

Worldsmart Retail

the success series

Offers



pie AND coke!
only **3.49**



Customer:

Fall's Creek Supermarket

Application:

Offers

“By encouraging customers to take advantage of the multi buy promo's, we actually get them looking for products that they would not necessarily have originally purchased, thus increasing basket size.”

Nick Cook

Managing Director

Foodworks - Fall's Creek

Background:

Nick Cook is the Managing Director of three supermarkets in regional Victoria. Nick's store at Fall's Creek services the tourist trade during the holiday seasons whilst his stores at Mt Beauty and Yackandandah service the primary grocery needs for small rural communities. Nick has been in the retail industry for over 10 years and is a long time user of Worldsmart Retail's software products.

Challenge:

Retailing in regional areas can be challenging as locals have a tendency to complete their bigger shops 'in town'. Trying to change shopper habits and destroy the myth that better value can be found elsewhere is an ongoing challenge. This was not only a problem in Nick's supermarkets but his liquor store as well.

Solution:

Nick took advantage of the 'offers' module in Grocery Manager. This module allows users to create two for one deals, pie & coke deals, 15% off for a half dozen etc. It also allows users to produce discount vouchers at the POS when certain trigger points are met eg; spend \$20 in the deli and receive 5% off your groceries on your next visit. Nick's solution was further enhanced by generating his offers once at head office using Group Controller and host them directly to each store, adding further efficiencies to the process.

Outcome:

"Offers allow us to promote volume more effectively and still maintain accurate stock counts for perpetual inventory" explains Nick. The average basket size across Nick's three stores is \$25 and the introduction of offers has not had a negative impact on his stores GPs. With 12,500 customers passing through his stores every week, Nick has no doubt that the introduction of offers has had a positive impact on the overall performance of his business.

Unique Challenge?

If you are looking for an innovative solutions partner that can help you grow your business contact Worldsmart Retail on 1300 738 324 for more information.

www.worldsmartretail.com.au