

The “Evolution” of Shop-Branded Goods

Dave Seehafer

Global Wave Ventures

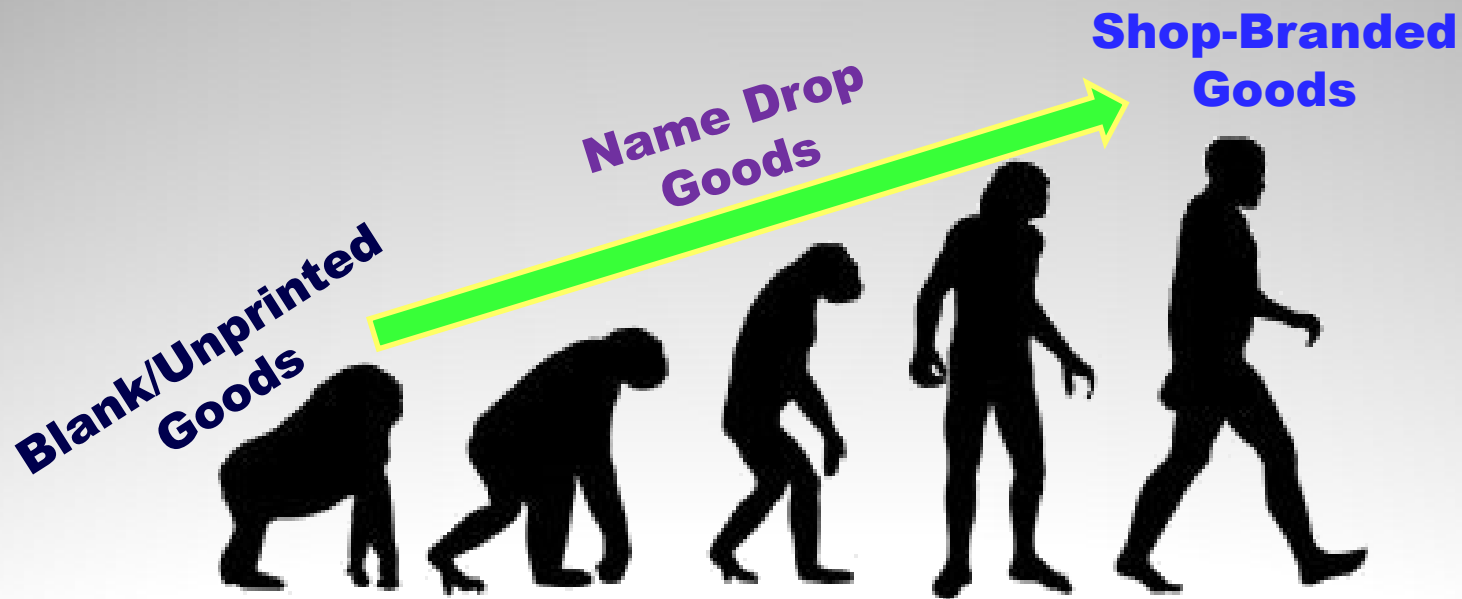
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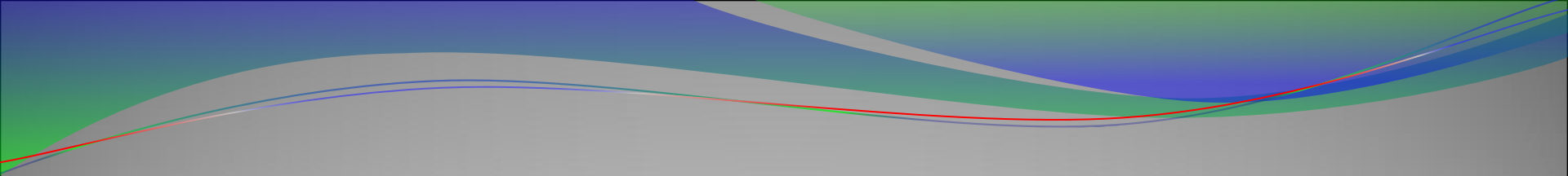
949-466-4110

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**Special Thanks to Seaside Retailer, Board Retailers Association,
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specialty retailers worldwide since 1983**

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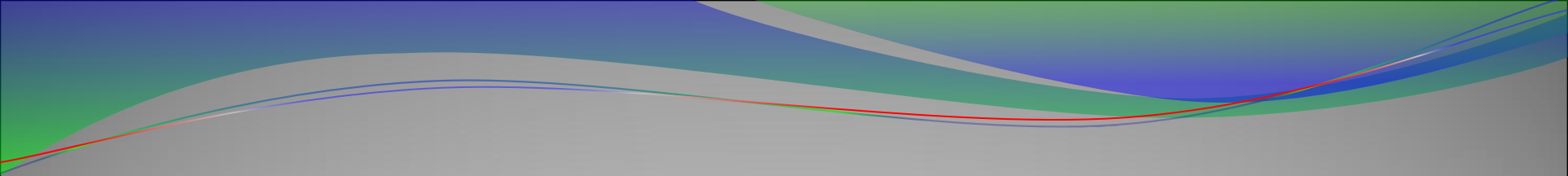




**40+ years of retail & wholesale experience
with action sports & specialty retailers**

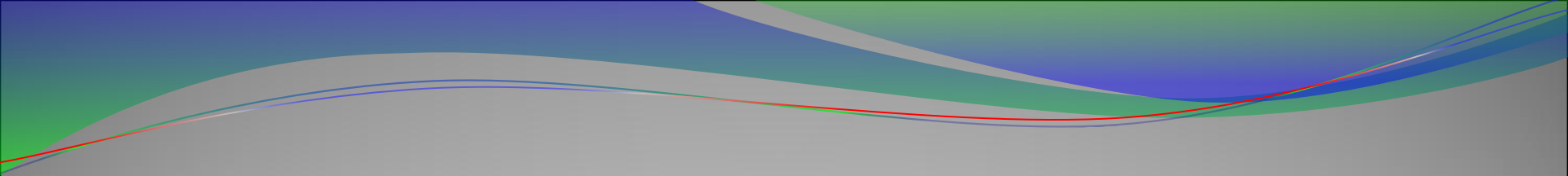
**20+ years in consulting specialty retailers
& developing private label programs**

MBA in business management & marketing



Definition of “NAME DROP”

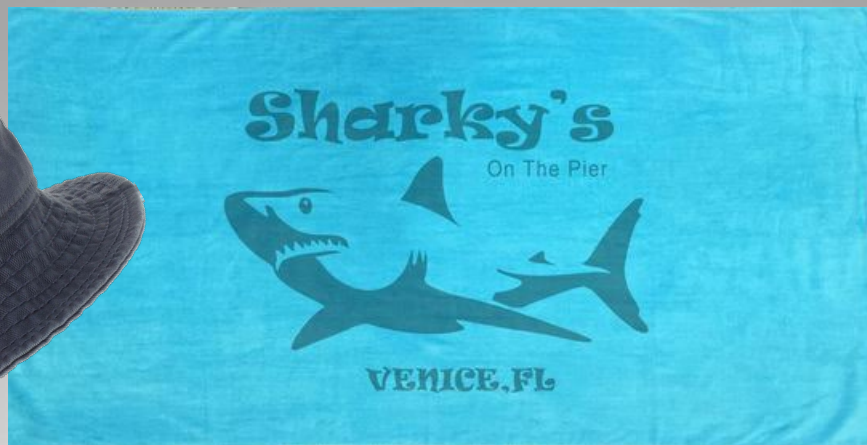


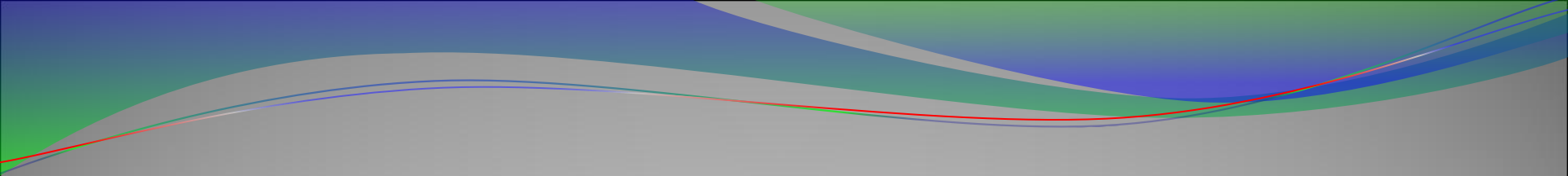


Definition of “BRANDED”

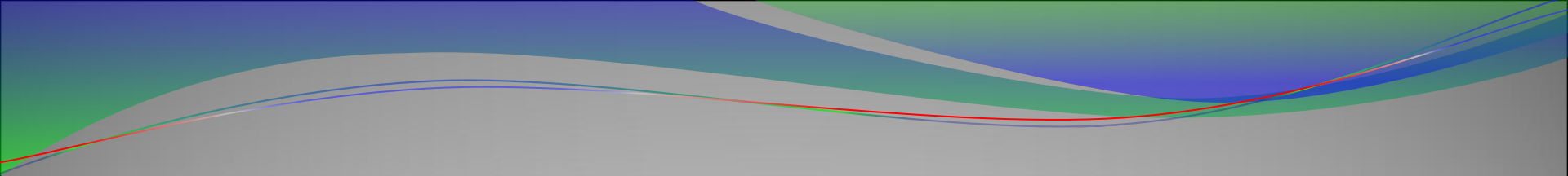


Definition of “SHOP-BRANDED”
aka private label

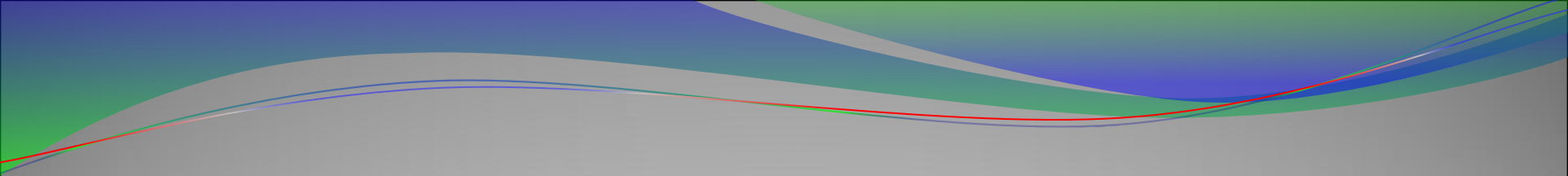




Name Drop//Shop-Branded//None??

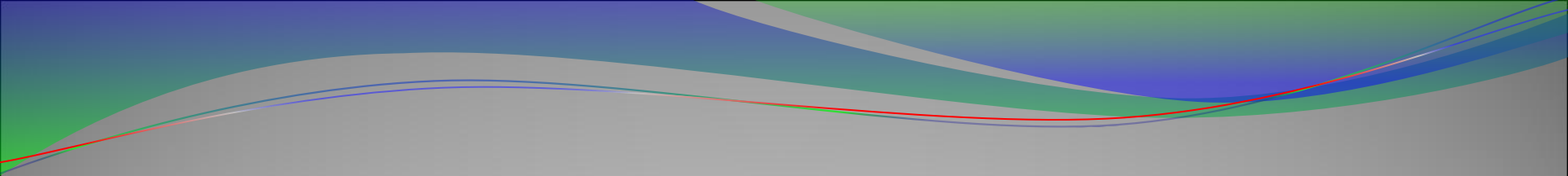


WHY “SHOP-BRANDED”



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Differentiate YOUR SHOP from other local retailers



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put the “special” in specialty

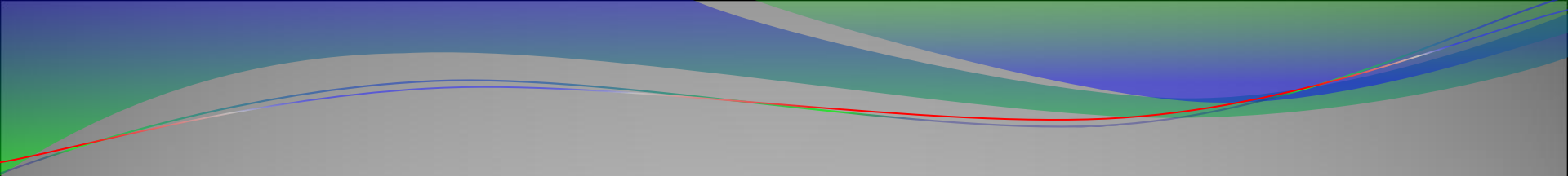
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Your shop is YOUR BRAND

anyone can “name drop”



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Increase YOUR SHOP awareness & boost NET profits

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React to changing customer, product & market trends

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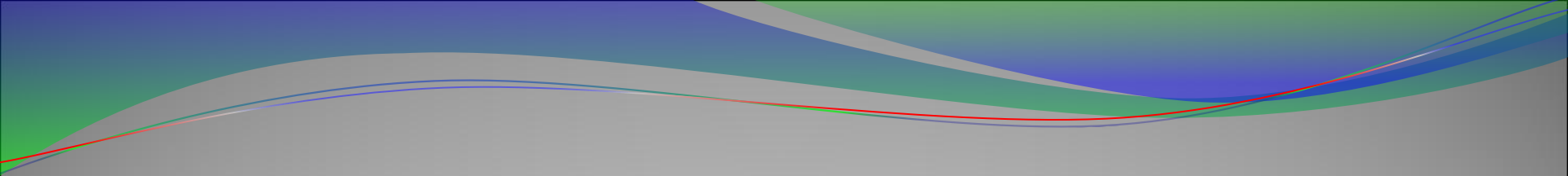
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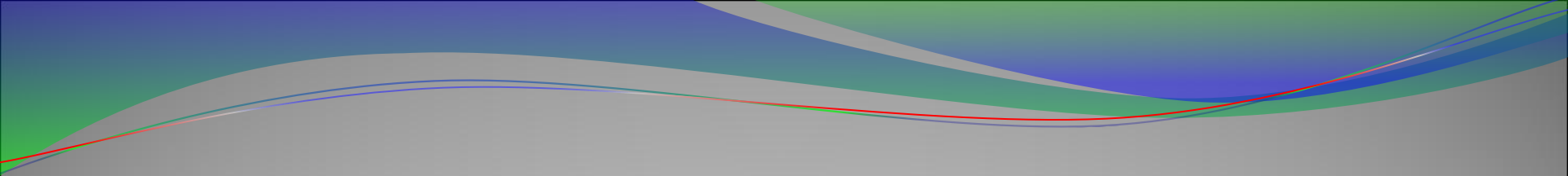
Expand your “customer” market

React to changing customer, product & market trends

Offer different prices AND qualities within a category



HOW TO USE “SHOP-BRANDED”



HOW TO USE “SHOP-BRANDED”

“base” logo needs to be strong!

work with a good graphic artist

HOW TO USE “SHOP-BRANDED”

From “base” logo, create 1-3 “sub” logos
using same or similar font

create unique/different color schemes

HOW TO USE “SHOP-BRANDED”

Identify 2-4 top selling **PRODUCT CATEGORIES**

OR

Identify **NEW** or under-tapped **CUSTOMER MARKETS**

think about kids, pets & home goods

HOW TO USE “SHOP-BRANDED”

**Look at many different vendors, product samples
for best quality & pricing**

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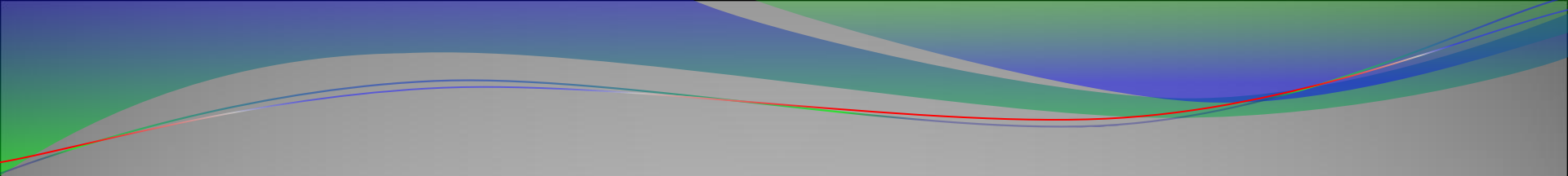
Goals—better *PRICE*, better *QUALITY*, better *PROFIT*

HOW TO USE “SHOP-BRANDED”

Look at different vendors, product samples
for best quality & pricing

Goals—better PRICE, better QUALITY, better PROFIT

**Your Shop Name & reputation is tied into
every one of your Shop-Branded products!**



WHEN TO USE “SHOP-BRANDED”

Make private label a PRIORITY

prominently feature in store AND online

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Merchandise & Display as a separate group

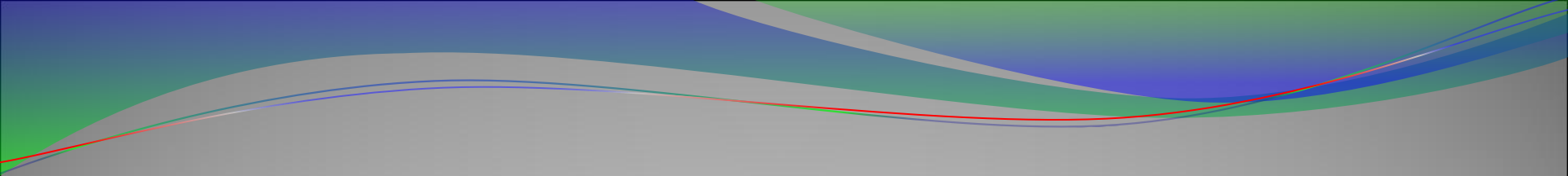
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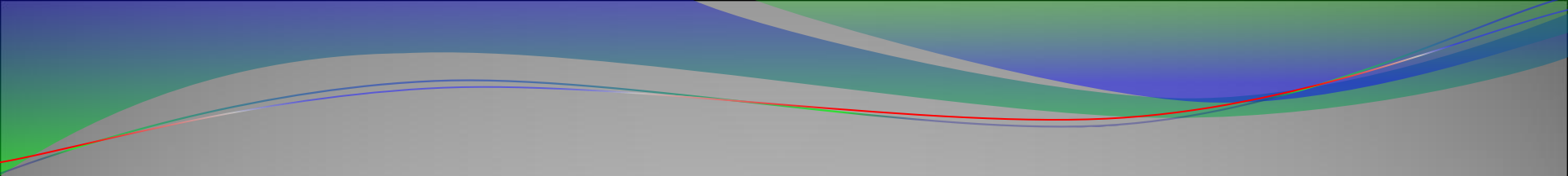
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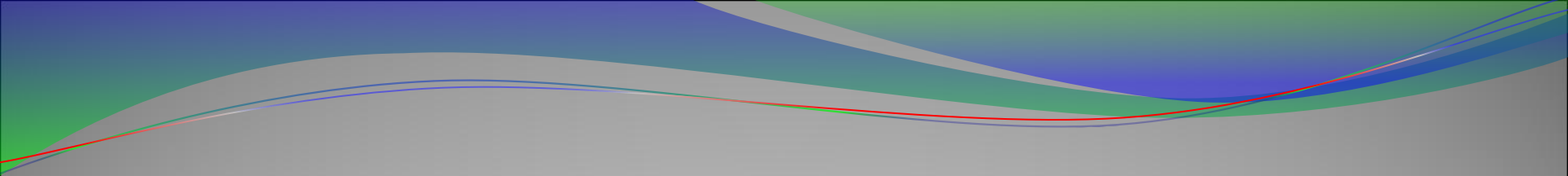
Reward loyal customers, gift w/ purchase, donations, etc.



HERE'S THE “EVOLUTION” PROCESS



Jacksonville Beach, FL



Dave's Gifts

Jacksonville Beach, FL

Dave's Gifts

Jacksonville Beach, FL



Dave's Gifts

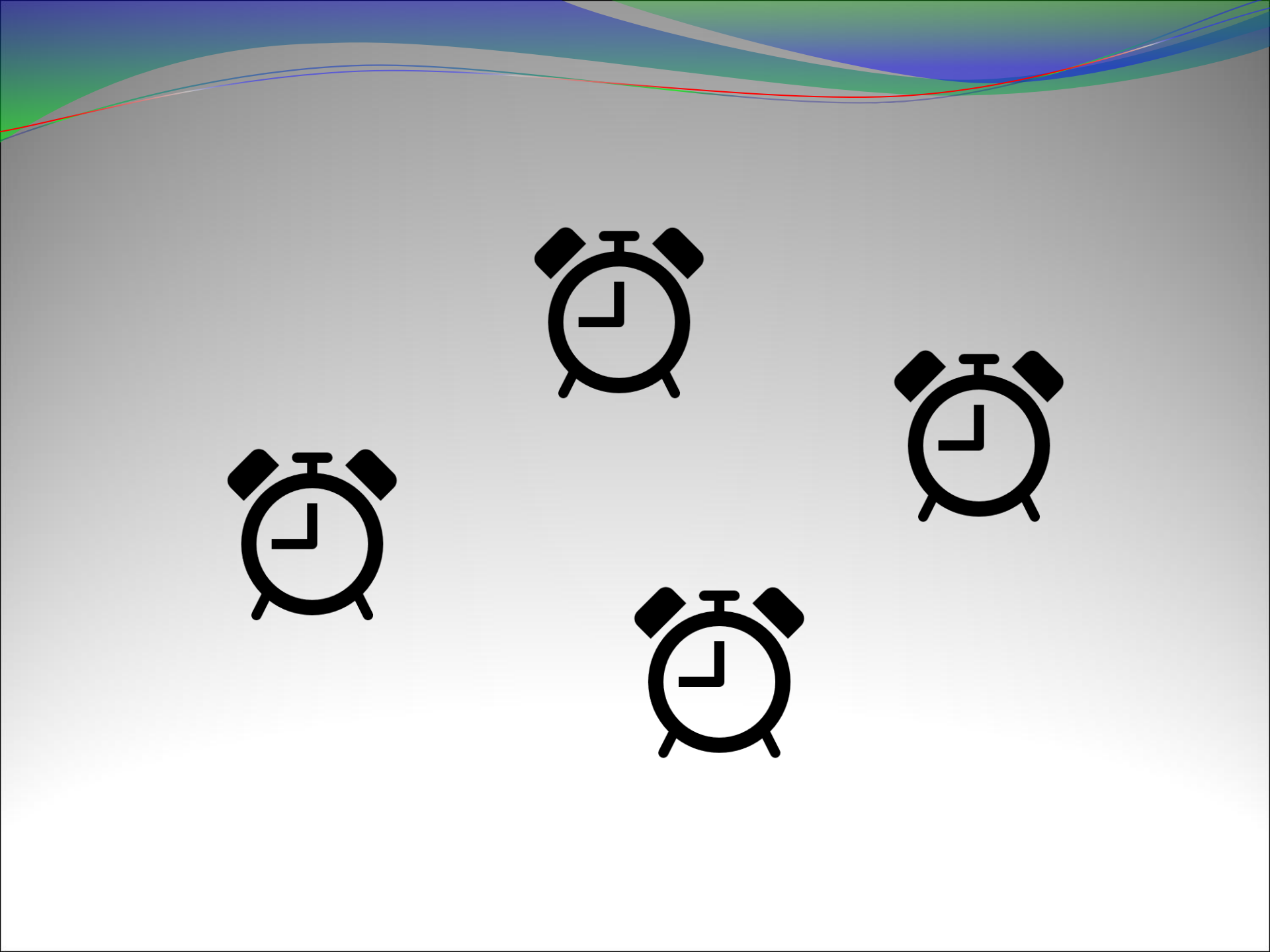
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