

## **Knowing How the Customer Buys**

With continuous streams on new product launches and packaging updates, it is getting harder for retailers and suppliers to work out how the customer comes to a decision on what they should buy when they are in a store. Australia's leading Business Development Company, *Achievers Group*, is overcoming this by bringing to the team, Warwick Rounce, a man who has had over 30 years experience in understanding how the customer makes that purchasing decision.

"We provide retailers and suppliers with strategies to grow their business through sales, marketing, planning, and people. Yet when it comes to the real detail of why is the customer purchasing that particular product, or how do I grow that category every year, we felt that bringing Warwick to the team, would help in solving these issues," said Achievers Group Managing Director, Tony Gattari, the man heralded with growing Harvey Norman's Computer Division from \$12 million to \$565 million in 9 years.

Warwick Rounce comes with a wealth of experience working for Nestle for 25 years, as a Brand Manager for Australia and UK, and also as General Manager (Associated Business Units), and Marketing Director (Confectionary). Warwick also worked for Selleys Australia for 6 years as Marketing Director and Strategic Planning Manager.

Some of Warwick's clients include Yates, BACS Contamination Control, Miglorie Coffee, and Orica Wood Care.

"What makes Warwick unique is his ability to take his wealth of knowledge, and translates a complex subject such as category management, and develop easy, relevant, and practical strategies that can be implemented by the client" Tony Gattari continued.

Many retailers have realised that it's much more effective to partner with manufacturers who have significant consumer insight and can make realistic recommendations to retailers on ranging to meet the consumer needs. For example, if a category is growing in its relevance to the consumer owing to market trends, demographic population movements or lifestyle, the category may require more space or variety or less duplication of the more traditional products.

"Partnering carries additional obligations for the manufacturer. If part of your own product range does not justify a spot on the shelf, then the manufacturer must recommend deletion if he wants to have any credibility when recommending deletions of competitive products," said Warwick Rounce

"My responsibility is to teach, both the supplier and the retailer how the consumer approaches the shelf, according to the way he or she views the category by what they are using the product for, not necessarily the way the retailer would like to neatly group the products on the shelf" continues Warwick "Couple that with the complete strategic direction that Achievers Group can give to an organisation, we can have the business maximise its returns from its category".



## **For more Information, or Interviews, Please Contact**

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## **About Achievers Group**

Achievers Group partners with retailers and providers globally in achieving success. Achievers Group takes the mystery out of business through a process of *Education, Inspiration, Motivation and Activation*.

Achievers Group has worked with over 90 businesses, such as Cisco, Australia Post, Sanyo, Harvey Norman, Rebel Sport, and The Good Guys.

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