



“When they put coupons in my store, the sales of the product really go up!”

- quote from a successful W Cape store owner.

Point of Purchase is where the action is! Most purchase decisions are made in the supermarket when the shopper is in front of the supermarket shelves. So, it pays to get the shopper’s attention at this point in time by offering the shopper an incentive, in the form of a money-off coupon, to lift the product off the shelf and put it in their basket.

Best of all, coupon campaigns all fully funded by the suppliers!!!

(And do not forget that you also receive a handling fee over and above your face value refunds, all of which are speedily processed by CCB.)

Make the shoppers in your store aware of coupons and encourage your staff to enthusiastically accept them. Coupons will make a real difference to your store’s bottom line.



Increase Your Turnover
By Promoting Coupons In Your Store