



DENIS O'FLYNN,
president, CSNA

CSNA Affinity Partners

Gamucci: Premium standards and quality

Gamucci is a leading standalone e-cigarette company. The group manufactures its own products, ensuring premium standards and quality. Gamucci's sales force offers a five-weekly van sales service.

Two exclusive CSNA member deals are available - contact the CSNA office for more details.

Gamucci can be contacted on Telephone 021-4322556 or Dan O'Connell, head of sales on mobile: 086-2584092.

Bolder and better at Boulder Formats!

Boulder Formats is a wholesale distributor of leading brands within the accessories, books, gifts, home entertainment, stationery, and toy categories. Their high volume impulse purchase products come in leading licences which include Minions, Frozen, Star Wars, The GAA, and dozens more leading brands. The company offers an extensive choice of products; including a €1.99 pocket money range, €2.99 summer stationery products, €2.99 Disney activity books, a new collection of €2.99 Whistle Racer toy cars, €3.99 Cheaper than iTunes CDs, and €4.99 DVDs for both adults and kids.

A special 'Affinity Partner' deal is available for CSNA members on your first order with Boulder Formats; see details on the CSNA website. To order, or request information, telephone the group's head office in Fermoy, Co. Cork on 025 40502 or email sales@boulderformats.com.

OPINION

Association commends *The Irish Times*

The recent decision by the publishers of *The Irish Times* to increase the printed RSP of the Saturday edition by 20 cent is deserving of favourable mention.

The weekend *Irish Times* has a circulation well in excess of the 64,377 daily average sales as audited by ABC (July - Dec 2015). Many retailers sell five times more copies of *The Irish Times* on Saturday (and Sunday) than they do for the title Monday - Friday.

What makes the decision particularly welcome is the very clear and positive pro-retailer stance adopted by *The Irish Times* with respect to how they have instructed their distributors, Newsread, to continue to discount the paper at the agreed 25.5% margin.

This is in contrast to the recent change in discount terms forced

upon retailers by INM when they increased the RSP of the Saturday *Irish Independent* by 20 cent but chose to *reduce* the discount rate by almost 12%. Regardless of a rebate scheme, the net effect is that retailers earn less selling *The Irish Independent* than they do when selling *The Irish Times* every day of the week.

Newspapers are one of the few products sold in our stores at an RSP that is not determined (or altered) by retailers. This is because, up until now, every publisher

honoured the percentage discount margins that news retailers receive for accepting, stocking, returning and promoting the category.

We recognise the very positive action by both *The Irish Times* and *Irish Daily Mail* in continuing to treat retailers in a fair fashion.

The INM decision was made to protect the title from the ravages of declining circulation. Retailers are already suffering from the effects of these lost sales (and lost sale opportunities); we should not have to suffer 'on the double'.

Title	Edition	RSP (ex VAT)	Profit (ex VAT)	Rebate	Profit (ex VAT)	% Margin
Irish Times	Mon - Fri	€2.00	46.79	-	46.79	25.50
Irish Independent	Mon - Fri	€2.00	41.10	2.8	43.90	23.90
Title	Edition	RSP (ex VAT)	Profit (ex VAT)	Rebate	Profit (ex VAT)	% Margin
Irish Times	Sat	€2.70	63.17	-	63.17	25.50%
Irish Independent	Sat	€2.50	51.38	2.20	53.58	23.26%

Top three reasons why you should use social media for your business



1. Learn about your customers

For business owners in the retail industry, the key to success is knowing your audience. Social media makes this possible, and easier to accomplish than ever. With tools like Facebook Insights you can learn the demographics of your social media, as well as their age and gender.

2. Allows you to receive instant feedback from your customers

Social media for business gives you instant access to positive or negative feedback, which provides you with valuable insights on the customers' perspective. For example, if you start stocking a new product and share it on social media, you'll instantly learn what your customers think of it.

3. Get ahead of your competitors with social media

With social media monitoring you can gain key information on your competitors, therefore improving your market intelligence. This kind of information will allow you to make strategic business decisions in order to stay ahead of your competition.

Member profile - Paul Lynam, Goatstown

In the Dublin suburb of Goatstown there lies a treasure; Paul Lynam has completely revamped his store on Farmhill Road to meet the needs of his community by installing a bakery and specialising in a wide range of Irish made food products. Paul Lynam's father Tom started the business as a newsagent 46 years ago and is justifiably proud of having remained relevant to his customer's needs.



Paul Lynam in his store in Goatstown, Dublin

Contained within the store is a Post Office which has been there for the

past 30 years and acts as all community stores do as a focal point for the community. Lynam's philosophy to service is simple, "meet their needs and diversify to stay ahead". Lynam credits CSNA for helping him to stay in business by providing him with relevant information and "a sounding board" for ideas. Lynam is continually innovating, there are very few weeks in which there are not promotions and incentives to provide value to his loyal customers.

Date for your diary

The CSNA's 29th Annual General Meeting will take place in the Clontarf Castle Hotel on the 31 May, followed by the annual gala dinner.

Deepest sympathies

We were extremely sorry to learn of the recent passing of Bea O'Hara, mother of CSNA former presidents Gus and J.J (RIP). Bea and her late husband Johnny ran a very successful grocery business in Foxford, Co. Mayo and instilled into each of their nine children a strong work ethic and community spirit. May she rest in peace. ■