

# Unlock The Hidden Profits In The Warehouse Clubs

Warehouse Club Sales  
projected to be  
\$144 Billion By 2008!

Our unique Profit Discovery Program™  
will show you how to:

1. Get your fair share of this high growth channel.
2. Create an operating approach within your company to ensure success in the warehouse club business.
3. Find and extract equity from your existing product lines to help you capture incremental profitable volume.
4. Diversify your product mix to make this segment an important part of your volume and profit plan.
5. Improve your competitive advantage with increased margin stability.



*"Power Insights has the unique ability to rapidly identify key issues related to a company seeking increased performance from their organization, then works on personalized plans to implement strategic changes necessary to achieve success in the warehouse clubs"*

Tony Robinson  
National Sales Manager  
S. Martinelli & Co.



**POWER INSIGHTS**  
CONSULTING

*Because the right INSIGHTS give you the POWER to grow and compete*

## A Partial List of Our Clients –

Frito Lay  
Aurora Foods  
Solo Cup  
Hillshire Farms  
Home Run Inn Pizza  
Luna Rossa Gourmet Foods  
Savory Sensations  
Aviko USA  
ConAgra Foods  
Reynolds Metals  
McCormick  
Georgia Pacific  
Pharmavite  
Chef's Harvest Specialties  
Ruiz Food Products  
Wakefern Food Corp.  
Kraft Foods  
Sweet Street Desserts  
Grupo Agroindustrial San Miguel  
Diamond of California

“Power Insights has gone the extra mile to provide companies with tools and strategies that will lead to greater success in the warehouse clubs. Their in-depth knowledge of value/supply chain integration will allow companies to foster profitable customer relationships.”

C. Denise Campbell  
Frito-Lay, Inc.

“Power Insights offers a comprehensive business development approach to exceed today's competitive standards. Power Insights promotes 'profitable customer relationships' using innovative techniques that can be applied to any management level. I support Power Insights for companies that are ready to perform at the next level.”

Richard Hansen, Ph.D.  
Former Associate Dean, Graduate School of Business, University of Wisconsin-Madison

“Power Insights has studied the effects of retail consolidation and offers creative solutions to grow and compete in the warehouse club industry.”

Russ Hanlin  
President, Emeritus  
Sunkist Growers

# About Power Insights Consulting

Power Insights is a nationally recognized consulting company specializing in the Warehouse Club segment. The Power Insights Group operates training, consulting, and product management services throughout the United States



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to grow and compete*



## Glenn Llopis, Founder & Principal

Glenn is a dynamic leader with proven hands-on experience in new product development, multi-channel sales, brand, and operations management. He has also been instrumental in the formation of strategic alliances, partnerships & trademark licensing ventures. Glenn's expertise is in the strategy design of new ventures, equity development & turnaround operations. Glenn actively serves as a columnist, advisor board member, and speaker. Glenn is a graduate of UCLA and the USC Food Industry Executive Management Program.

## How We Work

Power Insights is not a food broker. We operate as a business consultant and partner with several means of remuneration:

### **Retained Consultancy**

*Our consultant services can be secured on-site for a given time period, monthly or annually. A daily/monthly rate is negotiated based on scope and complexity of your project.*

### **Hourly Project Management**

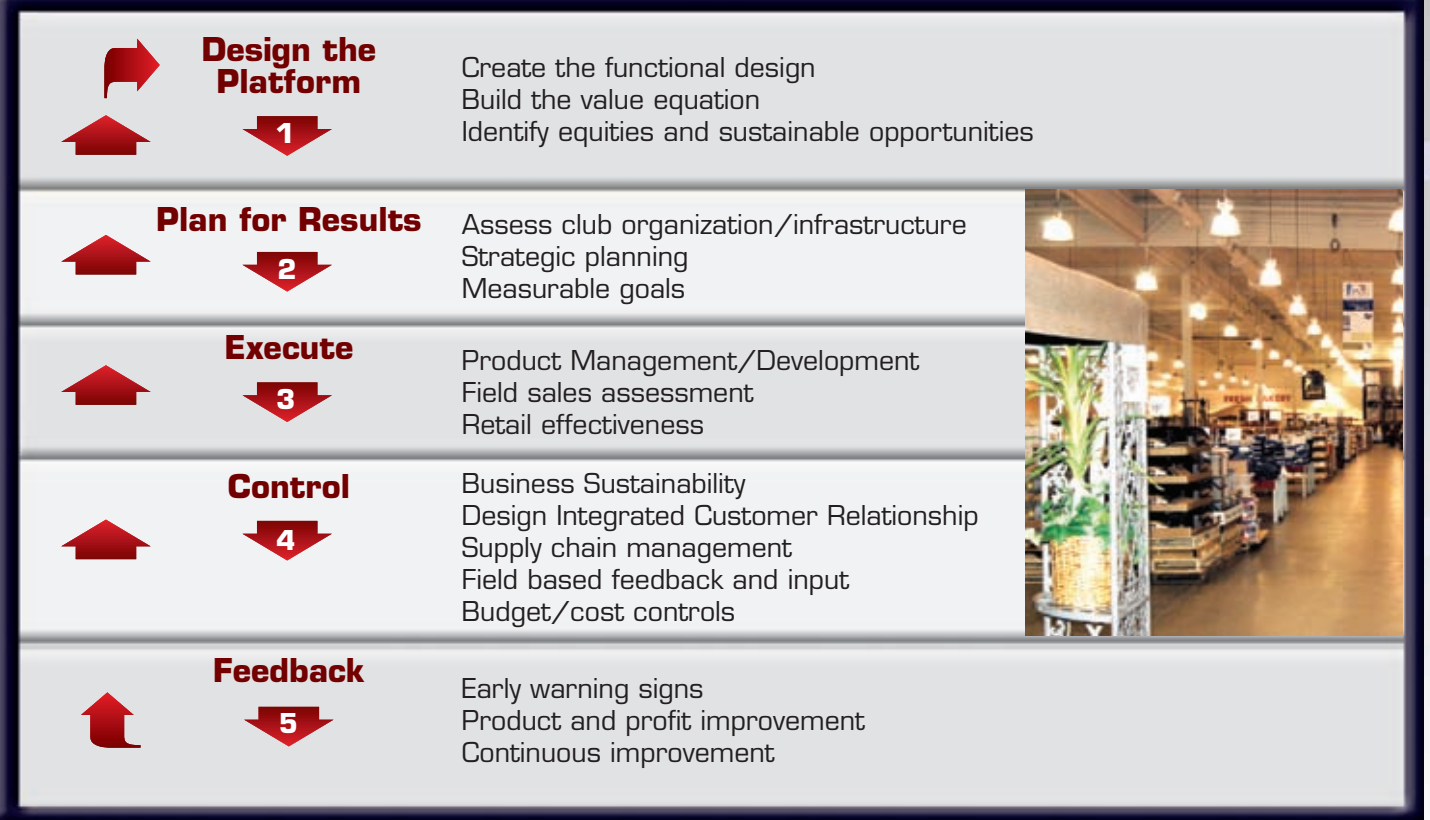
*Smaller, and shorter-term project work can be conducted on an hourly basis without the time and expense of travel.*

### **Incentive-based Advisement**

*Some projects can be negotiated to work from a contingency basis with certain expenses offset by sale growth incentives.*

# How can Power Insights Consulting help your company?

## The Power Insights Approach-The 5 Step Process



## We offer strategic services in core areas

### Educating Decision Makers in Club Success

As a training resource, Power Insights has conducted Warehouse Club seminars to representatives from food, beverage, retailing, and manufacturing companies. Hundreds of attendees have learned how to effectively compete in this important channel. Past attendees have included Presidents, VP Marketing, VP Sales, General

Managers, Supply Chain Managers, National Sales Managers, Product Managers, Brand Managers, Associate Product Managers, Inventory Managers, and Warehouse Club Sales Managers.

### Consulting Services

Power Insights also provides one-on-one consulting services with select manufacturers and marketers. Over the past 8 years, Power Insights has worked with companies throughout the US to improve their efforts in the club store segment.



### Product Management Services

Today, Power Insights directly manages 9 SKUs and administers the entire supply chain for an estimated \$5 MM of retail sales in several unique product categories. Because of their direct involvement with manufacturing, logistics, organizational development, sales and marketing, Power Insights has both the contacts and expertise to effectively manage both product and market success.