

No doubt about it. The retail business is different from the traditional market. It's similar to playing a game by a certain set of rules for a number of years. You get comfortable. You know what works and what doesn't work. You understand what is expected of you and you produce it accordingly. But then suddenly, the rules change and you have to learn all over again, how to play to win.

That's what the retail market is like for a lot of automotive jobbers. It's

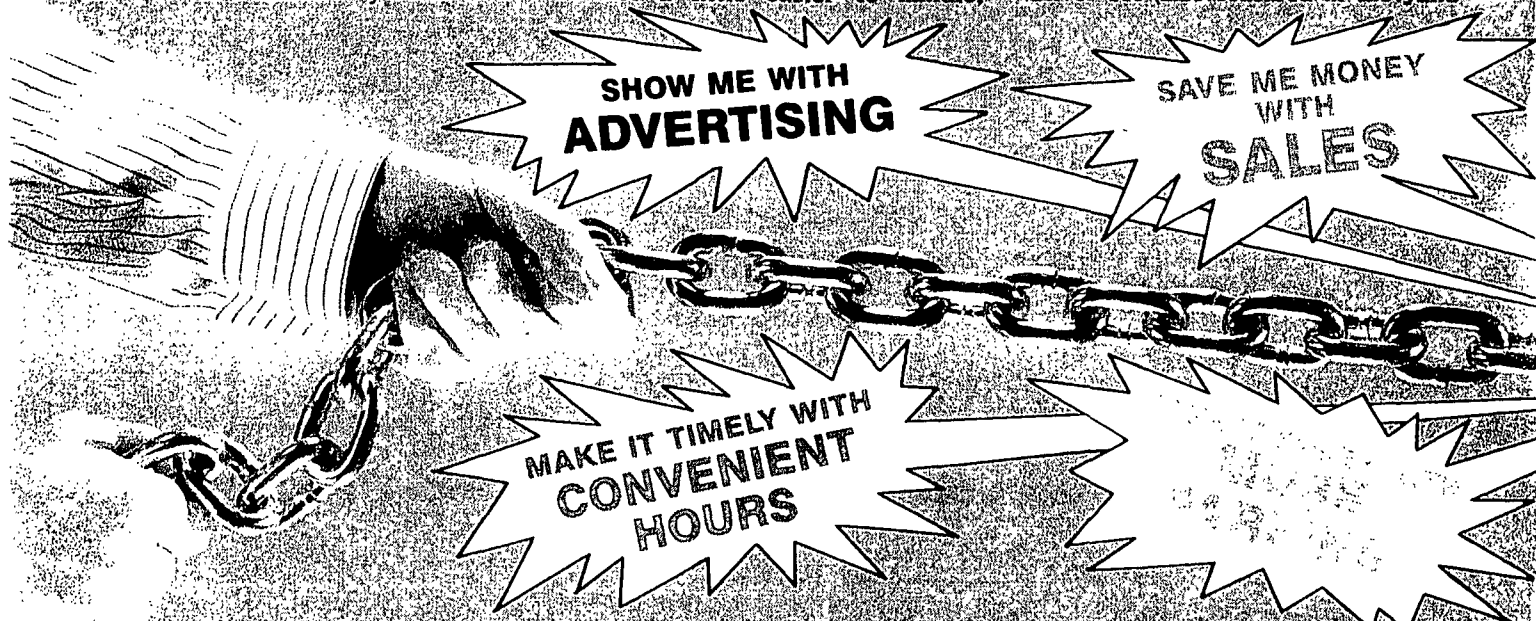
And they are looking at you, the merchant, to hand it over.

So, in response you change over to the Pipeline graphics, you extend your store hours and you add parking places. But then you get down to sales and advertising and the going gets a little tougher. Running a sale usually means less profit and advertising means spending more money. You've got a problem and we hear you.

In order to help you make the retail market a little easier to handle,

help you promote your sale pricing, without reducing your profit.

Price/Product Promotion number two is NAPA's Best Tool Sale, scheduled for the second and third weeks of June — just in time for Father's Day. This sale will feature a 22 piece socket set for \$19.95 (after rebate) as well as: a 50 piece master socket, screwdriver and hacksaw set; a five piece combination wrench set; deep socket sets; a four piece screwdriver set (also featured in the June



Getting a firmer Grip on the Retail Market

relatively new, it's unfamiliar and it can be a little scary.

Almost out of the blue, more and more customers notice the way your store looks. They pay attention to sale signs and they react to the way your products are merchandised. Worse yet, these customers aren't loyal. If the price is too high or the parts aren't within immediate reach of their fingertips, they get back into their cars and they drive away.

Telling you facts you already know? Good. Because if you are already aware of the problem, then you're probably ready to do something about it. There's no denying that this problem is a difficult one to deal with. You've got the traditional market and the special concerns of those customers. Now, in addition, you have the retail market to deal with. And, you have to deal with them. If you don't, then the competition will be more than happy to.

Retail customers want everything you're willing to give them. They want sales. They want advertising. They want convenient shopping hours. They want sufficient parking. They want attractive stores to shop in. Etc. Etc. Etc.

throughout 1988 five national Price/Product Promotions will take place and they will be aimed directly at the retail customer. During each of these promotions, national advertising will take place and you'll be able to purchase the featured items at special prices.

The first promotion begins in May and features the oil and filters \$9.60 rebate. The products to be advertised are NAPA Oil's 75-100, 75-110, 75-130 and NAPA Filters light duty oil and air filters. Network television will run from May 3 until May 14. Reduced prices on the appropriate oils and filters will be available during a special buy-in period (contact your Sales Manager for the ordering dates and prices). And, you'll be able to tie-in locally with point-of-purchase (P.O.P.) materials, ad slicks, radio scripts and a pre-recorded radio spot. And, be sure to take advantage of the available co-op funds you can receive on your advertising.

Highlighted in this promotion is a consumer rebate on up to a case of NAPA Oil, two oil filters and two air filters. Together, the rebates add up to a savings of \$9.60. That's money back to your customers and a great way to

Bargain Buys promotion), and, 19 other end cap products.

Like the Oil and Filters Promotion, the Tool Sale Promotion will be backed by national advertising, which will run for a ten day period (June 7-18). For your NAPA AUTO PARTS store, you'll receive a header panel, planograms, newspaper ad slicks and a radio script. Additionally, you'll receive a pre-recorded radio spot.

For the remaining three Price/Product Promotions, you'll be able to throw the spotlight on NAPA Batteries in July and again in October. And, in the late fall, NAPA Hand Tools comes back strong — just in time for the holiday selling season. These promotions will also be backed by national advertising and P.O.P. materials. You'll be hearing more about those three Price/Product Promotions in a few weeks.

In the meantime, you can rest a little easier when you think about the retail market. It's improving for your NAPA AUTO PARTS store and with the five Price/Product Promotions scheduled for 1988, the retail market is going to get a lot better for you.