



Time is Money

An investment of 30 minutes could increase your sales by 33%

A recent survey showed that two thirds of retailers who were aware of Partners for Growth had put the advice into action and were seeing sales increases of up to 33%. Which is great news but what about those who haven't yet taken action – we asked why this was and the majority said they simply hadn't the time.

With so much potential profit at stake, Neil Kirby, a professional time management coach, has been working in association with Unilever's Partners for Growth programme, to help convenience retailers reap the benefits of managing their time, and their businesses, better.

"Some store owners and managers find it hard to dedicate the time to looking at how to relay their categories" he says. "Perhaps they see this as a luxury, something that would be nice – if they had the time. Well, we do have the time – 24 hours every day – we simply need to choose how we spend that time".

TAKE THE TIME TO PROFIT

Stephen Dowling, Partners for Growth Manager, comments, 'The survey results highlighted to us that a number of retailers felt that it would be too time consuming to implement. Whilst it is easy to be overwhelmed, I want to reassure people that it isn't a huge undertaking nor does it have to be time consuming. Use the bestseller lists to identify which products your customers really want and then use the planograms to organise the fixture efficiently and effectively. And the benefits

of increased sales far outweigh the small amount of time invested."

Running your own business can sometimes be a lonely job – that's why listening to the advice of experts like Neil Kirby, and category professionals like the team at Partners for Growth can really pay off. In convenience retailing, it really is true that time is money – and can you honestly say that you can afford not to take action?



2 Shelf Tea Planogram



2 Shelf Pot Snacks Planogram



2 Shelf Soups Planogram

Maximise Your Time

- A convenience shopper spends on average only 5 minutes in store so make sure they can find everything they need quickly and easily – time is literally money.
- Don't waste time agonising over what products to sell, stock the bestsellers and take category advice from the experts like partnersforgrowth.unilever.com.
- Identify quiet times and use this time productively to re-lay a key fixture. Time invested in this could see sales uplifts of up to 33%.
- Give the most space to the products which sell the best – the extra space on shelf will reduce the time spent replenishing stock.
- Try to keep stored cases of product grouped by category so that it can be found quickly and minimise time away from the shop floor.
- Break an activity down into small jobs to make it more manageable.
- Investigate options with new technology, such as EPOS, which whilst initially expensive can be time and cost saving in the longer term.

For more advice and to find out more about Partners for Growth visit: partnersforgrowth.unilever.com/ireland