



# Discount Retail Consulting

## Experts in Discount Retail

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

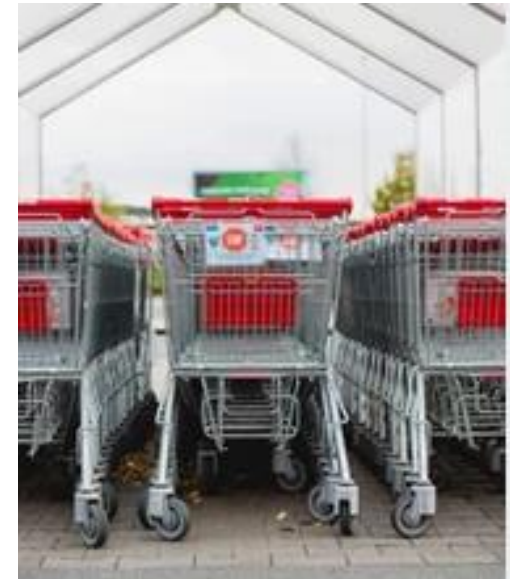
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# Index

- About us
- Vision
- Expertise
- Approach
- Services
- Deliverables
- Success stories
- References
- Team
- Contact





## About us

- Discount Retail Consulting GmbH (DRC) is an international operating agency, specialized in discount retail
- With 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

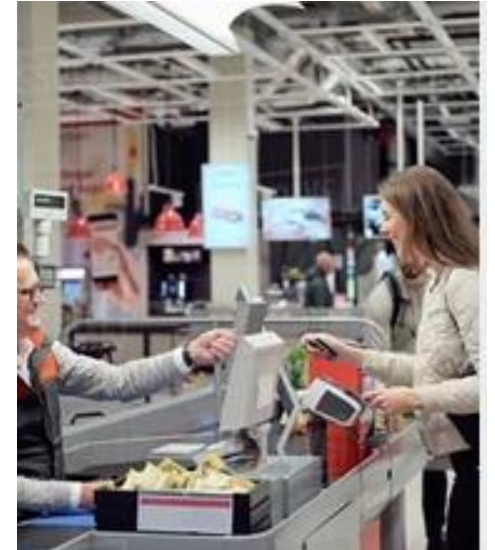
Adding value

Business plans

Local market research

# Our approach and potential clients

- Our clients may be classical food and non-food store chains, internet-only organizations, multi-channel 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

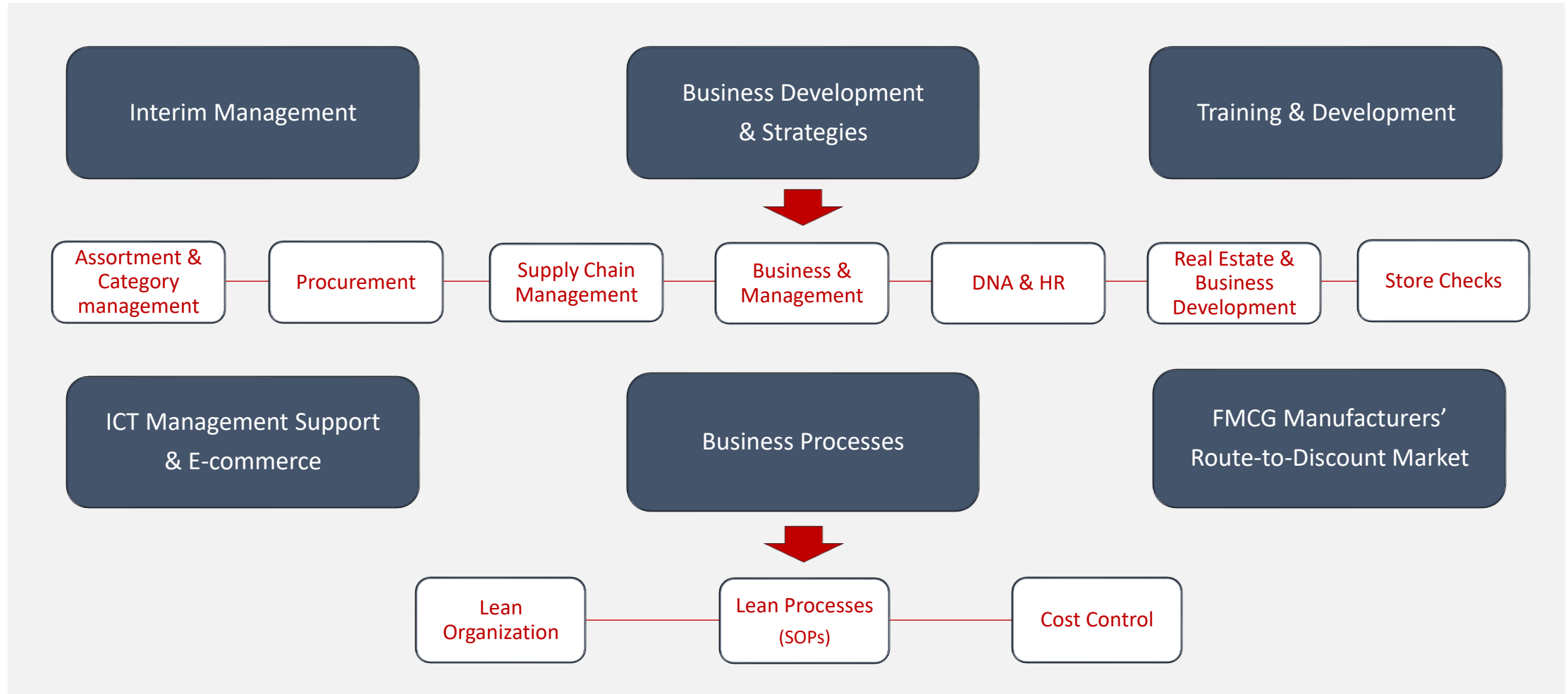
Best practices

Hands-on

Executable concepts



# Our main services



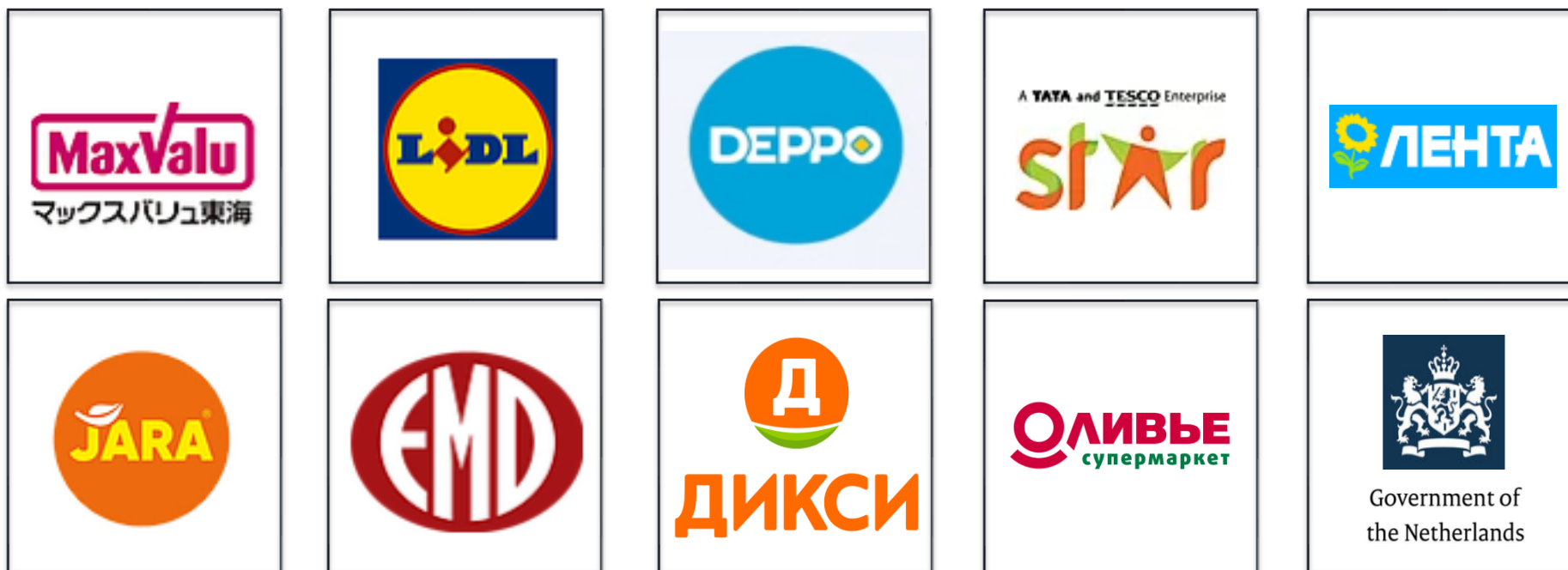


## Our deliverables

- successful chain start-ups and market introduction
- adding value to retail with e-commerce
- profound and tangible roadmaps to realize models or improving existing business concepts
- standardize operation processes and lean retail organizations
- increase accountability and front-line effectiveness leading to sales, EBIT and ROI improvements
- strict project-, cost-management and execution
- access to procurement for branded and private label food and non-food products



# Our References



## DRC team; executive partners

### Marc Houppermans (Germany)

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

- Board member, e-commerce discounter DARY, Netherlands
- Managing Director and Board member, Aldi, Netherlands
- Assistant to the Board, Aldi Einkauf, Germany
- Lean black belt manager global OE 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.*

- Board Advisor, JARA EDLP Nigeria Ltd., Nigeria
- Commercial Project Director, Lenta LLC, Russia
- CEO, CJSC Smart Value Retail, Russia
- Interim Country manager, Dixy neighborhood stores, Russia
- Managing Director and Board member, Aldi, Netherlands
- HR Development manager, Hero Benelux, Netherlands
- Applied Science, Avans University, Netherlands



# DRC team; Business Development Associates (1/2)



## 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)



**Tomasz Waligorski (PL)**

- .... 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 (NL)**

- .... 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 (NL)**

- .... 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 (SP)**

- .... 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 (AU)**

- .... 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 (NL)**

- .... 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 (KZ)**

- .... 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.



# 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**



# DRC Reference projects



## Projects in Europe:

- Lidl (review / benchmark discounters)
- DSV (discount e-commerce platform)
- EMD (contract common buying with Lenta, Russia)
- Picnic (start-up online supermarket incl. delivery)
- EBRD (retail & FMCG senior project advisory)



Thank you for your attention

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

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