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AZT Enterprises

AZT Enterprises connects manufacturers, distributors and retailers to satisfy target consumer and retailer needs. We utilize our expertise in, product development, manufacturing, global sourcing and retail to provide exceptional account management, product launch and branding services.

Alfonzo Thurman is an experienced merchandising and sourcing executive with a history of bringing innovative products and customer-focused merchandising solutions to retail. As a Merchandizing Director with The Home Depot (9yrs) and a Strategic Sourcing Director for Safeway (5yrs), he managed annual sales over $850M for the Plumbing Repair Business at The Home Depot and a team of buyers purchasing $900M of ingredients, packaging and finished product for Safeway’s private label brands.

Alfonzo has extensive experience generating revenue and cost savings success from product and packaging development as well as market and supplier analysis domestically and globally. Successes include being a 2 time merchandising innovative product of the year award winner, posting 12 consecutive quarters of positive sales growth, and increasing market share by double digits during that same period while at The Home Depot. Over his retail career, Alfonzo led several successful new product line launches. Food retail launches include Firefly Ridge and Diablo Creek wines. Home improvement launches include Husky and HDX plumbing tools and industry firsts like water saving dual flush conversion kits and implementing an electronic plumbing parts finder at POS.

His corporate experience and success led him to found AZT Enterprises. AZT Enterprises connects manufacturers, distributors and retailers to satisfy target consumer and retailer needs. We provide sales representation for manufacturers, as well as brand consulting and product development services for both manufacturers and retailers. Our sourcing and supply chain knowledge along with our vast network of manufacturers and distributors around the globe allow AZT’s to provide superior import and export services.

Alfonzo has a solid foundation of strategic sourcing, negotiation and product development that began as a sourcing professional at Procter & Gamble in 1996. He earned his undergraduate degree from of Indiana University where he was captain of the Hoosier football team and received his MBA with a focus on International Business and Marketing from the University of Cincinnati.

Services

AZT Enterprises connects manufacturers, distributors and retailers to satisfy target consumer and retailer needs.

Account Management

We provide sales representation and account management for suppliers to retailers of grocery, general merchandise and home improvement products. AZT establishes a relationship that aligns the customer’s goals and needs with what the supplier can provide. We help provide clarity of where this supplier/customer alignment occurs via market analysis, understanding trends and ensuring the product speaks to the customer on shelf.

Product Development

AZT’s network of product development professionals and manufacturers can help bring your new product ideas to life. Specifications, sourcing, facilities qualification and label development services are part of our successful product development process.

Brand Development and Brand Management

Understanding how suppliers’ brands fit into their target retail environment and how retailers maximize the effectiveness of brands on their shelves are both core competencies of AZT. For national brand, control brand or private label we can provide the insights to maximize their potential.

Sourcing

AZT’s strategic sourcing process and network enables us to find quality products at the right value for both suppliers and retailers. We can help you source new products, materials or ingredients, or help review your supply base for existing products.

Contact Us

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