



A Jack's Beans coffee machine has proven popular throughout the day and has helped drive food to go sales



The £3 breakfast meal deal is also a roaring success, and Justin is planning meal deal options for the evening



Justin offers 'big deals on big brands', with 17 promotional bays located throughout the store



Part of his ethos is targeting the most popular shopper missions, including big night in and meals for tonight

a result, Justin has seen an uplift in customers who are looking for food to go options. He also notes that shoppers who used to just pop in for their tobacco products and a newspaper are now buying an item of food to enjoy on the go and a coffee, taking basket spend to new highs. This has been driven by a breakfast meal deal of £3 for a bap and a regular hot drink.

Justin is currently looking into expanding the store's meal offers by designing an evening meal time option on chilled and frozen.

Zonal design

The store has a 'macro-space' design that offers customers more aisle room and improved navigation, with clear category headings throughout the store.

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Justin says: “In the past, customers were often unaware that we sold medicines and hygiene products, but since the category was clearly signposted and moved from behind the counter to near the till, sales have grown by 70%.”

Justin believes strongly in high impact. One signposted area is 'Big Night In', where round pound items are prominently placed to encourage impulse buys. Justin believes in offering multiple facings of the key top-selling lines rather than lots of different variants, because he believes it makes the fixture stand out more and look more abundantly stocked.

The store has two metres of confectionery, offering a larger range of £1 PMP tablet-sized bars of chocolate rather than single serve bars, as Justin says shoppers want bigger products for decent prices as opposed to smaller portions - a move which has been vindicated by a 36% uplift in confectionery sales since the refit.

Justin has replaced a lot of his single packs of crisps for bigger sized bags and multi-packs for £1 and £2. The same goes for soft drinks with fewer single serve cans and →