

**WHO**

**Retail Source** focuses on the development, sales and marketing of branded and private label retail products. Our highly experienced multidisciplinary professionals are dedicated to providing an extensive array of products and services to the consumer packaged goods industry.

We are the industry's most experienced Private Label professionals and can manage the complete spectrum of Private Label development process.

Our methodology to retailing is transforming the way companies are conducting business. We aim to provide holistic category management solutions to retailing, taking into account the suppliers and retailers needs. We believe that in our increasingly and ever-changing global environment the primary key to retail success is to deliver an outstanding consumer offer in the most cost effective manner possible. Every service that we provide is based upon this concept.

Retail Source services include:

- Account Management
- Marketing
- Private Label Management
- Logistics Infrastructure

**Account Management**

We provide a concise account management approach and we are focused on the overall development and sales of your company's own branded and private label products. We strategically seek out new opportunities for development in other markets, to maintain the optimum long-term competitive advantage.

**Marketing**

**Retail Source** can assist your organisation with our vast marketing solutions for your own brands. We develop and assist in the implementation of marketing strategies. This covers all facets of the marketing spectrum from positioning, seeking new business opportunities and the enrichment of existing markets and the development of crossover markets, which may also include private label. All products go through our

market valuation model to ensure we are maximising the benefits for our clients.

**OUR MARKET VALUATION MODEL™**



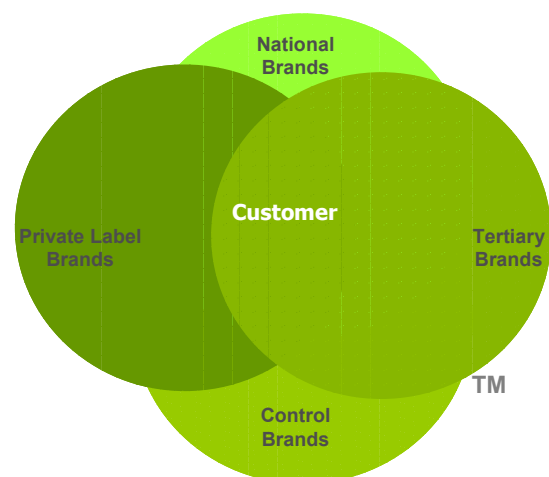
**Private Label**

A partnership with **Retail Source** means that your company stands to have a competitive advantage. Your organisation will be represented by a company that has the unique skill set of having both a thorough knowledge and extensive years of hands on private label development in the consumer packaged goods industry.

Having worked for some of Australia's largest blue chip grocery suppliers in a marketing and sales capacity and also with Australia and New Zealand grocery retailers as Business Managers, National Account Managers and Senior Product Developers totally focused on Private Label. This gives **Retail Source's** management team a unique understanding from both a suppliers and retailers perspective.

There are several positions a product can take within a retailer's category strategy. We need to ensure that products are aligned with the buyer's objective for the category.

**PRODUCT ROLE WITHIN THE CATEGORY**



## Logistics

### Warehousing

We have large modern facilities based in Sydney where stock is shipped to every state in Australia and abroad on a daily basis. Warehousing can be arranged on a short or long term basis. If required, we can also facilitate warehousing in other capital cities in Australia. All our warehousing has inventory management systems to ensure stock rotation. We also offer cross-docking and unpack imported containers.

### Distribution

We provide both regular and refrigerated transport on a daily basis to all the major grocery and mass merchant retailers throughout Australia.

### Shipping

With the use of our first rate logistic partners we can consolidate both regular and reefer containers and ship from Australia to throughout the world. We can also receive shipped containers from around the globe into our modern facilities in Sydney.

## WHAT

## WHY

## OUR APPROACH

As an innovative and dynamic consultancy, we are totally committed to meeting the needs of our clients, to ensure their success. Our professional style and consulting approach is based on proven principles that assist in delivering the best results for our clients.

We believe the key to achieving effective business results is to build strong, synergistic and collaborative partnerships with our clients that are based on values, integrity and loyalty.

From these solid relationships, we establish desired business objectives and develop an in depth understanding of your specific business needs. We endeavour to gain an insight into your business culture and ensure we work in ways that reflect your business objectives.

We aim to provide holistic solutions to business issues, integrating all facets of **Retail Source's** experience incorporated with wider knowledge. We recognise the importance of tying solutions to tangible cost effective results. We also believe that ongoing review and monitoring of results is imperative to achieve target results.

Our professional team are all experienced in their chosen field and can therefore offer practical advice to the issue at hand. Their knowledge and experience is complemented by relevant qualifications and regular in-house training.

## HOW

## BENEFITS TO YOUR BUSINESS

### Diverse Retail Experience

We have worked for major retailers within Australasia and have managed a vast number of categories. We have a unique understanding of category management that has been developed from conducting business from both sides of the desk. We also have import and export know-how

### Private Label Expertise

We have developed different tier private label programs for major retailers in Australasia

### Competitive Advantage

You will be working with consultants with Private Label expertise, giving you a unique position over your competitors

### Low Risk

You required no major outlay or investment in personnel training

### Cost Effective Resource

Your Return on Investment will be cost effective based on our broad knowledge base

### Efficient

We are a dedicated full-time resource that hit the ground running, being productive from day one

### Network

We have an established alliance of industry professionals

### Professionalism

We will deliver professional representation of your company to all the major retailers



## CONTACT DETAILS

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