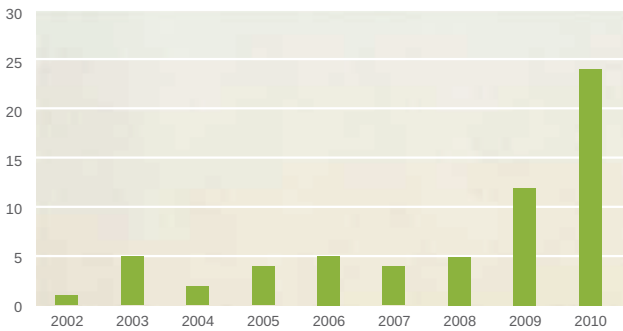


# V. Modern PSB Group outlets

## • Mrówka stores

In the discussed year we sped up, even more, the implementation of the building plan of self-service sale outlets named "PSB-Mrówka" in county towns. In the last season 24 stores were created in this way, in the end of 2010 the network consisted of 59 stores, in which approximately 1150 employees on 75 thousands m<sup>2</sup> of modern retail space offered a few dozen thousand necessary products for renovation and maintenance of houses, apartments and gardens.

Average store handles the population of 30-40 thousand inhabitants. We estimate that approx. 1 million Poles, living in villages and small cities, will shop in outlets of our network.



**Fig. 14.** Number of opened PSB-Mrówka and Mini-Mrówka stores in the years 2002-2010



**Map 2.** Map of PSB-Mrówka network in 2010



**Picture 18.** PSB-Mrówka, Stalowa Wola



**Picture 19.** PSB-Mrówka, Włocławek

In the middle of the year, in the Company, the so-called auditors began work, high class specialists, whose task is consulting the owners and the management staff on the improvement of functioning of Mrówka stores in aspects such as management, merchandising and warehouse management. Within several months two specialists implemented repair programs in a dozen of supermarkets – as a result outlets significantly improved their efficiency – increased the number of customers and value of their purchases, and goods have been exposed better.



- **Mini-Mrówka stores**

The previous website of the network was replaced with a modern expanded site, notifying about product groups and services that the customers can purchase in different Mrówka stores. Service also includes many advice and photographs related to maintenance or refurbishment of houses. The first online stores of our network also appeared. These new resources were, in the last year, constantly browsed by more than ten thousand Internet users.

The basic form of communication of the Mrówka network with clients are promotional campaigns – ten times a year local inhabitants are invited to shop through leaflets with special prices for selected products delivered to their houses. An important element of sales support are seasonal catalogues "Spring" and Autumn". Each of them contains an offer with a few hundred products most often purchased by clients in a given time of the year.



Seasonal catalogue of PSB-Mrówka stores "Spring"

"Radio Mrówka" is very popular among customers and employees. This is a daylong service broadcasting songs, every quarter interwoven with various advertisements and messages e.g. local weather forecast, anniversaries, name day wishes, etc.



Promotional leaflets of PSB Mrówka – September, December

In 2010, we started creating smaller retail stores under the name Mini-Mrówka (with area of 300-800 m<sup>2</sup>) located mostly in district towns. We assume that they will be, to a large degree, run by owners of small trade companies on the basis of a franchise agreement.

We have developed basic assumptions for this concept – standards of contracts and the Visualisation Catalogue. The first Mini-Mrówka stores were built in Konin and Kamionki near Poznań. Both outlets have an area of approx. 500 m<sup>2</sup>. Mini-Mrówka stores, due to logistics will be mostly supplied by the local Mrówka market.



Guide "Building an idea of success"



"Mini-Mrówka" Visualization Catalogue

In 2011 we plan to increase the retail network to approx. 100 markets and stores – for that purpose we pursue television campaign, encouraging natural persons and business entities to invest in this project and we have issued a special guide entitled "Budujący pomysł na biznes".



Picture 20. Mini-Mrówka, Kamionki

• PSB-Profi stores

In 2010, we started implementation of a long-term program of creating PSB-Profi outlets, addressed to, first of all, construction companies. Mostly these will be the existing wholesale stores whose previous infrastructure and way of serving our customers will be accordingly reshaped and improved.

The main assortment of Profi are materials necessary for everyday work of construction companies, coming from best PSB suppliers, such as cement, lime, wall materials, waterproof insulations, roofing materials, gutters, thermal insulation, installations, building chemicals, woodwork, dry wall materials, suspended ceilings, ceramic tiles, paint, finishing materials, sett, tools and construction equipment as well as lighting systems.



**Picture 23.**  
PSB-Profi, Bielsko-Biala



**Picture 21.**  
PSB-Profi, Bielsko-Biala



**Picture 24.**  
PSB-Profi, Biłgoraj



**Picture 22.**  
PSB-Profi, Biłgoraj

A standard PSB-Profi facility has the following zones:

- self-service store (unified racks system, check-out system, products zones),
- customer service zone (commercial conversation, issuance of documents),
- warehouse,
- goods storage zone of goods which may be stored outside,
- a place for collecting goods to be received by customers at a later date,
- car park,
- displays of selected construction technologies.

The first PSB-Profi were created in Bielsko-Biala ( investor being the Pionex company) and Biłgoraj (the Fox company).