

4th May, 1962.

From: Mr. Clarence Suter.
To : All Buyers.

MERCHANDISING AND PROMOTION POLICY.

The policy of Suters Ltd. is to develop a quality departmental store. From September onwards both merchandise and advertising must be geared to attracting the large potential market that exists within a 15 mile radius of Slough. At the present time much of this potential market travels to London, Kingston, Reading and Windsor for its needs:- it is our job to direct this flow of human traffic away from these towns and attract them to Suters Ltd.

The younger age-group must be captured: these people, between the ages of 16-34, are spending today more per head than any other age group. Without losing any of our present clientèle we must ensure that the 'affluent young' are spending their money with us.

1. The September Opening.

This opening is the most important event in the history of the Company. To mark this event we are promoting Suters on a larger scale than we have ever done before. Press advertising, a brochure, and demonstrations are being prepared.

For the promotions to be successful the merchandise must be right.

The merchandise to be promoted will be prestige lines of top quality. Now is the time to plan and buy your merchandise.

Without resorting to 'job lots' and sale lines, you should plan to buy a small amount of merchandise, for your departments, that we can offer to the public as a 'bargain'. We expect manufacturers to help us on this occasion - and they should be contacted immediately. Cheap 'job lots' are not required for any department.

The bulk of the merchandise, though, must be of first class quality. 'Special' lines are important but remember, this is not our Annual Sale.

2. After the Official Opening.

After the big blast of promotional activity for the opening dies down, the store will be operating on more normal lines. Advertising will continue and all departments will be regularly featured in newspapers and in window/interior displays. Therefore the quality of the merchandise must remain high and where we can buy 'exclusive' lines, especially those with a specialist angle, we will actively promote them.

Because of many factors, only a few departments are at the moment paying their way: within a short time of the opening every department must run on a commercial basis.

Copies: Mr. Dalzell Miss Edwards
Mr. Fitch Miss Guilloud
Mr. Lowe Miss Hughes Mr.W.C.Suter
Mr. Olds Mrs. Jones Mr.J.D.Suter ✓
Mr. Paton Miss Kilby Mr.T.W.Suter
Mr. Reed Miss Loveday Mr.Ian Suter
Mr. Tomlin Mrs. Preston Mr. R. Suter
Mr. Woodcock Miss Scott Mr. Walter

Merchandising and Promotion policy at Suters Ltd from Clarence Suter 4th May 1962

Suters

Department Stores of Slough and Uxbridge