

Costcutter®

STILL OPENING STORES

SOUTHFIELDS, HERTS

Fatih 'Face' Kilic, store manager

Letchworth turnaround a real team effort

They've only been running the store for a month but the new owners of Southfields Costcutter in Letchworth are already a big hit with local shoppers.

It helps that the store manager, Fatih 'Face' Kilic, is a fan of Co-op food himself. "Even before I opened my store, I used to visit my local Co-op. I liked the quality of the items they were selling. Now, when I do the ordering, I look at the products and think, would I buy that? If I would, I put it on the list.

"So far, there's nothing we've introduced into the store that's sat on the shelf. Everything's that's come in has done really well, and that's obviously reflected in our revenue compared to the previous owners."

Even though it's only been a month, Face says they're bringing in about £48,000 a week, compared with £33,000 before and he's confident that will only increase, thanks to the increased range and choice. Where the previous owners would only stock Heinz baked beans, he makes sure there's also ones from Co-op and Weight Watchers available.

"Shoppers have responded really well to the increased product lines. They're very happy to see the increase in choice, especially the Co-op Own Brand products and it's helping us attract more shoppers."



**WEEKLY SALES
INCREASE OF**

45%

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Face also introduced Eastern European food that has been a surprise hit, with shoppers requesting specific products. “There’s a big market in the area for them but they just weren’t being offered before.”

As well as plans to expand into a unit that’s just become available next door, Face wanted to make sure there’s a lot more choice for chilled and frozen foods. That includes a new 5m fridge where previously there was a magazine rack and replacing the chest freezers with upright ones. “They weren’t suitable for our elderly customers who found it quite difficult to get in them. They also end up with a lot of stock at the back and bottom never being sold. The new upright ones will also have a lot more shelf space which means we can increase the number and range of products. It’s win-win for everyone.”

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 **NEW
5M
FRIDGE**
**TO INCREASE CHILLED
AND FRESH FOOD**



Face also pleased his shoppers by responding quickly to the social distancing requirements of COVID-19.

“As soon as we got in, I asked Costcutter to send us a screen for the till and the floor sticker and poster pack about social distancing. We also started sanitising the trolleys and baskets as often as we could, and had our staff using gloves. Shoppers and staff were a lot more at ease that we were doing our best to keep people safe.”