

inside inde **p**et+

A newsletter for Indepet shareholders, staff, wholesalers & suppliers



- + Why I joined Indepet**
- + Pet care trends favour Indepet**
- + Six new members join**
- + Inde feature: Kellyville Pets**

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Our cover:
Beautiful seven year old Makayla in Melbourne with her British Blue sole mate, Tuscan, sending the message of partnership and solidarity to the wider Indepet group



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Design, Copy & Artwork
The Guerin Group
www.gueringroup.com.au



Indepet vision comes to life



Grant McShane,
Indepet chief executive

As readers will see in this second issue of *Inside Indepet*, our new buying and marketing group is coming to life as its founders envisaged.

Encouragingly, another six independent retailers from Queensland and New South Wales have joined Indepet (see *New members p.11*) since publishing our first issue some seven months ago.

Further, one of the industry's leading supply companies, the Premium Pet Bayfish group, has given Indepet the ultimate endorsement, by signing off on the first national trading alliance with Indepet.

As Bayfish's John Mason explains (*Supplier view p.4*), there is a great opportunity for Indepet members to draw on the independent qualities of creativity, flexibility and local connections to offer the pet care market a better value proposition.

This month, our chairman looks at emerging trends in pet care retailing (*From the chair p.5*) and offers his thoughts on how we – as independents – can better position ourselves to take commercial advantage of the changes ahead.

As is often the case in retailing, getting the right product-service package exactly right for your customer is the key to commercial success.

This theme is reinforced by the experience of John Grima at Kellyville Pets in New South Wales (*Indepet business feature p.6-7*). As John wisely notes, the pet care market is surely one of the best retail sectors for

independents to flourish. Customers are emotionally engaged in the whole shopping experience and the opportunities to enhance that feeling of emotional engagement are enormous.

In this issue, we draw our readers' attention to the critical issue of getting the dual branding strategy implemented (Indepet branding p.8). From my experience of buying and marketing groups, there is no more pressing issue than the need for a unified, professional look – especially in the way we present ourselves to suppliers and prospective members.

On the topic of presentation, we also explore the role of merchandising and product display, drawing on the insights and long experience of Kim Peries of Pet City, a thriving family independent that's been in business for 58 years.

In my view, it ought to be possible for retail customers to buy everything they need, without the aid of a shopping list. Every retail outlet is different; they all have their own character and individuality.

However, all could benefit by combining professional merchandising principles with some good old-fashioned creativity to help accentuate that unique point of difference so valued by our members.

With the Indepet group now up and running, and a new year ahead of us, we look to steering the independent sector of this dynamic industry in a new, more profitable direction. ●

Why I joined Indepet



Brad Smith, manager of Mackay Pet Superstore

Brad Smith, Mackay Pet Superstore

Seven months after Indepet was launched, the collective buying and marketing group is living up to member expectations.

For Brad Smith, manager of Mackay Pet Superstore, the priority was to get the professional guidance and support needed to really tackle the rising power of chain stores head on.

"Already, the group benefits for us have been immediate and substantial. We've managed to negotiate better deals – even with the existing suppliers – simply by presenting ourselves and our case in a more unified, professional manner.

"I'm mainly talking wholesalers but thanks to Indepet we've also picked up some new suppliers that I didn't know existed."

Brad sees particular value in the practice of bringing the best ideas of many independents together around a single table.

"Having great ideas is fine but having someone to say OK as a result of this meeting, we are going to do X or Y for the collective good of all.

"This approach is particularly valuable in marketing where we need to be thinking and working a year or two in advance to really tap into our suppliers."

On store branding, Brad said Indepet's dual branding strategy was the right way to go.

"There's been a lot of change already around the group's formation which has been quite a challenging time for everyone.

"In the short term, members

probably feel the need to strengthen that sense of local identity. Retaining original store names - alongside the Indepet brand – will help achieve that.

"Under the dual branding strategy, we can immediately start branding ourselves under a single banner and, ultimately, that's where the big economies of scale will be reaped.

"Not just in media advertising and direct marketing, but with more specialised initiatives; Indepet gift cards, Indepet calendars and Indepet shopping bags just to name a few."

Brad said the issue of staff training also had the potential to be far more effective and comprehensive when coordinated centrally through Indepet's national office

"There is enormous potential to tap into a wealth of resources within the Indepet group.

"As an example, I'm a marine biologist; designing and setting up aquariums is my forte.

"In this market, I could probably offer some handy advice and assistance with the training of other members of the group.

"Likewise, there would be members who could help us at Mackay Pet Superstore with specialised knowledge

I'm mainly talking wholesalers but thanks to Indepet we've also picked up some new suppliers that I didn't know existed



Lia at sales counter of Mackay Pet Superstore

through some kind of shared approach to training."

"Indepet has really laid the foundation for us to develop and expand as a professional network of Independents," he said. ●

Premier Pet-Bay Fish alliance with Indepet to deliver value



From left: Nathan Patrick and John Mason of Bay Fish, Grant McShane and Blair Collins of Indepet and Graham Taylor and Jared Patrick also of Bay Fish.

Innovation at every level, best-practice training and excellence in customer service must all combine to give customers a unique experience

PEOPLE WANT VALUE

John also shares the Indepet belief that while competitive pricing is important, the total customer experience is what will drive commercial success.

"Innovation at every level, best-practice training and excellence in customer service must all combine to give customers a unique experience.

"Rarely do people want best quality these days. I believe they want best value. They are now more discerning and they understand the notion of value better than ever.

"Differentiation is the key to creating value. It's the bundling of products and services to deliver better value that will determine success."

An example of this is Premier Pet-Bay Fish's recent bundling and launch of its Aquatopia brand of aquarium tanks and accessories to the retail market.

John urged Indepet members to adhere fiercely to their independent qualities while tapping their collective strength as a group.

"The reality is that the corporates work to a very rigid model; there is little or no sense of community and belonging on the shop floor.

"For Indepet, there is a great opportunity to turn that significant point of difference into a better value proposition.

"However, it can only be done with the right wholesaler and supplier partners and it must be marketed correctly. Done right, it will be a very powerful competitive advantage," he said. •

Right now, Indepet is in a great position to harness its collective strengths and guide the dynamic pet care industry in a new, more profitable direction.

To succeed, however, Indepet will need to deal with the industry's best suppliers and the Premier Pet-Bay Fish Group is the first of these to publicly declare its support of the new group.

According to the company's general manager, John Mason, the market has profoundly changed in the past three years.

"There has been strong growth in the market. A competitive edge is no longer as easy to achieve. New models in pet industry retailing are emerging at a rapid rate," he said.

According to John, the rise of the "inde" movement is driven to the individual style and strong local identity of proprietors. Many have built successful businesses on their unique personalities, the hiring and training of local people and an absolute focus on keeping things local, friendly and fresh.

"With Indepet now up and running, the challenge for members will be to maintain that local integrity while pursuing the group objective to become more efficient and profitable."

John said he wanted to position Premier Pet-Bay Fish as a reliable supplier of quality products that's easy to do business with; one that's prepared

to work with retailers to generate increased sales volumes to benefit supplier and retailer alike.

"We will do this through better forecasting, better planning of stock and supply issues and better linkage between branding, marketing, sales, training and service.

"We have been Australia's number one aquarium fish and accessory supplier for 33 years and across our Queensland and Victorian operations, we have more than 135 years' experience in aquarium fish.

"These days we also supply an extensive range of premium pet food and quality pet accessory products.

"We are unique as a national pet wholesaler able to offer pet retailers a one-stop shop for live fish and a full range of pet products.

"We want to leverage that deep expertise and wholesaler point of difference through more innovative staff training, product packaging, bundling and promotion with our retail partners.

"Put simply, our goal as a wholesaler is to establish category ownership through innovation.

"Ultimately, we want to move to a partnership agreement with Indepet that will commit both parties to work together to deliver better business outcomes in terms revenue, service and profit."

Positive trends in domestic pet care How Indepet can benefit



Indepet chairman Matthew Kane

Chairman, Matt Kane, reports on the latest findings and emerging trends in the domestic pet care industry.

The ground-swell of support for socially-responsible companion animal ownership is fuelling strong demand on the service side of the industry

Despite the steady rise in on-line commerce globally - and its potential threat to traditional retailers - it is telling that almost all dog and cat food (99.4%) in Australia is still sold through a retail store.

For all other types of pet food (eg for birds, fish, reptiles & horses), the percentage of total sales sold via the internet is only slightly higher at 1%.

These figures, along with other interesting trends, were recently published by the Australian Companion Animal Council in its 2010 edition of *Contribution of the Pet Care Industry to the Australian Economy*.

As a network of physical store operators, Indepet can take some comfort from these findings, although we need to keep a close eye on how on-line selling might evolve in the our industry.

As ACAC's annual report highlights, there are several trends emerging that auger well for the kind of personalised shopping experience that Indepet members offer.

Foremost among these is the elevation of the status of pets which are increasingly being acknowledged as "members" of the modern day suburban family. While total pet numbers have declined slightly in recent years, the total spend by pet owners on each of their beloved pets continues to rise.

Pet owners are tending to place greater value on the health and well-being of their pets, which is driving

growth of premium pet foods and other specialised pet foods and health care products. Hence we now have products that cater to the life cycle, activity level and specific breeds of pets.

Further, the ground-swell of support for socially-responsible companion animal ownership is fuelling strong demand on the service side of the industry.

Veterinary services (\$2.2billion) along with other pet care services (\$1billion) such as clipping, grooming, boarding, walking & training, now account for 53% of the total \$6billion now spent by Australian pet owners annually. Note that dogs account for 75% of the total spend on pet services.

Interestingly, Australia has one of the highest levels of pet ownership in the world per capita and our increasing expenditure on a declining number of pets partly reflects advances in veterinary medicine and improvements in pet products and services now available.

Strong demand for this growing range of services again augers well for the Indepet retail network with its focus on premium products and professional services - all available from a friendly, convenient store managed by someone you can trust.

In my view, this is the independents' defining advantage over the corporate sector.

It's also the single biggest advantage

we have over those entrepreneurial types who are no doubt rigorously pursuing on-line distribution strategies designed to "eat" into the store operators' dominant market position.

Among other trends, supermarkets and hypermarkets (such as the corporate "pet-sheds") have grown their share of the pet care market through the economic downturn of 2008, in the pet food segment especially.

This is most likely the result of aggressive price competition and the attraction of lower-priced private labels which some of the larger corporate retailers are using to maintain profitability while appealing to cost-conscious consumers. There is no doubt that private label pet foods are being priced significantly cheaper than the proprietary branded lines.

Whether Indepet goes down the private label road really comes down to the strength and integrity of our supply alliances.

Provided Indepet can negotiate competitive trading terms with its suppliers and wholesalers - and Indepet delivers on its commitments - I see little value in Indepet pursuing a private label strategy.

However, we must remain open-minded to the merits of all marketing, retailing and branding initiatives that have long term potential to create wealth for Indepet Shareholders. That's the Indepet charter! ●



KELLYVILLE PETS

From passionate hobby to commercial success

A young pet lover's dream comes true

John Grima is managing proprietor of Kellyville Pets

Kellyville Pets is the story of John Grima's childhood-love of pet shops evolving into a life-long passion for companion animals and successful career as an independent retailer.

Employing the right people and creating the right culture is crucial to success in Australia's growing pet care retail market.

That's the experience of Indepet member John Grima of Kellyville Pets, located in the Cumberland district to the west of Sydney in New South Wales.

"It's my view that no employee ever sets out to disappoint you or let you down," said John who's been in the pet care business for 27 years.

"Every person wants to succeed in their job I believe; they mostly just need a bit of guidance and direction and to be made to feel like an important part of the team.

"Yet a lot of retail managers don't seem to work on business culture or staff leadership; often they focus on the wrong things. In retailing, nothing is more important than sales and service. And that's about people."

John's approach is to lead by

example, rewarding staff when they excel or exceed his expectations in some way.

"You really need to reward staff about 10 times for every time you make a criticism."

John started buying and selling pets as a hobby in 1983 while still attending high school. But his commercial aspirations were raised when a pet shop up the road closed down.

JOURNEY OF DISCOVERY

At the time, his parents had a small farm with an old house and a plant nursery on it. The old house became the starting point for what would become Kellyville Pets, now a multi-million dollar sales business.

"As a kid, I've always loved pet shops; birds were a particular fascination for me.

"I sold my motor bike and other stuff for \$800 so I could stock up on birds, fish & fish tanks and live bearers. Back then, I didn't really know much about looking after pets so it was a kind of journey of discovery. Not an ideal way to start a business.

"We made a few mistakes in the early days, however, it was a fairly low risk

strategy. It was quite a good money spinner too because we really only needed to pay wages and electricity; the rest went straight back into the business."

In value terms, John sometimes feels he was more profitable back then than he's ever been since. In terms of the risk to reward ratio, he probably was!

"By 1985, I'd left school to pursue my passion fulltime. I had to employ a guy in the first year; we were working seven days a week to build up the business.

"Sadly, I had to sack that guy before long for stealing. But it probably taught me a thing or two about managing people."

Within four years, the business had taken shape. The product range was expanding and sales were climbing and John's teenage passion had become his dream career.

"The bird business was initially around 55% of all sales. Aquariums were also a big line while the dog and cat business was minor."

Fast-forward to today and it's almost the reverse, said John. "Birds now represent a much smaller % of the business, where the cat and dog part of

the business is a significant department of Kellyville Pets.

SENSE OF THEATRE

John is thankful to be in a retail business where the product is so easy to sell.

"It's not like selling insurance or galvanised nails. People are emotionally excited when they come in to shop with us.

"We try to create an environment where people can purchase on trust; a place they like to return to; and therefore receiving great value for their shopping experience.

"Because it's often an emotional experience for shoppers, we try to create a sense of theatre in the feel and layout of the shop. It should always be an uplifting place to visit."

Staff training at Kellyville is done in-house, led by the more senior staff. John believes the real key to training is to hire people with enough drive to learn "off their own bat"



Megan is the small animals sales assistant for Kellyville Pets

"There is no formal process here for training but it seems to work OK.

"We're always reviewing how we do business. We've made many changes in the past and we're changing things now.

"Retail can be very competitive; sometimes you have to be a little price sensitive and fine-tune prices as you go along."

According to John, online selling is certainly on the rise in the industry.

But will it impact on Kellyville Pets? Yes and no, says John.

"In the end, it's all about the experience, the trust and the service.

"Yes, people may be able to buy stuff cheaper on the internet but the real cost is not the initial purchase price –

it's the cost of maintaining the pet, keeping it in good health over a life-time.

"It's harder for an on-line provider to compete in this sector, particularly for new pet owners. Many customers still prefer to shop in person; they like all the assurances that come with a retail shop presence."

MARKETING & PROMOTION

The marketing of Kellyville Pets is underpinned by a prominent main road location with an actively-maintained customer data base

"Along with a monthly newsletter, we run in-store promotions and a couple of major sales a year.

"With all of our marketing, we target our own customers. We reckon they can reach their circle of friends and family more easily and cheaply than we can.

"If we service our existing customers properly, they will promote our business word of mouth. There's nothing quite like that third party endorsement."

SELECTIVE STOCKING

Kellyville Pets may stock a big product range but John tries to be selective to avoid duplication.

"As retailers know too well, fewer lines will always be better for your stock turns, your cash flow and your profitability.

"However, sometimes customers expect more. So we have to listen and be ready to respond.

"We have our rules and guidelines to keep us on track. But in retailing, you have to be responsive enough to know when to break your own rules."

THINKING DIFFERENTLY

John said he rarely focused on what his competitors were doing in the pet care market.

"It's a mistake to worry too much about your competitors. If you're not careful, you can fall into a price war and lose sight of your own objectives.

"You can end up pursuing



Salesperson, Tiffany with Jake, department supervisor at Kellyville Pets

We try to create an environment where people can purchase on trust; and therefore receive great value for their shopping experience

someone else's objectives and your customers start confusing you with your competitors as you become like them.

"Better to differentiate yourself so your customers will recognise what is unique about your offering."

John also believes you should never underestimate how amazing staff can be in the name of customer service.

"I think retail managers sometimes cap the abilities of their staff like parents sometimes do with their kids.

"But if you credit your staff with enough trust to do a great job, they will often do that job better than you could have yourself.

"I'm amazed and humbled by how often this occurs at Kellyville Pets." ●





Grant McShane

DUAL BRANDING offers immediate benefit

CEO Grant McShane puts the case for immediate adoption of the Indepet group's dual branding strategy.

What features do companies such as Home Hardware, Retravision and IGA have in common?

Firstly, they all have a collective business structure and mode of operation similar to Indepet Limited.

In contrast to a corporation, these successful retail chains are alliances of many independent business people who have pooled their resources to create and control their own collective future. More specifically, control of the core functions of buying, marketing, training and administration.

Secondly, they all have professional-looking retail operations that are easily recognised and well respected in the market – despite the obvious challenge of creating a single coherent identity from what would no doubt be a “melting pot” of independent-minded people and stubborn personalities.

Thirdly, they all adhere to strict standards of group identity through the use of signage, vehicle livery, corporate dress – even TV and print advertising concepts.

Amazingly, to the average guy on the street, these independents often look like big corporate retailers – with the

kind of competitive pricing we've come to expect from chain stores.

Whether selling groceries or white goods, the managers of these retail franchises or member stores all seek their own identity to distinguish them from their competitors. They seek to occupy a unique position in their customers' minds.

In our case, we want Indepet to be top of mind whenever pet owners think pet care. When they need reassurance on which pet or pet care product to buy and how to get the best out of it, we want them to think of their local Indepet member.

We want Indepet to be top of mind whenever pet owners think pet care

Many Indepet members are already using the Indepet logo alongside their own company logo for corporate dress codes, motor vehicles, newsletters, customer accounts, order forms and cheque books.

BRANDED ORDERS

Indeed, order books are perhaps the most compelling case for dual branding of all as seeing the Indepet brand on every order from an Indepet member would reinforce among suppliers the central role of Indepet in all trading negotiations.

As marketing guru Seth Godin says, successful marketers are just the providers of stories that consumers choose to believe.

The key word here is choose. If you as the marketer don't provide all the elements of a good story, many people will simply choose not to believe you. Your claims will sound hollow.

Indepet would benefit greatly if all members move immediately to adopt the dual branding strategy as agreed at our last meeting.

A cohesive national identity would certainly portray a highly professional image to our key supply partners.

But perhaps the biggest benefit would be the additional brand equity and goodwill that your store will get

through Indepet's now centrally-coordinated advertising and public relations campaigns.

Promoting a single identity nationally enables us to reduce costs while improving the quality of our message.

The proof lies with those who have already succeeded with dual branding like Home Hardware, Retravision and IGA. As CEO, I'd like to see Indepet become the next big “inde” retail success story in Australia. Dual branding is essential to making that happen sooner rather than later. ●



THE DELICATE ART of pet care merchandising

Kim Peries of Pet City in Mount Gravatt, Queensland

Making it easy for customers to find what they want is fundamental to effective merchandising and product display in the pet care market.

For Kim Peries of Pet City in Mount Gravatt, Queensland, the basic rules of merchandising are applied daily in the normal course of advising customers and stocking shelves.

"Every great display must be supported with great personal service," said Kim who joined the Indepet group in August 2010.

"We don't have the space of a typical grocery or hardware store so we have to be creative in the way we merchandise. Adding a human touch at the browsing stage is a great way to do that.

"Every product must be merchandised in some way and pricing must always be subtle. Price stickers should be at back of the shelf or just below product, but never in front of product.

"We want customers to look at our products – before they see the price.

Our manufacturers do a lot of research on things like packaging shapes, colours and label designs so we need to maximise the benefits of that investment.

"It's a case of less is more; our displays and special boards rarely exceed the size of an A4 page.

with the right look and feel.

"The checkout area is always kept clear with impulse buys - like pet treats and toys – displayed slightly back from the sales counter."

Talking more widely about pet care retailing, Kim said she was proud of her live pet division and believes in taking a



From left: Caroline is the Small Animal Manager, Renae is the Bird/Reptile Manager and Kelly is the Aquarium Manager

"It's also about simplicity and clarity of message and always keeping shelves and display areas neat and tidy."

There is no formal merchandise training for Pet City staff. However, Kim said she involved all employees by making merchandising part of the normal course of stocking shelves.

"We do it all ourselves and some staff have more of a flair for it than others. So we all work together to come up

professional approach to all aspects of the "livestock" business.

"If everything is done to the highest possible standard, our pets will always be contented and our customers will have a positive emotional experience in-store.

"As a group, Indepet has a great opportunity to be a leader in this delicate and sometimes politically sensitive field of retail pet care." ●

Supplier Liaison

INDEPET FLIES FLAG AT PET EXPO



Brian Morgans (l) of Yippeeio Pet & Aquarium Centre in Browns Plains, Queensland; Indepet's Blair Collins (in background) and Evio Contenati of Pet City in Mt Gravatt, Queensland.

Indepet Limited was the pet industry's only retail group represented at the biggest-ever Pet Expo held at Melbourne Exhibition & Conference Centre last October.

National business manager, Blair Collins, said the three-day event proved to be a cost-effective way to promote the Indepet concept to the industry's 300 or so leading suppliers and wholesalers in attendance.

"The Indepet concept is quite revolutionary in this industry so most of the leading suppliers have heard about us and how we operate," he said

"However, there were also many new suppliers who were keen to explore new distribution options, particularly through the independent sector.

"Sifting through that maze of aspiring suppliers - and weighing up the commercial appeal of each - is perhaps the most valuable job that Indepet can do for its members at this annual event. It's a captive market all under the one roof."

Along with a huge trade exhibition, Blair said the expo also hosted a series of professional development and educational seminars to keep delegates at the forefront of the pet care and aquaria retail industries.

"Pet Expo was also a great sales

opportunity. In collaboration with our supply partners, we compiled a book of red-hot specials to offer our members extra value for attending. So it was a win-win for our suppliers and the Indepet group."

Blair said several new Indepet members attended including Queenslanders Brian Morgans of Yippeeio Pet & Aquarium Centre in Browns Plains and Evio Contenati of Pet City in Mount Gravatt.

Store manager of Kellyville Pets in New South Wales, Richard Sheen and his small animal supervisor, Tanya Camilleri, were also there.

As Indepet expands nationally, Blair believes a presence at next year's Pet Expo will again offer value to group members, even if just to keep abreast of the many new product and service innovations hitting the market. ●

Economies of scale central to wealth creation

After only six months of operation, Indepet members are beginning to reap the rewards of central coordination, not just through better buying but also better marketing and advertising.

As national business manager, Blair Collins has already launched the Indepet website, commissioned the next Indepet catalogue and begun working with suppliers on joint advertising & promotional plans for 2011.

"The new website has given us the kind of online presence we need to be an innovative, cost-effective support group for our members and a profitable partner for our suppliers.

"The web is particularly useful in this set-up year while we're introducing the group to suppliers, prospective members and various industry bodies."

Blair said the centralised collection and dissemination of market intelligence aimed at keeping members competitive had quickly become a valuable support service offered by the head office team.

"We've started benchmarking prices, mainly looking at some of the more competitive lines; products most affected by commoditisation and the growing influx of generics.



Blair Collins says central coordination of buying and marketing activities has already generated significant value for the Indepet group

"With so much discounting going on, one of my roles is to cut through all the promotional noise, take the smoke and mirrors out of the equation, and really evaluate suppliers and their proposals in net commercial terms.

"This information is compiled, shared and reviewed by members at a meeting prior to commencing a collated purchase.

"It's fair to say that following collated procurement of many accessory lines, our members are considerably better off financially since we've begun this whole process."

Blair said suppliers who were proactive in their response to Indepet's collective buying initiatives also stood to benefit commercially.

"Invariably, we reward the supplier or suppliers that offer the group the greatest collective value in present day terms with extra sales volume that might otherwise not be secured.

"Depending on whether we are dealing with strategic or tactical suppliers, the value equation will vary. However, it's never just about price. It's the whole commercial package including things like marketing and sales support, promotional funds, fill rates and inventory protection.

"In essence, collated procurement is designed to deliver economies of scale

to both Indepet and its preferred suppliers.

"Indepet is in the collective buying business for the long haul so inevitably, we will end up building partnerships with like-minded suppliers who take a long term view in their support of us."

In essence, collated procurement is designed to deliver economies of scale to both Indepet and its preferred suppliers

Blair said the response of the industry's many wholesalers to the launch of Indepet and its collective bargaining ethos, had been positive.

"Wholesalers have been incredibly proactive and most have been willing to support our members with commercially attractive terms.

"Now that we've signed trading alliances with some of the more progressive and proactive ones, the others may start to take a bit more interest.

"Given the dynamic state of the industry - and the innovative approach that Indepet is pursuing - it's not surprising that some of the traditional players are finding it a bit unsettling." •

The 15 members of Indepet met in Wodonga on the Murray River in November to conduct a quarterly review of the group's supplier relations.

Indepet's Blair Collins said the purpose of the review was to re-evaluate all suppliers and categorise them in terms of their strategic, tactical or non-compliant status in the eyes of the Indepet group.

"As a result of the review, we only

re-rated two suppliers. But it's a critical process that we have to go through – not just to stay competitive today – but to align the group with those suppliers we deem essential for access to new products and services in the future."

"Our approach is to centrally evaluate what's on offer then prune the list down to the most professional of the strategic and tactical suppliers.

"Collectively, our suppliers must meet

our total product needs. Some will invariably be niche suppliers while others will be significant mainstream players with a wide product range.

"So we have to make judgements about their cumulative value to us now and how that value might change in the year or two ahead."

While in Wodonga, Indepet members were taken on a tour of the headquarters of Mars Pet Care, a

Indepet gains six new members

Indepet chief Grant McShane welcomes six independent pet care retailers from Queensland and New South Wales who joined the group in the past seven months. These are Petcare Superstore, Byron Bay; Pet HQ, Aitkenvale; Pet Superstore Garden City; Pet City, Mt Gravatt; Yippeeio Pet & Aquarium Centre and Kellyville Pets. Here is a brief snapshot of each.

Trading name: **Pet City**
 Location: Mt Gravatt, Queensland
 Proprietors: Evio Contenati & Kim Peries
 Manager: Kim Peries
 Year established: 1957
 Staff employed: 40
 Product offer-mix: Livestock (salt & freshwater fish, puppies, kittens, birds, reptiles & other small pets)
 Primary market: Pet lovers
 Vet services: provided onsite upstairs
 Website: www.petcity.com.au



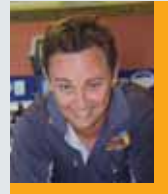
Trading name: **Pet HQ**
 Location: Aitkinvale, Queensland
 Proprietors: Michael & Tracey Alloway
 Assistant Manager: Hazel Strydom
 Year established: 1992
 Staff employed: 20
 Product offer-mix: Dogs, cats, birds, fish (tropical gold marine) livestock & accessories
 Primary market: mixed
 Website: www.pethq.com.au



Trading name: **Yippeeio Pet & Aquarium Centre**
 Location: Browns Plains, Queensland
 Proprietors: Annette & Brian Morgans
 Manager: Brian Morgans
 Year established: 1999
 Staff employed: 8
 Product offer-mix: Puppies, kittens, birds, fish, rats, mice, guinea pigs, snakes, turtles, lizards, hermit crabs and accessories
 Primary market: Everybody interested in pets
 Vet services: Nil in store but free vet check offered with every puppy and kitten sold
 Website: www.yippeeiopets.com.au



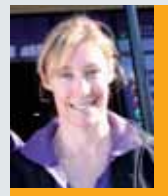
Trading name: **Pet Super Store Garden City**
 Location: Upper Mt Gravatt, Queensland
 Proprietors: Andrew & Leanne Baker, Brendan & Belinda Goodwin; Christopher Kerin
 Manager: Brendan Goodwin
 Year established: 2010
 Staff employed: 6
 Product offer-mix: Pet supplies
 Primary market: Pet owners & enthusiasts
 Vet services: provided by Gillian Hudson – Paw Print Vet Practice



Trading name: **Kellyville Pets**
 Location: Kellyville, New South Wales
 Proprietor: John Grima
 Manager: Richard Sheen
 Year established: 1983
 Staff employed: 45
 Product offer-mix: wide range of pet products and livestock
 Primary market: outer suburban pet owners
 Vet services: onsite independent vet
 Website: www.kellyvillepets.com.au



Trading name: **Petcare Superstore**
 Location: Byron Bay, New South Wales
 Proprietors: Matt & Kylie Kane
 Manager: Udo Moerig
 Year established: 2010
 Staff employed: 4
 Product offer-mix: Pet supplies, aquarium & DIY dog wash service
 Primary market: Suburban pet owners



strategic supplier to the Indepet group. At the meeting, Indepet CEO Grant McShane also welcomed three new Indepet members to the group; Pet City and Yippeeio Pet & Aquarium Centre from Queensland and Kellyville Pets from New South Wales. ●



While in Wodonga, Indepet members were given a guided tour of the headquarters of Mars Pet Care, a strategic supplier to the new group.

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