

## DAY 1 – NEESH STORES, St Albans Road, Watford.

52273 DAY 1 - T/A Neesh Store 219 St Albans Road Watford Herts WD24 5BH 01923 630461 07957 467 778 Mr Rana Iqbal



### FEEDBACK

Neesh Stores, Watford are located on the St Albans Road in Watford which has many retail convenience businesses located nearby. It was clear the store had to do something different to attract more custom and the Today's Retail Club gave them this opportunity. Products are neatly displayed together with promotional pricing to make it as easy as possible for their customers. Rana states *'there is no question that the retail club promotions have helped to drive our business. If I have some stock left over after the end of the period, I continue the promotion to try and give something back to our customers. We still make a reasonable margin so it's in our interest to continue the activity some times. It also creates a good impression with our customers when they come into the store. They see lots of promotional price tickets which clearly tells our customers that we are competitive.'*

Rana Iqbal operates the store with his brothers. They all make sure the promotions are displayed correctly together with shelf edge labels before every new period. Window posters are displayed correctly in the front of the shop and the Today's Retail Club consumer leaflets are distributed locally each period.

Service is a top priority for the store and they pride themselves in knowing the majority of their customers by name. There is always a good atmosphere in the store which is created by Rana and his brothers and therefore their customers feel very welcome.

### COMMENTS FROM CUSTOMER (TESTIMONIALS)

Rana Iqbal commented : *'When I first started talking with Dhamecha I got good, practical advice right from the start. They didn't have their own agenda and highlighted several aspects of my business which needed to be tackled if I was to increase my turnover. I've listened to their advice and implemented their suggestions. Certainly the store looks very different now to when members of the Dhamecha Business Development team first visited me. Clearly it's a combination of making sure you have a store which looks inviting to a potential customer. It needs to be well maintained, have clean windows and doors, no tatty posters or window bills and importantly promotions displayed correctly and clearly in the main windows. Inside, the store needs to be well laid out by product category with clear pricing and crucially we need to give good service. If you don't have the right people serving your customers it could make or break your business. In an independent store, consumers don't*

*just want good pricing and availability of good brands – they want to be acknowledged and receive a warm welcome. Thankfully we have that in our store. If you are thinking of joining the Todays Retail Club or want to find out more about a Day 1 fascia I would certainly call Dhamecha for good impartial advice.'*

