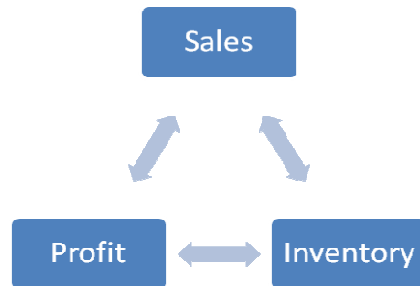


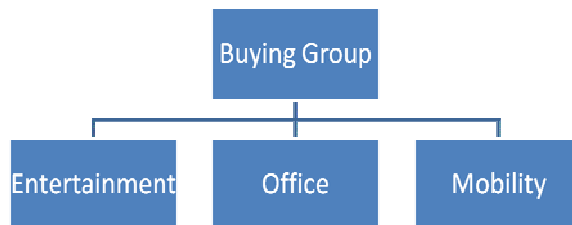
Overview - Dick Smith Buying

The Buying process can be subdivided into four main activities. These include identifying customer needs, buying profitable product to meet those needs, ensuring the product is available in the right locations at the right times and motivating customers to purchase the products from Dick Smith whilst ensuring a positive experience.

The Merchandise Team at Dick Smith is tasked with managing sales, profit and inventory levels for the Australian and New Zealand business. This is facilitated in conjunction with other departments of the business including Merchandise Planning, Merchandise Support, Operations, Logistics, Distribution and Marketing.



The Merchandise team is split into three Business Groups. Products are grouped into categories which are then placed into a particular group depending on their main purpose. This has been done to provide a clear and concise product range with our customers at the fore front of our decision making.



Dick Smith implemented a five tiered structure to buying in June 2010. Overseeing this group is the Head of Buying and Marketing, Annette Karantoni.



One of the most important attributes that you can have in the Buying Team is the ability to establish strong relationships. The Buying Team deals directly with external vendors and manages the implementation of the business strategy through communication with other departments of the business.

Buying Team's Central Role

