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Co-op franchise:

available through

**Costcutter**  
Supermarkets Group

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A unique **proposition**  
A unique **partnership**  
A unique **opportunity**

# Co-op Franchise:

## An exciting new opportunity

**The Co-op and Costcutter Supermarkets Group (CSG) have partnered to offer investors and retailers across the UK a new and unique franchise proposition.**

We are looking for partners who share our values, principles and have the desire to become part of our Co-op community.

Co-op Franchise offers retailers and investors across the UK the opportunity to open, own and operate a Co-op store, with the combined support of both the Co-op and CSG through every step of the journey. With two outperforming brands on your side, this is a truly unique proposition in convenience retail.

The convenience sector is enjoying consistent year-on-year growth and forecast to grow sales by 16.6% over the next five years [Source: IGD]. The Co-op is proud to be a leader within the convenience sector, with shoppers actively choosing Co-op and driven 22 quarters of growth

Don't miss the boat.

Join us.

[www.costcuttersupermarketsgroup.com/join-us/coop-franchise](http://www.costcuttersupermarketsgroup.com/join-us/coop-franchise)

This business model is already working for entrepreneurs across the UK, with Co-op franchisees reporting higher levels of sales growth and increased footfall. From joining, opening the doors to your first store and continued support thereafter, we are here to help you develop your business.

This full service franchise model gives you:

- Co-op's iconic look and feel
- Co-op brand standards
- An award winning Own Brand range
- Access to a nationwide network
- Co-op's Member, Customer and Community focus
- Co-op EPOS
- Expert training
- Co-op logistics
- Area manager support

**4,100**

Stores across  
the UK

**+1.7%**

LFL sales  
last year

**22**

consecutive  
quarters of growth



## What you can expect?

### Partnering with national convenience retail experts comes with a long list of benefits, including:

- No upfront brand or franchise fees
- Power of the Co-op brand, including £7bn UK sales, 5.5m members and over 4,000 stores
- Co-op's iconic retail brand
- Proven minimum 50% uplift for existing independent convenience stores
- Co-op's award-winning, ethically-sourced, fairly-traded Own Brand product range
- Co-op membership and community support - initiatives to drive repeat business and make a positive difference to your community
- Co-op's nationwide network
- Expert store design and development plan
- Expert support and guidance throughout the store conversion process
- Full training on how to operate a Co-op store
- Leading tech, EPOS, till systems and auto replenishment

- POS and in-store marketing, shelf edging and promotional calendar
- Helpdesk service 24 hours a day, 7 days a week
- Tailored account management focused on growing together
- Ongoing operational support to embed training, process and store routines
- Complete management dashboard
- Deliveries up to 7 days a week

**"Having transformed three of our company owned stores into Co-op franchises, we have enjoyed better than expected revenue uplift and have been delighted at how easy it is to work with the Co-op as their franchisees. Our shoppers love the Co-op products and as a retailer, this is a great business model."**

Mike Hollis, Retail Director,  
Costcutter Supermarkets Group

# Our experts, here to help you

## When joining us, you will have access to a network of retail industry experts with years of retail experience under their belts, ready to help support your business.

- **Co-op Own Brand:** The award-winning Own Brand range has delivered £2.7bn in turnover which is up 2.4% YoY
- **Supply chain:** The Supply Chain team will ensure you have the right products in the right quantities at the right time to help maximise sales and minimise waste
- **Membership:** Since 2016, the revitalised Co-op membership proposition has contributed more than £40m directly to members and their communities
- **Community:** With over 1,500 Co-op communities in and around food stores, we help you connect with the community and support local activities on your behalf
- **Store development:** From full store layout to merchandising and brand design, we will provide all the support you need to complete the development

- **Ranging & merchandising:** Your category space allocation and range will be tailored to suit your customer and maximise your local opportunity
- **Promo packages:** Each period you'll receive a promotional pack and marketing tools to support you in maximising sales opportunities for each promotional event
- **Marketing & advertising:** An expert branding team will create marketing and advertising plans based around what your customers need
- **Replenishment:** Base demand is calculated from each store's sales over a 10-week basis. Demand can be adjusted quickly for seasonality, promotions and weather changes
- **Logistics:** A fleet of over 2,500 vehicles and a nationwide network ensures we can deliver to demand
- **Account management:** A tailored account management plan will help you focus on growing your sales and attracting new customers

## Who can apply?

If you have a store or site in mind, the minimum requirements are as follows:

- A sales area over 2,000 sq. ft.
- A back of house (warehouse) over 800 sq. ft.
- Good parking, either parking bays or on-street parking

- If an existing convenience store, it must have existing net sales of over £20,000 a week, excluding VAT and services such as Fuel, Paypoint, Lottery, Concessions

## How to apply?

- To find out more and to start your franchise application, visit: [costcuttersupermarketsgroup.com/join-us/coop-franchise](https://costcuttersupermarketsgroup.com/join-us/coop-franchise)