

Car Care from the Convenience Distribution Group



Car Care is a very important sector in Forecourts but at times does not get the prominence it deserves. Graham Tissiman, Sales and Marketing Manager CDG says, "Retailers should give it greater attention for two main reasons:

- Profit: - as the sector can generate margins of 40% plus!
- Satisfying customer expectations: - Customers expect to see car care products in Forecourts and would be very dissatisfied if they could not find a petrol can or bulb that they need there and then."

Unlike other categories in the Forecourt, the car care display does not suffer from sell by date issues and as part of the service CDG offers its customers, products can be delivered in single units thus keeping to a minimum the retailers' investment in stock. With a team of trained sales representatives, CDG makes the category easy with merchandising support and seasonal Planograms re-profiling. In order to help the retailer make the most

of this sector CDG produce a number of Planograms that maximise the potential of the category. As with most buying decisions, the two key triggers are impulse or distress and this is no exception with car care and is reflected in the Planograms that CDG produce.

AIR FRESHENERS

One of the key impulse product areas on the car care bay is air fresheners. Graham Tissiman says, "No one ever wakes up in the morning and thinks they need to buy an air-freshener, they are all bought on impulse". CDG devotes a whole sector to air fresheners and included within the sector are different price points ranging from Ambi-Pur retailing around £4.99 to Air Wick at around £1.99. The biggest selling air freshener in the UK automotive market is Magic Tree and to capitalize on the success of the product a special Twin pack has been added to the Bay featuring the popular New Car and Black Ice Fragrances. One of the success stories in the last few years has been the Jelly

Belly Range which was first introduced in a hanging Gel format in 2010. For 2011 this has now been produced in a spray in four exciting fragrances of Very Cherry, Tangerine, Tutti Fruitti and Bubble Gum all displayed in a Counter Display Unit. It is not just on the car care bay that air fresheners should be sold. Retailers can take advantage of the various display stands and clip strips and place them prominently around the store. We must also not forget the Sunday Car Wash market and the car care bay must feature products to clean the entire car from the windscreen, through to dashboard, bumpers and wheels. Incremental sales are always important, which is why CDG encourage the Shampoo and sponges to be merchandised together as well as the Car Polishes and with dusters. A new product featured this year is the Kent Car wash Mitt that is Micro-fibre and is a good additional sale with the Car Shampoo.

STRONG BRANDS

Brands are essential to encourage impulse purchasing and so CDG features top names such as Simoniz, Turtlewax and Armor All in the cleaning section and Redex and STP for additives. This point is emphasized by Tissiman, "We only supply Brand leaders for the simple reason that they sell the most. Consumers prefer to buy brands that they trust. These tend to be supported with advertising and promotions."



DISTRESS PRODUCTS

The other key buying prompt is distress, those products that the consumers require immediately to overcome a problem. Products included in this category are petrol cans, tow ropes and jump leads as well as bulbs and fuses. The 8 SKUs in the bulb sector on the CDG Car Care Planogram account for 87% of the total market in bulbs. Bulbs offer high retail margin of over 70% and are extremely space efficient.

SEASONAL FACTORS

As with many markets car care is influenced by seasonal factors and that is why CDG produce both a Winter and Summer Car Care Bay. In winter we see products such as de-icer, winter screenwash and ice scrapers on the top shelf whilst in the summer these are replaced by an expanded car cleaning sector. The Convenience Distribution Group is dedicated to helping its customers make



the most of the car care sector. In order to achieve this we have a dedicated on the ground sales force that is able and willing to help customers in their stores with practical and local knowledge. Products are delivered on CDG owned vehicles rather than through couriers, and with twelve strategic distribution depots we are the ideal partner to grow your car care sales.

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