



PERFECTLY PLACED CAPABILITY STATEMENT

ALIGNING CANDIDATES AND CLIENTS PERFECTLY

www.perfectlyplaced.com.au

Private & Confidential

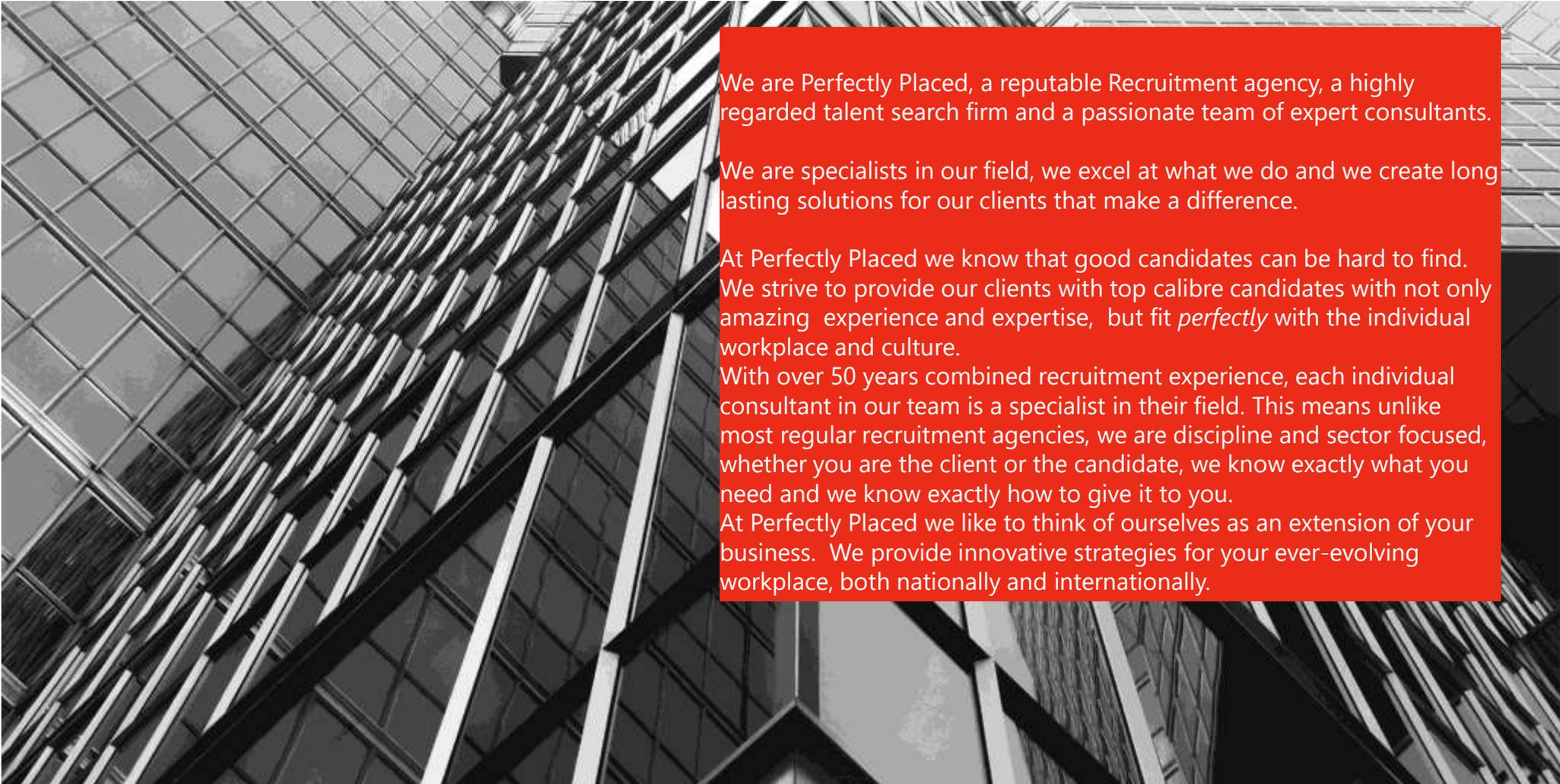
2019

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WHO WE ARE



We are Perfectly Placed, a reputable Recruitment agency, a highly regarded talent search firm and a passionate team of expert consultants.

We are specialists in our field, we excel at what we do and we create long lasting solutions for our clients that make a difference.

At Perfectly Placed we know that good candidates can be hard to find. We strive to provide our clients with top calibre candidates with not only amazing experience and expertise, but fit *perfectly* with the individual workplace and culture.

With over 50 years combined recruitment experience, each individual consultant in our team is a specialist in their field. This means unlike most regular recruitment agencies, we are discipline and sector focused, whether you are the client or the candidate, we know exactly what you need and we know exactly how to give it to you.

At Perfectly Placed we like to think of ourselves as an extension of your business. We provide innovative strategies for your ever-evolving workplace, both nationally and internationally.

SANDRA AGOSTINELLI - MUSSO

PERFECTLY PLACED CEO/FOUNDER

With over 25 years in Retail, HR and Senior Management roles– and having worked in countless senior national retail operations and global recruitment roles - Sandra is a retail recruitment guru. Sandra was the Australian spokesperson for Giordano Australia for over 13 years. Prior to this role she worked with the BRAZIN Group (now known as BBRC) for over a decade, building long-lasting partnerships with peers and colleagues. Sandra quickly learnt the fundamentals of both the Retail and Recruitment world, with the motto that “people are your biggest assets” in mind. She paved her way through a series of success stories throughout her soon to be flourishing career. With a business mind and a heart for Retail, Sandra saw an opportunity in the market for a Retailer who truly understood retail and executive recruitment.

Sandra saw many retail operations struggling to find successful candidates who were results driven and customer focused. Having worked in retail herself she carried a deep understanding of this problem, and thus, found a deep understanding for the solution.

This solution, became the birth of Perfectly Placed. Sandra and her team pride themselves on providing candidates that are on brand, self motivated, culturally aligned and can support their professional background with substance.



ALIGNING CANDIDATES AND CLIENTS PERFECTLY

WHAT WE DO

Our services are designed to deliver the best, most *perfect* outcome, for you and your business. This is why we use unique approaches such as executive searches, headhunting, networking and advertised selection. Our services include permanent and fixed term and contract/temporary recruitment. We provide end-to-end solutions at all levels, including CEO, senior and mid-level appointments.

WE SPECIALISE IN ALL DISCIPLINES WITH A PARTICULAR FOCUS ON:

Retail Roles | Area Management | State Management | National Management Head Office & Store Support Roles | General Management | CEO|CFO|CIO

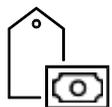
Buying Administration| Retail Operations Management | Digital | E Commerce | Wholesale Management| Accounting | Marketing | Merchandise Planning | Brand Management | Business Analyst Visual Merchandising | Public Relations | Hospitality

“I have been both a candidate and client of Perfectly Placed, so seeing both sides of how the team operates has given me great insight into the company. The consistent level of professionalism, care and enthusiasm is second to none. They are also incredibly fast in their delivery - which I think is what really sets them apart from other agencies. When I am looking to recruit, my first thoughts are always Perfectly Placed. Their reach in the market and quality of candidates is always the highest. I know that I can count on Sandra and her team to deliver, they just have this incredible understanding for what I need. They really do just get it!”

Perfectly Placed



SPECIALTY AREAS INCLUDE



SALES & OPERATIONS

Store Managers
Senior Store Managers
Department Managers
Cluster/Multi-site
Area/Regional Managers
State Managers
National Managers
Visual Merchandise Managers
Head of Sales
General Managers

“Made the whole process from initial interview through to securing a job super smooth.”

– Perfectly Placed Candidate



HEAD OFFICE/ SUPPORT CENTRE

Reception
Executive Assistant

Personal Assistant
Customer Service Team Leaders
IT
Warehouse
Distribution
Special Projects

“No role is too difficult to fill and their retail backgrounds makes them a pleasure to deal with and hassle free.”

– CEO



DIGITAL/ OMNICHANNEL

Ecommerce Coordinator
Ecommerce Executive
Ecommerce Manager
Digital Marketing
Programmatic Planners
Graphic Designer
Photographers
Videographers
Social Media
Administration

“Their team has an intimate knowledge of the retail industry.”

– General Manager of Ecommerce



BUYING

Buying Manager
Senior Buyer
Buyer
Assistant Buyer
Buyers Assistant
Merchandise assistant

“They were so helpful through the whole process from interview to placement and follow up.”

– Perfectly Placed Candidate

SPECIALTY AREAS INCLUDE



PLANNING

Demand Planner
Head of Planning
E-Commerce Planner
Senior Merchandise Planner
Merchandise Assistant
Allocator
Junior Planner

"I would highly recommend the team at Perfectly Placed Recruitment to anyone looking for their dream job!"

– Perfectly Placed Candidate



HR/PEOPLE & CULTURE

HR Generalist
HR Coordinator
HR Manager
HR Admin & Support
Recruitment Manager
Recruitment Coordinator
Training Assistant
Training Manager
Head of People and Culture

"Perfectly Placed operate with urgency and the utmost professionalism. They have a detailed understanding of the Retail environment."

– Head of People & Culture



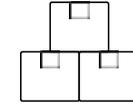
ACCOUNT MANAGEMENT

General Manager of Wholesale

Key Account Manager
Account Executive
Sales & Account Manager
State Account Manager
National Account Manager
Territory Manager
Regional Account Manager

"I received 100% support throughout the hiring and recruitment process and could not be more grateful."

– Perfectly Placed Candidate



WHOLESALE

Orders and Dispatch
Wholesale Sales Manager
Wholesale Sales Assistant
Wholesale Account Specialist
Warehouse Coordinator
Wholesale Administrator
National Wholesale Manager
Returns Manager
Customer Service and Support

"Perfectly Placed deliver the expected results and then some."

– Returns Manager

EXECUTIVE PLACEMENTS

Dedicated, driven and passionate, the senior executive team at Perfectly Placed are not your average recruiters. Lead by Sandra, who has been a CEO herself, the Perfectly Placed team carries a very rare and in-depth knowledge of the importance of a brand fit, capability, retention and a results driven culture.

Not only has Sandra experienced being a recruiter, having over 25 years industry exposure in both midlevel and senior management capabilities, her years of working on the shop floor have helped her to truly know what it means to find the perfect candidate.

Sandra and her team understand the need for un-compromised customer service and target hitting abilities. It is this unbeatable combination of experience as both candidate and client that make Sandra and the Perfectly Placed team so successful.

Our team is highly connected and attract mid-level to senior management candidates Nationally and internationally. We specialize in Senior Executive roles, including but not limited to; Director, CEO, CFO, COO, Managing Director, General Manager and executive roles alike.



KEY APPOINTMENTS INCLUDE

- ✓ **CEO- Retail Chain - China**
- ✓ **GROUP CFO-Retail chain - Australia**
- ✓ **Head of People- Retail Chain - Australia**
- ✓ **CFO- Hong Kong- Mobile Technology - Hong Kong**
- ✓ **Head of Planning- Retail Chain - Australia**
- ✓ **Country Manager –Retail Chain – New Zealand**
- ✓ **Country Manager – Retail Chain -Singapore**
- ✓ **Head Retail Manager- Retail Chain –Australia**
- ✓ **National Sales Manager – China**
- ✓ **Natiaonal Sales Manager- Australia**

CLIENTS



At Perfectly Placed, we are proud of the clients we hold long standing relationships with; some of our clients stem back 15+ years.

The success of our business and scope of clients is based on :

- Outstanding reputation
- Honesty & Integrity
- Understanding ability of your culture
- Open communication and transparency
- Sense of urgency
- Shared values
- Continued improvement

CANDIDATES



HOW WE DO IT?

We understand that each business is different. We therefore see ourselves as an extension to your business, a true business partner.

Our approach includes :

- Traditional Advertising
- Referrals
- Specifically targeting candidates from compatible companies
- Mystery shopping
- Perfectly Placed Database
- Headhunting

We understand the time constraints and pressures of running your business. We move with speed and urgency, and deliver to you a pre screened, qualified candidates to you to view.

OUR CLIENTS

Aēsop.

THE AFL STORE

Accent
Group

adairs

afterpay

AMERICAN SWISS

animoca

AUTO
ONE

aventus property

BBRC

Bevilles
BEAUTIFUL JEWELLERY

bizwear

blue illusion

BONDI
BOOST

bod
australia

BONDS

brand
collective

bras N things

BWX

Champion

Calibre

CAT

CONNOR

CONVERSE

OUR CLIENTS



DECJUBA

Christian Dior
PARFUMS

dusk



edge

FLORSHEIM
ESTABLISHED 1802

FOREVER NEW

Forty
Winks

FRENCH
CONNECTION

General Pants Co

GODFREYS



HANES
Brands Inc

Henry Bucks
Established 1891



HOSKINGS

HYPE
Premium Limited. Exclusive

HYPER CAPITAL
Investors + Create + Dominate

INDUSTRIE



OUR CLIENTS



KOOKAÏ



olga berg



NINE WEST



PAVEMENT



Retail Prodigy
GROUP

OUR CLIENTS

ROCKWEAR

RODD & GUNN

SAUCONY

SCANLAN THEODORE

seed
-HERITAGE-

SEPHORA

SHERIDAN
EST. 1967

SKECHERS

ST. ALI

The Group

Sportsgirl

STANCE

sussan

taking shape
SIZES 12 - 24
MAKING TO CELEBRATE YOUR CURVES

TAROCASH

THE FRIDAYS

The Athlete's Foot

THE HOUR GLASS

TRYBE

TIFFANY & Co.

Timberland

TRIANGL

TOMS

TONY BIANCO

Universal Store

VANS
"OFF THE WALL"

yd.

YOUNG LIVING
ESSENTIAL OILS

TESTIMONIALS - CLIENTS

In my capacity as General Manager for eCommerce for the Accent Group over the last 2 years, I have had the pleasure of being introduced to and working extremely closely with the Perfectly Placed team for majority of the recruitment that I've undertaken in the last couple of years.

During this period, we have more than doubled the size of our team, and on each occasion where we have had to go to market for a new recruit, Perfectly Placed have been my first port of call.

Most of the people we recruit into the ecommerce team require experience in eCommerce, System Integration, Projects, Analytics and Digital Marketing, what we need from them most is for them to be true Retailers and this is where the Perfectly Placed team excel.

Their team has an intimate knowledge of the retail industry, who is in the market for new roles, what makes people successful in the industry, our teams culture and the exact profile that we are looking for.

So much so, that when the team meet a candidate who they believe is great for our team, even when we aren't recruiting, I will meet them based on their recommendation without hesitation.

Kasie Heathcote

General Manager – Ecommerce
The ACCENT Group

Perfectly Placed

I have been both a candidate and client of Perfectly Placed. Seeing both sides of how the team operates has been amazing. The constant level of professionalism, speed and enthusiasm is second to none.

In my current role and when I need to recruit, my first thoughts are always Perfectly Placed. Their reach in the market and level of candidates are brilliant. I know that I can always count on the Perfectly Placed team to deliver on what we as a business need.

They really do just get it!

Jessica Malvaso

HR Manager at Tony Bianco

"Perfectly placed" has assisted greatly to Bras N Things across all recruitment facets of our business. We especially enjoy working with the Perfectly Placed team, as they deliver quality candidates the first time, no role is too difficult to fill and their retail backgrounds makes them a pleasure to deal with and hassle free.

I have no hesitation in recommending Perfectly placed."

George Wahby

CEO – Bras N Things

TESTIMONIALS - CLIENTS

Perfectly Placed played an instrumental role in quickly identifying high performing talent for our business during a significant phase of change.

Their ability to find quality candidates across multi disciplines at senior executive level to frontline team members is a testament to the team's capability.

There is a strong correlation between successful businesses & great people, Perfectly Placed have demonstrated over time the ability to bring the two together.

Alex Aleksic

CFO Accent Group

Perfectly Placed have been a highly effective partner for Dusk as we have executed an upgrade of our strategic roles on a number of functions. The team have displayed an ability to quickly asses our business needs and supply a stream of candidates all of whom were high calibre. This entire process has been on brief, on budget and in many instances, ahead of our own timeline.

I unreservedly recommend Perfectly Placed as a highly effective partner for recruitment.

Peter King

CEO – Dusk Australia

Sandra Musso, Senior Recruiter, is a wonderful asset at Perfectly Placed. She took the time to find out about our business and assisted us to recruit candidates that best suited the role, aligned with our culture and benefitted the organisation.

Sandra actively built relationships with our senior team ensuring clear communication and understanding of goals.

Sandra has a good understanding of retail and is well connected, both of which enabled her to source and successful secure quality candidates. Sandra operates with high levels of energy and urgency and filled roles quickly.

Sandra is a pleasure to work with and I would have no hesitation recommending Sandra and Perfectly Placed as a resource when recruiting for your business."

David MacLean

CEO – Adairs Retail Group

TESTIMONIALS - CLIENTS

It seems like my brands have been using Perfectly Placed now for a lifetime. What a difference it has made filling roles and positions with quality people. I don't know how we survived before Perfectly Placed came along. Thanks for your care and leadership in this vital area of people.

Brett Blundy

From all the Brands and **BBRC**.

Perfectly Placed has assisted Honey Birdette with both junior store roles and senior management support centre roles. Its obvious that their Retail background assists in understanding what our needs are.

They understand what we want, what is required, on brand and our culture. I would have no hesitation in recommending Perfectly Placed recruitment to assist your recruitment needs.

Paige Carmichael

Honey Birdette

Perfectly Placed has been a breath of fresh air on the recruitment front for our business. A very clear understanding of our culture is paramount for us ensuring only those that want to be part of it are put forward to us, Sandra together with her team certainly understand the importance of this.

Daniel Agostinelli

CEO – Accent Group

I have been both a candidate and client of Perfectly Placed. I have experienced the professionalism Sandra and her team bring to both sides of the table.

The point of difference with PP is they really listen to what I need in a candidate and the type of person I am looking for.

To-date they have found over 10 great staff for me and I will continue to use their services which I find to be great time saver and value-for-money.

Kristen Tod

International GM

Young Living – Essential Oils