



## BBG delivers for indies

BBG has recently added Wharfedale to its product range and now offers a direct-to-consumer delivery service for its retailers across all of its AV furniture lines



Norstone Baho AV cabinet

**B**BG has recently added a selection of Wharfedale products to its existing audio portfolio for independent retailers, which also includes Teac and Onkyo.

This is part of a strategic approach to focus on the audio enhancement opportunities for TV dealers with the latest flat panels, in particular home-cinema systems and soundbars.

Says Paul Dawes, director of marketing for BBG: "The advantage of being a distributor for independents only is that we can focus on the models which are right for our sector, which in the case of Wharfedale are the Diamond series [of speakers] and the sub-sat systems, both of which are five-star reviewed products."

BBG says it is continuing to enjoy good success with its Platinum programme, which sees it working with its key retailers to develop range profiles and sales strategies to the benefit of both parties.

"We have received particularly positive feedback on the provision of staff training, which concentrates on giving staff the tools to attach the relevant accessory product to each sale and to raise the average selling price from an entry-price solution," says Mr Dawes.

On the logistics side of its operation, BBG now offers direct-to-consumer delivery across all of its AV furniture lines for a minimal charge of £20 for 1,100mm wide or under and £25 for 1,200mm and over.

In addition, it has a premium 'white-glove' service available, which, it says, is ideally suited to the new range of preassembled AV cabinets from the likes of Munari and Norstone.

There is a £120 charge for a two-man delivery to any room of the customer's house in the mainland UK.

This enables any retailer to carry a selection of models in the showroom to present the customer with different design options, without the requirement to invest in back-up stock, especially where there are a range of size, colour, specification choices for the consumer.