



Improving stores

IMPROVE YOUR STORE | GROW YOUR PROFITS



NEW MEMBER

# Application Booklet

[WWW.UCBSTORES.COM.AU](http://WWW.UCBSTORES.COM.AU)



# Welcome

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**Darren Park**

CEO

United Convenience Buyers

Thank you for enquiring about the UCB Shop Program, Australia's leading buying and retail development group for independents.

We have been helping stores improve their retail offer for over 25 years. The UCB team has extensive experience in retail. We pride ourselves on membership through "word of mouth".

UCB uses the group buying power of over 1,000 stores to ensure our members receive the best possible buying prices in the Petrol & Convenience channel. All you need to do is keep placing your orders the same as usual with our Trade Partners and quote your UCB member number to receive the UCB Pricing.

The UCB monthly promotional program has a proven track record of helping you to increase your shop sales and profitability. The promotions run across all of the major categories and at the beginning of each promotion you will receive a package of high quality point of sale to ensure your customers can't miss the great deals you can now offer them.

We support market leading brands that drive sales in our stores and work especially well when promoted prominently in store. This has been proven over the years with UCB experiencing strong Trade Partner support, which directly benefits our Members'.

So, if you are ready to join Australia's leading Buying and Retail Development Group for Independent Retailers, please complete all sections of our application form at the back of this booklet and then fax or email it to us.

All information you give us is strictly confidential, and used only to give Trade Partners an idea of our combined total size and turnover.

I look forward to welcoming you as a Member.



# /1999

UCB Members: 350

Trade Partners: 10

# /2023

UCB Members: 1300+

Trade Partners: 50

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# About Us

**Everything we do is to support and grow our Member's profitability, while offering Trade Partners a cost effective way to maximise their marketing investments in the Petrol and Convenience Channel.**

UCB is the largest independent buying group, promotional program and retail solution for Petrol and Convenience Stores in Australia, with over 1200 members nationally.

We are a privately owned Australian company, which has been trading since 1992 with a team

of highly experienced retail professionals, working to grow the sales and profitability of our members.

Utilising group buying power, UCB ensure our members receive the best possible buying prices in the Petrol and Convenience channel.

## WHAT WE DO

UCB facilitates an end to end retail solution that can be tailored for your business. Our core business is an effective industry leading promotional program that will increase your sales and profitability.

UCB tailors its program to suit three levels of retailer:

- Single Site Operators
- Regional Multi-Site Operators
- National Multi-Site Operators

# Our History

UCB started as a consulting service in 1992, founded by Reg Johnston working with private operators looking to improve their retail offer. UCB quickly developed into a small buying group with the operators sharing trading terms. From 1994 to 1998 the buying group expanded to 80 stores across 3 eastern seaboard states.

A national program was launched in 1999, quickly growing to 350 members with some large multi-site operator groups joining. UCB has grown steadily to now support over 1200 stores!



# What our Members say



**Greg Gibson,**  
Sales Manager,  
City and Regional Fuels (WA)

City and Regional Fuels has been a Member of UCB for over 20 years, which is a testament in its own right. Reg, Darren and the crew have been like a family over the years, helping us develop our stores. We run seven stores, all with UCB. Their monthly promotional shop program makes our life easy, giving our stores all

they require to look professional and stay competitive. The UCB buying power saves us money, with their strength, and with not having to negotiate with suppliers ourselves. UCB's annual Conference is second to none with a top trade show incorporated. This is a great time to learn from your peers and pick up some great deals. City and Regional Fuels would not be where we are today without their help.

**Ian Smith,**  
fast&ezy Caltex Cameron Park  
(NSW)

We average over 800 customers through our doors every day, yet our conversion of these customers to a food or coffee related sale was minimal, considering the margins on these items, it was really a no-brainer. This is something we had to do & do right! So when the guys from UCB unveiled the cafe eroma concept at the UCB conference, I had a light bulb moment. I knew this was

meant to be. All I wish, is that we did this sooner. Our pie sales have doubled due to having a more professional looking food display, our wastage has halved due to displaying cold & baking on request and our coffee sales which was non-existent prior to cafe eroma is almost growing every day. Best of all, we have not had to change our staffing levels what so ever, so all of this is additional profit.



**Peri Hortis,**  
Saviges Road Service Station,  
Moe (Vic)

We've been UCB members for over 12 years, so when we decided to pull it down and rebuild, we decided to jump on board with fast&ezy. We pulled down the old building and rebuilt from scratch because it was old and tired. It needed work and we needed more space and it was easier to start again. The guys at UCB are good people who do great deals for us. We liked the idea of what they were doing with fast&ezy and thought we would sign up.

We did look around at what some of the others were doing but honestly, all the UCB deals are better than anything else out there, so that's why we decided to jump on board. The customers response has been very positive. They love the bright colours, the improvements to the store, and they think it's good for the town. It's now a service station store that is pleasant and enjoyable to be in and they say you don't always go to a store this good, that's comfortable and a great environment.

# Information at your fingertips

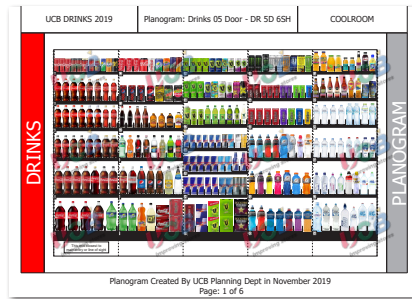
## Price Files & Promotional Downloads



\*Subject to system compatibility

Price Files and Promotional downloads directly to your POS system.\*

## UCB Planograms



Help you drive your shop sales by stocking the fastest moving products.

## Monthly Promotions Kit



Promotions across all categories to maximise store profitability.

## Annual Online Sale Day



Grab all the best deals during the UCB Online Sale Day.

## the INFORMER Magazine



Bi-monthly magazine keeps you up to date on all things convenience.

## Retailer Incentives



Retailer incentives to reward you for instore displays.

## Weekly Email Newsletter



Sent to your email every Wednesday with industry news and updates.

## Dedicated Business Manager



To support your store with store visits, phone support and is your link to Trade Partners.

# UCB Annual Conference

## The premiere industry event

Over 500 delegates and all major FMCG Trade Partners. The UCB Conference is an important educational and networking event for Members. It's also lots of fun!



# The Annual UCB Study Tour

This is your chance to network with Trade Partners and Retailers alike, while experiencing international stores and seeing all the new and innovation ideas.

You don't need to be a UCB Member to attend, invitation is open to all.

To find out more information please call (02) 9899 4800.





# my Local store

## What is my Local store?

my Local store is UCB's Convenience brand, tailored for the stand alone Convenience store. High impact, modern signage provides a face lift solution for C-Stores. Creating the franchise look without the fees for independent retailers.

## Why my Local store?

my Local Store - formatted style, customised retail solutions including profit driving counters and food service - plus experienced retail support for the independent convenience channel.

Through the industry leading buying and marketing capabilities of UCB, my Local Store can give you the opportunity to offer a wide range of products never previously available. Apart from traditional grocery, confectionery, drinks and tobacco, your Convenience offer can be extended to:

- Fresh meals to go
- Fresh barista style coffee
- Fresh sandwiches and wraps
- Fresh bakery
- Fresh fruit and vegetables
- Fresh flowers

And to give you greater profit making potential you get the unequalled strength of:

### StrongBrand Livery:

High impact store branding.

### Purchasing Power:

Access to key Trade Partners supporting your business.

### UCB Promotional Program:

National monthly promotional program and high quality POS delivered direct to store.

### POS System:

POS hosting and product and price file managing support.

### Dedicated Business Manager:

To help grow your sales.

### Planograms:

Right product in the right place.

For more information, please contact your Business Member Manager.





### What is fast&ezy?

An exciting store upgrade package exclusively for UCB Member stores. A contemporary brand with unique store offerings, featuring strong, modern branding with great visual impact, backed by UCB's successful promotional programs and buying power.

A great way of significantly improving sales and profitability as well as seeing a great customer response.

### Why fast&ezy?

The Australian Convenience sector has always been competitive but with the supermarket giants taking market share with their consistent store offer and recognised branding of the forecourt it is getting even tougher for Convenience Independent Operators.

To counter the impact being made by Branded sites, 7 years ago with extensive research

UCB developed the fast&ezy shop branding program. fast&ezy has now grown to over 70+ stores and is a recognisable brand with customer brand recognition over 6 states of Australia.

fast&ezy is suitable for retailers who do not want to lose their individuality or pay expensive franchise fees but want to be part of a national branding program.

### Upgrade options for fast&ezy

To transform your store to a fast&ezy outlet, UCB offer levels of investment to suit every store owner. These packages offer you complete flexibility, allowing you to best allocate your resources to your store needs.

For more information, please contact your Business Member Manager.





cafe  
eroma

## For All Your Coffee Needs

### What is cafe eroma?

A high quality front of store café offer, aiming to grow consumer confidence within the Petrol and Convenience Industry.

We will do this by changing perceptions about Food To Go within this channel, allowing cafe eroma to become a highly trusted food destination.

### Why cafe eroma?

The Australian retail market has never been more challenging with competitor giants rising rapidly, quickly eroding the market share of unbranded independent operators.

UCB has received countless requests for assistance from such retailers who do

not want to lose their individuality or pay expensive franchise fees, yet know they need to be affiliated to a great brand with a strong customer image, in order to compete.

UCB has met this challenge with cafe eroma - together with widespread customer research and our extensive retail experience, this exciting brand has been developed to confidently rise to the demands of our dynamic retail market.

### Upgrade options

To transform your store to cafe eroma or understand what other Food to Go options are available to you, please contact Kevin at UCB on **(02) 9899 4800**.



# UCB supports the Trade Partners that support our Members



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