

suppliers

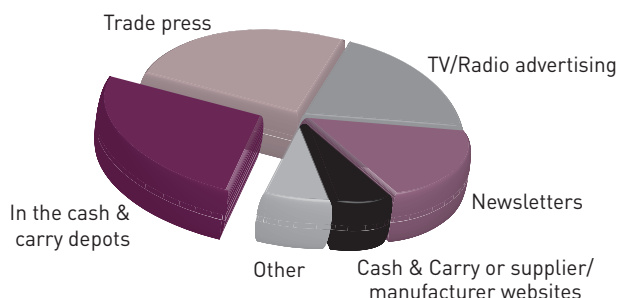
prepare to get your hands dirty to optimise new product launches

Suppliers who are launching new products and want to know how to maximize their impact through cash & carries may want to take on board the latest findings from HIM's C&C Retailer Tracking Programme.

Firstly, retailers are quite selective about which products to list in their store...meaning suppliers and wholesalers need to sell the reasons why retailers should stock new products.

Retailers hear of new products primary from two sources: from display stands or supplier reps in C&C branches, followed by the trade press. Yes – supplier stands slightly ahead of trade press.

How do you first become aware of new product launches



Asked what triggers them to list a new line, again retailers cite supplier stands and samples in C&C branches as the most common prompt for them.

So suppliers really need to consider full scale representation in C&C branches for new product launches, to sell their products in, to offer advice and assistance to retailers, and get first hand feedback from retailers. This will also enable you to build closer relationships with branch staff and customers.

It's time to roll our sleeves up and get into branches....

HIM has been operating the C&C Retailer Tracking Programme for 5 years, in which over 15,000 retailers have been interviewed. HIM works with all the major C&C operators and 20 primary industry suppliers to develop category plans to grow sales based on robust customer insight.

HIM has just launched a C&C Caterer Tracking Programme, reflecting the growth and strategic importance of caterer customers for C&C chains. For more information on these or any of HIM's programmes, please call HIM sales on 020 7428 4976.

him!

cash&carry
retailer
tracking programme