

- **Do not over-stock** - causes confusion / 80% sales generally from 20% of stock range
- **Understand your market(s)** - focus on what people want now, rather than past trends
- **Focus on top brands** - customers will seek these out
- **Ensure drinks available chilled** - most purchases will be consumed immediately
- **Remove slow selling lines** - replace with products that will justify the shelf space

PLUS

- Ensure availability from supplier(s)
 - Minimise own 'out of stocks'
 - Regularly re-evaluate own stock range
 - Be aware of national/industry trends
 - Identify other potential markets
 - Ensure that best selling lines from each category are stocked
 - Look for 'sale or return' opportunities (avoids waste)
 - Look for 'commission' opportunities (no money tied up in stock)
 - Provide adequate chilled range of foods
 - Focus on convenience and niche products
 - Look for high gross profit opportunities
 - Offer a 'food to go' solution
 - Offer fresh produce
 - Offer local produce
 - Offer healthy options
 - Avoid duplication
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