

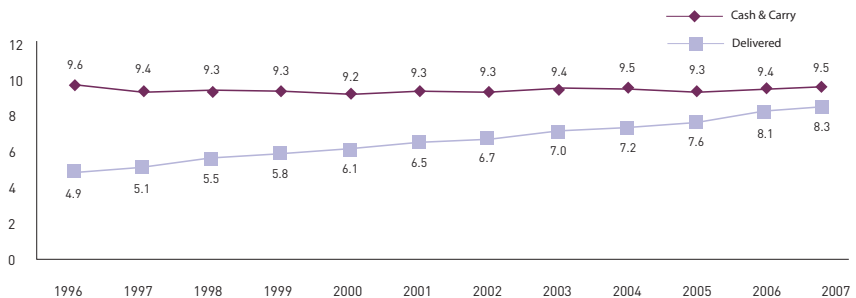
Putting the spotlight on Delivered Wholesale

delivered
wholesale
tracking programme

After seven years of interviewing retailers and caterers in cash and carries, we thought it was about time to speak to those retailers and caterers who source products from delivered wholesalers... a delivered wholesale tracking programme has been launched in 2008.

Delivered is driving the growth...

IGD Market: Cash & Carry Delivered Wholesale Sector Sizes 1996-2007



Source IGD Research 2007

We want to find out:

- How important is the delivered wholesale route to its customers?
- Will they order more, the same or less products through the delivered wholesaler in the next 12 months?

The decision making process

- Use of competitor routes to market – and why?
- What are they buying from each delivered wholesaler and why? (by category)
- How do shoppers place their order?
- Who does the ordering?

- What influences them on what they order (habit / trade press / customer request/telesales)
- What role do the telephone staff play in the switching of brands?
- Do they always keep buying the same products or do they search for other products too?
- How can products get onto a shopping list?
- Brand switching

Role of PLOF

- Do they use it
- Which bits
- General feedback
- When do they use? Who uses?

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Promotions / PMP / NPD

- The role of promotions
- Preferred type of promotion
- Trade promo vs. consumer promo
- Preferred promotional gifts – consumer vs. personal
- Opportunity for cross category promotions
- The role of PMP
- How price sensitive are they?
- How do they find out about NPD
- Do they get heavy / sizeable items delivered?
- How likely are they to be influenced by telephone sales?
(Active selling opportunities)

Other

- Basket size / typical spend
- Main shop vs. top up (where do they go for what?)
- How do they manage stock control?
- Pack types – How do pack types reflect customer need and do delivered wholesalers trade up or down.
- Do they want advice on sales growth?
- Service ratings to allow benchmarking between delivered wholesalers.

Operators

The programme will involve us speaking to independent retailers and caterers. We will gather information on the key operators in this sector. At the planning meeting the retailers and suppliers in attendance highlighted the following operators:

- 3663
- Brakes
- Booker
- P&H

Packages

As with our other programmes, you will be able to purchase the information to suit your needs.

The options are:

- Full programme including each of the operators £18,000
- Catering focus (3663 & Brakes) £10,000
- Retailer focus (Booker & P&H) £10,000

Support

him! provides consulting and analytical support with each of these packages. 3 days consulting and 3 days analysis for full programme.

1 day consulting and 1 day analytical support for the caterer and retailer focused packages.

The programme will be full-disclosure.

Two year initial commitment, one year termination period.

All prices are excluding VAT.

For more information, speak to your him! executive, or contact Georgina Wild, our Sales and Marketing Manager at him! on 020 7611 0404/ 07920 566723 Georgina.Wild@him.uk.com

