CORNNERS SUPERMARKET, 427-435 Westborough Road, Westcliff on Sea, Essex, SS0 9TH

Day 1 Cornners Supermarket in Westlciff-on-Sea has been an active member of Today's Retail Club for a number of years and has always promoted to a good standard. The shop is located in a residential road with local competition nearby. This business saw the need to be different and offer something more to residents in the area. Customer footfall has increased since joining Day 1. But the business owners, Mr & Mrs Niranjan fully appreciate they cannot sit back in such a competitive market.

Promotions and pricing are well displayed in this store and Mr Niranjan displays Today's Retail Club promotional literature both in-store and in his windows every week. Importantly, he also distributes the retail club consumer leaflets every period and is very clear about why: *'There is no point leaving all your leaflets on your counter. You always need to find new custom and distributing the leaflets is an important tool which greatly helps you to achieve this.'*

Mr Niranjan also commented : *'We are in a difficult trading environment and you need to look at every aspect of your business to drive footfall. Footfall is the key. Yes, business is good in the summer months but I need to drive sales in other periods of the year too. If you don't have people coming through your doors you will not make anything. Yes, you can charge higher prices and make more margin when you sell a particular product, but how often will it sell until your customers start to get the impression your shop is expensive? We need to be competitive, have the shop well displayed and give good service otherwise our customers will not come back. We have had some good promotions*

from Dhamecha through the Retail club but I also offer feedback to Dhamecha to make sure they are aware of what works and what doesn't. We need strong promotions with a good retail price otherwise we risk losing customers. Thankfully Today's Retail is a great tool in helping us drive our business.'