



POUNDZONE™

implementation guide

Poundzone is the UK's fastest growing retail concept and **DCS** is leading the way, helping customers both Cash & Carry and Retail capitalise on this opportunity.

Here are the steps to help you implement a Poundzone and deliver customer value.

CASH & CARRY - IN STORE IMPLEMENTATION:

- Identify a high traffic area front of store to site a **Poundzone**.
- Locate away from the usual Toiletries and Household bays to ensure normal sales are not affected.
- **Poundzone** sales can be incremental.
- Implemented effectively **Poundzone** creates a value aura for the store.
- Allocate 2 bays each for Household and Toiletries.
- Using the DCS **Poundzone** Catalogue and DCS Order Form select the range.
- Select sufficient range to fill the space you have allowed.
- Speak to your DCS Sales Contact if you need help selecting the range.
- DCS Merchandisers can help you layout the **Poundzone** bays.
- Create point of sale, Poundzone signage or "£" signs to promote **Poundzone**.

RETAIL IMPLEMENTATION FOR AFFILIATED, CLUB RETAILERS OR C&C CUSTOMERS:

- DCS have **Poundzone** Free Standing Display Units (FSDUs) for the retailer.
- We have specific pre-sell offers to provide an FSDU free of charge.
- If you sell the deal you can provide the retailer with a free FSDU.
- A Crunch Buster **Poundzone** display can then be implemented.
- Retailers should site the **Poundzone** in a high traffic area front of store.
- Poundzone sales can be incremental to the retailer.
- **Poundzone** will create a value aura for the whole store.
- Keep Poundzone fully stocked.
- Apply the same practices to **Poundzone** as to the rest of the store.
- Beyond the first order the retailer is free to use the FSDU to maximise their **Poundzone** Toiletries and Household sales.