



CTFA Conference: Satisfy your customers

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Cosmetic, toiletry and fragrance companies gathered at the Copthorne Hotel, Waitangi for the annual CTFA conference where they were motivated, educated and enlightened by an array of national and international guest speakers.

Private label

The experience of other countries suggests the key driver of private label growth is retail consolidation. It's starting to happen in New Zealand, but it's still early days, according to Timothy Morris of Coriolis Research.

In a highly concentrated market, a strong private label programme can double profits and research shows chain-store retailers with strong private label have been able to buy out their poorer performing competitors, leading to further consolidation and growth.

Timothy Morris says while private label is growing in New Zealand, it is in decline in Australia, and booming in the UK.

UK supermarket chain Sainsburys can attribute 59% of its sales to private label brands. In comparison in New Zealand Foodstuffs sells 12% and Progressive 10%.

Other speakers included Christine Field of Aim High computer training, who encouraged delegates to move towards the paperless office with a stronger commitment to electronic files.

Frances Stead of L'Oreal, chairman of the CTFA charity Look Good Feel Better which supports women with cancer, announced another national road show was being planned to increase awareness of LGFB in major medical centres.

Ken Hewitt of Storelink and Scott Birley of Coalface Consulting, joined Peter Carter of Wella for a session on merchandising, a major issue for FMCG companies in the seven-day trading environment.

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