DAY 1- Local Express, 273-275 Wood Lane, Dagenham, Essex, RM8 3NH

CASE STUDY

Day 1 Wood Lane at Dagenham has been a Today's Retail Club member for a number of years now, consistently achieving very high promotion sales each period. Sales were further enhanced when Dhamecha Cash & Carry supported the business by installing a new Day 1 fascia.

Shopkeeper Atiq and his team are keen to ensure the promotional material is prominently displayed in his store and especially that his offer leaflets are distributed to all the residents of the neighbourhood.

The shop is properly set out, very well merchandised with clear pricing displayed, making shopping very easy for its customers, most of whom are known by name. These are all key factors in the continuing success of this business.

Atiq Butt commented : *'We are very pleased with the Today's Retail Club. It has really helped us drive business and the Day 1 fascia has made a real difference to us. We are very strict with how we operate as a member of the club and make sure we collect our stock on time and display it ready for the start of the promotional sell out. Promotions are generally good and we always give feedback to Dhamecha to help them get the best supplier deals for us. Service is very important for us and we create loyalty with our customers, which is crucial in such a competitive market place.*

I would 100% recommend other retailers speaking to Dhamecha for assistance in developing their stores and I have no doubt that if they do they will receive good honest advice. Dhamecha is a business which recommends what is right for you rather than what is good for them, a rare quality these days.'