

- In sum: several categories require displays:
  - Car Mats
  - Wipers
  - Antennas
- Numerous categories carry only 1 Brand (e.g. Fuses, Lighting, Spark Plugs, Wheel Covers, Floor Mats, Tie Downs).
- Mass Merchants like name brands & low priced product for Casual/Light DIYer.
- Mass Merchants are the low priced source for Chemicals, Oils & other commodity products.

### B. Caldor's - Framingham, MA

- 5 aisles, (14) 4 ft. gondolas per aisle, 280 running feet, over 1,600 sq. ft. of Auto Products
- Auto Dept. also was located in the back corner of the store.
- Aisles & categories were unmarked, making it time-consuming locating a specific area.
- While Motor Oil & Filters are carried, both had 2 brands and significantly less space inventory) to the categories (vs. Bradlees).
- Caldor uses 1 wall to peghook interior accessories, antennas, wheel covers, tie-downs vs. shelving.
- Virtually the same categories & brands carried by Caldor as Bradlees
- There is a lot of opportunity in certain categories to repackage or offer a stronger visual to consumers to make the identification of the segment and product easier.
  - (e.g.
    - Car Mats
    - Chemicals
    - Interior Accessories
    - Lighting
    - Wire
    - Fuses
    - Tools)
- Categories well packaged:
 

- Antennas	- Cleaners
- Wipers	- Paint Touch-up
- Spark Plugs	- Tie-Downs

### C. Lechmere's - Natick, MA

- Lechmere's is a growing discounter that offers a narrow selection, medium depth at great prices.
- They usually carry Household Products, no Fashion, no Major Appliances
- No Auto Products were carried, only Roof/Trunk Racks in the Sports Section.

## II. Department Stores

### A. Sears Auto Center - Natick, MA

- Separate building from Sears Dept.
- Service Center bays. Waiting area next to retail products. "Browse" & Buy" layout.
- Sell tires & auto aftermarket products in a 5M sq. ft. space
- Categories:
  - Batteries
  - Tires
  - Battery charger: Private Label
  - Cables: 12, 16, 18 ft.; 5, 6, 8 gauge, (2) 4 ft. Gondolas: Private Label
  - Car Covers, 2 - 4 ft.