

## E-business deal boost for convenience retailers

Quatro Four Retail™ and the Australasian Association of Convenience Stores (AACS) have embarked on a joint venture to bring the benefits of better supply chain practices to convenience retailers in New Zealand.

Starting in April 2005 an AACS pilot will see convenience retailers and suppliers trial Quatro's online supply chain services network.

AACS Executive Director, Peter Jowett, says Quatro's ability to reduce supply chain costs could be a boost for the convenience industry in New Zealand, which continues to face tough competition from larger outlets.

"With large scale supermarkets now targeting the petroleum market as a new source of business, the convenience industry is coming under increasing pressure to improve efficiency and reduce costs."

"Now more than ever smaller outlets need to address supply chain efficiency by embracing technology solutions, such as Quatro," Jowett says.

The move by the AACS to partner up with Quatro has been driven by industry interest in

Quatro's success and popularity within the Australian FMCG sector.

According to Quatro head of marketing, David Levine, these trials will promote acceptance of e-business solutions among convenience retailers and will create a demand for Quatro to begin rolling out its service across the country.

"Quatro is delivering benefits to Australian convenience stores and their suppliers, and the same results are expected to show up in the New Zealand trials," he says.

Quatro already has over 4,000 businesses participating in the service in Australia including:

- some of the nation's largest organised petrol groups, such as BP and Shell (trading as and managed by Coles Express);
- major manufacturers such as Coca-Cola Amatil, Vodafone / AWD, Frucor and British American Tobacco Australia; and
- major wholesale snacks and confectionery distributors such as Dicksons and members of The Distributors Network.