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The Private Label brand is a growing part of the “puzzle” of retailers. It is of key importance to offer clients a range of attractive and profitable range of products. The power of Private Labels goes deeper into each element, from conception to delivery; without short cuts in order to help the reader understand the growing complexities of the Private Label industry.

Nevertheless, this book covers a lot more than only Private Labels: we explore how supermarkets and discount stores operate their business, the role of private brands together with other brands and techniques used by retailers to generate customer loyalty, the key to running a growing and profitable business.

Two chapters are dedicated to discount retailers, offering a deep vision of the strategies used by the main operators and by supermarkets to compete with the growing discount stores. A deep analysis of the relationship between suppliers and buyers, and the changing pressures on the two which lead to changes in the dynamics of “power balance”.

Together with a full revision of how manufacturing is being implemented and an exhaustive vision of how a manufacturer of Private Labels can stand out among the rest, “The Power of Private Brands” it’s a priceless tool for all the actors in the fast development of the industry of Private Label consumer goods.