

Interview with Dick Cohen, - Hard Parts Buyer, Automotive Supply Assoc., - Concord, NH

Automotive Supply Assoc. Inc. (SAS Auto Parts Co.) focuses on Independent and Chain Installers. Only 25% of sales go to the Do-It-Yourself-er. SAS is more focused on hard parts to match their customer base. They are weak in accessories, and don't like the category. Forget Chemicals.

The New England Market is in a down turn, and there aren't any 'hot' categories. The fastest moving categories are brakes and exhaust.

They currently carry 3-4 lines of Canadian products. Country of origin is not an issue.

There are a lot of manufacturers in this market competing for the business. SAS is very satisfied with their present relationships, and would find it hard to make a change. The store people find it very hard to make a change, especially when their customers are familiar with a product line.

Reps vs. Direct

Reps are better if there are any communication problems, and to insure adequate account service.

The new vendor information package preferred by SAS is:

Product Catalog

Price List

COOP allowances (standard is 1/2 to 1 1/4% on net purchases, with special deals and other funds thrown in)

Samples of the product to review

Terms and Conditions

Shipments are made direct to Distribution Center. All store orders are processed from the DC.