



Invitation - 'Thought Leadership Breakfast'

Brought to you by the Australian Centre for Retail Studies, the Department of Marketing, Monash University

Private Label: A Key Lever for Retail Success

Tuesday 15th April 2008, Melbourne

Learn about:

- Evolution of private label
- Role within retail brand proposition
- Global private label trends
- Private label leading practices
- Food Case Studies – Tesco, Trader Joe's, Loblaws
- Non-Food Case Study – Nordstrom

Presented by *Brand Strategy Consultants* and *Innovation Retail*

Brand Strategy Consultants provide brand consulting services to its clients, offering marketing services relating to the sourcing, development, procurement, distribution, launch and sell-through of retailer and manufacturer branded products.

Innovation Retail is a Sydney based retail consultancy specialising in strategy and technology, offering services in customer proposition strategy, multi-channel integration, merchandise optimisation and technology enabled business transformation.

Invitation

'Thought Leadership Breakfast'

Free for ACRS Members

Let's talk about Private Label - an event not to be missed!

The Australian Centre for Retail Studies warmly invites you to attend our 'Thought Leadership Breakfast', presented by Brand Strategy Consultants & Innovation Retail.

This breakfast seminar will enable you to come up to speed quickly with global trends and leading practices in private label, from both a food and non-food standpoint.

Agenda

- **Evolution of private label:** How own-brand products have grown from a low price offer to a strategic growth driver
- **Role within retail brand proposition:** Avoiding the 'black hole' of a poorly differentiated customer offer by being the best at something, and implications for private label strategy
- **Global private label trends:** Current state of play globally by region, based on analysis of 36 different countries, including point of view on the private label development continuum in Australia
- **Private Label leading practices:** Case study profiles of both food and non-food success stories to describe the winning private label practices that are working at Tesco, Trader Joe's, Loblaw and Nordstrom

Presenters

Tom Stephens, President and Founder Brand Strategy Consultants (BSC)

Founded in 1994 by Tom, BSC is retained by clients in retail, manufacture of private label and branded products, food brokerage, television production, advertising, store and package design, executive recruitment and governments. It has conducted business in Canada, The United States, Italy, Britain, Holland, The Caribbean, Australia, South Africa and South Korea on behalf of a wide network of clients.

Prior to founding BSC, Tom held Senior Executive positions with Woolworths South Africa and Loblaw Companies in Canada. In both these roles Tom focused on the development and execution of winning private label strategies, culminating with a seven year tenure as Executive Vice President of Presidents Choice International at Loblaw, where he introduced Presidents Choice in 16 retail chains with over 2000 stores in the United States.

Tom has been a frequent guest speaker at conferences throughout North America and was Moderator of a major industry seminar investigating the "Re-Design of the Centre Store" in Chicago. He has developed a series of classes in Private Label Marketing that he teaches at St. Joseph's University in Philadelphia. Tom is a permanent member of the Private Label Executive Programme Teaching Faculty. Tom also writes a monthly column "Inside the Box" for PL Magazine.

Robert Kinkade, Director Innovation Retail

Robert is the Founder and Director of Innovation Retail and has extensive retail industry management and consulting experience having worked with world-class retail, consumer goods, technology and consulting organisations in the United States, Europe and Asia Pacific.

Robert has had a lifelong passion for the art and science of retailing. Through various pioneering roles at Nordstrom, Robert helped shape the way merchants and planners collaborate to strategically use business insights balanced with the creativity required to win customers in a competitive retail landscape. Robert also led various initiatives within the highly successful technology enabled business transformation at Nordstrom that contributed to significant EBIT growth. Robert joined the leading global consulting firm Accenture upon moving to Australia, serving in leadership roles on several strategic retail initiatives in Australia.

Innovation Retail is an affiliate of leading Chicago-based retail consulting firm McMillan Doolittle. Founded in 1986, McMillan Doolittle has extensive experience in strategy, concept development, performance and intelligence in all channels and segments of the retail industry. McMillan Doolittle also operates within a network of global retail industry specialist service providers. Through our partnership with McMillan Doolittle and affiliated firms, Innovation Retail combines local market knowledge with world-class thinking and global reach.

Date, location and fees

Date	Tuesday 15th April 2008
Location	Melbourne
Time	8.00am - 10.00am
Fee	ACRS Members - FREE + 1 guest Non-Members - \$49 (incl GST) per person

Information and Registration

If you or others within your organisation would like to attend please complete the attached registration form and fax it back to the ACRS. Payments can also be made by credit card over the phone.

[Register by Friday 28th March to facilitate catering](#)

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