Jon: THANK YOU FOR JOINING US.

THE MARKET STORY ACROSS NORTH AMERICA A LITTLE DIFFERENT ON THIS FRIDAY.

NORTH AMERICAN TRADING IN THE UNITED STATES WE ARE SEEING A WRAP-UP.

CANADIAN TRADING CONTINUING, OF COURSE IT'S BEEN A HOLIDAY-SHORTENED WEEK IN THE UNITED STATES.

NOW WE HAVE A CLOSE ON WALL STREET.

THE S & P 500 BASICALLY FLAT ON THE DAY OVERALL.

A VERY THIN VOLUME SESSION.

THAT IS QUITE COMMON AT THIS TIME OF YEAR.

THEY ARE COMING OFF THE THANKSGIVING HOLIDAY YESTERDAY.

THE NASDAQ A LITTLE WEAKER OVERALL.

THE TSX CONTINUING TO CHUG ALONG ON TRACK FOR A WINNING WEEK.

UP 60 POINTS ON.

ON AN INTRADAY BASIS WE ARE SEEING THE PERFORMANCE ARMEDDED MID POINT OF THE SESSION OVERALL.

IN TERMS OF SOME OF THE BROADER MOVES WITHIN THE MARKET NOTHING TOO FANCY.

NO GROUPS THAT ARE SEEING SIZEABLE ADVANCES OVERALL.

WE WILL CONTINUE TO TRACK THOSE.

WE HAVE BEEN TRACKING THE ENERGY TRADE AS WELL.

PRETTY MIXED OVERALL FOR OIL PRICES.

WE CAN SHOW YOU THE DIFFERENT SECTOR GROUP, ENERGY, MATERIALS AND FINANCIALS ARE THE BIG ONES IN TORONTO.

MIXED PERFORMANCE THERE.

THE OIL PRICE WHICH IS PRETTY MIXED ON THE DAY.

TRENDING LOWER MOVING INTO THE AFTERNOON HOURS OF TRADING.

THE CANADIAN DOLLAR ON AN INTRADAY BASIS IS WEAKER AGAINST THE U.S. DOLLAR.
TRADING AROUND 74.74 U.S.

>>> A BIG STORY BUSINESSWISE
TODAY HAS TO DO WITH A SHOPPING
ON BOTH SIDES OF THE BORDER.
IT IS BLACK FRIDAY WHICH IS A
TRADITIONAL KICKOFF OF THE
HOLIDAY SHOPPING SEASON.
HOWEVER, YOU'VE HEARD ALL THE
GLOOMY HEADLINES.
CONSUMERS NAVIGATING THE
INFLATION REALITIES AND ALSO
RECESSION WORRIES LOOMING.
PERSPECTIVE ON ALL OF IT OUR
GOOD FRIEND KRITI GUPTA THE
CO-HOST OF "BLOOMBERG MARKETS"
HAS BEEN DOING RETAIL WATCH LIVE
FROM A SQUARE IN NEW YORK RIGHT
WHERE THE HEADQUARTERS OF MACY'S
IS LOCATED.
I HOPE YOU HAD A GREAT
THANKSGIVING.
ON THE BLACK FRIDAY FRONT WHAT'S
IT BEEN LIKE TODAY?

>> Reporter: JON, I HAVE THE
BEST JOB ON BLOOMBERG.
THE IDEA THAT I AM BOTH SHOPPING
AND WORKING AT THE SAME TIME
ALONGSIDE A LOT OF CONSUMERS
GOING MOO MACY'S TODAY.
THIS IS A VERY EXCITING HOLIDAY
BECAUSE TO ECHO YOUR POINT ABOUT
DOOM AND GLOOM IN THE HEADLINES
THE IDEA OF INFLATION, RECESSION
REALLY STOPPING A LOT OF PEOPLE
FROM ACTUALLY SPENDING MONEY.
THE DIFFERENCE IS HOW THEY ARE
SPENDING THEIR MONEY.
STIMULUS CHEQUES VERSUS ACTUAL
CREDIT CARDS.
PEOPLE ARE STILL LIKE I SAID
SWIPIING THOSE CREDIT CARDS IT
LOOKS LIKE.

>> Jon: IN TERMS OF WHAT THE
COMPANY LEADERS ARE SAYING RIGHT
NOW WE GOT THROUGH EARNINGS
SEASON.
A LOT OF THESE RETAILERS WERE
HANDLING ALL SORTS OF ISSUES
LIKE WORKING THROUGH HIGH LEVELS
OF INVENTORY.
DO WE HAVE A GENERAL SENSE AS TO
WHETHER OR NOT WE WILL SEE A
SITUATION WHERE THERE ARE
WINNERS AND LOSERS IN HOLIDAY
THIS SEASON?

>> Reporter: THERE IS DEFINITELY WINNERS.
WE WILL SEE IF THERE IS LOSERS.
THE WINNERS WILL BE THE HIGHER INCOME CLIENTELE.
MACE SIS A GREAT POSTER CHILD FOR THAT CONVERSATION.
THE IDEA THAT IF YOU ARE A WEALTHIER CONSUMER THEN YOU OF COURSE HAVE A LITTLE BIT OF CUSHION TO ABSORB SOME PRICE HIKES.
ON THE RETAIL FRONT THE WAY THAT TRANSLATES IS A VERY FINE BALANCING ACT.
THE IDEA OF SIMPLY SHAVING DOWN THOSE INVENTORIES.
THERE IS A 33% YEAR OVER YEAR INVENTORY INCREASE ACROSS RETAIL REGARDLESS OF STORE FRONT.
AT THE SAME TIME CONSUMERS HAVE TO STILL BE ATTRACTED TO SOME OF THE DEALS.
THE WAY LIKE THE MACY'S FOR EXAMPLE IS HANDLING IT EXTREMELY HIGH MARKDOWNS BUT AT THE SAME TIME PRICE HIKES AS WELL SOMETHING THAT THE HIGHER INCOME CLIENTELE CAN ABSORB BUT THEN THEY ARE TRYING TO GET RID OF THE INVENTORY.
WE WILL SEE IF THEY ARE SUCCESSFUL TO BOTH PERFORM WELL ON THE BALANCE SHEET BUT ALSO PERFORM WELL ON THE STOCK MARKET FRONT.

>> Jon: OUT OF CURIOSITY JUST LOOKING AT ALL THOSE PEOPLE AROUND YOU RIGHT NOW ARE YOU HEARING ANY EXAMPLES OF DEALS THAT HAVE REALLY ATTRACTED THE ATTENTION OF THE AVERAGE CONSUMER TODAY?

>> Reporter: A LOT OF FOCUS ON ELECTION.
SOME PEOPLE CLAIM GETTING A LAPTOP FOR, SAY, $200 FOR EXAMPLE.
THE IDEA THAT A LOT OF THESE MACHINERY OR COMPUTERS OR LAPTOPS OR IPHONES REALLY EXPENSE NIF 2021.
DRIVEN BY SIMPLY THE CHIP
SHORTAGE SOME OF THAT HAS EASED. PEOPLE ARE SEEING THE CONSUMER ELECTRONICS SPACE HAS A LOT OF DEALS.
THAT'S BEEN THE FOCUS. PERSONALLY JON FOR ME I WAS MESMERIZED BY THE FRAGRANCES AND JULIE.
MAYBE THAT'S ME BEING A GIRLY GIRL.

>> Jon: WE WILL LET YOU GET BACK TO IT FROM HAROLD SQUARE IN NEW YORK ON THIS BLACK FRIDAY.
CANADA HAS EMBRACED BLACK FRIDAY OVER THE PAST DECADES SINCE MANY CANADIAN RETAILERS DON'T NECESSARILY WANT TO MISS OUT ON THE SALES OPPORTUNITIES SOME OF THOSE U.S. PLAYERS.
PERSPECTIVE ON THE RETAIL STORE FROM INDUSTRY CONSULTANT BRUCE WINDER.
IN TERMS OF WHAT KRITI TALKED ABOUT IT SOUNDS LIKE PEOPLE ARE STILL INTERESTED IN GETTING DEALS.
IS THIS IDEA THAT THE SLOWING ECONOMY AND INFLATION CONCERNS OVERBLOWN?
WHAT ARE YOU SEEING FROM YOUR CHANNEL CHECKS TODAY?

>> Reporter: I WENT OUT THIS MORNING TO BEST BUY AND WALMART. INTERESTING THE BEST BUY DEFERRED THEIR START TIME FROM 6:00 a.m. TO 8:00 a.m. BUT THERE WASN'T ANY LINE-UP AT 7:00.
I WENT TO WALMART AT 6:00 a.m. WHEN THEY OPENED AND THERE WERE SIX PEOPLE LINED UP.
IT WAS PRETTY EMPTY RIGHT NOW. AT LEAST THE CHECKS I HAVE MADE PEOPLE STILL BE LOOKING FOR DEALS BUT IT'S NOT ABOUT THE BLACK FRIDAY MORNING ANYMORE. IT'S MORE ABOUT SEVERAL WEEKS OF DEALS THAT ARE SUSTAINED FROM RETAILERS.
I THINK IT WILL BE A VERY PROMOTIONAL HOLIDAY.
PEOPLE WILL CHERRY PICK FOR THE BIG DEALS BUT THEY WILL PROBABLY WATCH THEIR MONEY ON SPENDING
ANYTHING AT REGULAR PRICE.

> Jon: WE TALKED ABOUT THE
STORIES OF WINNERS VERSUS
LOSERS.
THERE IS ALWAYS A LITTLE BIT OF
THAT EVERY HOLIDAY SHOPPING
SEASON BUT SHE MADE A POINT OF
HIGHLIGHTING SOME LUXURY PLAYERS
MAYBE BEING IN A PLACE OF LUXURY
IN THE SENSE THAT IF THERE ARE
CONSUMERS WHO FEEL A LITTLE LESS
CASH-STRAPPED MAYBE THEY ARE
GOING TO SPEND AS THEY MIGHT
TYPICALLY DO SO AT SOME OF
THOSE.
HAVE YOU SEEN EVIDENCE OF THAT?
> Reporter: I HAVE HEARD SOME
EVIDENCE OF THAT.
IF YOU LOOK AT THE CONSUMER
MARKET YOU HAVE THREE MAJOR
SEGMENTS TO SIMPLIFY IT YOU HAVE
THE LUXURY FOLKS, MID FOLKS AND
THE FOLKS WHO ARE INCOME
CHALLENGED AND THE LUXURY FOLKS
HAVEN'T HAD THE SAME IMPACT WITH
INFLATION.
IT DOESN'T FEEL THE SAME WAY
BECAUSE THEIR DISPOSABLE INCOME.
THEY WILL KEEP SHOPPING.
IT'S THE FOLKS AT THE MIDDLE AND
THE LOWER INCOME END OF THE
INCOME SPECTRUM THAT WILL REALLY
WATCH THEIR MONEY.
> Jon: WHAT STRATEGIES WORK
IN AN ENVIRONMENT LIKE THAT
WHERE ALL OF US REALIZE THAT
THERE IS A PERIOD WHERE BEING
CAUTIOUS WITH YOUR CASH IS
PROBABLY THE PRUDENT COURSE OF
ACTION.
WHAT DO YOU THINK WORK?
WHAT KIND OF STRATEGIES WORK?
> Reporter: IF YOU ARE A
RETAILER YOU WANT TO MAKE SURE
THAT YOU HAVE SOME PRETTY STARK
PRICING ON YOUR PROMOTIONAL
ITEMS.
YOU ALSO MAYBE WANT TO LOOK AT
PAY DO NOT PAY.
OFFER PEOPLE EXTENDED PAYMENT
TERMS SO THEY DON'T HAVE TO PAY
FOR SIX MONTHS OR SOMETHING LIKE
THAT, THAT WILL HELP WITH THE
CASH FLOW.
JUST TRY TO PLAY UP THE VALUE SIDE OF IT.
I THINK THAT WILL BE WHAT CONSUMERS NEED TO AT LEAST BUY SOMETHING.
IT WILL BE A REAL TOUGH YEAR.
THE OTHER ISSUE AS YOUR ASSOCIATE MENTIONED IS INVENTORY.
THERE IS CERTAINLY RETAILERS THAT ARE MOTIVATED TO OFTEN SHARP DISCOUNTS TO MOVE THROUGH SOME INVENTORY.
>> Jon: BLACK FRIDAY IN CANADA WAS FOR A LONG TIME NOT A THING BUT IT HAS BEEN -- BECOME A THING IN PART BECAUSE OF THAT NEED TO STAY COMPETITIVE. YOU DON'T WANT PEOPLE CROSSING THE BORDER AND GOING TO BUY SOME STUFF FOR THE HOLIDAY SHOPPING TAKEN FROM A U.S. RETAILER WHEN THERE IS AN OPPORTUNITY TO GRAB THAT HERE AT HOME.
ARE THERE ANY STRATEGIES FOR THE HOME GROWN CANADIAN RETAILERS THAT ARE WORTH WATCHING CLOSELY THIS HOLIDAY AS WELL?
>> Reporter: I THINK THEY CAN PLAY UP THE CANADIAN PIECE IN EVERYTHING.
IT WILL REALLY COME DOWN TO VALUE.
LUCKILY FOR THEM THE CANADIAN DOLLAR IS IN A PRETTY WEAK POSITION RIGHT NOW.
YOU ARE NOT GOING TO SEE AS MANY PEOPLE CROSS THE BORDER.
HAVING SAID THAT THE CANADIAN RETAILERS HAVE TO EARN EVERY DOLLAR THEY GET WHICH MEANS THEY WILL HAVE TO OFFER GREAT VALUE.
THIS SEASON IT'S ABOUT VALUE ESPECIALLY IF YOU WANT TO TARGET THE MID PRICE CONSUMER AND THE LOW PRICE CONSUMER.
HOLIDAY SEASON OVERALL IN THE UNITED STATES.
I BELIEVE 2009. DOES IT SURPRISE TO YOU HEAR THAT KIND OF STAT?
>> Reporter: NOT REALLY, NO. IF IT'S GOING TO BE THE YEAR THIS IS THE YEAR WHERE WE WILL SEE.
THE ONE THING THAT IS HELPING RETAIL SALES DOLLARS IS INFLATION.
EVEN IF UNITS ARE DOWN IN TERMS OF WHAT CONSUMERS BUY THE DOLLARS WILL BE UP.
I THINK THEY ARE PRETTY BANG ON. IT WILL BE UP A LITTLE OR FLAT OR DOWN.
IT WILL BE A REAL TOUGH SEASON.
>> Jon: FOR THOSE WHO NEED SOME PERSPECTIVE ON WHAT ULTIMATELY REALLY DRIVES THE BUSINESS PERFORMANCE WHAT ARE THE KEY THINGS FOR THESE RETAILERS TO -- WE CALL IT BLACK FRIDAY HISTORICALLY BECAUSE THIS IS THE TIME OF YEAR WHERE THEY CAN FOR THE FIRST TIME ACTUALLY MOVE INTO PROFITABILITY FOR THE YEAR.
YOU'VE TALKED ABOUT THESE BIG DISCOUNTS. I WOULD IMAGINE THAT PRESSURE IS PROFIT MARGINS -- YOU ARE NOT AN EQUITY ANALYST BUT JUST WHAT WILL DETERMINE WHICH RETAIL