UNITAS

The UK's largest wholesale buying group is embracing the basics to support its existing retailers and the newest additions

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

We will collaborate with member field sales teams and introduce new stores to the group with full store layouts and refits, as well as refreshing existing stores to uphold our high store standards. .

After two years of availability disruption which has created changes in consumer behaviour, so we will also look to re-establish our core range to ensure it meets customer demand. We are also looking to redevelop our website with interactive store floor plans.

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

We will work with members and retailers to ensure that Plan for Profit initiatives are embraced by both. We are encouraging retailers to use the Plan for Profit website for core range, planograms, category insight, shopper missions and trade information.

We are also introducing tools to maximise retailer sales and profit as well as a web-based RDM reporting tool which will help retailers order any gap fills and drive distribution on the right range and products.

> **"** *We support our members to adapt and embrace change"*

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

By introducing a more agile way of working, we have supported members when they have availability issues, supplying them with weekly updates. We will continue to support them with the demands emerging from suppliers now wanting to increase MOQs.

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 support our members to adapt and embrace change and actively encourage member communication, best practice and inter-group sharing on new developments. Members saw significant revenue growth during the pandemic as retailers switched from cash and carry to delivered.

2021 saw the launch of our Digital Excellence Academy, providing digital support and tools for members.

Q Do you have any initiatives to reduce your business's carbon footprint?

We are committed to improving our environmental performance including switching to reusable materials for Brand Box, and installing LED and timed lighting.