

# Costcutter<sup>®</sup>

## CO-OP OWN BRAND

**WALLASEY, WIRRAL**

Hardeep 'Hardy' Chahal, store manager



### Co-op Own Brand a big win for Wirral store

"You've got to stock what will sell," says Hardeep 'Hardy' Chahal, store owner of the Costcutter in Wallasey, Wirral. "It's a very mixed environment around here. We have a lot of nursing homes but also council estates and schools, and unfortunately there's high unemployment. That makes people very price conscious and they know they have to make their money work for them. For us that means there's no point stocking champagne if all our shoppers want is Lambrini. That's why I was really happy Costcutter started supplying Co-op products. It's really developed my business as the value is good and the brand is known and trusted."

Hardy and his wife took over the shop 15 years ago and they've been expanding and growing it ever since. They joined Costcutter nine years ago and he says it was the best decision he could have made.

"I used to have cash-and-carry own brands but I've replaced that with Co-op products now and we sell a lot. Fresh food, the groceries, sweets, household items, toilet roll, pet food; it all sells really well.

"During the lockdown people were buying everything: branded or Co-op. However, nine times out of 10, people will buy a Co-op product when they can. The older people really love them, especially the fresh and chilled products which sell very well. They're just good quality and value for money. Plus, there's good margins on them too, which helps the business."

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**2,000**

**SOCIAL MEDIA SHARES  
IN RESPONSE TO FREE  
HOME DELIVERY POST**





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## WALLASEY, WIRRAL

Like everyone, Hardy says the lockdown made things really busy but by being forced to adapt he's found ways to make the store even better.

"We're strong on social media, so when I posted that we were starting free home deliveries, we got 2,000 shares on the first day. It went crazy! We were doing 40 or 50 a day although things have eased off now; we're down to about 20, quite a few to the nearby nursing homes. It's draining but it makes money and we're giving something back to the community too. We'll definitely keep doing it when the lockdown's properly lifted."

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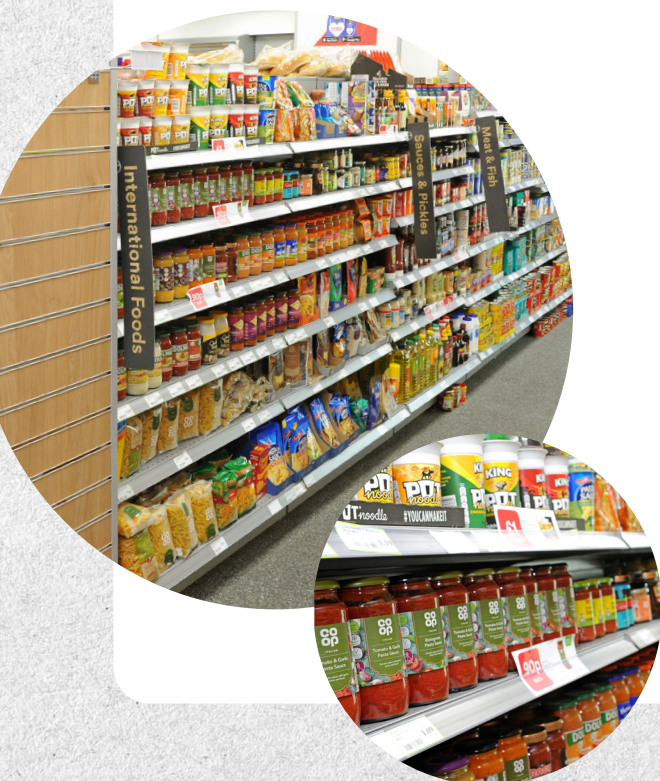
We tell the stock picker to choose the Co-op branded products, because not only will it save our shoppers money but there's also a better margin on those for us.

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**OVER 300**

**HOME DELIVERIES  
PER WEEK, DURING  
LOCKDOWN**



Hardy takes looking after his local shoppers seriously, especially the elderly. "A lot of our older shoppers don't have family to help look after them. I've drilled it into the staff to be patient with them on the phone, even though they might only spend £10 and they take quite a long time giving their order. We tell the stock picker to choose the Co-op branded products, because not only will it save our shoppers money but there's also a better margin on those for us. We've also been giving our elderly shoppers free face masks and telling them to ring us if they need any help, not just with their shopping.

"I don't know what the future's going to be like, but you've just got to adapt to the situation and keep working hard, looking out for your community."