

AN INTRODUCTION TO THE



CONVENIENCE DISTRIBUTION GROUP



OUR MISSION STATEMENT

“To provide and maintain a co-ordinated and professional, national distribution service; utilising a group of specialist independent organisations dedicated to the forecourt and convenience marketplace.”





CUSTOMERS / MARKETING SUPPORT

Amongst the many additional services offered by The Convenience Distribution Group are Computer aided Planograms, regular brand led promotions, sales analysis and seasonal high quality promotional brochures.

The Group also attends regular Trade Shows such as the Convenience Retail Show held every year in Birmingham.

Since 2004, The Group has been the sponsor of the Forecourt Trader awards for the car care and lubricants section helping to promote excellence in this important sector.



The Convenience Distribution Group services:-

- National and Independent Forecourt Groups
- Convenience Stores & Symbol Groups
- Garden Centres • Holiday Parks.

Cromwell Service Station - Winner 2011

"Since CDG started supplying our Group in May this year we have seen significant improvements in standards, availability and profitability from the car care category, and we are delighted to have picked up the award for Best Car Care and Lubricants Display at the 2011 Forecourt Trade Awards."

James Kemp - Carsley Group Area Manager



Hills of Lakeland Ltd, Cumbria - Winner 2012

Hills of Lakeland Ltd, Cumbria winner in 2012 consulted CDG about how to maximise car care and lubes sales in their store. CDG supplied a range based upon their best sellers in each category together with periodic promotions.

The results:-

"It has resulted in an increase in sales in these categories of over 300% and due to the high margin on these products, has easily allowed this area of the shop to out perform in regard to overall profit for the area dedicated to it."

Simon Smith Group - Winner 2013

"Winning the Car Care and Lubricants Category at the 2013 Forecourt Trader of the Year Awards was a fantastic achievement for our employees and the site. The ongoing support of Convenience Distribution Group, their expertise, staff and overall service enables us to provide our customers with the right selection of branded products at the right price and relevant point of sale to attract them to the category. Working with CDG and developing the relationship continually helps us achieve and improve our high levels of standards in store and overall customer experience."

Susie Hawkins - Winner in 2013





WHO WE ARE

The Convenience Distribution Group is a national group of delivered wholesalers specialising in distribution of brand leading products to the UK and Ireland forecourt and convenience market place.

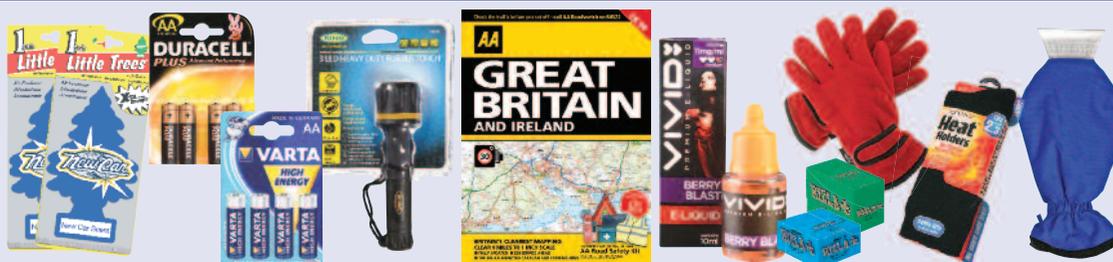
The Group has 12 strategically placed distribution centres offering a high level of expertise and customer service combined with the benefits of group buying and central invoicing.

PRODUCT RANGES

The Convenience Distribution Group only deals with brand leading products that maximise sales and profits. We also provide Planograms to enable you to display the products professionally and attract customers.

WHAT DO WE SELL

- Car Care and Lube Ranges • Health Care • Sunglasses • Drinks • Confectionery and Snacks
- Barbecue Products • Forecourt Consumables • Batteries, Torches • Maps • Smoking Sundries, e-cigarettes • Winter Clothing • Winter Essentials.





SERVICE

Order Capture

The Convenience Distribution Group has dedicated sales representatives for each customer location who have full responsibility for the appearance, stock and success of our customers' outlets.

Regular call cycles mean our Sales team develop a greater understanding of your business and become a vital part of your team. Frequent rep visits also produce less out of stocks but at the same time means you do not have to overstock and these benefit your cash flow and profit.

Deliveries

Deliveries are made within 24 - 48 hours of our sales representatives call direct from one of our 12 depots so you are guaranteed a high order fill rate, less back orders and paper work.

Computer Aided Planograms

In order to maximise the use of space the Convenience Distribution Group produce planograms featuring the best selling, leading branded products to help boost our customers' profits.

Promotional Plans

To further increase profitability, our forward looking promotional campaigns maximises sales opportunities at key periods during the year.

Website

Please log onto our website www.cdgltd.co.uk

Here you will find our latest Hot Shot promotional leaflet, range leaflets, COSHH Sheets, our planograms and your nearest CDG Member together with the latest news from CDG.

www.cdgltd.co.uk





KEY GROUP FEATURES



OVER 4,900 TRADING ACCOUNTS

OVER 50 DEDICATED FIELD SALES REPRESENTATIVES

COMPANY OWNED AND OPERATED TRANSPORT FLEET

GROUP TURNOVER IN EXCESS OF £55 MILLION

CENTRAL INVOICING

THE POWER OF GROUP PURCHASING





WHERE TO FIND US

Central Office

Eaton Place Business Centre
114 Washway Road
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Email: admin@cdg ltd.co.uk

Financial Office

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Elland
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Fax: 01422 327273

Autoquip Convenience Distribution

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Billers Convenience Distribution

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CTC Convenience Distribution

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GAP Convenience Distribution

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GWD Convenience Distribution

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Karkraft (N.I.) Limited

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Nielsen Convenience Distribution

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Petroshops Convenience Distribution

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Rensu Convenience Distribution

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S.S. Convenience Distribution

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