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for

Premium

Quality

Wool

Niche Marketing: The Woolaby Experience

Produced for the CRC for Premium Quality Wool undergraduate program by;
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The History of Woolaby

- Value add to clip
 - not top-making
- Opportunities
 - garments
 - great rewards, great risk
- What do consumers want?
 - light-weight, easy-care, machine washable
- The product
 - market research



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Development

- **Problems addressed**
 - batch uniformity
 - fibre analysis
 - wool specifications
- **Outcome**
 - Quality Soft Wool
- **Supply problem/answer**
 - just in time
 - supply chain management



Who are our Customers?

- Australian retailers
- Duty free/tourist market
- Corporate orders
 - university
 - sporting groups
- Mail order
- OS department stores

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Benefit to Grower

- **Quality enhancement**
- **Forward/direct sale**
 - budget
- **Bonus payment**
 - based on better than expected processing performance

Direct incentive to produce for specific end market

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What is the Competition?

- **apparel of similar design**
 - Woolaby brand
 - other local competition
 - agricultural shows
- **maintain advantage**
 - quality
 - innovation
- **overseas market**
 - exchange rate
 - opportunities

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Advantages for Elders

- market innovators
- increase client base
- utilise existing investments
 - AusTop
 - storage facilities

Everyone in the alliance wins

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How we meet our Markets

- **Product**
 - raw material
 - intermediate stage (tops and yarns)
 - garment manufacturing
 - new product development
- **Price**
 - reduces yarn costs through supply chain management

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The Supply Side

- **Specification (general)**
 - **Sale by Description**
 - extra measurements needed
- **Research**
 - **grower level**
 - extra measurements to improve breeding strategies

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The Future

- core business
- repeat customers
- overseas opportunities
- new products
- Internet
 - e-commerce
 - business to business
- Taskforce recommendation
 - eliminate many of the inflation points

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