



Discount Retail Consulting Experts in Discount Retail

The complete solution for
Discount Retail

Discount Retail Consulting GmbH

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we know the way - show the way - go the way

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- Expertise
- Approach
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The Discount Developers

About us

- Discount Retail Consulting GmbH (DRC) is an international operating agency, specialized in discount retail
- Offices in Germany, Nigeria and Indonesia
- DRC provides food and non-food retail strategies and business processes; we have the specific hands-on practical expertise
- We help investors, retailers and FMCG manufacturers to grow their lean retail business
- We distinguish from other retail consulting companies, as we are hands-on experts in develop and implementing Discount Retail on spot



International

Based in Germany

Discount strategies

Help growing

Unlike others

Our vision

- We believe our international food retail expertise combined with the expertise of our clients enable us to bring fresh perspectives and creative thinking to help develop and/or improve their business
- We provide strategic and operational advice, guidance and implementation based on three principles:
 1. **thorough analysis;**
 2. **pragmatic advice and guidance;**
 3. **hands-on practical implementation.**



Expertise

Strategic advice

Operational advice

Guidance

Implementation

Develop & Improve

Our international expertise

- The Partners and Associates of DRC have a wide scaled experience from discount formats to supermarket concepts, and their way of working
- Our expertise ranges from market entry to supply chain solutions
- Whether your company is exploring new discount formats or transforming the current concept, we are able to provide tailor-made solutions and enhance your business by improving quality and adding value
- DRC is able to create, develop and turn-around concept with a profound strategic and financial business plan based on local market research and sector reference models.



Wide scaled experience

Tailor-made solutions

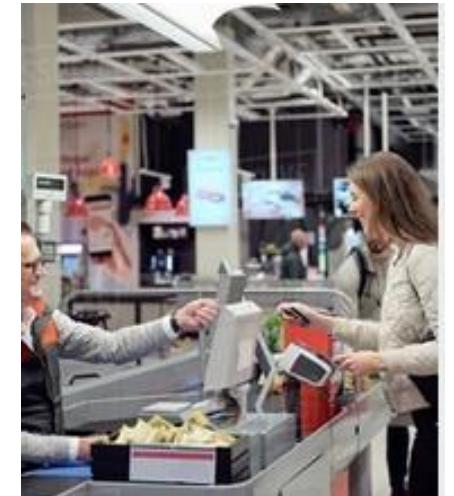
Adding value

Business plans

Local market research

Our approach and clients

- Our clients may be classical food and non-food store chains, internet-only organizations, multi-channel retail operators, or existing and new FMCG manufacturers supplying to retail
- Over the years DRC has garnered a significant database of best practices and sector reference models put together
- All DRC team members have abundant hands-on discount experience and as a result, offer to our clients lean and executable concepts and solutions that have been proven to be effective from practice over the years.



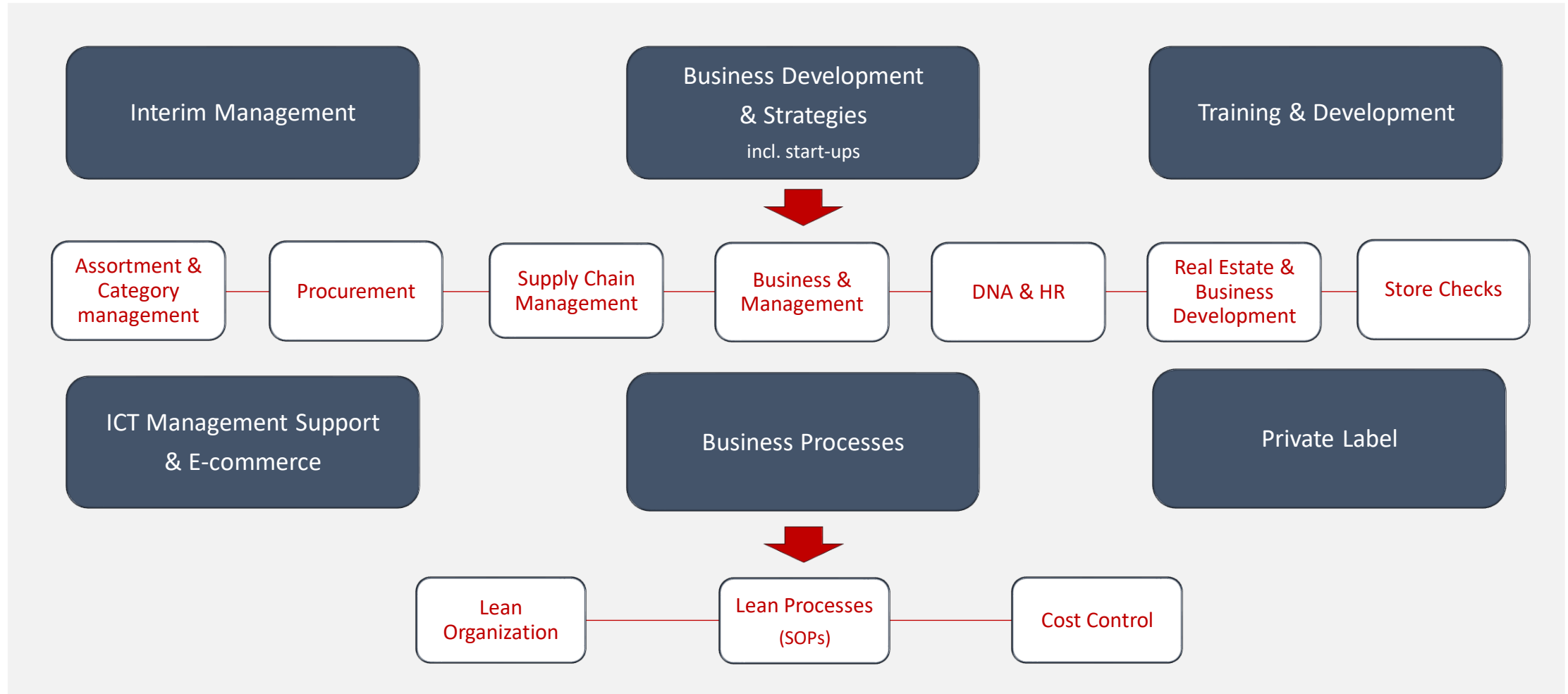
Multi-channels

Significant data base

Best practices

Hands-on

Executable concepts





The Discount Developers

Our deliverables

- Successful chain start-ups and market introduction
- Profound and tangible roadmaps to realize models or improving existing business concepts
- Standardize operation processes and lean retail organizations incl. PL development
- Increase accountability and front-line effectiveness leading to sales, EBIT and ROI improvements
- Strict project-, cost-management and execution
- Procurement supply network for branded and private label food and non-food products
- Adding value to retail with e-commerce



What assets does DRC bring?

The Discount Developers

- Long term inside retail experience (40+ years)
- Clear vision on retail, supply chain and brands
- Global discount retail and e-commerce experience
- Operating policies and business processes / manuals
- Interdisciplinary SCM experience from manufacturer to retail
- Structured way of working with lean processes, start-ups and scale-ups
- Hands-on and result-orientated
- **Detailed, concrete and tangible Turn-Key Entity**

We plan,
develop and
... implement

Non of the
big consultancy firms
can do the hands-on
implementation

Ask them; they will admit they
really can't do it



Our success stories

The Discount Developers

- Continuous Discount Sales growth
- Employee productivity increase by 25%
- OPEX savings by 10%
- CAPEX realizing a ROI of 10%
- Profitability growth with 100%
- Realization of multiple real estate projects
- Award winner „best employer to work for“
- Set-up discounter e-commerce platform Discount chain start-up
- New store concept
- Development, realization and go life new Distribution Centre
- Margin improvement of 25%
- Supply chain savings of 25%
- Private Label product development and listing
- Waste reduction by 30%.

Our References

The Discount Developers



DRC Executive Partners – The Discount Developers

Marc Houppermans (Germany)

..... has developed 20 years of broad interdisciplinary and international leadership experience, and is seasoned in leading tactical, strategic and operational business development projects to a success:

- DRC Discount Retail Consulting GmbH, Executive Partner
- Business developer, e-commerce discounter (a DSV company), Netherlands
- Managing Director and Board member, **Aldi, Netherlands (13 years)**
- Assistant to the Board, **Aldi Einkauf**, Germany
- Lean Black Belt manager global OEM Sales & Marketing, Philips N.V., Germany
- Consultant, KPMG, Netherlands
- Business manager, Philips Medical, Japan
- MBA, Maastricht University, Netherlands
- MSc Asian Studies, ICU Tokyo, Japan



William Snollaerts (Nigeria)

..... has practiced a wide scale of disciplines on operational, tactical and strategic level, and is internationally seasoned in leading multi-functional and multi-cultural teams:

- DRC Discount Retail Consult Enterprise, Executive Partner
- Retail Director, Gourmet, Egypt
- Board Advisor, JARA EDLP Nigeria Ltd., Nigeria
- Commercial Project Director, Lenta LLC, Russia
- CEO, Olivier supermarkets, CJSC Smart Value Retail, Russia
- Interim Country manager, Dixy neighborhood stores, Russia
- Managing Director and Board member, **Aldi, Netherlands (17 years)**
- HR Development manager, Hero, Netherlands
- Applied Science, Avans University, Netherlands





DRC skill-set (1/2)

The Discount Developers

Start-up & Development	Skill set
Format & brand development	Mission, Vision & Values (DNA), Brand book, Customer proposition, Key format features (SKU matrix, sales floor, attributes), Look & Feel, Category roles, Grouping & Routing, Architectural & technical design (MEP)
Organizational design & Management	Organizational design & evolution, Department & Job descriptions, Management principles, Internal communication & Corporate culture policy (DNA)
ICT	IT strategy plan, RFP, FDD, Business process customizations, BI & Dashboard development, IT support management, E-commerce platform development, IT regulations
Financial	Chart of Accounts, CAPEX & (pre)OPEX calculations, Projections, P&L structure, Payment procedures, Money inflow processes, Work capital, etc.
Fit-out & Equipment	Store lay-out, Sales floor & Backhouse, Materials & Equipment sourcing (racking, baskets, check-outs, etc.), MEP, Calculations, Contracts with store-fitters, etc.
Commercial strategies & policies	Procurement strategy, Suppliers approach, Assortment policy, Category management, Pricing strategy, Marketing (see also next slide), Merchandize guidelines, Promo and In & Out strategy, Suppliers contract, Business processes (various), Master data structure
Assortment & Private Label development	Procurement strategy, Assortment policy, PL - concept development, setting-up PL dept. (systems, tools, people), master data



DRC skill-set (2/2)

The Discount Developers

Start-up & Development	Skill set
Business Development & Real Estate	Real estate acquisition strategy, Store implementation policy, Location assessment, Sales estimation methodology, Rental fee calculations
HR	HR vision & strategy, Recruitment strategy plan, JD policy & Job descriptions, T&D policy & Training programs, C&B policy, P&A policy, HR regulations, PEX calculations
SCM & Logistics	Ideal DC structure, Supply chain management, Business processes for Goods Receiving, Internal transport, Order picking, Controlling, Shipment planning, Factoring
Operations	Business processes for Ordering, Goods receiving, Merchandizing (placing, facing, pricing), Check-out operations, Write offs, Returns, Stock control, Price control, Inventory & Stock taking, Opening & Closing procedures, HACCP & Food safety, Security, etc.
NSO	NSO planning, Equipment, Staffing, NSO-marketing
Marketing	Marketing strategy, digital marketing, E-commerce, Indoor & Outdoor communications



Geert-Jan ten Hoonte (Myanmar)

- has more than 30 years of international retail and consultancy experience on C-level in emerging markets. Next to his current CEO position, Geert-Jan holds various Board positions and is connected as a Consultant to various Investment companies in Asia.



Ignacio Gomez Escobar (Columbia)

- has more than 30 years experience in strategy, development, operations, and restructuring hypermarkets, supermarkets, convenience stores, shopping malls, and hard discount stores in LATAM and Spain. Ignacio holds various national and international executive and non-executive board functions and is university professor.



Rolf Schneider (Germany)

- has more than 30 years of international retail experience in the fields of store operations, training & coaching, and organizational development. Rolf is skilled in business development in FMCG for emerging markets and well connected to various key players in modern trade chains in Asia.



Reinhard Richter (Germany)

- has more than 30 years of international hard discount retail in Germany and Spain. Reinhard is expert in sales and FMCG supply chain and business excellence lean process operations. Now Reinhard's main interests lay in private label product procurement, lean organization and process development and optimization.



Harm Vissers (Netherlands)

- masters 4 languages: German, French, Dutch and English. Harm has a more than 15 years track record in discount retailing and has experience in the fields of sales, procurement, real estate, logistics, HR and accounting. Harm's main interests lie in retail project development and sales training.



Bart van Keulen (Netherlands)

- has more than 20 years of experience in discount retailing, wholesale and logistics operations. Expert in Logistics & Supply Chain Management. Knowledge of transport, handling, fresh and cooling FMCG products. Bart's main interests lay in process optimization and building sustainable supply chains.



Ivan Muhek (HR)

- has almost 20 years of international retail experience in procurement and sales throughout Europe and Middle East. Besides being experienced in leading multicultural teams and managing high value negotiations, he has proven record in building tailor-made assortment mix and private label development.



Ivan Butorin (Russia)

- has more than 20 years experience in leading procurement process with largest Russian retailers. He used his targeted skills to provide retailers stakeholders with the best purchasing power among peers. Ivan's main interests lay in procurement, operations and supply chain.



DRC team; Business Development Associates (2/2)

The Discount Developers



Tomasz Waligorski (Poland)

- has over 25 years of (international) experience in retail at discount and supermarket segments. Tomasz used to work for food and nonfood chains. Tomasz's skill-set features business strategy, commercial strategy, operations management, transformation of retail organizations and digital transformation.



Peter Winters (Netherlands)

- is a no nonsense expert in (re)building organizations to a profitable status in highly competitive markets. His field of expertise includes retail (hard discount), hospitality and leisure in The Netherlands, Germany and South Africa. Providing his experience to develop organizations in emerging markets, supporting a value oriented focus, is where his current interest lies.



Harm Peter Wijnstok (Netherlands)

- has gained years of in-depth experience in several executive positions in on- and off-line retail, wholesale, logistics and FMCG production. Now Harm-Peter's main interests lie in developing opportunities and cost efficient operations in on-line retailing and in fresh produce.



Federico Spadea (USA)

- has more than 18 years of international retail and consultancy experience having developed programs and managed teams in USA, Japan, Hong Kong, South Africa, the Netherlands and Spain. His main interests lie in Merchandising, Marketing, Branding, Sales, Product Development and Procurement.



Mark Field (Australia)

- has 30 years of International Food Manufacturing, Private Equity and Retail experience on global C-level. His main interests lie in customer led Product Innovation, Global Sourcing, Brand & Marketing, Food Safety and Responsible Sourcing.



Alfred de Vreeze (Netherlands)

- is an energetic Retail & FMCG Expert with excellent sales, operational and business development skills. A results- orientated professional with a proven ability to get results, generate revenue, improve service as well as reduce costs. Over 20 years of C-level management and consulting experience in competitive industries.



Oguzan Turkmenoglu (Kazakhstan)

- has over 25 years of local and international FMCG retail experience mainly in post Soviet countries enriched with FMCG production, sales and distribution. He prepared feasibilities of discount and neighborhood retail chain concepts in Central Asia.



Jaco de Swardt (South Africa)

- is an experience Retail Expert with excellent procurement, financial and business management skills. A target-orientated professional with a proven ability to get results. Over 35 years of C-level management within the African continent.



The Discount Developers

DRC team; business partners



We partner with various professional agencies, expertised in:

- Strategy & business development
- Concept development
- Marketing & communication
- ICT
- Supply chain & logistics
- Procurement
- Store equipment
- and more.



UK & PARTNERS GROUP



EFFECT GRAFIK



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The Discount Developers

10 Lebensmittel | **HANDEL**

Corona beflügelt Discount in Mittelosteuropa

Qualität zum niedrigen Preis rückt wieder in den Fokus der Kunden - Deutsche Filialen erleben ein Expansionstempo

Während Deutsche Discounter kaum ein Problem in Österreich als Preisführer sind, ist die Nachfrage nach einer effizienten Einkaufslösung gegenüber der Bekämpfung von Kunden. Lidl erzielt fast eine Milliarde Euro Umsatzsteigerung in den ersten vier Monaten des Jahres.



Deutsche Neugründungen erleben die Expansionsrate in Mittelosteuropa. Aldi Nord in Polen gibt auf 12,6 Prozent zu, bis zum Jahresende 2021 sind es 13,5 Prozent. In der Slowakei ist die Expansion um 10,1 Prozent gestiegen. In der Tschechien sind es 10,1 Prozent. In Ungarn sind es 10,1 Prozent. In Rumänien sind es 10,1 Prozent. In Bulgarien sind es 10,1 Prozent.

Land	2020	2021	2022
Polen	12,6%	13,5%	14,4%
Slowakei	10,1%	11,0%	11,9%
Tschechien	10,1%	11,0%	11,9%
Ungarn	10,1%	11,0%	11,9%
Rumänien	10,1%	11,0%	11,9%
Bulgarien	10,1%	11,0%	11,9%

Die Pandemie hat die Expansion in Mittelosteuropa beflügelt. Aldi Nord in Polen gibt auf 12,6 Prozent zu, bis zum Jahresende 2021 sind es 13,5 Prozent. In der Slowakei ist die Expansion um 10,1 Prozent gestiegen. In der Tschechien sind es 10,1 Prozent. In Ungarn sind es 10,1 Prozent. In Rumänien sind es 10,1 Prozent. In Bulgarien sind es 10,1 Prozent.

Land	2020	2021	2022
Polen	12,6%	13,5%	14,4%
Slowakei	10,1%	11,0%	11,9%
Tschechien	10,1%	11,0%	11,9%
Ungarn	10,1%	11,0%	11,9%
Rumänien	10,1%	11,0%	11,9%
Bulgarien	10,1%	11,0%	11,9%

„Wir werden mehr Akquisitionen bei Aldi und Lidl sehen“

Das Unternehmen wird sich in den nächsten Jahren für die Akquisition von weiteren Unternehmen interessieren. Die Expansion in Mittelosteuropa wird weiter vorangetrieben. Die Discounter Aldi und Lidl werden in den nächsten Jahren mehr Akquisitionen tätigen.



10 Lebensmittel | **HANDEL**

Lidl startet bald in Nordmazedonien

Die Discountergruppe plant den Markteintritt in das Balkanland

Die Discountergruppe Aldi hat sich für den Markteintritt in Nordmazedonien entschieden. Die Expansion wird in den nächsten Jahren vorangetrieben. Die Discounter Aldi und Lidl werden in den nächsten Jahren mehr Akquisitionen tätigen.

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Lidl erzieht ein Vorstufenresultat von 1,1 Mrd. Euro in der Region

Die Discountergruppe Aldi hat sich für den Markteintritt in Nordmazedonien entschieden. Die Expansion wird in den nächsten Jahren vorangetrieben. Die Discounter Aldi und Lidl werden in den nächsten Jahren mehr Akquisitionen tätigen.



TITEL: ALDI

ERBE ABSTURZ

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EINE SCHRECKLICH NETTE FAMILIE

Die Aldi-Erben beschäftigen die Gerichte. Die Discountergruppe Aldi hat sich für den Markteintritt in Nordmazedonien entschieden. Die Expansion wird in den nächsten Jahren vorangetrieben. Die Discounter Aldi und Lidl werden in den nächsten Jahren mehr Akquisitionen tätigen.

PÖRSCHES FAHRT IN DIE FREIHEIT

Oliver Blumes Pläne für den Börsengang. Die Discountergruppe Aldi hat sich für den Markteintritt in Nordmazedonien entschieden. Die Expansion wird in den nächsten Jahren vorangetrieben. Die Discounter Aldi und Lidl werden in den nächsten Jahren mehr Akquisitionen tätigen.



Handel

4 Wochen für 39,99€

Die Discountergruppe Aldi hat sich für den Markteintritt in Nordmazedonien entschieden. Die Expansion wird in den nächsten Jahren vorangetrieben. Die Discounter Aldi und Lidl werden in den nächsten Jahren mehr Akquisitionen tätigen.

Handelsblatt

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Handelsblatt: The 'invasion' of the German discount supermarket chain Aldi in China is coming



The German discount supermarket chain Aldi is preparing a risky "invasion" in China, opening hundreds of new stores, according to Handelsblatt.

The rollout in Shanghai in the spring of this year was only a test. The chain is planning to open 200 stores in the metropolitan area in the next few months. The discount store is a welcome competitor to established retailers like Walmart and Carrefour. Aldi's expansion in China is a bold move, as the company has traditionally focused on Europe and North America.

Handelsblatt

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Discounters in COVID times
Lebensmittel Zeitung, Germany, 03/2021

Aldi under construction
Manager Magazin, Germany, 4/2022

Aldi Expansion in China
World Stock Market, USA, 07/2022
Handelsblatt, Germany, 07/2022
Shine, China, 08/2022

Opening nieuw filiaal Nuth eerste zichtbare resultaat van Convenant Aldi en Parkstad



Overheden en marktpartijen content over regionale samenwerking

De opening van de nieuwe Aldi in Nuth op woensdag 25 juli is het eerste tastbare resultaat van de regionale samenwerking tussen Stadsregio Parkstad, de Parkstad-gemeenten en Aldi. Om dit succes te vieren en de gezamenlijke ambities te onderstrepen kwamen de betrokken partijen vandaag bijeen bij

Aldi New Concept store opening
[Parkstad-Limburg, Netherlands, 7/2018](#)

NIEUWS ACTUEEL

ALDI Roermond aantrekkelijkste werkgever Midden-Limburg

De Ondernemer 5 februari 2016



Aldi most attractive employer
[De Ondernemer, Netherlands, 2/2016](#)



DRC Discount Retail Consulting in the news (3/4)

Click on link or article to open news article

The Discount Developers



Obaseki okays JARA Shopping Mall for Benin City Nairaland, Nigeria, 06.2018

Desist from partisan politics, group tells
State monarchs

A political association of state monarchs has urged the state monarchs to desist from partisan politics and support the state government in the implementation of the JARA Shopping Mall project in Benin City, Edo State.

Nigeria can be world economic superpower in next 10 years – Snollaerts Independent, Nigeria, 03.2020

Nigeria Can Be World Economic Superpower In Next 10 Years - Snollaerts

By Isaac Asabor · On Mar 18, 2020



It is not an exaggeration to say that Nigeria is the most populous country in Africa and the 15th most populous in the world. It is also the most rapidly growing economy in the world.

JARA'LL CHANGE SHOPPING EXPERIENCE IN EDO – MD

observer · March 18, 2020 · Business, Inside Edo, LATEST NEWS, OPINIONS · Leave a comment · 1,424 Views

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Mr. William Snollaerts, is the Managing Director of JARA Development Limited, a discount supermarket and retail chain, which has just opened a new outlet in Benin City, the Edo State capital. In this interview, he explains how the conducive business climate facilitated by the Governor Obaseki-led government in Edo State made their incursion into the state seamless and the company's strategies to transform the shopping experience in the ancient city. EXCERPTS:

Can you give us a general overview of your operations in Nigeria so far?

JARA is a brand new store concept and it opened its first store last December in Lagos. Over the coming years, we aim to grow to at least 100 stores. JARA is Nigeria's first discount supermarket and retail chain, created by Nigerians, and specifically for the Nigerian retail market. JARA offers customers the best value on all the core products that satisfy all their everyday needs.

JARA will change shopping experience in EDO The Observer, Nigeria, 06.2018

Education reform: Edo Govt begins schools' reconstruction

The Edo State Government has begun the reconstruction of schools in the state, marking a significant step in its education reform agenda.

First indigenous discount store opens in Benin National Light, Nigeria, 03.2020



The Edo State Government, Godwin Obaseki, has commissioned the first indigenous discount store - JARA, in South-South, in Benin City, the Edo State capital, and called on Nigerians to patronise locally-made products to grow the country's Gross Domestic Product (GDP).

He said the discount store was established through a Private Public Partnership (PPP) between the Edo State Government and JARA (EDLP Nigeria Ltd) via the Edo Development and Property Agency (EDPA) to boost local manufacturing and sales of made in Nigeria products at affordable prices.

KNOWLEDGE CENTRE CONSULTING INSIGHTS STORE NEWS

EDLP Nigeria set to open its second Jara discount supermarket, in Benin City



Mar 4, 2020

EDLP Nigeria, a new player in Nigeria's supermarket sector, is set to open its second discount supermarket. The new store, in Benin City, follows the successful launch of the company's flagship store in Jara Mall, Ikeja (Lagos).

EDLP Nigeria set to open its second JARA discount supermarket in Benin City Trendhype, Nigeria 03.2020



The Discount Developers

DRC Discount Retail Consulting in the news (4/4)



Constructing new shopping mall incl. JARA store, Lagos, Nigeria, 2019

Signing the contracts for 3 stores at Governor's House Benin City, Nigeria, 2018



signed contracts new store Benin City



Opening first Discount store in Lagos, Nigeria, 12/2019

Launching JARA loyalty card, 01/2020





Thank you for your attention

we know the way - show the way - go the way

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