

A photograph of a Screwfix store exterior. The building has a corrugated metal roof and a large sign that reads "SCREWFIX" in blue and red letters. Below the roofline, a white banner with a dark blue border contains the text "Investor Event 2-5-14". Further down, a large sign on the building reads "WHERE THE TRADE BUYS" in blue and red letters. The address "1021" is visible in the bottom right corner.

SCREWFIX

Investor Event 2-5-14

**WHERE
THE TRADE
BUYS**

1021



Sales £665m in 13/14

Total Growth +17.6%

LFL Growth + 7.3%

**One of highest returning
businesses in group**

**Multichannel business
with currently 338
branches**



Screwfix Targets the Small Tradesman

Main Shopping Mission is Convenience



Generic Trade Needs

Right Product & Brands

Trade Market Pricing

Convenience:

Locations

Hours

Availability

Speed

Multi Channel

How do trade shop?

For me:
"Tools & PPE"



For my van:
"Stocked basics"



For my project / job:
"Anchor product"





Flexible Trade Counter Model

Stock room
size

Front of store
size

Add-ons



Screwfix Plus



**c2,000 Sq Ft
front end**

New categories

Shops within shop

Deep Understanding of Customers through Data



Trade Universe

You are what you buy

Leading Edge Multi Channel Systems & Capabilities

**Single view
of the customer**

Tailored UI's

**Order & delivery
in any channel**

Flexible & modular



**Phone
(Voice)**



**Mobile
(App or SMS)**



On-line



**Store
(Stocked)**



**Store
(Non-Stocked)**



**EDI
(B2B)**

Order from

SCREWFIX FUSION PLATFORM

Fulfilled by



**Pick up
from store
display**
Now



**Pick up
from store
stock**
Now



**Click / Call, &
Collect in
Store**
5 Minutes



**Deliver to
store**
Next Day



**Deliver to
home**
Next Day



**Supplier
Delivery to
home**
7 to 14 days

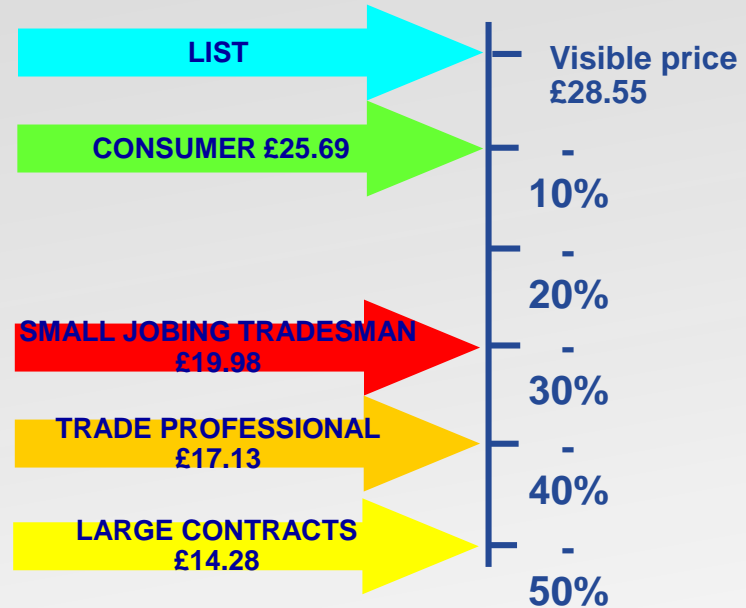
Leading Edge Logistics Infrastructure and Systems

A large industrial warehouse with high ceilings, numerous rows of tall metal shelving units filled with boxes, and a forklift in the foreground. The warehouse is brightly lit with overhead lights. The shelving units are labeled with letters like B, C, D, E, and F. A forklift is visible in the foreground, and there are blue bins and pallets on the floor.

White label
Range control
**Flexible routes to
customer**

Typical Trade Market Pricing

Driven by discounts
off list



Model Evolution – Segmentation



A GREAT NEW SERVICE FOR ELECTRICIANS!



ELECTRICFIX
WHERE THE ELECTRICIAN BUYS

On 16th March we're launching a NEW service exclusively for electricians

WHERE THE PLUMBER BUYS
PLUMBFIX

A BETTER WAY TO BUY PLUMBING



EXCLUSIVE TO PLUMBERS & HEATING ENGINEERS
BIG SAVINGS ON BIG NAME BRANDS
FREE NEXT DAY DELIVERY
LOW FIXED PRICES
OPEN 7 DAYS A WEEK
2500 TRADE PRODUCTS
Freephone 0800 101 0000

Part of the **scapex** family

**NO
NONSENSE**

50% OF SEALANTS
SOLD AT SCREWD
ARE NO NONSENSE



TITAN



**FORGE
STEEL**

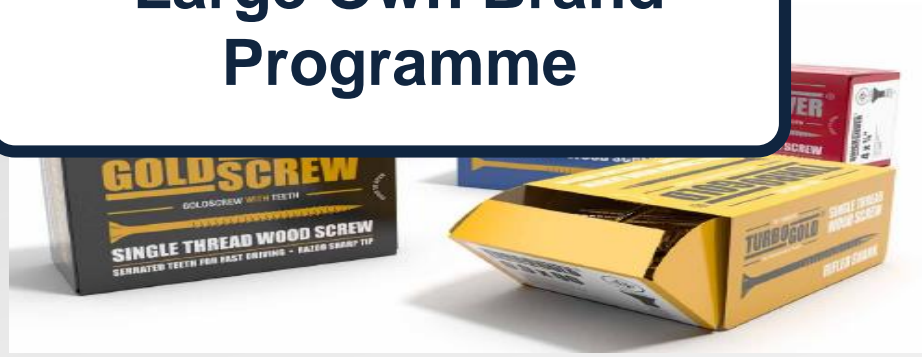


fig.8 DRILL packaging

LAP



Large Own Brand Programme



Erbauer



site
built for work

LAP

**NO
NONSENSE**

TITAN

Erbauer

GOLDSCREW

MORETTI

**FORGE
STEEL**

TURBO GOLD

MORETTI

Swirl

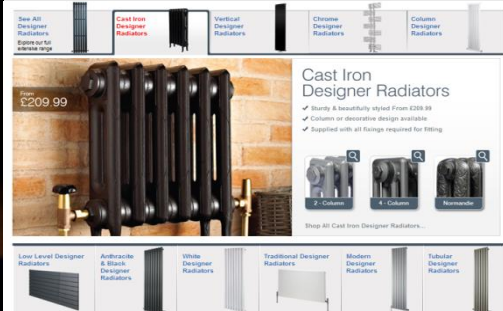
flomasta

sumo

**FOSSE
STRATTON**

**I CAN'T BELIEVE
IT'S NOT
NAILS!**

H&C



Screwfix.Com

**c1.5 Million unique visitors
each week**

Extended online ranges

**2nd in a recent online UK
customer satisfaction
survey**

Mobile site & mobile app

Unique Click & Collect Service

Real Time Stock on Every SKU in Every Store

My Account | Branch Locator | Community | Quick Shop | My Saved List | Help | 0500 41 41 41

Mark's Trolley

Items: 1
Subtotal: £99.99
Show Prices Ex VAT

Search


Mega Deals | Clearance | Deal of the Day

Heating & Plumbing | Tools | Electrical & Lighting | Bathrooms & Kitchens | Screws Nails & Fixings | Safety & Workwear | Ironmongery | Building & Joinery | Sealants & Adhesives | Security | Storage & Ladders | Outdoor & Gardening | More...

Home > Branch Stock Availability

Stock availability for branches near london

Find more branches:
Enter Postcode/Town/County Search Branches


The Highway (2 miles) view map	Bermondsey (2 miles) view map	Bow (3 miles) view map	Delivery Option view more info
 DeWalt DC100KA-GB 18V 1.3Ah Ni-Cd Cordless Combi Drill Product Code: 73596			
Collect Today 24 in Stock	Collect Today 14 in Stock	Collect Today 23 in Stock	Next Day Delivery In Stock
Qty: 1	Qty: 1	Qty: 1	Qty: 1
Add for Collection at The Highway	Add for Collection at Bermondsey	Add for Collection at Bow	Add for Delivery

The Highway is the closest branch with all your items available for **collection today**.


Adding this item will set The Highway as your collection branch for all your items.

[Continue Shopping](#)


Alternatives available in Yeovil


Makita 6210WFE 14.4V Combi
£89.99

Qty: 1 [Add for Collection](#)
at Yeovil


DeWalt XDP 18V Combi Drill
£249.99

Qty: 1 [Add for Collection](#)
at Yeovil


Makita Combi + 101 Piece Kit
£119.99
Save £120.00 (50%)

Qty: 1 [Add for Collection](#)
at Yeovil

Order On Line

CLICK & COLLECT
IN 5 MINUTES



Collect in 5 Mins

Mobile

Fastest Growing Channel

c300,000 unique visitors each
week

75% of orders collected in
store

Tablet and Mobile Apps
available on iOS and Android

