CORE CONCEPT

Private Label and Own-Brand Development Course: Range Tiers, Co-Manufacturers and Margin

9 – 13 November 2026
Amsterdam - Zuidas business district hotel

Private Label and Own-Brand Development Course: Range Tiers, Co-Manufacturers and Margin

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Introduction:

Private label and own-brand development, covering range tiers, co-manufacturers and margin, is a 1-week course for retail own-brand, buying, product technology, quality and commercial finance units that ends with an Own-Brand Range Launch Plan for a case retailer. Retailers that copy national brands without a tier strategy, written specification or audited supplier end up with thin margins, recalls and lines shoppers do not trust. Nominees already buy, develop or approve products for hypermarket, pharmacy or online ranges, and learning is by case study on supplier quotes, specifications and cost sheets. CoreConcept Training Center delivers this private label development course.

Course Objectives:

- Define an own-brand proposition and a good-better-best tier architecture with price gaps set against the national brand benchmark
- Select and approve co-manufacturers through a request for quotation, capability scoring and a factory audit against a GFSI-benchmarked standard
- Write a product specification with sensory, analytical and pack tolerances and a QA testing plan that suppliers can sign
- Brief packaging and labelling for each tier, covering pack format, mandatory label content and on-pack claims substantiation
- Build an own-brand product P&L comparing landed cost, retail price and contribution with the equivalent national brand line
- Produce an Own-Brand Range Launch Plan for a case retailer covering tiers, suppliers, specifications, packs, margin and launch gates

Target Audience:

- Units responsible for own-brand and private label strategy, range planning and launch pipelines
- Buying units responsible for sourcing, negotiating and contracting with co-manufacturers and co-packers
- Product technology and development units responsible for specifications, sample approval and pack development
- Quality assurance units responsible for supplier approval, factory audits, testing and recall readiness
- Commercial finance units responsible for cost sheets, own-brand margin tracking and pricing approvals

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Course Outline:

Day 1: Own-Brand Landscape, Proposition and Current Range Diagnosis

- Private Label Versus White Label and Exclusive Brand Models
- Store Brand Penetration Diagnosis by Department and Channel
- Own-Brand Proposition Statement and Shopper Trust Drivers
- National Brand Benchmark Selection and Price Index Baseline
- Make-or-Buy Decision Between In-House Plants and Co-Manufacturers

Day 2: Tier Architecture, Price Ladders and Development Gates

- Good-Better-Best Tier Architecture for Value, Standard and Premium
- Price Ladder Gaps Against Entry, Mainstream and Premium Brands
- Pharmacy Own-Brand Equivalents for Health and Personal Care
- E-Commerce Exclusive Own-Brand Lines and Marketplace Positioning
- Stage-Gate Development Calendar From Brief to Shelf

Day 3: Co-Manufacturer Sourcing, Specifications and Quality Testing

- Request for Quotation Pack and Co-Manufacturer Capability Scoring
- Factory Audit Checklist Against GFSI-Benchmarked Certification Schemes
- Product Specification Sheet With Sensory and Analytical Tolerances
- Benchmark Sample Testing and Blind Paired Preference Panels
- AQL Sampling Plan and Certificate of Analysis Review

Day 4: Packaging Briefs, Labelling Risk and Own-Brand Margin

- Tier-Specific Packaging Brief With Pack Format and Materials
- Mandatory Label Content and On-Pack Claims Substantiation File
- HACCP Review, Traceability Test and Product Recall Drill
- Own-Brand Product P&L With Landed Cost and Contribution
- Raw Material Cost Indexation and Supplier Price Review Clauses

Day 5: Case Study Work on the Own-Brand Range Launch Plan

- Case Retailer Range Gap and Tier Opportunity Review
- Case Co-Manufacturer Shortlist and Audit Finding Assessment
- Case Specification and Packaging Brief Approval Decisions
- Case Own-Brand Margin Versus National Brand Comparison
- Own-Brand Range Launch Plan Completion and Gate Sign-Off

Skills You Will Gain:

- Own-Brand Tier Architecture
- Price Ladder Setting
- Co-Manufacturer Capability Scoring
- Supplier Factory Auditing
- Product Specification Writing
- Claims Substantiation
- Own-Brand P&L Modelling
- Recall Readiness Testing

Why Attend This Course:

- Hand the commercial director and own-brand steering group an Own-Brand Range Launch Plan for a case retailer, ready for gate approval
- Decide which lines deserve a value, standard or premium own-brand version and which co-manufacturer should make each one
- Avoid recalls, failed quality tests and margin erosion caused by loose specifications, unaudited suppliers and unindexed cost terms
- Coach buying, technology and quality colleagues with the RFQ pack, audit checklist, specification sheet and own-brand P&L template

Conclusion:

Back at work, the participant gives the commercial director and the own-brand steering group an Own-Brand Range Launch Plan that sets the tiers, the price gaps to national brands, the approved co-manufacturers, the signed specifications, the packaging briefs and the expected contribution for each line. Buying and quality units use it to issue tenders and schedule audits, and finance uses it to approve retail prices. After the first launch wave, the unit should compare sales, quality complaints and realised margin with the plan and revise tiers or suppliers.

Frequently Asked Questions FAQ:

What should participants know before a private label and own-brand development course?

Participants should already buy, develop, approve or cost products for a retail range and be able to read supplier quotes and margin reports. Bringing a current own-brand line, a specification or a cost sheet helps them apply the case work to their own range.

How does a private label and own-brand development course differ from a category management course?

This course creates the retailer's own products: tiers, suppliers, specifications, packs and product margin. Category management courses decide the role, assortment and shelf space of a whole category, whichever brands fill it, and do not cover co-manufacturer audits or specification writing.

Why do retailers use a good-better-best tier structure for private label and own-brand ranges?

Tiers let one retailer meet several price needs with its own products: a value line against entry brands, a standard line matching mainstream brands at a lower price, and a premium line that competes on quality. Clear price gaps stop the tiers cannibalising each other.

What do participants take back from the private label and own-brand development course?

Each participant takes back an Own-Brand Range Launch Plan for a case retailer, with the tier architecture, price ladder, co-manufacturer shortlist and audit findings, specification and packaging decisions, and an own-brand P&L against the national brand, adaptable to their own range.