

Costcutter[®]

STILL OPENING STORES

CRANKHALL LANE, WEST MIDLANDS

Shahih 'Danny' Ahmed, store manager



Brilliant success for latest Costcutter retailer

It's safe to say that Shahih 'Danny' Ahmed, store owner of Crankhall Lane, West Midlands, is very happy about joining the Costcutter family. Since refurbishing in March, the Birmingham store has seen daily footfall triple to 1,000 customers, basket spend increase from £3.29 to £14 and weekly sales go from £5,000 to £30,000.

"We only used to be a petrol station," he says. "We'd get one customer in the shop at a time. They'd buy their fuel, some cigarettes and a scratchcard and that was it. Now? The change has been phenomenal. It's going really, really well. It was definitely worth the investment."

Danny has one other shop in the Birmingham city centre and he's looking to buy another petrol station in Wolverhampton. "I owe my knowledge of business success to my late father-in-law Arshad Iqbal. He taught me all I know about this trade and I look to continue his legacy."

Danny has been so happy with the success at Crankhall, both his other stores will also convert to Costcutter as soon as the lockdown is lifted enough to start work on them.

"We ran the petrol station for two years and did a lot of research into who our shoppers were, who lived nearby and what they wanted. We didn't just jump in without thought. However, it was clear that we should choose to join Costcutter. The range and offer is perfect for our store, especially with the Co-op Own Brand products that are good value for money and trusted by shoppers."

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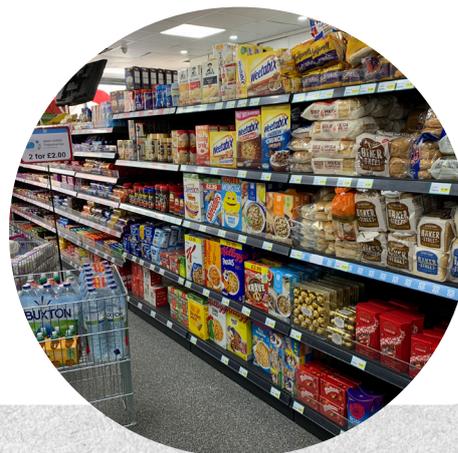
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WEEKLY SALES INCREASE OF

500%



Costcutter[®]

CRANKHALL LANE,
WEST MIDLANDS



The store has grown from 700 sq. ft. to 2,000. That's meant that Danny can now go from having no chillers, to having five and three upright freezers for frozen food. The store also now sells fresh fruit and veg, bread, eggs, newspapers, has a fresh orange juice dispenser, roll-over hotdogs, an ice-cream machine, Slush Puppies, a pick n mix stand and 9 meters of beer and wine.

"It's amazing. We used to just sell grab-and-go products but now people are filling up baskets. We go through 20 to 30 boxes of oranges for the juicer every week. The milkshake machine ran out within days of getting it. In one week we sold two pallets of Carling 18 packs. At £12.49 it's an absolute bargain. Richard couldn't believe it!"

That's Richard Crocker, Danny's Business Development Manager who is his main point of contact at Costcutter. Danny's a bit of a fan.

"Richard's been absolutely amazing. Even though he's been working from home during lockdown, he's been in the background all this time ordering stock for us, advising us what to get. He's fantastic. It was Richard who advised us to invest in fridges and chillers. I wasn't sure at first but he said: 'Trust me' and I did. It's great to see our investment is paying off."

Danny's also happy with Costcutter's delivery system. His old supplier would usually have poor availability on the product lines he wanted but even with the massive increase of products on sale, Costcutter has kept Danny stocked up, even during the lockdown.

"We've been around for a while and been through a few different Symbol brands but the service you get with Costcutter delivery has been incredible. I'm 100% happy with it."



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**STORE SIZE INCREASE
FROM 700 SQ FT TO**

2,000 SQ FT

Customers have also been happy with the quality of the products, with the Co-op Own Brand products frequently selling more than the branded ones.

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He's also attracting new customers put off by long queues at neighbouring stores. "There's a Lidl around the corner but its queues are long. A customer came around to us and left with three bags of shopping. She said: 'I only thought you were a petrol station. I didn't know you had all this. I've got everything I need!' She was so happy that she could get in and out quickly, and still get petrol as well."