

# NEED TO REVIEW YOUR FORECOURT & C-STORE STRATEGY?

The forecourt & convenience store market is a complicated and multi layered sector of UK retail. What you see on the pole sign has little or no relationship to who is actually running the site or making the decisions. It's also true of an increasing number of convenience stores.

Entry into this market can lead to frustration, the supply chain demands money but rarely returns on this investment, whilst advertising rates are outrageous when compared to market size. Time & money wasted.

*There is a better more cost effective way:*

## **FACS Marketing Support**

FACS has been working in this sector since 1994 so will bring you up to speed quickly, avoiding the pitfalls whilst presenting a route forward to a cost effective strategy. Targeting decision makers is vital to this process and FACS has an unrivalled database. This programme is meant to be objective driven and any conclusions & actions will be designed to fit into company structures and procedures, ensuring a lasting effect on sales.

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Get the  
facts from  
**FACS**

## **FACS will...**

- **Clearly identify the competitive advantage for your product or service**
- **Review the market and highlight latest trends & opportunities**
- **Establish key customers and buyers to target**
- **Create a strategy that delivers early wins but also a progressive & profitable future**
- **Review other markets as appropriate**
- **Act as a sounding board for your key executives**

## **FACS**

Specialist Marketing  
Support Since 1994

**PURCHASING**

**CATEGORY MANAGEMENT**

**BUSINESS DEVELOPMENT**

**MARKETING**