

Host Retailer

Roundsman Derek Cook has been sub retailing for many years. Here he gives some tips on how to go about it.

Sub-retailing is not something new. Indeed, I have been operating sub-retailing for eight years. As a 100 per cent roundsman, I saw it as a way of enhancing my supplies from my news wholesaler.

The first outlet I supplied as a sub retailer was a community shop based in the same village as my premises. This could have been dangerous ground as I already had seven rounds in this village and initially I was worried that I might see customers electing to support the community shop instead of me.

However, with a Wiltshire Council Education College nearby, which attracted adult students on week or day courses, I knew this could mean extra sales, Added to this was the fact that on three days each year a scarecrow festival was held, meaning 50 to 100 extra sales per day.

So I decided to take the risk. I supply national and local newspapers but no magazines. By doing this I felt I was giving the community shop the chance to succeed. I supply what I have left each day, and the shop will not take firm orders to prevent me losing any of the customers on my rounds.

My second outlet was another community shop in a village where I also had some rounds. This village is situated near the Kennet and Avon Canal, famous for its 29 locks, so there are plenty of holiday makers, visitors and people who live on canal boats who might want a newspaper. In this instance I decided to supply to the community shop's order, providing magazines, newspapers and local papers.

My third outlet was a petrol station on the outskirts of Devizes. This sells a number of red top papers to early morning commuters, plus a small number of quality papers for residents in the area. I also supply several magazines, especially TV listings titles.

Good luck!