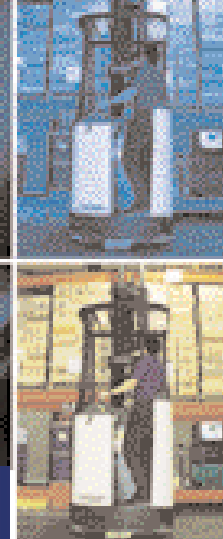


# CROWN

## Asia Pacific

Application Report

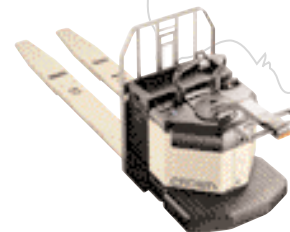
PRICESMART - PHILIPPINES



## Premium quality products and services attract smart shoppers



**Below** The Crown RC Forklifts are also used in PriceSmart's cold store.



**Busy streets and crowded stores can make shopping in Manila a challenging task for even the most dedicated shopper.**

Little wonder then that a concept which offers customers the opportunity of hassle-free shopping should become an instant hit.

Based on the popular Price Club system in the USA, PriceSmart has brought a whole new character to shopping in the Philippines.

**Right** Two Crown Powered Pallet trucks are used to transport goods around the 4000m<sup>2</sup> store



**“Membership of PriceSmart™ gives shoppers access to very competitively-priced goods, many of which are imported and are exclusive to PriceSmart™.”**

Located at Las Pinas, PriceSmart opened its first store two years ago and already has more than 30,000 members who pay an annual membership fee for the privilege of shopping in its 4000 m<sup>2</sup> store.

**Below** Ms Tech Lopez-Bayle, PriceSmart's Warehouse Director.

Membership of PriceSmart gives shoppers access to very competitively-priced goods,

many of which are imported and exclusive to PriceSmart.

In addition to premium quality products, PriceSmart also provides a very comfortable shopping environment, with products displayed in a clean and uncluttered warehouse-style store, with racking up to 6 m high providing reserve storage of fast-moving lines.

PriceSmart's Warehouse Director, Ms Tech Lopez-Bayle, said the cleanliness and security provided in the store made shopping there popular with many families.

“Members really appreciate the quality of service we provide,” said Tech.

“Our product range appeals to a broad cross-section of people. We also have a lot of members who are expatriates from the USA. They really like the convenience of being able to shop for products they are familiar with back home.”

PriceSmart is a joint venture between one of the Philippines largest trading groups, Ever-Gotesco, and Price Ventures from the USA.

The strong USA-connection is obvious in the store, right down to the Crown materials handling equipment.

“Our organisation has had a long association with Crown in the USA, so I



don't think there was ever any question as to what materials handling equipment we would be using," said Tech.

With a container arriving from the USA every week and regular restocking activities, the Crown equipment, including four RC Ride-on Counterbalanced Forklifts and two powered PE Pallet Trucks are in regular use.

Commenting on the impact the Crown equipment has had on the operation, PriceSmart's Warehouse Manager, Yul Tan, said: "We are very happy with the performance of the Crowns.

"Even though we try to avoid restocking during business hours, we still need to bring one or two of the Crown forklifts out occasionally," he said.

"The response from customers is always very positive, with them often commenting on how quiet and smooth the equipment is.



**Above** PriceSmart's Warehouse Manager, Yul Tan (left), with a Crown Marketing Supervisor.



**"Our organisation has had a long association with Crown in the USA, so I don't think there was ever any question as to what materials handling equipment we would be using."**

**Left** Crown RC Forklifts offer excellent operator visibility and comfort.



**Right** PriceSmart has an automated battery changing machine, which greatly simplifies and speeds battery changeover.



**"The excellent manoeuvrability of the Crown forklifts is another big plus, as we need to be able to dart in and out of aisles and negotiate stock and point-of-sale displays on the shop floor at the same time."**

"The quality of the Crown equipment is such that it complements the design of our store."

The functional design of the RC forklifts and the level of operator comfort they provide particularly impress Yul Tan.

"When we are restocking, we have a lot of short runs to make. That's where the ride-on design is so appropriate for this type of operation, where you are constantly getting on and off the forklift. It would take twice as long to get in and out of a driving seat and it would also be a lot more tiring for the operator," he said.

"The excellent manoeuvrability of the Crown RCs is another big plus," said Yul, "as we

need to be able to dart in and out of aisles and negotiate stock and point-of-sale displays on the shop floor at the same time."

PriceSmart has plans to open additional stores once the current economic crisis in Asia has cleared.

"We have seen a definite improvement in consumer confidence over the past six months and we are all hoping that we are well and truly over the worst of the economic crisis," said Ms Tech Lopez-Bayle.

"We are looking forward to bringing our concept of membership shopping to other parts of the Philippines and extending it even further into other areas in the Asia-Pacific Region," she said.

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