

# HOUSEHOLD CHEMICALS





HEB



El Rancho







# CLEANING PRODUCTS

C&D Hardware



# PAPER PRODUCTS





Randalls



Food Town



Fiesta



# BEVERAGES







# **HARDWARE ITEMS**





### Carlson PVC Flexible ENT Conduit - 12007UPC

10' 3/4" FLEX CONDUIT

Item # 501824

Model # 12007UPC

☐ Compare

Free Ship to Store

**\$5.99**

### Carlson Access Pull Elbow - E990DER-CAR

1/2-3/4" PVC PULL ELBOW

Item # 535532

Model # E990DER-CAR

☐ Compare

Free Ship to Store

**\$4.49**





**Do It Best Premium Latex Enamel - 203226D**

FLAT BLACK LATEX ENAMEL

Item # 794237

Model # 203226D

☐ Compare

Online Only

**\$4.49**



**Do It Best Best Look Latex Paint & Primer In One Flat Enamel Interior Wall Paint - HW36W0726-14**

INT FLT BRIGHT WHT PAINT

Item # 780667

Model # HW36W0726-14

☐ Compare

Free Ship to Store

**\$15.99**



**DURALUX Marine Aluminum Boat Paint - M736-1**

AL BOAT GN MARINE ENAMEL

Item # 771185

Model # M736-1

☐ Compare

**\$64.99**



**Valspar Integrity Latex Paint And Primer Semi-Gloss Interior Wall Paint - 004.6012371.005**

INT S/G WHITE PAINT

Item # 797258

Model # 004.6012371.005

☐ Compare

Free Ship to Store

**\$17.99**



**Valspar Medallion 100% Acrylic Paint & Primer Flat Interior Wall Paint - 027.0001400.005**

INT FLAT WHITE PAINT

Item # 773775

Model # 027.0001400.005

☐ Compare

Free Ship to Store

**\$18.99**



**Pratt & Lambert Accolade Premium 100% Acrylic Paint & Primer Flat Interior Wall Paint - 0000Z4680-14**

INT FLT BRIGHT WHT PAINT

Item # 771426

Model # 0000Z4680-14

☐ Compare

Free Ship to Store

**\$22.99**



**Pratt & Lambert Accolade Premium 100% Acrylic Paint & Primer Velvet Interior Wall Paint - 0000Z4080-14**

INT VLVT BRT WHITE PAINT

Item # 771452

Model # 0000Z4080-14

☐ Compare

Free Ship to Store

**\$23.49**



**Valspar Integrity Latex Paint And Primer Flat Interior Wall Paint - 004.6001705.005**

INT FLAT WHITE PAINT

Item # 795250

Model # 004.6001705.005

☐ Compare

Free Ship to Store

**\$16.49**



**Do It Best Color Solutions Latex Self-Priming Satin Interior Wall Paint - CS42W0726-44**

INT SAT BRIGHT WHT PAINT

Item # 771777

Model # CS42W0726-44

☐ Compare

Free Ship to Store

**\$14.49**



**Do It Best Color Solutions Latex Self-Priming Flat Interior Wall Paint - CS46W0726-44**

INT FLT BRIGHT WHT PAINT

Item # 771768

Model # CS46W0726-44

☐ Compare

Free Ship to Store

**\$12.49**



# TRADE MISSION

## INFORMATION REQUIRED BY BUYERS

- Prices
- Volumes
- Terms – FOB or CIF
- Credit Periods and Letters of Credit
- Logistics costs and lead times.
- Technical spec sheet including the nutritional facts and ingredients.
- Shelf life of product
- Nutritional content
- Free Sale certificate
- Sanitary certificates if required
- How products are packaged – in pallets?  
How many cases per pallet etc.
- FDA approval as required
- Need samples for a visual inspection by the company to see the nutritional content and packaging meets requirements.



# INFORMATION REQUIRED BY BUYERS

- Overview of Company
- Pictures of items
- Typical Customer
- Current Customers
- DUNS Number
- Current Sales
- Points of sales in the US.
- Pricings
- Minimums
- Date of US Incorporation
- Why do you want us to be your distributor?



# HOW BUYERS FIND NEW SUPPLIERS

- Trade Shows
- Travelling to Markets to meet Suppliers
- Buyers searching the web
- Website Inquiries





## Your Request to Work with HEB

\*Name

\*Phone

\*Email

\*Company Name

\*Company outside the United States?

--None--



City

State

Minority or Woman owned Company?

--None--



Diversity type

--None--



\*Product Name

\*Product Category

--None--



\*Product Description

Other retailers selling this product

Upload Product Specification

Browse...

File upload limit is 3.5MB

\*Verify Bot or NOT

☐

I'm not a robot

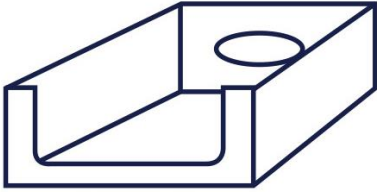


Cancel

Submit

<https://heb.secure.force.com/Suppliers/suppliernethome>





Display Side (Width)

# ALDI

Suppliers are not required to pay or manage any extras, such as:

- Rebates, coupons or promotions
  - Unwarranted deductions
  - Marketing, food shows or slotting fees
  - In-store displays or DSD
  - No late payments — we pay on time, every time
- 
- Opportunity – Flower Pots for seasonal spring sales – need to submit information now
- 
- <https://corporate.aldi.us/en/suppliers/become-a-supplier/>







## ALBERTSON/SAFEWAY (RANDALLS/EL RANCHO)

- Entry to Store through minority, LGBT (lesbian, gay, bisexual and transgender), service disabled veteran, and women-owned businesses to join our large list of suppliers for both goods and services.  
*(need to incorporate in US to qualify)*
- Sustainable Sourcing Required
- [supplier.diversity@safeway.com](mailto:supplier.diversity@safeway.com)
- <https://suppliers.safeway.com/pages/BecomeASupplier.htm>



# **ALBERTSON/SAFEWAY PRIVATE LABEL MINIMUM REQUIREMENTS**

- GENERAL REQUIREMENTS AND EXPECTATIONS
- MINIMUM AUDIT REQUIREMENTS
- NEW VENDOR CERTIFICATION APPROVAL PROCESS AND QA FOLLOW UP AUDITS
- WATER AND AIR QUALITY
- MICROBIOLOGICAL CONTROL SYSTEMS
- FOOD ALLERGEN CONTROL PROGRAMS
- DOCUMENT EXCHANGE AND SPECIFICATION COMPLIANCE
- LABELING AND CODING OF CONSUMER UNITS AND MASTER CONTAINERS
- FINISHED PRODUCT TESTING
- 0 CONSUMER COMPLAINTS
- 1 RECALLS AND WITHDRAWALS 12 REGULATORY ACTIVITY

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# OPPORTUNITIES



- Ethnic Grocers in Texas, Hispanic food - Distance themselves
- Average shopper makes 1.6 trips per week,
- Spending \$100 per trip.
- One-stop shopping
- Copy Cat Products
- Cross Over to main shelf
- Low price points retain the advantage
- Trinidadians live mostly in Baytown an Oil City and in the Southwest



# TRADE SHOWS

- Texas Hot Sauce Festival, (20<sup>th</sup> Year) September 21-22. Houston TX [www.texashotsaucefestival.com](http://www.texashotsaucefestival.com)
- Summer Fancy Food, January 18 - 20, 2020 San Fransico <https://www.specialtyfood.com>
- **ANUGA October 5-9, 2019 - Cologne Germany** <https://www.anuga.com/>
- SIAL France, October 18-20 Paris, France <https://www.sialparis.com/>
- National Association of Convenience Stores being held in Atlanta, GA October 1 – 4<sup>th</sup>. [www.nacsshow.com](http://www.nacsshow.com)
- Greater Houston Retailers Cooperative Association, Inc. Stores being held October 30<sup>th</sup>  
<https://www.ghratradeshow.com/welcome/>
- Hotel and Lodging Association of Houston - Annual Houston Hotel Market Forecast Luncheon and Business Expo September 12 @ 9:00 am - 1:30 pm (Networking) <https://www.houstonhotels.org/events/>



## E-COMMERCE TURN KEY SITES

- Shopify
  - Big Commerce
  - Magento
  - WooCommerce
  - WIX
  - Rakuten
  - Amazon
- Cost per month Range from \$29 to \$79 to \$299 per month
  - can scale plans with growth of business
  - There are sites that can assist with international transactions to reduce credit card charges - [www.alternativepayments.com](http://www.alternativepayments.com)



# E-COMMERCE – WHY NOW?

- SOMETIMES YOU NEED TO BE IN THE MARKET TO GET STARTED
- Provides market intelligence on where in the country your product is selling, which can allow you to attract a distributor
- If your company's being already being sold on Amazon, why not capture those sales
- Sell to tourist locally to have product delivered upon arrival home.
  - This option can sometimes run at a loss at start up until volumes increase



# SHIPPING - TRINIDAD TO US

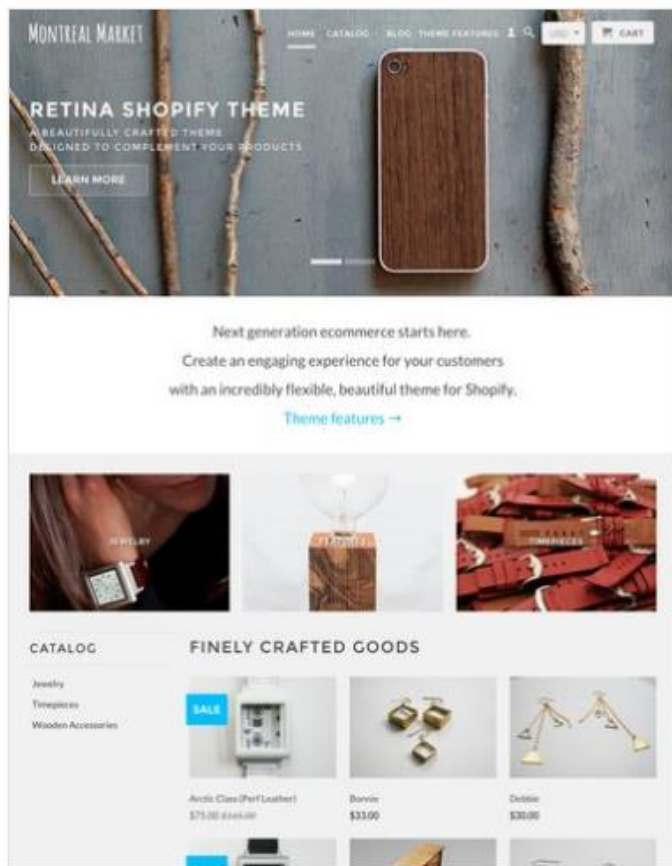
- Regular Parcel (no tracking) -
  - \$73 per Kg and \$33 for each addition 1 Kg
- Express Parcel (tracking)
  - \$157.56 per Kg and \$18.00 for each additional 500 grams

Sourced: <https://ttpost.net/wp-content/uploads/2019/06/EMS-Rate-Chart-2019.pdf>

-Called Trinidad and Tobago Post Sales office 9/25/19



# STORE TEMPLATES



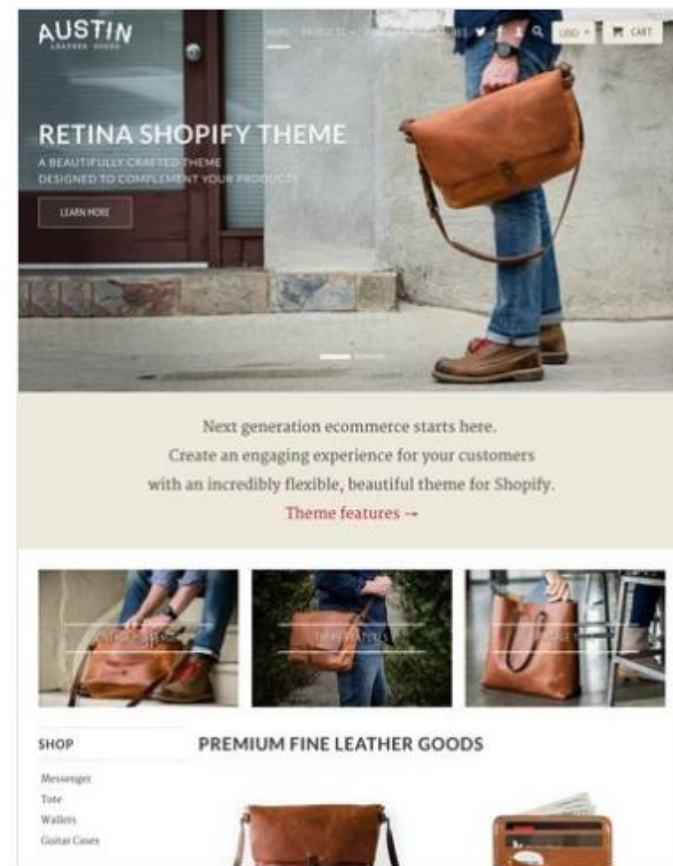
Retina — Montreal

\$160



Retina — Melbourne

\$160



Retina — Austin

\$160

# PICK & PACK

- Warehousing & Fulfillment with Warehouse Management System
  - pick ticket with instructions on items to be picked, staged and shipped including any special handling, labeling or other customer specific requirements.





# FULFILLMENT SERVICES

- Order fulfillment
  - package sent via Truckload or courier service
- Manage inventory
- Warehouse location
  - Major strategic city
- Fees vary
- You are billed monthly

<b>FULFILLMENT COST CALCULATOR</b>	<b>PROJECT ASSUMPTIONS</b>
Number of pallets on hand each month	5
Number of orders per month	500
Number of units per order	1.5
Number of units received each month	750
<b>FULFILLMENT SERVICE QUOTE</b>	<b>FULFILLMENT SERVICE FEE</b>
Storage fee per pallet	\$20.00
Pick/pack fee per order	\$1.50
Pick/pack fee per unit	\$0.50
Receiving fee per unit	\$0.05
<b>MONTHLY SERVICE</b>	<b>TOTAL MONTHLY FEE</b>
Total storage fee	\$100
Total pick/pack *	\$1,125
Total receiving fee	\$37.50
Total monthly fee	\$1,262.50
<b>TOTAL FEE PER ORDER</b>	<b>\$2.53</b>

## FEEs

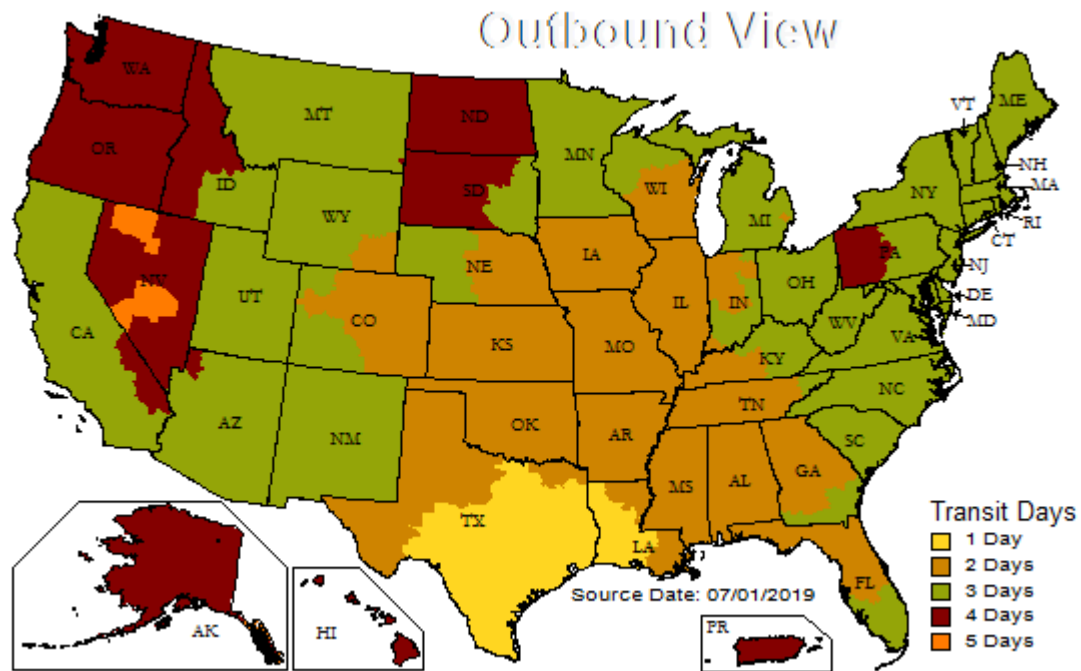
- Online Store - Cost
  - Packages start at \$29 per month to \$299 per month
  - 3.5% to 5% of sale
  - Plus \$.30 flat fee charge



# ONLINE STORES – SERVICE PROVIDED

- Free SSL certificate
- Accept credit cards with Shopify
- 70 payment gateways
- Ability to offer free shipping
- Multiple languages
- Automatic carrier shipping rates
- Abandoned checkout recovery
- Flexible shipping rates
- Automatic taxes
- Fraud Analysis
- Template to setup store (free and fee based)
- Own Data

# FULFILLMENT



- Rakuten Fulfillment Service – Global
- Radial - Global
- Amazon - Global
- J.M Field Marketing - Texas
- LMS Fulfillment - Texas



# WAREHOUSING – GO IT ALONE

- Flexible Leasing with full service
- CustomSpace (Houston Branch)
  - Full-service warehousing, storage, and office to businesses
  - 250 to 10,000 square feet
  - Multiple Cities
  - Pay for what you need

# CONCLUSIONS

- Houston Challenging Market
- Caribbean Products are losing shelf space.
- Caribbean Population is spread out hindering success of Caribbean focused stores.
- One main distributor for Caribbean products in Houston. Other distributors are based in Florida and New York City area.
- Competing Caribbean products are being manufactured in the US



## CONCLUSIONS CONT.

- Buying for most stores is out of national office, not based in Houston.
- International stores are focused on the Hispanic market.
- Trend for expansion of shelf space is for “healthy” products and those that are substantially differentiated from other products in the market.
- Greater effort to push product in the stores through tastings, discounts, and paying for premier placement.
- Increase cross over sales for similar products to be more competitive.

# RECOMMENDATIONS

## Now

- Prepare products, samples and catalogues
- Register online with the stores
- Ensure that the labels are compliant.
- Complete pricing for Houston Market
- Refer to Trade Mission slides on Buyers Requirements
- Define Buyer

## Future

- Warehousing
- E-commerce
- Marketing Efforts
- Positioning in Stores
- Re Branding
- Use e-commerce site to determine where demand for products and future marketing efforts
- Product Development - No Organic Hot Sauce

## Trade Mission

Consider:

- Alternative model for think tank with Houston distributor
- Pick & Pack Warehousing Options
- Opportunity for Private Label
- Visit some smaller stores with buying in Houston
- Co-packing Containers
- Natural and Health Products