

cash&carry retailer tracking programme



Did you know? ... Value for money is more than twice as important to retailers shopping in cash & carries as promotions.

The Cash & Carry Retailer Tracking Programme is the "common language" for all wholesalers and suppliers involved in the UK cash & carry sector.

Through retailer customer conversations the Cash & Carry Retailer Tracking Programme measures evolving customer attitudes, influences and usage patterns across the cash and carry sector annually.

The programme discovers the who, what, when and how of the cash & carry shopping experience and provides invaluable insight to shape your commercial decisions and future strategies. Gain insight for your wholesaler conversations and range reviews based on FACT, not assumptions. Ensure you are maximising new product launches (in a sector often forgotten by brand managers!).

How we do it

- Interviews with c.3,500 independent retailers.
- Moment of truth, face-to-face interviews.
- Interviews with c.400 staff and managers.
- Conducted at all the major wholesalers including Bestway/ Batleys, Booker, Landmark Wholesale, Makro and Today's Wholesale throughout the UK.
- Entry and exit interviews conducted.
- Across all times of the day & days of the week.
- Research conducted June 2011.
- Results available July 2011.

Focus areas typically included:

- What percentage of your shops goods are sourced from this cash & carry?
- What products do you intend to buy from this cash & carry here today?
- Do retailers know the exact price of the following products which you bought here today?
- Do retailers have a shopping list here with you today?
- Do retailers have a budget to stick to?
- Retailers rating of their shopping experience in the depot.
- What are they intending to buy here today and how much are they intending to spend?
- Were they unable to purchase anything that they intended to buy in this cash & carry? And which products?
- What are they buying on impulse? And why?
- What % of your shops goods do you think you will source from a delivered wholesaler in 12 months time?
- Where do retailers look for advice on growing their sales?
- How often do they visit this Cash & Carry depot & others?
- What is important to them when shopping at the cash & carry?
- How would retailers like profit on return communicated to them in the cash & carry?
- Do they notice POS in the cash & carry?
- Do they buy any own label products? Which categories and why?
- Do retailers know the top 3 selling brands in the UK of different categories?
- Do retailers notice promotions? Do they buy any items on promotion? Which categories?
- How often do retailers pass savings on from promotions onto their customers?
- and much more... ask for a full question list

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For more information on him!'s Cash & Carry Retailer Tracking Programme please contact
Katy.Moses@him.uk.com 07912 717 567 or visit www.him.uk.com

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Why join the Cash & Carry Retailer Tracking Programme?

This invaluable insight will help shape your category plans, commercial decisions and future strategies and, because this is a syndicated study, the insights are available at a fraction of the price compared to funding your own research.

Membership costs

Programme results available from just £5,250+VAT including online report access. him! analytical & consultancy support through a dedicated client manager can be added to your package.

There is an initial two year commitment to him!'s programmes or a 50% surcharge for one year membership.

Related products

him!'s wholesale unveiling and awards in conjunction with FWD conference - 14th July 2011

The two unmissable dates in the wholesale distribution trade's calendar will come together in 2011 to give attendees a value-for-money single day event including a conference, dinner and awards ceremony.

For more information and to book tickets contact Nikki Connor on 01323 724952 or nikki@fwd-uk.com.

Did you know?

64% of retailers bought an item with a price marked pack "here today".

...33% of retailers said they are offering more price marked packs than last year.

The main reason they chose to stock price marked packs is to offer good value for money to their customers.

40% of retailers say they follow planogram advice of some kind...

...and of that 40% the majority say they experience sales uplifts in the categories they follow planograms for – good news it is working!

Leaflets in a cash and carry reception are still the most effective form of communication to retailers.

25% of retailers have EPOS yet they say they do not analyse it very often.

Those that don't have EPOS – say it's because it's too expensive.

Source: Cash & Carry Retailer Tracking Programme 2010

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