



# NISA RETAIL

Trialling innovative partnerships and new initiatives will drive success for Nisa Retail alongside flexibility and agility

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

Through our enhanced business support offer we aim to deliver retail expertise to our partners and ensure we are easy to do business with. We will continue to support partners with more relevant ranges, propositions and reasons to visit their stores.

## **Q How do you intend to bring these ideas to life?**

We will continue to trial innovative partnerships and initiatives to drive footfall, sales and profit while helping to minimise the cost of running the business. Nisa's annual retail exhibition will return to a physical event, providing invaluable opportunities for retailers to engage with others working within the convenience sector.

## **Q What are the biggest lessons your business has learned in the past two years?**

Nothing is certain and we need flexibility and agility to respond to new challenges at pace. Our partners have unique businesses and we are focusing on identifying the best solutions for them.

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

**“** We aim to deliver retail expertise to our partners”

The increasing cost of energy, products, staffing and transport means everyone will be looking for the best deals they can get.

## **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?**

During the pandemic, more people shopped locally which provided an opportunity for better digital engagement and many retailers introduced new delivery options. We recognised e-commerce as one of the biggest trends in convenience and agreed preferential terms with key delivery partners to cater for this growing market and support retailers.

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

We have removed paperwork from all partner deliveries and made great sustainability gains on the production of our consumer leaflets, POS, and product brochure. We are also including gravity feed refill stations as a standard element to our Evolution store concept.