

## A Case Study

Optimizing the Private Label Process

### Client

A \$2+ billion, nationally recognized multi-channel retailer with a loyal customer of softlines and hardlines product.

### Challenge

The product development organization was faced with an increase in demand from merchandising, limited in-house specification expertise and rising product quality issues. The executive team wanted to design a process that would improve current performance and enable rapid growth of the private label business. The design needed to consider a limited pool of expert resources in the product field.

### The Parker Avery Group

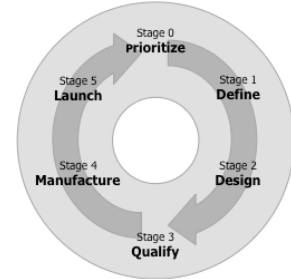
The Parker Avery Group is a boutique strategy and management consulting firm. We are a leading provider of strategy and business consulting services to retail and consumer goods companies. We work with our clients to help them research and develop strategies, design improved processes and execute change. We specialize in integrating customer insights and multi-channel business models.

[www.ParkerAvery.com](http://www.ParkerAvery.com)  
770.882.2205



### Parker Avery Solution

The Parker Avery Group designed product development pipeline, specification, sourcing, quality assurance and measurement processes.



As part of the solution, PAG also defined an improved process timeline, revised merchandising responsibilities to ensure alignment with product development roles and deployed a stage/gate process model that required minimal systems. The following processes were designed,

- Product Prioritization
- Product Definition and Costing
- Sourcing and Design
- Qualification and Testing
- Manufacturing Management
- Product Launch

Through this process, Parker Avery was able to revise the organization roles, define processes and train the end users on roles and responsibilities.

### Results

As a result of the project, the client has initially experienced an increase in private label business with fewer factories, higher quality and greater productivity.