

The RLDF Training 2006

Geelong - Tuesday February 21

Warrnambool - Wednesday February 22

RLDF is flexible, so you can pick and choose individual units according to your personal and business needs. RLDF:

- Saves you time. Each unit runs for half a day, so you're not out of your business for too long.
- Is cost-effective.
- Offers you all the expertise you need to get ahead, including business planning, customer service and OH&S regulations.
- Is run by liquor industry experts who know the industry because they've worked in the industry.

The Retail Liquor Development Foundation (RLDF), was formed in September 2003 as a joint initiative between the Australian Liquor Stores Association (ALSA) & Foster's Australia.

Financial Management

Whilst often not a major focus for retailers, good financial management is at the very core of business success and ongoing viability. A strong understanding of financial statements gives any liquor retailer the basis to build business and take advantage of growth opportunities.

In this module, the importance of financial understanding becomes apparent when considering the 'find it' and 'fix it' strategies, a unique but simple method of analysing business figures in a 'no nonsense' way that can enable any liquor retailer to further develop their business.

With a number of case studies to illustrate points and a logical sequence, each participant in this module will leave the half-day course with new ideas and techniques to apply once back at work.

Marketing Principles

There is often confusion with many liquor retailers between the terms 'marketing' and 'promotions'. Too often marketing is seen as simply another word for promotions. In this dynamic module, marketing is fully explained and explored so that all retailers will obtain a far greater understanding of their market base and their ability for increase in their market.

Case studies are used to assist with further individual skill levels and all participants will leave with sales boosting ideas ready for implementation. Retailers must attempt to see their business from a customer's perspective, yet after only months in business we often lose that skill and develop '4 wall syndrome'.

This module will assist all liquor retailers with a re-examination of their business and all the components of business image on which our customers are assessing us. Perception rules customer behaviour!



Training Sessions

(CUB, MGAV and ALSA supporting Independent retailers)

Any queries to Kylie Paton at Retail Liquor Development Foundation
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[www.rldf.com.au]



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