



# Dhamecha

*The  
Leading  
Cash & Carry Group*

## No. 1 Choice for Independent Retailers

### DEPOTS AT:

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# DHAMECHA

Supporting retailers with competitive pricing remains a priority for this family-run business in its fourth decade of continuous growth

## Q What are your retail plans/priorities for the coming 12 months?

Our family-run business has continued to grow year-on-year for more than four decades through a simple combination of keen prices, good stock availability, regular deep-cut promotions and by constantly improving the standards in our branches. These principles will remain our priority for the coming year.

## Q Are there any challenges you foresee impacting retail wholesalers in 2022?

With rising energy bills, higher fuel prices and increased taxation, consumer spend will continue to be squeezed throughout 2022. This may well encourage the trend to 'shop local', but the danger is that it will encourage shopping online and/or with the discounters.

We remain cautiously optimistic that quality independent retailers – those who have built their reputations and trust in the local community – will weather the storm by continuing to offer branded products at increasingly competitive prices in their stores. But they need our help.

**“** We are encouraging customers to download our app”

We must give these retailers everything they need to compete. And that means working in partnership with suppliers to protect this increasingly important route to market.

## Q How is the growth of wholesale e-commerce and the use of quick commerce in the channel changing the way you work in the retail space?

We are encouraging customers to download our Dhamecha app and order online to make their lives simpler and quicker.

## Q Sustainability is a big topic. Do you have any initiatives to reduce your business's carbon footprint?

By definition, supplying local businesses who, in turn, attract local shoppers helps combat the impact on the environment by reducing carbon emissions. But, of course, we all need to do more.

We pride ourselves on our process improvement initiatives to reduce energy consumption, cut down on the duplication of unnecessary paperwork and increase recycling of waste.

All branches now have energy-efficient LED lighting and improved waste packaging procedures and most have solar panels installed, with the roll-out set to be completed this year.