

Nisa - Ash's Shop

Fenstanton, Cambridgeshire



The Challenge: To drive unit sales in bagged confectionery whilst also creating a better shopping experience for customers.

The Results

4-7 hours

An approximate reduction in the time spent by staff replenishing store shelves on a weekly basis.

11%

growth in unit sales (comparing a three month period within category before and after implementation of Next™.)

10 extra facings

have been added to the total fixture using the Next™ system, increasing the product range.



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Case Study

Next™ creates strong customer experience for loyal shoppers.

Being seen and standing out in an impulse-driven category can bring some complex challenges – especially when it comes to bagged confectionery and snacks.

For a Nisa Local store based in Cambridgeshire, finding a solution for bagged sweets that created a strong customer experience whilst also driving sales was an answer that hadn't been forthcoming.

That was until they came knocking on the door of HL Display. A 2019 store refit for Ash's Shop, owned by Amit Puntambekar, allowed them to investigate the problem and resolve the issue of replenishing bagged sweets easier.

Wanting to replace a tired looking area of the store containing bagged confectionery, which was displayed using Slatwall hooks, HL Display recommended our Next™ solution.

Retail Shelving Solution

Next™ is a shelf-less pusher tray system sitting on crossbars which allows more products to be displayed. The solution is automated front-facing and ensures 24% less time required to manage the fixture.

“The main benefit of the Next™ system is consistently having the products ‘faced up’, whilst also creating a healthier customer experience,”

explained Amit.

“The sleek design of the Next™ system highlights the individual SKU's in comparison to the Slatwall hook, and this has made life easier for our customers.

“During our refit, one of the challenges I wanted to resolve was to reduce the amount of time our staff spent on the shop floor replenishing shelves.

“A huge benefit of the Next™ system is that replenishment is easier and quicker as we can hook the pusher back and pop a case within a couple of seconds. It has reduced the time my staff replenish stock by about four to seven hours a week.”

With good feedback from customers and staff obtained, it was whether an increase in sales would materialise and, as

Amit explained, results have certainly been rewarding.

He continued: “We have seen an 11% growth in unit sales, comparing September to November (before and after Next™ implementation).

“When you combine the increase in sales with the reduction in damaged stock and shelf edge labels (SEL), which was a consistent problem with the hooks, then this investment has been worthwhile.”

With Next™, there is a solution for almost every need and fits many categories, including chilled and frozen foods, bagged salad and non-food items.

For further information on Next™ visit the HL POS Centre website on, www.hl-poscentre.co.uk.



For more information on HL Display products, email: sales@poscentre.co.uk, call 0845 070 4211, or visit www.hl-poscentre.co.uk