

company profile

Kenny Marketing changes to...



Taking products from the point of manufacture to the consumer is how in a nutshell to describe the services provided by KML Retail Management Services.

Since the successful management buyout a year ago, the company has come a long way.

Now in its 12th year, KML represents brand owners from the factory gate and is one corner of an "eternal triangle" between manufacturing, marketing and sales.

Over the past year the KML team has been focused on identifying and finalising future strategy and business plans.

This has been coupled with a complete re-work of systems and internal processes in order to secure the launch platform for the future.

The first step in this process was the refreshed image, which was formalised from 1st August with the company now officially being known as KML Retail Management Services.

This also involved a fresh contemporary spiral design for the logo representing the desire to achieve growth and perfection. Unravelling, the spiral reveals new life and continuous energy, stretching towards excellence.

Andrew Clyne, Managing Director believes this better reflects the company vision as the best retail channel partner as rated by brand owners and the trade. While retaining the Kenny Marketing legacy, the company believes that the new name more accurately conveys the scope of retail management services offered. Additionally, it also reflects the company's long-term strategy of developing multiple channels and capability.

"This energetic fresh image represents our ongoing commitment to delivering exceptional results to our brand owners and the trade," Andrew continued.

KML currently provides retail management services to its brand owners in the grocery and wholesale/cash'n carry channels. Brand representation is also managed into hardware and industrial markets through channel partners.

KML offers a comprehensive service. Services it is

able to provide include:

- Account Management
- Product management
- Promotion Management
- Field Representation
- Seasonal Trade Management
- Private Label Management
- Supply Chain Management
- Financial Services
- General Administration and
- Customer Services
- Consultancy Services
- Alliance Partner Services

These are available in total or, because they are modular in design, brand owners can have any combination, depending upon their needs.

There is a philosophy surrounding brokerage that it is more effective to represent half a dozen brand owners than 15-20, because a more focused service would be provided. As KML has a good-sized portfolio of clients, what is its reaction to this philosophy?

"Over the years, and particularly as part of our internal process definition, the key is having a scalable business model," Andrew continued. "This method equates to a proven business infrastructure that can be 'scaled up' as the business grows."

"This, in turn, ensures that the brand owners will always receive exceptional service and we deliver a consistent level of support, focus and commitment to all."

KML believes in its people. It employs more than 75 people, located from Invercargill to Kaitia.

"We build great people through investing in their personal and professional development. This year alone we have invested heavily in field sales and strategic management training.

"All staff are recognised equally for the integral part they play in our success from management right through to our part-time sales merchandisers."

At management level KML is proud of its combined

...our management team is the key to the success of our business



THE KML MANAGEMENT TEAM

168 years' solid FMCG experience between eight members of the team. The management team comprises highly-skilled professionals with an intimate knowledge of their local business.

"My philosophy is that the KML management team is the key to the success of our business," said Andrew. "I believe that my management team must be empowered to make business decisions for their own functional areas, along with involvement in total company strategic direction.

"This is reflected in our national structure with our Head Office based in Albany, on Auckland's North Shore and regional offices and business managers in both Wellington and Christchurch."

One of KML's core values is to provide its brand owners and trade partners with services that deliver tangible improvements to their business and products. The company's business relationships have been built over many years, and it does not believe in maximising short-term results at the expense of building long-term relationships.

"It's all about having the right business model and the best people in your business," Andrew continued.

"As for the future, we have several Brand Owners with strong business representation in the

Frozen/Chilled area and we are now in the process of developing a dedicated Frozen/Chilled division to compliment our current team of grocery specialists."

"This will allow our Frozen/Chilled brands to have committed and experienced Frozen/Chilled resources and focus which, in turn, will provide real benefits and ultimately attract brand owners who require this level of service.

"This also ensures our proven scalable business model can facilitate our growth strategy while at the same time continuing to deliver exceptional results to our current brand owners."

KML is planning long term to further develop multiple channels outside of grocery, to offer brand owners a 'one stop shop' in retail management services. In a number of cases this will be implemented through the establishment of further formal relationships with leading Channel Partners, ensuring KML continue to focus on their core business in the FMCG market.

To sum up the service KML offers, Andrew said "the best at grocery is what we are".

fmcg



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