is also up for the year... YTD total, as of end of September is + 4.8%. OTR's are up +10.9% and they represent 27.6% of the Microwave business. But...see the potential for OTR's below! (The Microwave figures are not a part of the T6 figures.)

OTR UPDATE -YEAR-TO-DATE, ending October 2020.

Fundamentally, I still have a problem in putting an OTR over a gas range. I have added the total RETAIL sales for electric ranges and Retail cooktop together and then did a percentage of OTR's...**guess what!!!!... 35.1%**. I know this is just mathematics and I know this is a "stretch", but the potential is there. This is 1/3 vs. 2/3...meaning that for every 3 electric Ranges and/or electric cooktops that you sell, you should expect to sell one OTR. And for the other 2/3rd's, maybe Range Hoods? And to play with this a little more, OTR to 30" electric ranges = 40.0%. This is just math!!! But the potential is there. Great suggested add-on sale for every electric Range or Cooktop sale, at great margin!



Washers

This category is the big news for this month with Retail sales at a whopping +26.7%!!! It is still the HE Top load product that has grown the Top Load part of this category and Top Load represents 52.5% of the category, and YTD TL is now positive growth YTD at +2.5%. And...FL shipments are finally up at +6.2%,YTD. Top Load sales continue to be influenced by the newer agitator models.

Overall, Retail Washers are +4.3%! The category represents 20.2% of the total Appliance business.



Did you know?
57.9% of Top Load sales are 4.2 cu.ft. & over. 83.6% of FL sales are 3.6 cu.ft. & over.

(“Did You Know” percentages are YTD figures and are current as of September 2020.)

Dryers

Overall, Dryers are up +4.4%. Dryers represent 15.8% of the T6 business.

Gas portion is at 2.9% of the Dryer category, and gas sales continue to be off at -2.5%

Did you know?

42.1% of all Dryer sales, electric and gas, are now E-Star rated.

Freezers

Freezers is the main category that has led the way through 2020 as the anomaly! YTD they are up +114.6% and they represent 13.2% of the T6 unit sales...against a normal BOS of around 6.9%. It is this category that started the “tail-spin” unit sales for Appliances this year. But, as you would imagine, SOS is tight. No doubt Covid 19 has had an impact here. As stated above, this production is going through the system to the end consumers, not to inventory. We have had indications that this back-order situation is going to continue well into the 1st Quarter of 2021.

Did you know?...uprights are now 33.5% of the freezer business. Under 14.5 cuft in the chest freezers represents 92.7% of the chest business...14.5 cu.ft. and over is 7.3%. But you do know that Covid 19 has affected all of these BOS's and that this will all change next year.



Season's Greetings

Dear valued members,

This year of 2020 is definitely one that will go down in the record books! I wanted to take a moment to send our great appreciation for your continued belief and support of Mega Group. We wish everyone a safe and happy holiday season and hope that we will all have the opportunity to enjoy fellowship with our friends and family.

We are looking forward to our ALL IN 2021 Game Book and the continued success that it will bring to our company and you, our members.

Once again, thank you from our entire leadership team.

Sincerely,

Kim Yost
CEO, Mega Group



Contacts

FURNITURE

Tatyana Ouvalieva, Director
touvalieva@megagroup.ca

BEDDING

Angela Dolce, Merchandising
adolce@megagroup.ca

APPLIANCES

Brian Donnelly, Manager
bdonnelly@megagroup.ca

Isabelle Osmar, Director
iosmar@megagroup.ca

List of **“Who to Call”** can be found on the Mega portal



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