

WORLD WATCH

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Carrefour, a new mid-sized supermarket in Turin, Italy, is a model based on top-class service – 24 hours per day, 7 days a week.

A recently renovated Carrefour store in Turin in Italy has been named Carrefour Market with a sub-slogan "Ti adoro" (I adore you). The 785m² store has moved away from the image of convenience (it stocks 8 500 stock-keeping units) and is embracing a service formula to retain customers.

Currently the store is averaging R2 million per week in sales and employs only 18 people (salary costs in Europe are very high, but so is the productivity per employee). Projections for the year is that the store can reach sales of more than R100 million in the next 12 months.

The core of the business

All fresh departments have been located in a "fresh square" and the emphasis on these



The supermarket is located in Turin in Italy and services the local community. Some parking is available on site, but many people walk to the store.

CARREFOUR URBANO: A new supermarket model



The Market Cafe located next to the bakery includes self-service coffee machines.



The Avengers promotion is evident throughout the store. Some special offers are packed in the storeroom in rolltainers and then rolled into the selling area.

departments accounts for 35% of turnover. This area includes a serviced and self-service bakery and coffee shop, as well as butchery, deli and fish (including self-service sushi meals) departments. After hours, all of these departments become self-service and the consumer has been educated not to expect to see sales assistants serving after hours.

Groceries, wine and non-food items account for 40% of sales and perishables account for 25% of sales.

Supply chain

The distribution centre is located 20km away at Rivalta and regular deliveries arrive at the basement storage area. Goods are then carried to the ground floor via a lift. Some displays, especially of promotional stock, are merchandised in the storeroom on cleartainers and then rolled on to the sales floor for display.

The Blue Box

A special counter is available for professional services, where three staff members alternate between 9:00 and 21:00. The service offering includes immediate contact with specialised craftsmen: shoemakers, tailors, blacksmiths, electricians, plumbers, maintenance of air conditioners and boilers.

This counter also offers a laundry service and customers can pay their municipal accounts.

Tickets for cultural and sporting events can be bought at the counter and customers can make photocopies, print photos, and even recharge cell phones.

Order-and-collect shopping is available to customers, who place orders on the internet and collect from the Blue Box counter.

Dog owners can attach their dog leashes to hooks outside the front door and clean water is supplied for their animals.



The windows indicate to the passer-by the great variety of services available in the store.



While the store is compact, wide aisles have been planned around the service departments and the refrigeration to allow for customer comfort.



Pre-packed sushi meals complement the fish department.

Convenience foods

The lunchbox option allows customers to order items for lunch online, pick them up in-store and the goods can be taken away or consumed at a sit-down area located behind the checkouts.

The self-service Market Café allows customers to pay at the checkouts and then consume their coffee, juices and pastries at a counter where they can use tablet computers with free Internet connections.

Loyalty

This store format makes use of the Carrefour Payback loyalty card that can also be used at Carrefour hypermarkets and Carrefour Market and Carrefour Express stores.

The loyalty card initiative involves many partners active in various sectors and the corporate campaign is enhanced by the ability to promote incentive collections.

Incentive schemes are very popular in Europe and other chains have similar initiatives, such as Esselunga with Rollinz and Lidl with Stickee. The way to the consumer's pocket seems to be via their kids' enthusiasm for these collections!

Stephane Coum, business unit manager of Carrefour Supermarkets, has indicated that new similar formats will be opening in the cities of Milan, Rome and Cremona. 