



## Introduction

Running a convenience store in today's turbulent economic times has never been more challenging, and that's why it is more important than ever to ensure you get all the support and advice available to help you run your business.

Partners for Growth was established in 2003 to provide unbiased category advice to convenience retailers, to enable them to maximise their sales. The principle of the programme has always been one of partnership - we provide the advice freely so that the convenience sector has every opportunity to flourish.

Whether it's finding out what the best sellers are by category, or understanding how your store location and shopper profile affects your range selection, Partners for Growth can help. With valuable insights about category specific issues, you can ensure you have the right offering for your customers.

The Retailer Advisory Panel, introduced in 2009, has enabled Partners for Growth to offer broader business insights and advice for convenience retailers. Made up of successful award-winning convenience retailers, the Panel meets quarterly to discuss issues that affect you and your business.

With the help of the Retailer Advisory Panel, the Partners for Growth team are launching this series of handy factsheets, that give you helpful hints and tips that could help to grow your business. The first of these factsheets are contained in this folder and include topics such as getting the basics right, making the most of summer and identifying what it takes to be a successful retailer.

We will be uploading more factsheets to our website during the year, so do keep checking back at [Partnersforgrowth.unilever.com](http://Partnersforgrowth.unilever.com)



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**For more category advice visit: [partnersforgrowth.unilever.com](http://partnersforgrowth.unilever.com)**

