

Convenience Store

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For auditing purposes you must fully complete each section, including your name then sign and date where indicated. Please note that incomplete forms cannot be processed (PLEASE USE BLOCK CAPITALS).

Title _____ First Name _____
 Surname _____
 Email _____
 Job Title _____
 Company/shop name _____
 Business Address _____

 County _____ Postcode _____

 Country _____

 Tel _____ Fax _____

Convenience Store is the market leading fortnightly magazine dedicated to the convenience sector. Each issue contains a lively mix of industry news, business advice, in-depth features and retailer profiles.

Convenience Store will keep you fully informed with essential product information and the latest industry research and analysis. For more information visit www.conveniencestore.co.uk

YES, I WOULD LIKE TO REGISTER TO RECEIVE REGULAR FREE COPIES OF CONVENIENCE STORE
 Yes I would like to receive regular Convenience Store email newsletters (please ensure you provide your email address above) PKR01
 Signed _____ Date _____

1. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR WORK PLACE? (tick one box only) RA
 Head office (PLEASE ANSWER SECTION A ONLY) R01 Regional office (PLEASE ANSWER SECTION A ONLY) R02
 In store (PLEASE ANSWER SECTIONS A & B ONLY) R03 Other R06

A ALL APPLICANTS

2. WHAT IS YOUR COMPANY'S MAIN ACTIVITY? (tick one box only) c1
 Convenience Store R01 Wholesaler (Delivered) R09 CTN/Newsagent R19
 Convenience Store with Forecourt R02 Wholesaler (Cash & Carry) R10 Chocolatier R20
 Supermarket R03 Greengrocer R65 Off Licence R21
 Supermarket with Forecourt R04 Butcher R13 Wine Merchant R22
 Hypermarket R05 Baker R14 Post Office (not C-Store) R24
 Forecourt (Only) R07 Delicatessen R15 Other _____
 Motorway Service Station R08 Health Food Shop R16

3. HOW MANY OUTLETS DOES YOUR COMPANY OPERATE? (tick one box only) RB
 1 R01 2 - 4 R02 5 - 9 R03 10 - 24 R04
 25 - 49 R05 50 - 99 R06 100 - 149 R07 150 or more R08

4A. IS YOUR BUSINESS? (tick one box only) C2
 Independently owned R01 Independently owned - symbol trading (PLEASE ANSWER QUESTION 4B) R02
 Multiple owned R03 Multiple owned - symbol trading (PLEASE ANSWER QUESTION 4B) R04
 Other _____

4B. WHICH SYMBOL / BUYING / FASCIA GROUP DO YOU BELONG TO? (tick one box only) R9
 Mace R9R01 Select & Save R9R17 Wine Rack R9R31
 Spar R9R02 Premier R9R18 Co-operative R9R32
 Costcutter R9R04 Centra (Musgrave in N Ireland and Eire) R9R19 Day-Today R9R33
 VG R9R05 Best One R9R20 Family Shopper R9R34
 VIVO R9R06 Bargain Booze R9R22 One Stop R9R35
 Key Store R9R09 Londis R9R25 Simply Fresh R9R36
 M&S - Simply Food R9R11 Today R9R26 Super-Valu R9R37
 Nisa R9R12 Budgens R9R27 Other R9R24
 Lifestyle/Lifestyle Express R9R14 Loco R9R28 _____
 Red Orange R9R16 WHSmith R9R30

Continued overleaf...

- 5. WHAT IS YOUR SHOP'S SALES AREA IN SQUARE FEET?** (tick one box only. Head offices – please provide average for your stores) R6
- | | | |
|---|---|---|
| <input type="checkbox"/> Up to 1,000 sq ft R17 | <input type="checkbox"/> 3,000 - 9,999 sq ft R19 | <input type="checkbox"/> Over 40,000 sq ft R22 |
| <input type="checkbox"/> 1,000 - 1,499 sq ft R03 | <input type="checkbox"/> 10,000 - 24,999 sq ft R20 | <input type="checkbox"/> Do not know R09 |
| <input type="checkbox"/> 1,500 - 2,999 sq ft R18 | <input type="checkbox"/> 25,000 - 39,999 sq ft R21 | |

B IN STORE EMPLOYEES ONLY

- 6. WHICH OF THE FOLLOWING PRODUCTS DO YOU SELL?** (tick all that apply) R2
- | | | |
|---|--|--|
| <input type="checkbox"/> Alcohol R01 | <input type="checkbox"/> Chilled food R03 | <input type="checkbox"/> Milk R11 |
| <input type="checkbox"/> Newspapers and magazines R12 | <input type="checkbox"/> Fast food / food to go R04 | <input type="checkbox"/> Organic produce R15 |
| <input type="checkbox"/> Cigarettes / tobacco products R16 | <input type="checkbox"/> Frozen foods R06 | <input type="checkbox"/> Packaged groceries R13 |
| <input type="checkbox"/> Lottery R10 | <input type="checkbox"/> Fruit and vegetables R07 | <input type="checkbox"/> Snacks R18 |
| <input type="checkbox"/> Postal services R3R07 | <input type="checkbox"/> Health and beauty products R08 | <input type="checkbox"/> Soft drinks R17 |
| <input type="checkbox"/> Bakery products R02 | <input type="checkbox"/> Health foods R14 | |
| <input type="checkbox"/> Confectionery R05 | <input type="checkbox"/> Household goods/non food items R09 | |
- 7. WHAT IS YOUR WEEKLY TURNOVER?** (tick one box only) R8
- | | | | |
|---|---|---|--|
| <input type="checkbox"/> Below £3,000 R01 | <input type="checkbox"/> £5,000 - £9,999 R03 | <input type="checkbox"/> £15,000 - £29,999 R05 | <input type="checkbox"/> More than £100,000 R07 |
| <input type="checkbox"/> £3,000 - £4,999 R02 | <input type="checkbox"/> £10,000 - £14,999 R04 | <input type="checkbox"/> £30,000 - £99,999 R06 | <input type="checkbox"/> Do not know R08 |



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HOW TO REPLY

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