



Club Founder
Dr. Mahmoud Bahgat



Co-Founder & Host
Dr. Hesham Attalla



Retail private label

Saturday 6th July 2024

Online zoom
10pm KSA Egy - 11pm UAE



By Dr. Ahmed Bedir
Head of Global Sourcing

Private Label and Strategic Sourcing



By Dr. Ahmed Bedir
Head of Global Sourcing



Agenda

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- ▶ What is Private Label
- ▶ Why Retailers need Private Label
- ▶ How Retailers start private label Business
- ▶ How to Source
- ▶ Challenges
- ▶ Success Factors
- ▶ Private Label functions



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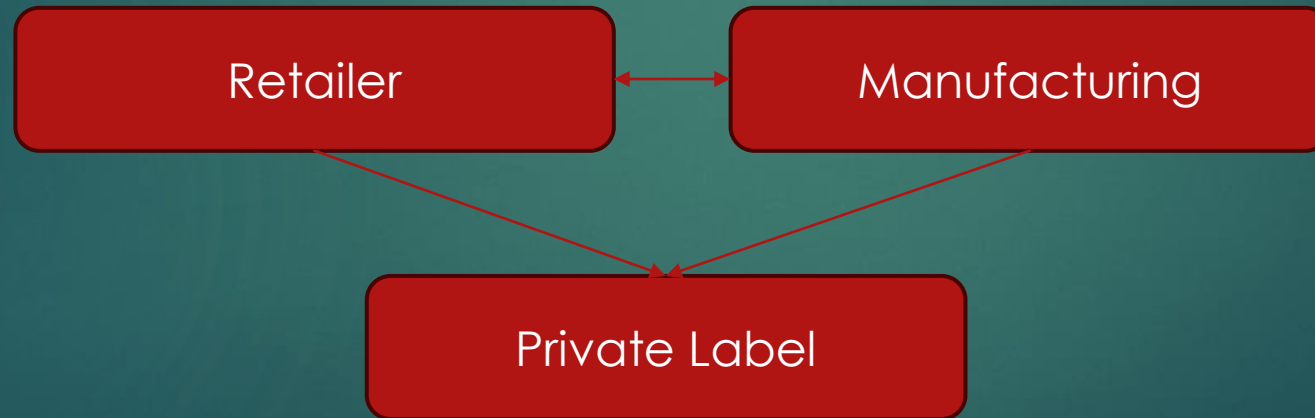


What is Private Label

- ▶ Customized product's specification , packaging and branding that match retailer requirements



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Why retailers need **Private Label**

- ▶ Enhance Customer Loyalty
- ▶ Improve Profitability direct and indirect
- ▶ Market adaptation :Affordable, trusted alternative especially during inflation



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How retailer start Private Label business

- ▶ Defined Strategy
- ▶ Build the function
- ▶ Product Selection
- ▶ Manufacturer Selection
- ▶ Marketing Strategy
- ▶ Protection Plan



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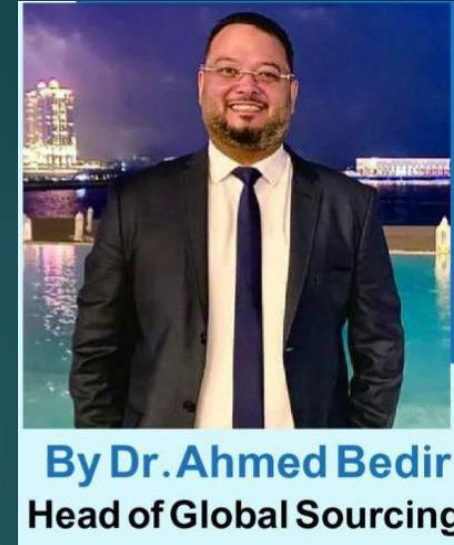
How to Source

Retailer

- ▶ Target Cost
- ▶ Target Margin
- ▶ Product specification
- ▶ Forecast
- ▶ Incoterm
- ▶ Logistic Standard
- ▶ Regulation Standard
- ▶ Quality Standards

Manufacturer

- ▶ Production Capacity
- ▶ Strong R&D
- ▶ Market understanding
- ▶ Certifications
- ▶ Strong Quality
- ▶ Logistics
- ▶ Payment terms
- ▶ MOQ



Challenges

- ▶ Brand Protection
- ▶ Sustainable availability
- ▶ Market Dynamics
- ▶ Customer Education
- ▶ Supply Chain

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Success Factors

- ▶ Sales value and Share
- ▶ Profitability Vs Company
- ▶ Availability
- ▶ Sustainability

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Private Label departments

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Sourcing

Technical

QA

Designer

Registration

Logistic

Commercial

Merchandizers



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