

QUI DISCOUNT

The discount business area of the OH Group

The mission

QUI DISCOUNT was founded in 2006 with the strategic objective of «**active defence of the local area**» of the core distribution business of the OH Group (GDA) from leading players in the discount world coming to Southern Italy.

QUI DISCOUNT caters for **price-oriented customers** who do not want to compromise on quality, offering a choice with products at the lowest prices as well as the main brands.

QUI DISCOUNT operates through sales outlets with sales areas of around **400 sqm** a very **lean commercial policy of display, prices and communication.**

QUI DISCOUNT favours indirect management of their stores as well as supplying goods to operators who do not have the requirements to be part of the Brand

The core area consists of four main zones:

Area core QUI DISCOUNT



Basso Salernitano



Vulture



Materano



Metaponto/Sinnica

Since 2010 QUI DISCOUNT has had their own **distribution centre** located in Atena Lucana.

This takes care of operational activities such as storing and handling goods (with radio frequency technology) and freight management activities (with an outsourced fleet).

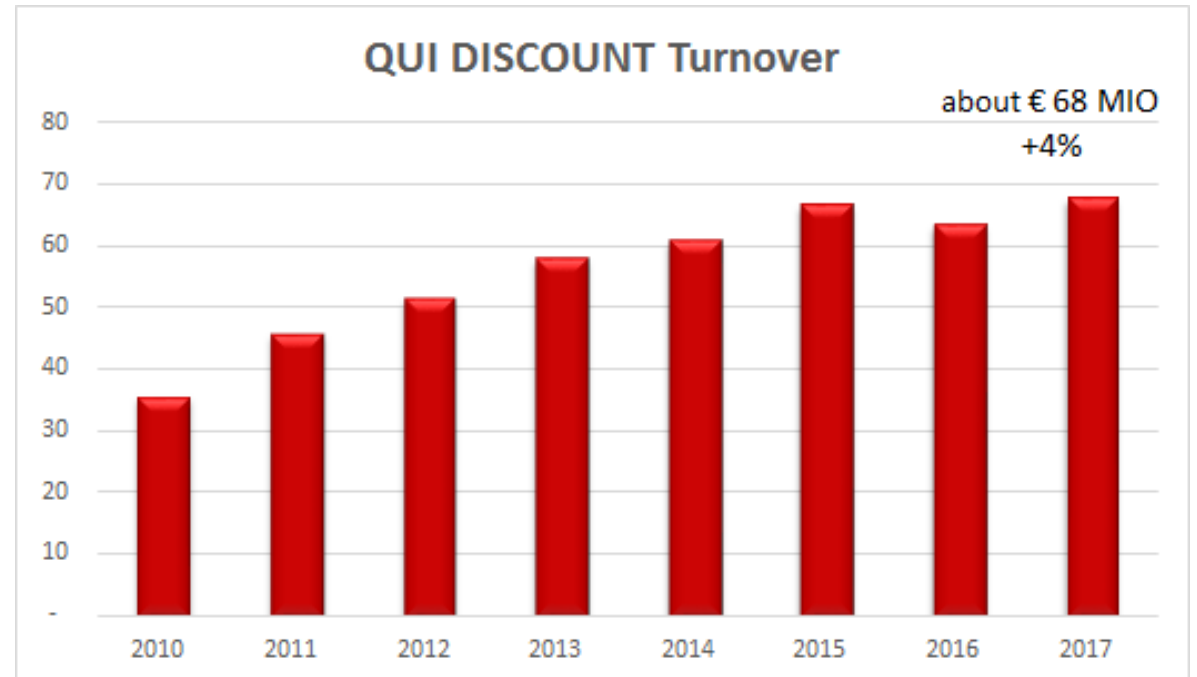
About us

Numbers

Since 2006 (the year it was founded) the discount area of the business has developed significantly.

Today the sales network is made up of around 60 stores with the QUI DISCOUNT sign (plus about 30 stores for administering goods).

In **2017** the turnover accumulated by QUI DISCOUNT was around **€ 68 M, + 4%** compared to 2016.



The platform and stores

