



*Make the switch!*

## Looking for a change for the better?

SPAR Australia Limited is a warehouse with a difference. Owned by its retail members, the company goal is to provide the best possible service to meet retailer needs. But don't take our word for it. Here's what one of our newest members has to say since making the switch....

Spiros and Soula Kapetanos and their family, of Sussex Inlet, NSW, recently made the change to SPAR, after over 25 years with other brands, previously supplied by both David's and Metcash.

Dimitri Spyrakis, who operates the store for the family, has been extremely impressed by the level of service and assistance provided by SPAR, and with the conversion complete is satisfied that their decision to make the change was the right choice for many reasons.

*"We had been neglected by our existing supplier for many years, and felt we were not receiving the support that we deserved, the IGA focus seems to be on the multi store barons who dictate what happens within the group.*

*After a lot of family discussion, we made the decision to contact SPAR, who met with us to discuss what they had to offer. What they offered was a great international brand, a more than adequate grocery range including the "Fabulous" core range of generics, very competitive pricing, excellent trading terms, and most importantly to us, genuine personal service.*

SPAR



*We had heard lots of negative reports from our current supplier about what SPAR could do, and that there were issues with range and supply, all of which could not have been further from the truth. The supply chain and overall supply performance has been outstanding, with a “real” supply level of over 98% of lines ordered, way above what we had received in the past, and the range is a lot more focussed on what really sells, not full of unnecessary duplication of products taking up valuable shelf space.*

*There is also the ability to speak to people in the organisation and get answers to questions quickly, which also a complete turn-around from what we were used to. Everyone is approachable from the local Business Manager to the CEO. We were also surprised by the contact made by other SPAR retailers welcoming us to the group; it certainly has a more family feel about the whole organisation.*

*Since our conversion and re-branding to SPAR, the store has improved its performance in every aspect, with improvements in ranging, sales and margin, all backed up by a very effective marketing program. With SPAR, we seem to be getting more brand recognition from our customers, and have attracted additional new customers from both local and outer suburbs. The store certainly looks impressive from both the outside and inside, the signage is outstanding.*

*The family are all extremely happy about the decision to make the change to SPAR, and we would certainly recommend that retailers from all other groups take a look at what SPAR has to offer for themselves. I am sure they would be impressed by what SPAR can deliver”.*

**Dimitri Spyrakis and the Kapetanos family**  
**SPAR Sussex Inlet, NSW.**

*Before..*



Sussex Inlet store before making the decision to change to SPAR

*After...*



What a difference!! Great International brand, increased customer awareness, excellent marketing program, competitive range & pricing, real personal service and a fresh new look.

**SPAR**



To find out how you too can make the change, give us a call:  
1300 661 441- or email [info@spar.com.au](mailto:info@spar.com.au)  
All enquiries will be in strictest confidence.