

PART 6

PARTNERING FOR SUCCESS...



BEST PRACTICE SPECIAL

MAXIMISING THE TOBACCO CATEGORY IN A POST-STANDARDISED-MARKET

Darsh & Rishi Patel own two stores in the Southampton area and have recently opened their third, located next door to a large national convenience retailer. Their main business objective is to increase **footfall** in all three stores and despite recent legislative developments they firmly believe the tobacco category remains a **key driver** in helping to achieve this.

WE ASKED DARSH ABOUT HIS CONCERNS AROUND THE NEW LEGISLATION...

“ I was worried about customers being confused with EUTPD II and standardised packaging, and blaming retailers for it. I was also concerned that people would think that national retailers would price more competitively than independent stores, especially as price marked packs were phasing out. ”

Imperial understood that independent retailers like Darsh had legitimate concerns around the new legislation, and were determined to provide a **best practice framework** to **partner for success** moving forwards!

HOW IMPERIAL HELPED DARSH MANAGE THE TRANSITION...



What support did your Imperial Tobacco sales representative provide you with?

“ Our sales rep was really **supportive** and **proactive** in guiding us through the legislation. The START packs she provided us with contained many resources and tools which helped my staff and me offer **our customers** the best service while being **legally compliant**. ”



What actions did you take in store?

“ We worked with our rep to **merchandise our gantries** and label all products before plain packaging came in so we became familiar with the new layout. We also did the same in our stock rooms to ensure we **maintained availability**, plus continued to **stock up the gantry** while rotating stock to ensure we sold through all branded packs before the **May 20 deadline**. ”



How did you help your consumers?

“ We made sure that all our **staff were fully trained** on the **brand variants** so they could advise our customers and minimise transaction times. Something else that helped inform the customers were the **information cards** around the legislation and how it affected them as smokers. We also made sure that we clearly displayed that we **priced at RRP or below*** to ensure we kept our customers loyal. ”



WHAT IS YOUR ADVICE TO OTHER INDEPENDENT RETAILERS?

“ Continue to work with your Imperial Tobacco rep. You only need to make small changes in your store, but they can have a really positive impact. ”

DARSH'S TOP TIPS FOR FUTURE SUCCESS

- 1 Pick your top selling lines and order an additional **three outers** of those – **availability is key!**
- 2 Make sure you **restock your gantry** regularly. We find first thing in the morning and mid-afternoon after the lunch time rush works best.
- 3 **Organise your stock room** and make sure you label all stock so you can see what brands you have and what needs to be ordered to avoid mistakes.
- 4 Invest in **staff training**. With the help of our rep we make sure our customers receive the best service possible. We also keep training records that are signed by our employees so we can keep track of their development.
- 5 **Avoid over pricing:** always price at RRP or below* and communicate this clearly with a price board and sticker. This fosters shopper loyalty and benefits us through increased footfall and basket spend.

... THROUGH EUTPD II AND STANDARDISED PACKAGING

*For the avoidance of doubt, retailers are free at all times to determine the selling price of their products.



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