

Who Are We?

The **IGA Coca-Cola Institute** is a dynamic center for learning and research dedicated to sharing knowledge, advances and trends with independent food retailers worldwide.

What is Our Mission?

Our mission is to **accelerate learning!**

The goal of the Institute is to help our students continually improve their knowledge, skills and performance.

Why choose our Online Training?

The Institute offers:

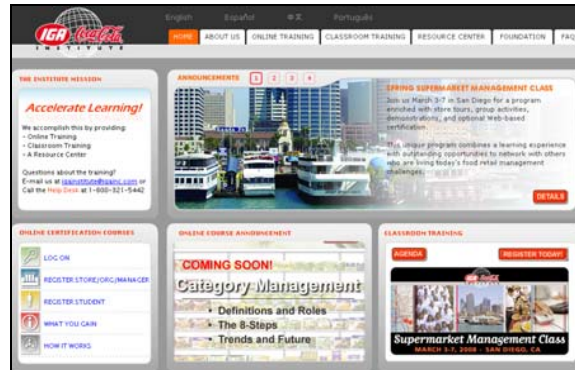
- best value in the market
- intuitive design for new computer users
- measurable training results
- flexible training schedules



The Institute is a **501[c]3** non-profit educational foundation.
FEIN 36-2269414

To learn more about the
IGA Coca-Cola Institute
visit our Web site

www.igainstitute.com



IGA Coca-Cola Institute

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ACCELERATING LEARNING!



"Excellent work! I have learned more than I ever imagined."

Juan Ramirez, SMC Alumni
Keith's IGA

"I couldn't wait to do another online course."

Sandy Speaks, Online Student
Baltimore IGA

CLASSROOM TRAINING

In the classroom programs participants have the opportunity to learn from market experts, retailers and manufacturers. Together participants explore the latest industry trends and discover best practices, all in a classroom setting.

Supermarket Management Class

This five-day class is a hands-on immersion program focused on the independent retailer. More than 15 industry experts teach participants effective management skills to improve store and departmental operations, financials and people performance. Store tours complement the curriculum. The class is offered in spring and fall.



October 2006 - Chicago

International Category Management

This two-day workshop is focused on analyzing the category management process and applying it to detailed case studies. Both, the retailer and the manufacturer perspectives are considered. An exploration of the future trends that will affect the entire industry wraps up the workshop.

Blended Approach

The Institute's classroom training is blended with online training courses.



ONLINE TRAINING

The Institute offers a continually expanding selection of certification courses designed by experts to meet the needs of the independent retailers.

Students can take courses anytime/anywhere and work at their own pace. This innovative program supports a blended approach that combines the store's existing training with the Institute's online certifications to create a complete and consistent program.



The system manages the **tests and scores** online. Managers can generate detailed **reports** on the training activity of their stores.

Research on the Institute's Online Training

- 80% of our students perform their job better
- 89% of our students have more self-confidence to do their job
- 71% of our students reduced the number of errors on the job

Level 1

1. Welcome to Web-based Training
2. Bakery Clerk
3. Cashier
4. Courtesy Clerk
5. Customer Service & Professionalism
6. Deli Clerk
7. Floral Clerk
8. Frozen Foods/Dairy Clerk
9. Grocery Stocker
10. Intro. to Food & Health
11. Meat Wrapper
12. NY Tobacco Law
13. Produce Clerk

Level 2

1. Welcome to Web-based Training for Mgrs.
2. 5 Star Assessment Tutorial
3. Assistant Bakery Manager
4. Assistant Deli Manager
5. Category Management
6. Cheese Specialist
7. Food Retailing Today
8. Food Safety & Sanitation
9. Loss Prevention
10. Meat Apprentice
11. Non-Alcoholic Beverages Department
12. NY Food Safety & Sanitation
13. Promotions & Merchandising

Some courses are available in Spanish, Portuguese, Chinese, and Japanese. See the Web site for details.

RESOURCE CENTER

The Resource Center is an online collection of training materials, reference documentation and assessment tools. This valuable resource contains more than 3,000 pages in various languages.



Articles & Presentations

These resources cover topics including how to stand out among competitors, industry innovation, consumer research (branding), best practices and much more.

Training Manual

The Training Manual details best operation practices for each department in a supermarket. It is organized in sections to permit immediate updating as new products, technologies, and operating policies and procedures come into practice. Topics include: Produce Department, Meat Department, Financial Management and Industry Facts and Figures.



Human Resources

The Human Resource section offers a broad scope of job descriptions specific to each department, from Store Manager to Cashier. The sub-section on hiring practices has tools and tips to select the right candidate for your store, including description of employee attitudes and skills, recruiting, training and leadership.