

MIN KØBMAND ØSTERILD



YOUNG MERCHANT BEATS ALL SALES RECORDS

In 2019, the independent merchant, Matias Paaske, in charge of Min Købmand in Østerild (Denmark), won the “Merchant of the Year” award in the Dagrofa group. The great honor comes after an impressive development of the store and a doubling of revenue in just two years. Electronic shelf labels help to ensure that store associates can focus on promotional activities.

The young merchant, Matias Paaske, started his career in the grocery industry as a young worker at Min Købmand in Østerild. Subsequently, he was employed by the Military Police in the Armed Forces when the local merchant couple in the city’s Min Købmand two years ago announced that they would retire and therefore would like to sell the store.

In this connection, an owner group of local citizens started the construction of a new store to replace the old store in Østerild. Matias Paaske has always had the dream of becoming self-employed, so he had no doubt when asked if he was interested in becoming merchant in the new store. With him in the luggage, he brought good experience

in leadership and communication from his time in the military police.

MORE TIME FOR PROMOTIONAL ACTIVITIES

In late 2019, already two years after he started as a merchant, he was able to expand the CV with the title of “Merchant of the Year” in the chain - just 26 years old. A spectacular title, due to an impressive development and upgrading of the store. Among other things, Matias Paaske has introduced electronic shelf labels, so the store associates can free up time for more promotional activities instead of changing prices.

- We save a lot of time and then we gain much more by being there for our customers rather than spending time on administrative tasks. With electronic shelf labels, we don’t have to concentrate on price changes on our, more than 5,000, item numbers - this happens completely automatically, Matias Paaske explains.

ON THE RIGHT COURSE WITH NEW INITIATIVES

The sales figures also indicate that the young merchant is on the right course. In 2019, he came out with a turnover of more

than DKK 20 million excluding VAT. That is roughly a turnover doubling compared to the old store. More sales space and more goods have had a positive impact on growth. But an exciting assortment and special promotions also help to attract customers from nearby towns.

ABOUT MIN KØBMAND

Min Købmand is one of Dagrofa's local grocery chains focusing on presence, safety, and good service. Here, customers can buy both large and small. Nationwide, Min Købmands has 163 stores owned by independent merchants.



- For me as a merchant, it is about being able to keep developing the store and creating inspiring shopping experiences for the customers, so they will come again, even if they must drive a little. That is why we have a strong focus on special campaigns, we try different new initiatives while adapting our range to the local environment, Matias Paaske says.

Min Købmand is part of the Dagrofa grocery group. The majority of the Group's stores are operated by independent merchants. Nationally, more than 200 Dagrofa stores (MENY, SPAR, Min Købmand and Let-Køb) have installed the Breece solution with electronic shelf labels.