

Customer's Customers

How would you describe the customers that come through your door? Age, income, behaviours, male/female, occasions etc ... How would you segment them?

	Customer Type 1	Customer Type 2	Customer Type 3	Customer Type 4
Age Group				
Employment Type				
Income Type				
Purchase Frequency				
Products/ Packs Purchased				
Average Spend				
General Description				
General Comment (trends)				

What is important for your customers? (Indicate top 5 and discuss the others)

Variables	Tick Relevant Variables	Choose Top 5	Comments
Convenient location			
Safe environment			
Lots of parking			
Exterior signage			
Pleasant atmosphere			
Physical layout of the store			
Upmarket image			
Neat, tidy and clean interior			
Competitive prices			
Value for money offering			
The lowest prices			
Wide range of products			
Exclusivity of products			
Have all the most popular products			
Upmarket products			
Cold products / beer			
Lots of new products			
Value for money products – low end			
Interesting / different products			
Friendly / personalised service			
Expertise offered - knowledgeable			
Speedy service			
Long standing relationships			
Delivery service			
Offer credit			
Loyalty program – points / specials			
Exciting promotions			
Specials – price offs			

What are the most important things suppliers can do to add value to your business? (Indicate top 5 and discuss the others)

Variables	Tick Relevant Variables	Choose Top 5	Comments
An exciting range of brands and products			
Product innovation, new products			
A wide range of pack sizes			
A wide range of brands – economy to premium			
A wide range of products – beer, spirit coolers, ciders etc ...			
Knowledgeable sales reps			
Rep order taking			
Effective telesales operation			
Regular, frequent deliveries			
Emergency deliveries			
Communications about orders, stock and deliveries			
Provides credit			
Provides refrigeration			
Regular promotions deals			
Provides tailored promotions			
Supports their brands			
Provides incentives for the retailer e.g. trips/prizes			
Shares industry knowledge and trends			
Shares market research – consumer trends			
Shares best operating practices			
Provides business advice, a business partner			
Has strong personal relationships			
Regular interactions with senior management			
Professional approach to relationship building			
Regular communications about products and promotions			
Provides support / advice on stock management			

Supplier Performances

How well does SAB perform in these five key areas ?

(1=very poor, 2=poorly, 3=just meets expectations, 4=sometimes exceeds expectations, 5=always exceeds expectations)

How well do other key suppliers perform?

Variables	SAB	Supplier 1	Supplier 2
1.			
2.			
3.			
4.			
5.			
Comments:			



Operations

Which aspects of the distribution / delivery service are most important to you?
Indicate top 5, and discuss the others

Activity	Top Five	Comments
1. Collections of empty containers		
2. Emergency deliveries		
3. Assistance in off-loading		
4. Provision of storage facilities (eg. containers)		
5. Mixed pallet loads		
6. On time delivery		
7. Short lead times for delivery		
8. Calling / collect service		
9. Weekend deliveries / collections		
10. Allowance for breakage		
11. Assistance in keeping stock secure		
12. Small lot deliveries		