

# FINE TUNE YOUR INVENTORY WITH CUSTOMIZED CLASSIFICATION

More muffler and exhaust system parts are stocked and sold in New England NAPA AUTO PARTS stores than other areas of the country. Radiator hoses are a popular item in St. Louis. On the West Coast, parts for import vehicles are fast sellers.

With more than 125,000 part numbers in the NAPA classification system, how do you, as a NAPA AUTO PARTS store owner, keep an inventory sufficiently stocked and customized to meet your customers' needs?

NAPA provided the answer to that question in 1986 with its Customized Classification Program.

This system suggests to New England jobbers that customers purchase mufflers and exhaust system replacement parts more frequently in the Northeast—a region that salts the roads, a process that leads to faster deterioration of mufflers and exhaust systems as well as clearing roads of snow and ice. On the other hand, import part numbers are popular items from Seattle down to San Diego.

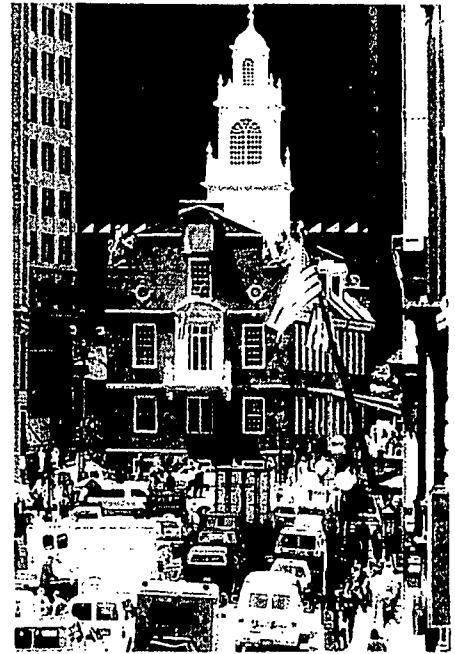
The customized classification categories of D, C, B and A were set up for you to identify fast moving parts in the area serviced by your NAPA Distribution Center. The suggested classification code lets you know how frequently motorists in your area purchase a part. Not only does the listing suggest popular parts to stock but it also protects your inventory from obsolescence.

Due to the size of the customized clas-

sification book, the annual part review process occurs over three periods rather than within one designated time frame. You then receive the updated customized classification catalog in shipments during January, May and September.

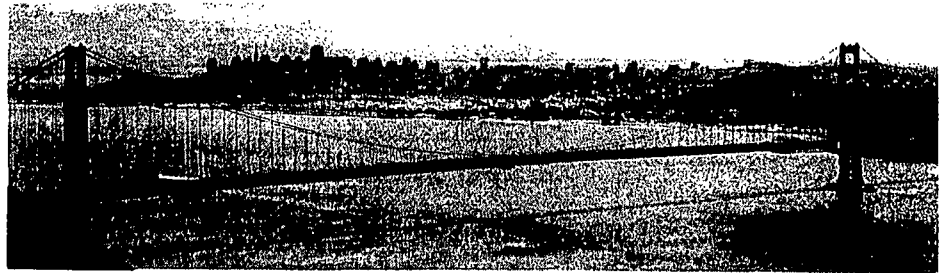
Using the sales records for your area, NAPA's Classification Department will analyze each part number to determine how often it was replaced, overall part sales by the manufacturer, the age and types of vehicles using a certain part and the number of registered vehicles in a particular area. After gathering and reviewing the information, each part number receives a classification code based on sales history and potential.

Positive results prove that the Customized Classification Program works. This is just another example of how NAPA continues to develop better ways for NAPA AUTO PARTS stores to operate their business.



*Muffler and exhaust systems are purchased more frequently by vehicle owners in New England.*

*(Courtesy of the Greater Boston Convention & Visitors Bureau)*



*Customized classification identifies parts for import vehicles as popular selling items for Northern California NAPA store owners.*

*(Courtesy of Golden Gate Bridge Highway and Transportation District)*

## NAPA YELLOW PAGES: THE EASY WAY TO ADVERTISE

When potential customers let their fingers do the walking through your local yellow pages to find an auto parts supplier, you hope that they come to rest on your NAPA AUTO PARTS store ad. To help you ensure that they do, NAPA has a National Yellow Pages Program through Telephone Directory Advertising, Inc. (TDA).

TDA can help you simplify yellow and white pages advertising in several ways. If you've been confused by the options open to you—Should you list your store in more than one directory? Should you run your ad under more than one heading? Do you need a display ad?—you don't

have to be anymore. TDA advises you on where and how to advertise in your local white and yellow pages so that your advertising dollars are used as effectively as possible. They recommend which directories will give you maximum coverage of your market and how you should run your ad to attract potential customers.

When it comes time to renew your ad, they'll notify you of your deadline 60 to 90 days ahead of time. Then, once you've given them the updated information for the ad, they'll renew it for you and follow up on the details. It couldn't be easier.

Probably the best way TDA helps you is by coordinating joint yellow pages

advertising with other NAPA AUTO PARTS stores in your area. Not only does listing your NAPA store with others save you money but it also lets you capitalize on the NAPA name and reputation. You get more advertising impact for less money and it's all taken care of for you.

To sign up for the program or to receive additional details, contact your Distribution Center or call TDA toll-free at 1-800-422-0355 or 404-993-3222 (in Georgia).