



# HYDRAULIC HOSE & ACCESSORY PROGRAM

## PROBLEM

### POOR INVENTORY TURNS

A hydraulic category buyer at a well-known Midwest farm and ranch store was looking for a way to improve product offering, inventory turns, and product sales of their eight-foot hydraulic-product store display. Consumer purchases of these featured products were not driven by promotional trends, but based on need. If the customer's hose or adapter wasn't on the shelf or part of the product offering, an immediate sales opportunity was missed - as well as repeat business.

## SOLUTION

### RE-ENERGIZED PRODUCT MIX

Apache worked with the category buyer to identify the right product mix for both hose and adapters. This included reviewing essential fittings and hose assemblies at all stores, adjusting shelf quantities - as well as product selection, and ensuring better availability of high movers.

Following the rollout of the Apache program, the farm and ranch store saw sales of the hydraulic product category increase a total of 38% within the first three months.

### MERCHANDISING & DISPLAY PRESENTATION

In addition to a better product mix for the store's hydraulic program, Apache's merchandising and point-of-purchase presentation allows for easier hose and adapter selection. Hose labels include icons to indicate features such as a swivel fitting, snow plow fitting, or male pipe thread fitting; adapters are color-coded by style to allow for easy identification. All of this is explained on highly visible signage that allows customers to select their hose and adapter needs without help from store associates.

### KEY POINTS:

- ▶ Better packaging and plan-o-gram layout vs. other suppliers
- ▶ 4', 8', and 12' standard set recommendations with top-selling products; 16'+ configurations available by request
- ▶ Display signage allows customers and associates to identify product solutions without technical know-how
- ▶ Color-coded adapters provide easy product identification
- ▶ Available training videos provide product overview basics and a merchandising how-to to maximize customer assistance
- ▶ Improved inventory turns and increased store sales
- ▶ A partner in Apache to help analyze and provide product offering recommendations

**38%**  
INCREASE IN  
TOTAL SALES  
WITHIN FIRST  
THREE MONTHS



*The ease of transition to the Apache Hydraulic Program was amazing. Apache analyzed our product mix, addressed slow movers, and recommended much needed additions. Our previous program comprised three different display combinations; now we have one streamlined offering that works for our diverse store sizes.*

**- Category Buyer**



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