



### MCG Provides My Macy's Integration

- MCG is the leading service provider at Macy's for replenishment, in-store events, floor sets, demonstrations, and dedicated vendor programs.
- MCG has an experienced district manager geographically and procedurally aligned with each My Macy's region.
- MCG provides a nationwide network of 2,500 experienced, in-store, merchandising professionals trained in "Macy's Store Visit Guidelines."
- MCG services the top 500 Macy's doors weekly or monthly and provides full coverage of all doors as needed.
- MCG has in-store service personnel with classification expertise in Men's, RTW 1, RTW 2/Children's, Home, Center Core, Cosmetics, and Fine Jewelry.
- MCG leverages web-based technology to provide 24/7 "real-time" scheduling, reporting, imaging, and analysis - customized to meet My Macy's objectives without lag time.
- MCG service provides a demonstrable return on investment. It represents increased sales and profits, and lowered net costs to vendors.



MCG IS THE LEADING MY MACY'S SOLUTIONS PROVIDER.

### CONTACT A REPRESENTATIVE TODAY

Email us at [info@MCGconnect.com](mailto:info@MCGconnect.com)  
Call us at 800.426.8214  
[www.MCGconnect.com](http://www.MCGconnect.com)

#### MCG HEADQUARTERS

200 Broadacres Drive, 2nd floor, Bloomfield, NJ 07003

#### MCG CANADA OFFICE

3300 Ridgeway Drive, Unit 1, Mississauga, Ontario  
Canada L5L 5Z9

#### MCG NEW YORK OFFICE

120 West 45th St , 38th Floor New York , NY 10036

#### MCG CHICAGO OFFICE

5600 N. River Road Suite 500, Rosemont, IL 60018

#### MCG NEW ORLEANS OFFICE

200 James Drive East, St. Rose, LA 70087

MCG is a member of NARMS-The National Association for Retail Marketing Services (NARMS)



# My Macy's

# Integration & Optimization

**MERCHANDISING - BRAND AMBASSADORS  
DEMONSTRATION - EVENTS**

# My Macy's

"We have been very encouraged by early results from our My Macy's district structure in capturing new sales opportunities in pilot markets over the past year. In fact, of the company's top 15 best-performing geographic markets in December, 13 were My Macy's pilot districts. We are moving quickly and decisively to expand this model to all of our markets so we can pursue sales-driving opportunities as we position ourselves to capture share in every local market."

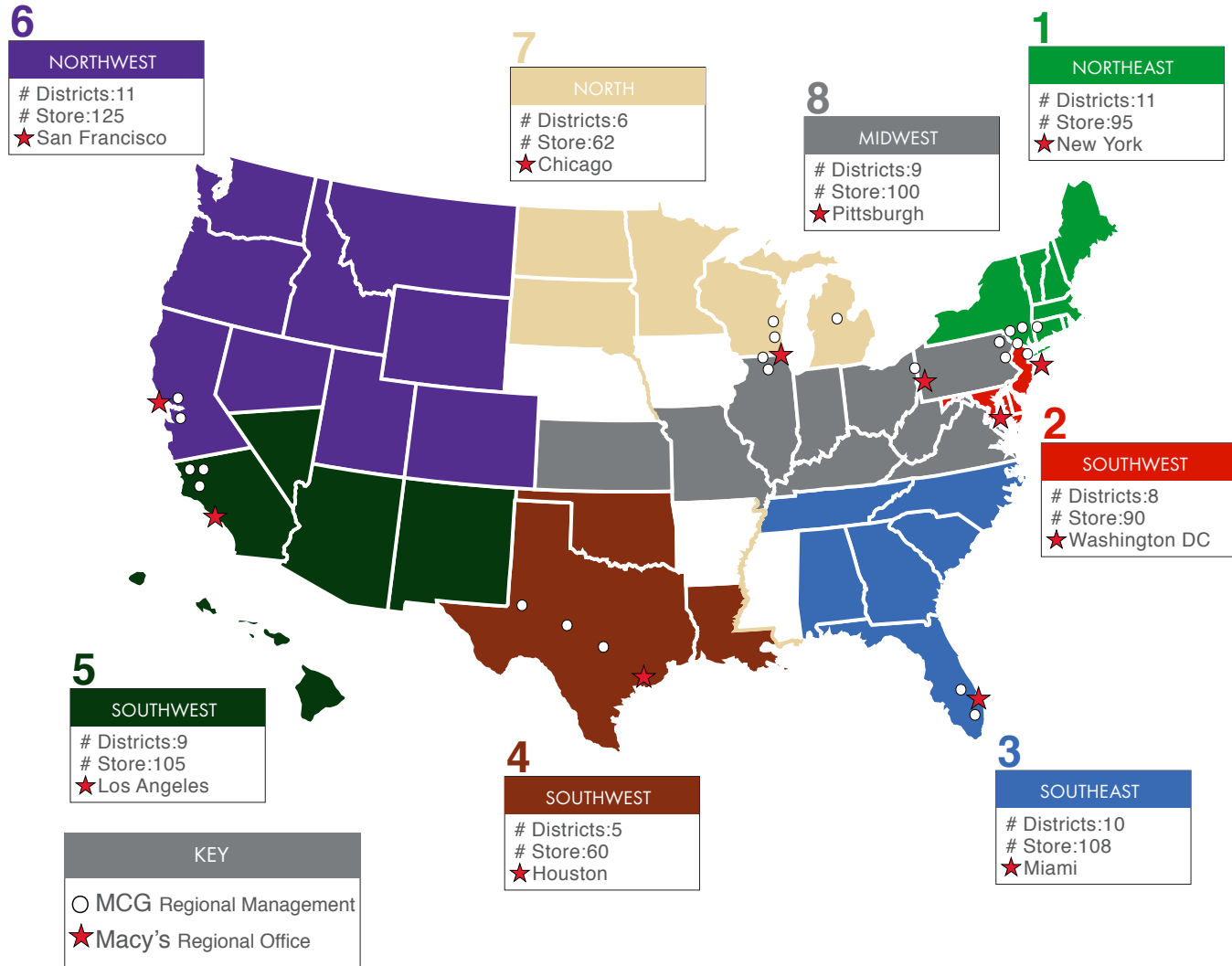
**Terry Lundgren**  
Macy's Chairman and CEO

## Vendor Challenges

At the Macy's vendor meeting top suppliers were advised on three key initiatives:

- Align your organizations to match Macy's new districts and regions.
- Invest your dollars in sell-thru at point-of-sale, not in sell-in.
- Re-allocate your resources and invest in the field to drive sales.

## MY MACY'S & MY MCG REGIONAL STRUCTURE ALIGNMENT



**8** REGIONS  
**69** DISTRICTS  
MCG FIELD TEAM IS FULLY ALIGNED

OVER  
**1/2** MILLION  
HOURS IN-STORE AT MACY'S

**24/7** REAL-TIME  
SCHEDULING, REPORTING, IMAGING, AND ANALYSIS