

Interview w/Auto Palace Store Manager - Kenny

- Business has been great the past 6 months.
- With new car sales down in this economy, consumers are doing the repairs themselves.
- Over 90% of our customers are to DIY.
- 60-70% of our business (total sales) are retail stocked items, 30-40% back room parts.
- Try to carry 2-3 brands in most categories
- Chemicals sell well here. We know Discounters sell chemicals at low prices, but we have equally low prices & a bigger selection (breadth & depth).
- Nothing purchased independently for that stores needs; it all goes through a central D.C.
- Our customer: Parts (90-95% Male)
Chemicals & other (60-70% Male)
- We like to use manufacturers' displays.
- We rotate our end caps every month or two.
- We have 2 people working the service desk, 1 person on checkout (2-3 on weekends), 2 managers on site, 1-2 floor assistance clerks.
- Our building is about 20,000 square feet.