



**Customers, staff, symbol groups and contractors were all consulted ahead of Baz Jethwa's refit of his Costcutter Plodders Lane in Bolton**



← through the door and to give them the opportunity to address more missions and encourage them to navigate new areas of the store. We achieved this through opening it up by buying out the other half of the store that was originally being rented out as a hair

salon, streamlining everything and making the most of the store's compact dimensions of 1,500sq ft.

"The refit has really paid off as the store was making £7,000 a week before and is now taking over £12,000 a week."

Missions were a main focus for Justin's refit, too. His store now features a designated food-to-go area providing hot and cold breakfast and lunchtime meal solutions; a kids' zone with a self-service slushy machine and bargains on confectionery; and a Heineken beer cave - a walk-in chilled room to give customers an engaging shopping experience.

Baz also redesigned his Plodder Lane store around customer missions. "The focus was customer missions and food to go, but ultimately we wanted to streamline the businesses and make the store easier to navigate. I think this is how refits have changed over the years - more and more retailers are having refits that are driven by rapid changes in the market and growing and shrinking trends. This is the nature of the business and will continue to be one of the main driving factors behind refits and remerchandising. Years ago people only did refits to expand or to replace tired parts of the store."

Baz wanted to make better use of his 1,400sq ft space without expanding its dimensions. He says: "We decided to open up the store some more by being smart about the layout. We opened up the windows to let more light through, we improved navigation and we also gave the store a new feel. We introduced the Costcutter premium black fascia and made the exterior really attractive and welcoming, while giving the inside a funky urban feel with all-new interior, fridges, freezers, shelves, counter and security. You name it, we changed it."

Baz's latest refit cost £250,000, with →

## THE BENEFITS

### Make your business fit for the future

After 20 years of running a 600sq ft newsagent with a limited food range, Hull retailers Simon and Coralyn Routledge took the plunge and expanded their store to 1,000sq ft, joining the Costcutter symbol.

In February 2016, Simon opened the new Costcutter store in Kirk Ella, with the extra space allowing him to focus on offering an enhanced chilled and fresh food offering.



"We now have a large range of Independent products and have seen high repeat purchase. We take the time to plan product groupings and this has really

helped drive the message that we now offer solutions for every meal occasion," says Simon.

Since relaunching, average sales have

risen 40% a week, increasing weekly turnover by more than £5,000.

Simon says: "My advice to anyone thinking of investing and expanding is just to do it. In the long run it will be worth it, and you'll fall behind the competition if you don't. Listen to what your customers want and look at the local area. Use this knowledge to build a store that will see you future proof your business."