

Store Audits

I. Discount Chains

A. Bradlees - Framingham, MA

- 6 aisles, (18) 4 ft. gondolas per aisle, 432 running feet, over 2,500 sq. ft. of Auto products
- Auto Department located in the right side of store, a "destination" department
- Aisles, categories, segments, were not marked for easy purchase/location of product.
- Motor Oil: Castrol, Mobil, Sunoco, Havoline brands all carried.
 - Cases stacked on lower shelf, top case usually cut open for less than case purchase quantities
 - 72 running ft. (single shelf) of oil. Very space intensive
- Filters: Oil & Air. Brands: Fram & Purolator
 - 1-2 shelves, 32 running feet
 - Large reference books hanging from shelves to help self-service customers find the filter for their car/vehicle.
- Categories carried:
 - Oil change products: pans, cups, funnels, grease
 - Sealers
 - Fluids & cleaners (antifreeze, STP additives)
 - Wipers: Brands - Anco & Lifetime, both on manufacturer supplied displays
 - B & D Car Vacs
 - Interior Accessories
 - Air Fresheners
 - Wheel covers: Custom Accessories
 - Spark Plugs: Champion
 - Steering Wheel covers: Allison
 - Lighting: GE Bulbs & Lamps
 - Antennas: Robeck
 - Body Repair: Bondo
 - Paint Touch-Up: Duplicolor (Div. of Sherwin Williams)
 - Tools: Allied
 - Trailer Balls: Superior Industries
 - Car Mats (large area, displays needed)
 - Windshield Washer Chemicals
 - Seat Covers
 - Kid's Seats
 - 1 full aisle of Cleaning Supplies
 - Splashguards: Power Flo
 - Batteries: Delco
 - Wire: Calterm
 - Fuses: Littlefuse
 - Battery Cables: Carol Cable
 - Cleansers: Noco
 - Tie Downs: Keeper
 - Roof Racks: Groboski