

# Let's Talk Business

## For TRSM Students

These reports describe industry sectors and career paths of interest to TRSM students and Alumni. Each report leverages BCH employment data and the expertise of our staff. This collaborative effort engages staff, students, alumni and the University Business Librarian.

### Think Covid-19 Has Wiped Out Retail? Think Again.

Some of the fastest growing companies, according to Canadian Business magazine, are companies in the Retail sector.<sup>1</sup> A crisis like Covid-19, although devastating in many ways, created opportunity for businesses, and the Retail sector is a perfect example of an industry being re-engineered as we speak.



**+5.9%**

the e-Commerce sector will new jobs will be created is the expected growth of grow at a rate well above industry average. <sup>2</sup>



**+5,800**

new jobs will be created by growth in employment in e-Commerce.<sup>3</sup>



**+1.2%**

is the expected growth of grocery Retail sector; it will stabilize by 2024. <sup>4</sup>

Yes, the brick-and-mortar companies like the Bay, Gap, and Victoria's Secret have been negatively impacted by Covid, with significantly lower revenues, and sweeping lay-offs,<sup>5</sup> but several Canadian companies are emerging and growing at a very, very fast rate!

### Local and International Retailers are Expanding!

Companies like Ikea, Second Cup, Ray Ban, Levi's and many others have begun to expand in Canada, having opened new store outlets. Ikea most recently announced it plans to open a downtown urban format store right outside of Ryerson's campus in late 2021! <sup>6</sup>

According to Retail Insider, 2020 saw at least 13 international brands enter Canada.<sup>7</sup> One of these brands is ba&sh, a French women's fashion brand which opened two locations in Toronto and Montreal. Below are some other brands expanding to the Canadian retail landscape.

**ba&sh**  
**AVON**  
the company for women

**AWAY**  
**AÉROPOSTALE**

**QUANU**  
**FURNITURE**  
HOME | OFFICE

## Retailers Need Diverse Skills

Yes, Retailers need expertise in operations, merchandising, and supply chain management, but companies in this sector are also actively recruiting graduates in marketing, human resources, IT, and accounting. Click on the corporate logos below to explore current career opportunities for just a few Retailers in Canada.



## Five Fastest Growing Retailers That May Surprise You!

According to Canadian Business magazine's [Annual Ranking on The Fastest Growing Canadian Companies](#), here are the top 5 Retailers by revenue growth:<sup>8</sup>

### A. ARTICLE.

Sells modern and Scandinavian-inspired furniture online  
[www.article.com](http://www.article.com)



Manufactures eco-friendly phone cases and sunglasses  
[www.pelacase.ca](http://www.pelacase.ca)

### JACKED FACTORY®

Operates an e-commerce health and sports nutrition company  
[shop.jackedfactory.com](http://shop.jackedfactory.com)

### Numi

Manufactures women's undershirts that prevent sweat stains  
<https://wearnumi.com/>

### GoodMorning.com

Designs and manufactures mattresses for sale online  
[www.goodmorning.ca](http://www.goodmorning.ca)

## Advice from our Students



4th Year Retail Management

**NIKKI SAMONTE**



My name is Nikki, and I am a 4th Year student specializing in Retail Management. I recently completed a work term this past summer as a Marketing Intern at Unilever Canada, wherein I led and launched a variety of digital marketing communications and retailer.com initiatives. Regardless of your path or industry, my main pieces of advice are:

- 1. Follow your passion.** This is the only way you can ever fully find your purpose and meaning in your journey.
- 2. Don't be afraid to seek help.** Leverage career services like the Business Career Hub and ask for guidance from your network.

## Private Label

A private label is a proprietary brand owned and created by a Retailer and sold exclusively by them. Over the past few years, companies like Amazon have increased their presence with an 'Amazon Basics' line as it has become more popular with consumers.

### [RMG 913 - Retail Private Label](#)

For students interested in retail, product management, buying, and merchandising this project based course will examine the role of private label in many retail categories from hard goods and food to fashion.

## Category Management

Category Management is a collaborative process between retailers and manufacturers to maximize sales and profitability, deliver customer value and meet consumer and shopper needs through the strategic management of product categories.

### [RMG 806 - Category Management](#)

Take this course to become a Certified Professional Category Analyst - the only course in Canada accredited by the Category Management Association, an industry standard for grocery and packaged goods.

## Want to Learn More For Free?



NRF is the world's largest Retail Trade Association. They celebrate, educate and inspire the people who power the Retail industry. Learn more about them.

[Learn More](#)

### Impacts of COVID-19 on Retail

Want to learn more about the impact of Covid-19 on the Retail industry? This report, released by Deloitte, has key industry insights on what a post-Covid world will look like.

[Click Here](#)



The Retail Students Association represents and educates students on the careers in Retail, through offering events, workshops and the annual Ted Rogers Retail Conference.

To learn more about the RSA click below:



[RCC On-Air](#) is a new, on-demand resource to educate you and keep you up to date on the latest tech, consumer trends, and legislative issues affecting Retail.

### The Voice of Retail - Podcast

A weekly podcast hosted by Retail veteran Michael LeBlanc. Along with expert commentary and interviews, he takes listeners through a curated look at the top Retail stories in Canadian, U.S. and International Retail.

[Click Here](#)

### Retail Insider

Retail Insider is the leader in showcasing Canadian Retail news, opinions, and analysis. They also publish a daily eNewsletter on the most recent Retail news.

[Subscribe Here](#)

[Visit website](#)

### Top 10 Tech Trends

Retail is evolving rapidly and there are many technological impacts that will happen over the next few years - read [this Forbes](#) article to learn about the biggest tech trends and the impact they will have.



## Visit the Business Career Hub

### Employer Events

The BCH hosts several employer events to prepare you for your professional career. Refer to your weekly 'BCH Careers Newsletter' for a list of upcoming events.

### Bootcamps/Prep Programs

Advance your technical and soft skills, earn digital badges, and gain an advantage in today's workforce through bootcamps. [Click here to register for current bootcamps.](#)

### Coaching & Mock Interview

For career coaching, interview prep and more, [schedule a 1:1 appointment](#) with a Career Consultant or a Co-op Coordinator.



[TedRogersBCH](#)



[Business Career Hub Website](#)



[TedRogersBCH](#)



### Career Consultant Contributor

#### Alethia Davis-Hecker

Alethia is a Career Consultant and UWindsor Alumni with 6+ years of experience in the career services industry, and is founder of SMILE (non-profit). She is passionate about encouraging individuals to live fruitful lives and aspire to greatness!



### Student Contributor

#### Huzaifa Memon

Huzaifa is a 4th year Retail Management co-op student who has completed work terms at Staples in Retail Technology and Operations, and worked at BCH as a Digital Publishing Project Coordinator.

### Data Sources

- 1 Canadian Business (January, 2021) Growth List 2020 - Canadian Companies by Revenue
- 2 Carlos M. (2020, July) IBISWorld Industry Report: E-Commerce & Online Auctions in Canada
- 3 Carlos M. (2020, July) IBISWorld Industry Report: E-Commerce & Online Auctions in Canada
- 4 Carlos M. (2020, August) IBISWorld Industry Report: Supermarkets & Grocery Stores in Canada
- 5 Mario T. (2020, Feb) Retail Insider: Victoria's Secret Quietly Closing Canadian Stores
- 6 Craig P. (2021, March) Retail Insider: IKEA Announces Downtown Toronto Store
- 7 Craig P. (2021, January) Retail Insider: International Retailers Continue to Enter Canadian Market Despite Pandemic Canadian Business
- 8 (January, 2021) Growth List 2020 - Canadian Companies by Revenue