

Key Facts from him!'s Cash & Carry Retailer Tracking Programme 2009

cash&carry
retailer
tracking programme

- Frequency of visit - UP
- Trip spend - UP
- Customer satisfaction ratings - UP
- Level of impulse or unplanned purchases - UP
- Failed purchases in the cash and carry - DOWN
- Availability ratings - UP
- Even ratings for prices charged (from usually price conscious indie retailers, in a recession) - UP
- No. of items brought on promotion - UP
- Retailers (%) saying they pass on savings from promotions to their customers "all of the time" or "most of the time" - UP

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

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Key facts from him!'s Cash & Carry Caterer Tracking Programme

cash&carry
caterer
tracking programme

- 19% of caterers say they're getting MORE customers now compared to a year ago. It's not all doom & gloom.
- Most caterers are NOT having to stick to a budget in depot...
- ...and actual spend is 25% higher than intended, in depot.
- But visit frequency to cash & carries is considerably lower than 2 years ago.
- The % of purchases which are cash & carry own-label has declined slightly year-on-year.
- Product availability is twice as important as promotions to caterers.
- Caterer customer satisfaction ratings are UP across all criteria in C&Cs.
- Only half of caterers say profit on return information is clearly communicated in depot.

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