

THE HEALTH FOOD COMPANY



Marketing



Sanitarium Reaches 107 Years

"Since 1898, our mission has been to help Australians eat and live well with foods that not only taste good but are good for you. It is a philosophy that is key to our success," said Sanitarium's General Manager for Australia, Dean Powrie.

Today, as a wholly-owned Australian company, Sanitarium continues to contribute to the local economy through employment, and supports local farmers and thousands of other Australian suppliers.

Recent moves by major supermarkets to prioritise their home brand strategy will mean major change to the Australian food industry.

"All Australian's can be proud of the food industry's important contribution to our country," Mr Powrie said.

"It's vitally important consumers support Australian food manufacturers by purchasing Australian owned and Australian made products for the economic health of the nation."

Did you know.....?

If all the Weet-Bix eaten in Australia last year was laid end to end it would stretch almost three times around the equator.

IGA Brands Local Products

IGA has been quick to market through its catalogues the many Australian manufactured products that exist in the line up sold by the Supa IGA group.

Looking at the recent press on this issue and the bad press a major fast food outlet is getting as a result of sourcing supply from overseas, this is a positive push by IGA and will result in enormous customer goodwill.

John Markham



Technology Can Help You Manage a Busy Business

Recently I was assisting a retailer in the establishment of a marketing plan, to ensure all their wishes were carried out even during his absence from the store. It occurred to me that a simple solution to both setting up a plan and having it reacted upon was sitting on his desk.

You guessed it, his mumble PC. You see Microsoft Outlook which is more often than not used for just email is infact the heart of a very powerful yet easy to use calendar and planner.

Simply type in a task on any day and set the alarm to notify you when meetings or task should be started, promotions ordered, advertising approved and even time to take a lunch break.

After several months using this tool, the retailer said to me that this had been the best trick he had been shown, and more importantly, since he has had the confidence to develop plans he is certain his team knows what is to be done and when throughout the day, week and month.

They say some of the best ideas are the simplest ones, so if you have a PC get it to work for you, it's not hard and if you have one of those new mobile phones, it can be synchronised with the outlook calendar and even buzz you to remind you of jobs and appointments wherever you go.

John Markham

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