

FACS for Retail

Category & purchasing projects
that deliver more profit

Shop assessments &
recommendations

Better use of store space

FACS
MARKETING
SERVICES

A unique advisory & support service for
retailers & suppliers since 1994

GET the FACTS from FACS

For a free no obligation chat,
just call Kim Barnard on 07768 465569
or email: kim@forecourtshop.co.uk

HOW CAN YOUR STORE PUMP MORE PROFIT?



Get the support of the **SAS**
Site, Assessment & Solutions report

Trading conditions within the Forecourt & Convenience store sector are set to become even more challenging. Independent Dealers are clearly striving to further reduce the dependency on fuel sales alone and develop multiple income streams to ensure success, with one clear area of focus being The Shop.

FACS Marketing Services has developed the SAS (Site, Assessment & Solutions) report to assist Dealers in developing a better offer. Maximising the potential of your investment. It provides an impartial, independent and confidential report giving you a balanced and honest appraisal of your stores.

The SAS report is a practical tool for you and your shops team, meaning its clear concise easy to read action points are aimed to stimulate real shops growth and quickly! The SAS Express shops report explained:

1. Where we are today

- It starts with a visit to your site, hands on analysis of your
 - Sites performance
 - Management information systems
 - Appraisal by category & range
 - Store layout and merchandising
 - Store proposition and image
 - The Consumer perspective
- And includes "Dealer discussion" on the needs and opportunities for the business.

2. Consumers & Opportunities

- The SAS report includes an off peak street count showing how many consumers shop or pass by.
- We identify Primary and secondary consumer targets
- Highlight the new business potential on which to focus.
- Use available population / demographic data to support the conclusions

3. Competitor analysis

- Major competitors in your area will be visited and first view conclusions made regarding their growth potential, strengths and weakness and how these can be turned into opportunities for your business.
- We will also look for market gaps in products or services that can mean profit potential for your store.

- The SAS Express report aims to offer practical common sense advice, which will be easily understood by your shops team and your suppliers.

4. A fresh look for your store

The report firstly recognises that it's not always possible to justify heavy investment and offers early win solutions where turnover can be increased with the minimum of investment. Changes that can be made quickly and make a difference to your sales and profits.

We translate the conclusions of the report into a new proposition and layout for your store.

A step by step guide to how both the external and internal perception of your store can be changed.

- The right layout
- Product categories and space allocation
- Range and planograms

5. Ongoing business development

The SAS report will highlight how your store can develop a point of difference focusing on the needs of your primary and secondary consumer markets. It will suggest the product groups for immediate attention but also offer a vision for the future in terms of shop offer

i.e. Off Licences, Food on the move, joint ventures etc.



What is the
true potential
of your shop?

Want to know more?
Simply contact Kim Barnard at

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