

# Learn the secrets of the private label business



**PLMA 2010 EXECUTIVE  
EDUCATION PROGRAMME**

**26-28 October 2010**  
**Nyenrode Business Universiteit • Amsterdam**

Presented by the Private Label Manufacturers Association - International Council

# Learn the secrets of the private label business

The private label business can be very difficult to learn. How do you develop new products? Should suppliers produce both private label and their own brands? What are the best ways for manufacturers and retailers to work together? How do you bring new ideas into your company? Most companies learn by trial and error. It can be a long process with lots of mistakes along the way.

PLMA's executive education classes can smooth out the process and let you learn the best practices of successful manufacturers and retailers. Each class has been created to improve your understanding of the private label business. Faculty for the classes comes from industry as well as the university. Classes are practically not theoretical. The curriculum includes the fundamentals of private label brand strategy, supply chain management, manufacturer-retailer relations, new product development, and product life cycle management.

Courses reflect the latest retail practices in data collection and consumer purchasing analysis.

Developed in conjunction with Nyenrode Business Universiteit, the programme is concentrated into 3 days of lectures, workshops and group study. All classes are held at Nyenrode's beautiful campus located outside Amsterdam. Nyenrode, founded in 1946, is one of the pioneers in European business

education. Corporate sponsors include Ahold, ABN-Amro and McKinsey. The management faculty is well known for supply chain and logistics. Register today and learn the secrets of the private label business. Contact PLMA for more details. Telephone (31) 20 5753032 or email [conferences@plma.nl](mailto:conferences@plma.nl)



## Curriculum-at-a-Glance

- Private label trends around the world
- Private label and retailing
- Basics of private label strategy
- Manufacturer-retailer relations
- Supply chain management
- New product development
- Life cycle product management
- Retail data analysis
- Innovation management
- Store visits



## PLMA 2010 EXECUTIVE EDUCATION PROGRAMME

### Registration Information

Enrollment in PLMA's Executive Education Programme is open to PLMA member companies, retailers, wholesalers, and guests. Tuition is €2,250 for the first participant and €1,850 for additional participants from the same company. Registration for non-members is €2,450.

### Hotel Information

Host hotel for the programme is the Hotel Breukelen. Special conference rates have been arranged for participants.

### Curriculum Faculty



**Prof. Henry Robben**  
Strategic Marketing  
Nyenrode Business  
Universiteit



**Prof. Fred Lachotzki**  
Strategic  
Entrepreneurship  
and Business Policy  
Nyenrode Business  
Universiteit



**Prof. Arjan van Weele**  
NEVI Chair  
Purchasing and Supply  
Management  
Eindhoven University  
of Technology



**Tom Stephens**  
President  
Brand Strategy  
Consultants



**Arjan Both**  
Managing Director  
Ageron SA



**Paul van der Raad**  
Chief Operating Officer  
Vital Petfood Group



**Tim Nicol**  
Consultant  
MIH-Make Innovation  
Happen



**Jeremy Whinnett**  
Director  
Business Solutions  
Agentrics



**Brian Sharoff**  
President  
PLMA



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Private Label Manufacturers Association - International Council  
Strawinskylaan 671, 1077 XX Amsterdam, The Netherlands • Telephone: (31) 20 5753032 Fax: (31) 20 5753093



## PLMA 2010 EXECUTIVE EDUCATION PROGRAMME

# REGISTRATION FORM

- Please send me the complete registration kit for PLMA's Executive Education Programme.

**26-28 October**  
**Nyenrode Business Universiteit**  
**Amsterdam, The Netherlands**

COMPANY \_\_\_\_\_

NAME \_\_\_\_\_ JOB TITLE \_\_\_\_\_

ADDRESS \_\_\_\_\_

COUNTRY \_\_\_\_\_

CITY \_\_\_\_\_ POSTAL CODE \_\_\_\_\_

TELEPHONE \_\_\_\_\_ FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_

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