

# Risparmio Casa

## Home savings, a specialist solution

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The Italian consumer is spoilt for choice when shopping for household requirements. Whether shoppers live in a large city or a small country town, they have easy access to a variety of outlets that satisfy all their household needs. Store formats range from hypermarkets and superstores to small convenience superettes and, of course, the ever-present discounters.

One model has emerged over the years – a chain of stores specialising in a plethora of household goods, but with no food in sight. Imagine, no edible groceries with a workforce in the dozens to keep the shelves filled – no perishable products, saving not only in staff, but also expensive capex on refrigeration and ever-increasing energy costs; no service departments, staffed by expensive specialists and the risk of wastage, markdowns, and write-offs.

Risparmio Casa, which literally means, Home Savings, is a novel idea that specialises in everything that the household needs, except for food.

### Product range and location

The product range consists of ...

- Household cleaners (dishes, clothing, floor, shoes, kitchen, toilets, all purpose, including catering packs)
- Personal care (oral, skin, hair, face, beauty)
  - The Covid pandemic has been a boon for the company as it increased its sales of 'hygiene and illness prevention' products dramatically
  - Its top 20 suppliers have grown their business by 20% per annum and it includes well-known names such as Unilever, Henkel, Reckitt Benckiser, Procter & Gamble, Beiersdorf and S. C. Johnson.

The above categories represent 45% of total sales and the balance of the range consists of ...

- Pet products (pet foods and accessories)
- DIY products (for small household projects, not heavy-duty machinery)
- Car (cleaners and accessories)
- Small household appliances (kettles, toasters, grillers, microwave ovens)

François Xavier Tah,  
marketing and  
communications  
director of  
Risparmio Casa  
speaks ...



- Outdoor (tables, chairs, cooler bags, back packs, bags)
- Housewares (plasticware, aluminiumware, brushware, cutlery, crockery)
- Textiles (cleaning cloths, bath towels, small carpets, basic clothing, casual footwear)
- Toys (ranging from below Euro 5 to fancy toys, games)
- Stationery

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The chain stocks 36 000 Sku's and this wide assortment cannot be found in other stores, not even hypermarkets. Stores are not large (average size of store is 1 500m<sup>2</sup>) and the chain is now located in 120 locations throughout Italy, supplied by three distribution centres (two in Rome and one in Sardinia).

Of late, the company has embarked on a sustainability programme to introduce organic products (example, disposable garbage bags) to its home care range (floor cleaners) to its personal care range (body washes, shampoos).

One store has been opened in Lugano, Switzerland, and recently, Risparmio Casa marketing and communication director, Francois Tah, announced that the company will be rolling out new stores in various European countries.

Over and above the normal range of product mentioned above, Risparmio Casa goes out of its way on various occasions throughout the year to also offer themed seasonal promotions. Themes include Carnival, Valentine's Day, Easter, Gardening, Camping /Picnic, Time on the Beach, Halloween and Christmas.

A regular promotional leaflet is made available to the customer base and the promotional strategy follows an omni-channel approach supported by the company website, ecommerce facility, Facebook, Instagram and LinkedIn.

Even though the company has adopted an EDLP (every day low price) strategy, the end result is that 30% of its product range is sold at promotional prices.



The dramatic detergent section in a Risparmio Casa



Despite the brilliant results of products related to the health emergency, the international scenario has remained particularly complex and has forced closures



Exterior of a Risparmio Casa

## Savings

Consumers are guaranteed a huge range of reputable brands at competitive prices and are encouraged to follow the regular promotions available online or in-store. The buying power of the company and its focus ensures that it produces a good bottom line (we estimate it to be at least twice that of an average supermarket in percentage terms).

The store is classified in the drugstore category in Italy and it is positioned as the third largest company in this category. However, when it comes to earnings, its EBITDA (earnings before interest, tax and depreciation) results place it in the number one position amongst its peers.

A huge saving for the company is the staffing cost. Imagine a 1 500m<sup>2</sup> store with merely 12 to 15 employees (an average supermarket of that size in Italy would employ between 40 to 60 people).

The 30 million annual customer transactions are testament of the support for the concept, but its loyalty card programme Risparmio Insieme (Let's save together) is growing (currently, 7% of the clients use the loyalty card regularly)

The sales for the recent past were €520m (2019), €620m (2020) and this year the target is €700m (R12,6 billion).

The company follows the four P's of Marketing religiously – Product (wide range of assortments), Price (affordable everyday prices), Place (wide-spread store locations) and promotion (continuous clear communication).

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# AMP (Associated Meat Packers) chooses Emerson for refrigeration applications



## Client Background

AMP is one of the largest meat wholesalers in Zimbabwe, and aims to deliver quality meat at best prices. Effectively managing a large scale meat distribution operation requires many areas of focus.

## The Challenge

AMP were looking for the most efficient and cost effective refrigeration units for their new store. The challenge was finding refrigeration systems that tick all the boxes without compromising on quality and standards, from affordability to energy efficiency and environmental consciousness. Of course, space, design and noise levels were also major concerns.

## Results Summary

Intelligent Store™ Solutions has allowed the client to manage costs, operations and maintenance needs which has resulted in saving energy, ensuring reliability while saving energy consumption and creating a comfortable quiet environment.

### COST MANAGEMENT



### ENERGY CONSERVATION



## Testimonials

“When we set about the implementation of our project, which was a concept store for our brand, we wanted nothing but the best out there. The Emerson ZXD outdoor condensing units gave us that and more. We got energy saving, ergonomic, space saving technology that was tailored to our store’s design.” AMP Meats

“Emerson’s solutions allowed us to save energy, ensure reliability and create a comfortable quiet environment.”

