



For Immediate Release

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Staying at the Top of the Retail Food Chain

Despite tough Retail conditions, there are certain businesses that continue to go from strength to strength. While some may put it down to luck, business owners can now learn the deliberate strategies these businesses put in place to ensure they stay at the top of the Retail food chain.

Businesses such as Rebel Sport, JB Hi-Fi, Bunnings and Harvey Norman remain the market leaders in their field regardless of what the competition throws at them. Now in a Public Seminar by one of Australia's most sought after business coaches, Tony Gattari, business owners can learn from one of the pioneers of Killer Category Retailing.

As the General Manager of Harvey Norman Computer and Communications Division, Tony Gattari was at the forefront of Harvey Norman's domination of the PC market. He oversaw the growth of the division from \$9 million to \$565 million in 9 years. Tony has recently been the Managing Director of a publicly listed company and was previously the CEO of a successful technology company.

As a Retailing guru, Tony now trains and advises 'Killer Category Retailers' including Rebel Sport, The Good Guys, Australian Geographic and Domayne, just to name a few.

"The common misconception is that retailers believe they have to be 'big box discount retailers' to dominate their category," Tony explained.

"That is far from the truth. Once a retailer knows how to identify and exploit their 'Unique Selling Proposition' they can be a 'Killer Category Retailer' no matter how big or small they are," he added.

Retailers can learn the secrets of how Tony builds businesses, and how any Retailer can be a market leader. The seminar covers how to:

- Build a 'Killer Category' business.
- Create a culture that achieves the owner's goals.
- Use five effective marketing principles to get instant results on your bottom line.
- Create a business that works when you are not there.
- Build the core drivers of your business to improve sales, profit, and stock turnover.

Achievers Group Retail Success Seminar

Wednesday May 24

C2 Centre, Cnr Silverwater Rd and Egerton St, Silverwater. 6:30pm for a 7pm start.

Investment only \$99 (Includes seminar, workbook, food and refreshments)

For more Information Please Contact

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The Achievers Group Retail Success Mechanics Team

Tony Gattari, *Owner and Managing Director* – Tony was the General Manager of Harvey Norman Computer and Communications Division where he oversaw the growth of the division from \$9 million to \$565 million in 9 years. Tony has recently been the Managing Director of a publicly listed company and also been CEO of a successful technology company.

Shaun Mooney, *Director and Retail Business Advisor* – Shaun has been in retail since 15 years of age, rising from selling sports footwear to being a Sales Manager for a publicly listed company by the age of 26. Shaun has turned around a business that was losing \$600,000 a year in operating profit, to improving the bottom line by \$294,000 within 6 months, to breaking-even within 18 months. Shaun is the creator of the “Retail Success Chassis”, a tool that is used to improve bottom line results for Retailers.