



exclusive brands

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Company Formation

Incorporated in 1997 from executives with vast experience in Fast Moving Commercial Goods (FMCG).

It's purpose is to operate in the Private Label and Branded Industry as a specialized trade consultant/ supplier for the the big Super Market chains, Cash & Carry outlets and HORECA channels.

Background

Company founders have been working in executive positions for a number of multinational corporations such as Unilever, Danone, P&G, BDF, etc.

Significant experience has also been gained from executive management positions held at major retailers in the Greek market.

Philosophy

The philosophy of the Company is to provide it's clients with the best quality own label brand he is designing to have, at the right cost and the proper time.

Launch, an own label brand at the time the Market needs it at the price the Market quotes it.

AMM Company brands and philosophy, could provide own Label to key retailers with solutions over a wide range of product categories starting from Commodities and going to the most specialized product ranges.

Product Launch sequence

- ✓ Identify the customers needs for a specific product category
- ✓ Test the retail market in order to identify particular needs for the above products
- ✓ Elaborate various quality to price scenarios
- ✓ Access packaging proposals
- ✓ Assure continuous quality standards
- ✓ Assure profit margins in accordance with the client's policy
- ✓ Setting up of marketing and promotional plans in order to maximize sales of private label products
- ✓ Create and implement merchandising plan
- ✓ Optimize orders planning and logistics
- ✓ Follow up product's trends

Executive Office

Yiannis C. Makris
C.E.O

John T. Mamalis
Commercial Director

Eftichia V. Retinioti
Marketing Director

Nikos Tsoumas
CFO

Our Services

- ✓ **Commercial Strategy**
- ✓ **Marketing**
- ✓ **Product Category Management**
- ✓ **Self Space & Profitability Management**
- ✓ **Sales**
- ✓ **Merchandising**
- ✓ **Logistics & Ordering**
- ✓ **Packaging & Label Design**
- ✓ **In Store Promotional Activities**

Departments

Marketing ►

Sales ►

Accounting ►

Label Design ►

Logistics ►

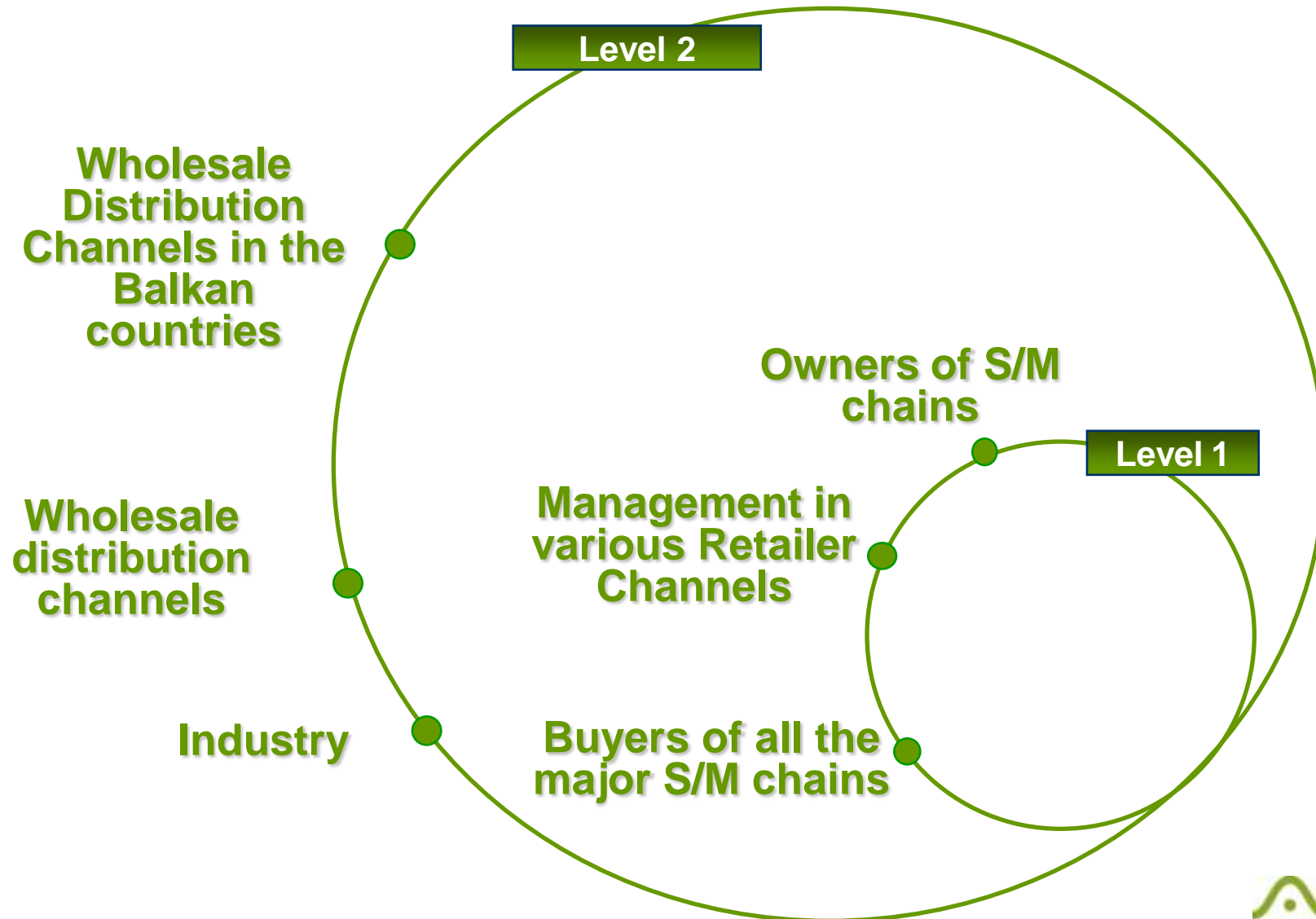
Merchandising ►

In Store Promotions ►

► In house services

► 3P contracted services

Contacts



Our Customers



Our Principals



Contact Details

AMM Exclusive Brands I.K.Ε

Ifigenias 16
Neo Iraklio
Athens GR-141 22

Tel. +30 210 27 23 343

Fax. +30 210 27 23 242

sales@ammbrands.gr

info@ammbrands.gr

www.ammbrands.gr

