



PATRICK MORIN A FAMILY AFFAIR

HARDLINES CONFERENCE

PRESENTED BY
DANIEL LAMPRON



HISTORY

In 1960, a small hardware store
opens its doors in Sainte-
Marcelline





SINCE 2010...

7 store openings
4 new constructions,
2 acquisitions



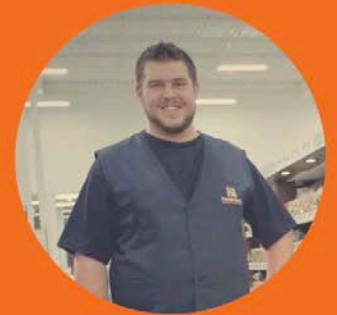
PATRICK MORIN INC



21 STORES



**1 DISTRIBUTION
CENTRE**



1400 EMPLOYEES

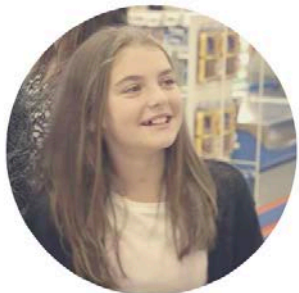




MR. & MRS. MORIN



MORIN FAMILY



3 GENERATIONS



**\$300 M
IN SALES**





3RD GENERATION

Stéphanie Morin
Assistant Manager, Standards
and Procedures

Marie-Michèle Morin
Human Resources Advisor

Olivier Morin
Foreman, Distribution Centre





STRENGTHS



Transmission of family heritage



Management team



Marketing strategies

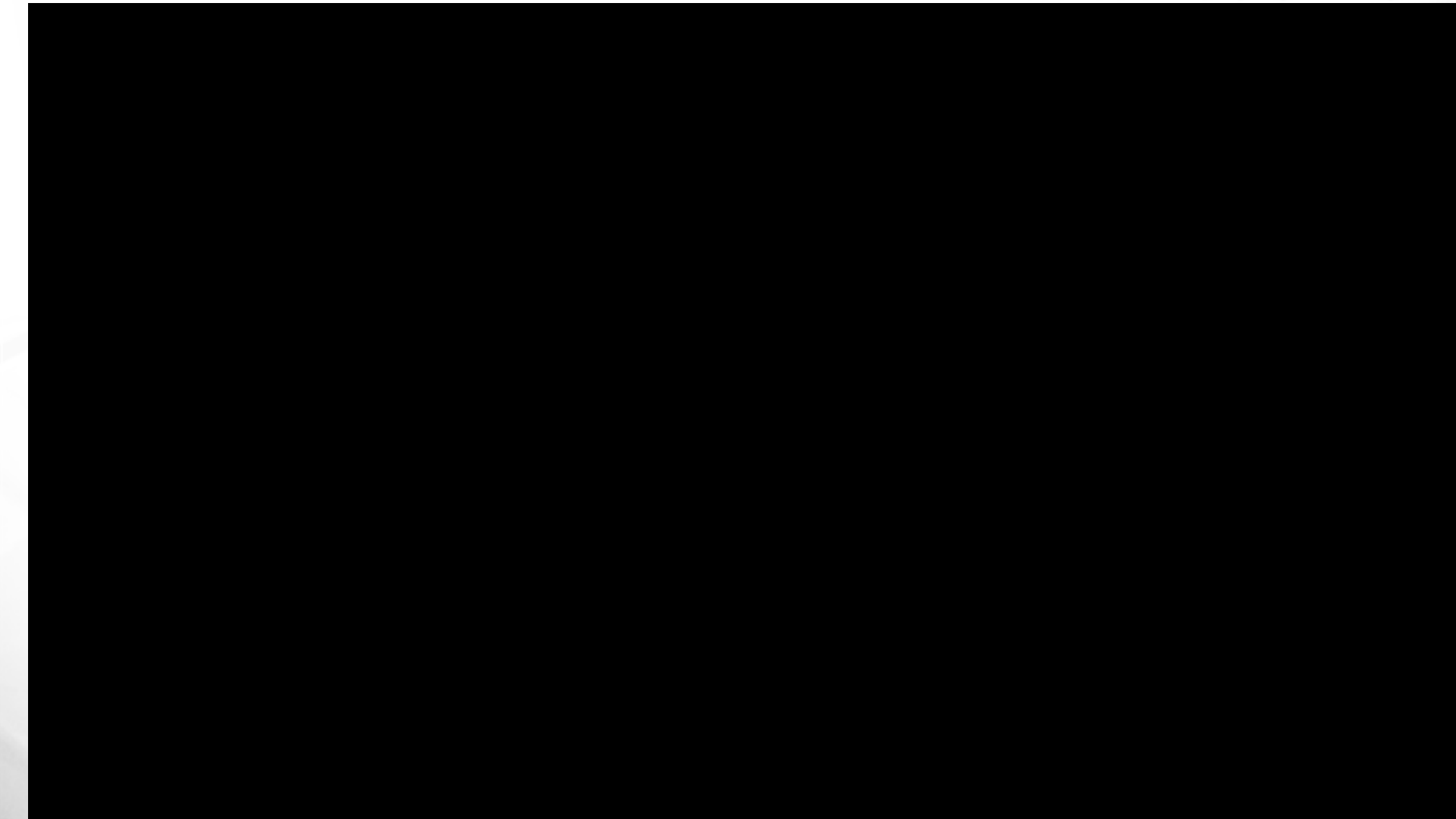


Store operations (all corporate)



Customer service





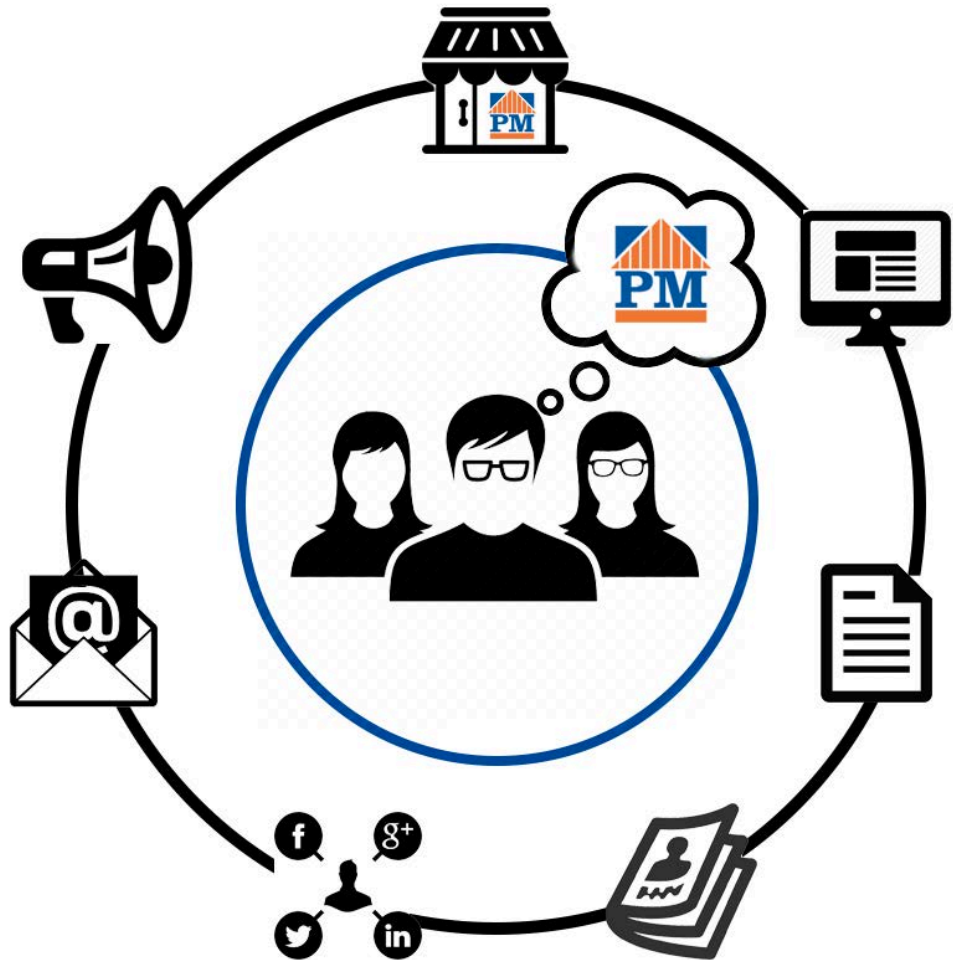


MARKETING STRATEGY

INTRODUCE THE BANNER TO
NEW MARKETS

**FAITES DE VOUS UN
PATRICK MORIN**





GROUP PURCHASING

All members pointed in the same direction in terms of purchasing negotiations





QUEBEC MARKET

PM MOVING UP IN ITS MARKET

Adapting to the needs of
various current and future
customer groups



MOVING FORWARD WITH TECHNOLOGY

ERP

WEB

Smart labels

Paperless Distribution Centre

Push supply strategy





LET'S KEEP THIS QUEBEC SUCCESS STORY GOING

While offering competitively
priced products and services
with outstanding customer
service

IN CONCLUSION