

Retail Training Manual: A Guide to Managing Newspapers and Magazines

Welcome to Menzies

We are delighted to welcome you as a customer and aim to provide you with Great Service. As part of our investment in our trading partnership, we are dedicated to help you run a successful news and magazine business.



Why have we produced this guide?

....it does not cover every detail of the processes but will provide a broad understanding of what is involved in stocking Newspapers and Magazines

....remember, your local Wholesale branch is only a phone call away and will be pleased to help you with any additional queries you may have.

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Local Branch Details

Please complete as necessary

Your local branch	
Telephone	
Fax	
Email	
Branch manager	
Customer Services manager	
Magazine Sales manager	
Newspaper Sales manager	
Your customer reference number	

Remember to state your customer reference number on all communications with your local branch

Supply Chain Overview

The supply chain begins with the **editing, publishing and printing** of Newspapers and Magazines.

Newspaper publishers appoint carriers who **deliver the finished product** to Menzies depots throughout the UK within an agreed time window (usually between 2am and 5am)



The '**Nightly Miracle**' begins at wholesale where **Newspapers are combined and packed** into each customer order as quickly and accurately as possible. Magazines are generally received throughout the day and night (usually up to 11pm). They are then packed separately into each customer box in our Kardex machines.

Several checks are completed to make sure the correct quantities are issued to each store.

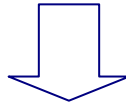
The Newspapers and Magazines are then loaded onto our vans to **deliver to the relevant stores** at the designated time and location. At the delivery point, returns from the previous day's Recall Note are collected.



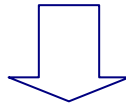
Daily Tasks

Below you will find a flow chart of the basic daily activities involved in stocking newspapers and magazines

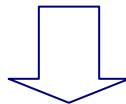
Receive supplies from and check quantities against Parcel Specific Contents Notes and Daily Delivery Note



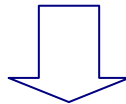
Report any Newspaper shortages



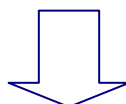
Prepare your display



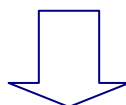
Report any Magazine shortages and any other queries to your local branch



Maintain and Replenish your Display for key trading times throughout the day



Check your Daily Recall Note and prepare unsold titles for return



Package and Label your Returns securely ready for collection the following day



Receiving Your Supplies

What do I do when my delivery arrives?

- Under normal circumstances your daily delivery will arrive at a regular scheduled time, taking into account the opening time of your store
 - It will be made to a mutually agreed place. If your shop will be closed at the time of delivery you will need to consider how the parcels can be kept securely. We will be happy to provide advice on this.
 - If you do not receive a delivery, contact your local branch and state your Customer Reference Number. At this point you will be given a Claim Reference Number to take a note of for future reference.
 - Ensure all parcels received are clearly marked with your Customer Reference number. Contact your local branch if you receive parcels with the wrong Customer Reference number.
- **All Newspaper supply discrepancies need to be reported within 2 hours of receiving your delivery or of the store opening, whichever is the later.**
 - **All Magazine supply discrepancies need to be reported on the day of delivery**



What are Delivery Notes?

You will receive **Parcel Specific Contents Notes** as well as a summary daily **Delivery Note** (on yellow paper).

- Newspapers and Magazines are listed separately on the same Delivery Note.
- Count all newspapers and Magazines received and check the quantities against the PSCN's then check against the Delivery Note to ensure they are correct.
- Before reporting any discrepancies, check your full delivery.
- Remember to retain your daily Delivery Note to check against your weekly invoice.



Late Running Titles

- Magazines will be listed on your Delivery Note, except where it is totally unexpected.
- Where Newspaper supplies arrive too late for distribution, then a manual notice will be provided, stating the titles affected.
- The manual late notice lists the shortages that we are aware of. Therefore, remember to check this and your Delivery Note prior to contacting us.

What should I do if my supplies are incorrect?

Contact your local wholesaler if:

- Titles are short or over supplied against the Delivery Note
- You receive titles not listed on the Delivery Note
- You receive titles which are not part of your range

Retail Promotions and Allocation Advice Note

This will be sent to you on a regular basis providing you with the information you need to make an informed decision about the number of copies you may require for promoted and / or new titles.

It consists of:

- Concise text to explain the details of the promotion (e.g. Covermounted gift, TV advertising etc)
- Proposed supply figure
- Last 3 issues net sales history for each title
- For new titles and one shots – the market segment information to ensure you display the title in the correct category.
- For Multiples – authorisation numbers (where applicable) are included to highlight the title has been agreed by your Head Office.
- You will receive this a minimum of 48 hours prior to the delivery of the actual titles listed on it (unless there are special circumstances affecting the title).

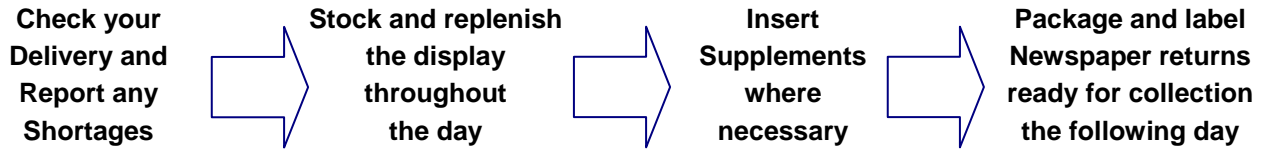
Title	Price	No. Sold	Description	Proposed No. of Copies	Last 3 Net Sales
Regimes	1.00	10,111,000		10,111,000	10,111,000
REGIMES	1.00	10,111,000	Covermounted - Superior News Prod.	10,111,000	10,111,000
REGIMES	1.00	10,111,000	Covermounted - Superior News Prod.	10,111,000	10,111,000
REGIMES	1.00	10,111,000	Covermounted - Superior News Prod.	10,111,000	10,111,000

What should I do if I do not want to receive some or all of the titles / additional copies?

- Notify your branch immediately and cancel or reduce supply figures accordingly. Please bear in mind our Continuum Allocation System has been developed to target copy placement more effectively to customers who have the ability to sell more, whilst protecting their base net sale.
- For Multiples – these titles are likely to have been agreed with your Head Office as part of a publisher promotion so please check your internal communication brief.

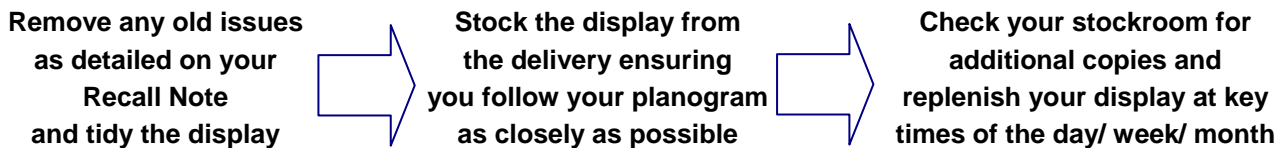
Preparing Your Display

You've received your Newspaper supplies – what next?



- You will receive a new issue every day for most Newspapers (excluding weekend national and certain local titles).
- All daily national titles should be removed on a daily basis and returned to your local branch. These titles will appear on your daily Recall Note.
- This task should be undertaken at the end of each day. Newspapers must be ready for collection when the delivery is made, on the day following publication or credit may be refused.

You've received your Magazine supplies – what next?



As with Newspapers, all Magazines should be returned to your local branch in accordance with the Returns procedures, which is explained in the next section.

How should the unsold product be packaged?

- Tie all returns into secure parcels. Magazines can be packed in boxes but tie securely to ensure titles do not fall out and the parcel is not too heavy to lift (17kg).
- All Newspaper and Magazine returns must be in separate parcels, with each parcel clearly marked with your Customer Reference Label (we will provide these and if you require more please contact your branch).



How should I label Returns?

- Recycle the Parcel Specific Contents Notes once you have checked them against the Delivery Note.
- Customer Reference Labels are also available upon request from your Wholesale Branch
- Both Labels state your Customer Reference Number and identify which outlet the parcel has come from using a unique barcode. It is sometimes also referred to as a Barcode Label.
- It is imperative that a PSCN or Barcode Label is attached to each parcel you are returning. Failure to do this could mean credit will not be passed as the item cannot be identified as belonging to your outlet. State how many parcels of returns there are on your Customer Reference Label (i.e. parcel 1 of 4 parcels).

Adjustments

Where necessary, the following Adjustments may be present on the invoice:

Retail Price, Terms or VAT changes in respect of 'closed' issues, Customer Credit for Non Delivery, Manual Account Adjustments

NB: An 'Invoice Adjustment Advice' will be separately included in the Invoice Pack for reference

Sundries

Charges/Credits relating to Vouchers, Phonocards, MEL, Telephone Charge Refunds Levies, Carriage Service Charge

Invoice Total

Delivery Note, Credit Note, Adjustments and Sundries Totals are added to provide an Invoice Total which is carried forward to the next page

Invoice Summary

Provides a breakdown of Retail and Net Values relating to the detail shown on 1st page of invoice, the calculation of VAT on Carriage Service Charge where applicable. (VAT on CSC is calculated in direct proportion to the VATable content of delivery issues).

Shows Charge where the agreed Newspaper Minimum Entry Level (MEL) has not been achieved and a charge levied. Deferred Charge Values (Independents only)

VAT Summary on Goods for Resale (may include values for Phonocards and other items as applicable), Other Charges (ie Vouchers MEL Telephone Charge Refunds, Carriage Service Charge)

Checking Your Invoice

Final Delivery Note (for week)

Produced as necessary within weekly Invoice Pack, it provides a breakdown of:

- Charges - where details of any extra copies of Titles/Issues delivered on Saturday after receipt of main Saturday Delivery Note
- Adjustments – where details of adjustments to previously delivered Title/Issue (current issue) has been made, a costed charge or credit will appear in the section

Reps Dockets, Trade Messages, Claims Details and Notes may also be included

Credit Advice Notes

This section provides details of all unsolds processed up to and including Saturday of the applicable invoice week

Titles are listed alphabetically within category ie- Newspapers followed by Magazines

Handling Allowance Recharges (H/A)

Handling Allowance credited at the time of delivery will be recharged where credit for unsolds has been actioned

Provides alphabetically listed details of all vouchers processed for the applicable invoice week

Notes section provides detail of all messages which may apply to Titles/Issues detailed on a Credit Note

- **A Too Late for Credit** - Titles returned after the Recall cut off date
- **B SOR Quantity Exceeded** - Returned quantity greater than the Invoiced Quantity
- **C No Record of Supply** – Copies returned but not Invoiced
- **D Firm Sale** – Title not supplied on a Sale or Return basis
- **E Credit Previously Refused**
- **F Cancellation of Previous Credit**



Managing Your Supply Levels

Magazines

- Continuum Magazine Allocation system aims to provide you with an effective system to sell more copies whilst protecting your base net sale.
- Overall sales fluctuation is better managed by reaching an optimal supply quantity and therefore copy placement is targeted more effectively.



How does Continuum Magazine Allocation work?

- An allocation starts by selecting the customer's historical base sales.
- Additional investment or 'risk' copy is then added, according to the promotional activity. Base + Risk copy = Proposed Supply.
- For Multiples – any agreed multiple commitments are added.
- Sales often vary from issue to issue due to the different strengths of:
 - Publisher promotions
 - General market conditions
 - The time of the year
 - Competitions and lots more!
- All these various influences need to be considered when assessing the proposed supply figures generated from the system.
- The Retail Promotions and Allocation Advice Note will provide this information to allow you to make an informed decision on the number of copies required.



Title By Customer (TBC) Report

- This lists all titles stocked and the sales / returns levels for the last 5 issues.
- If you have a range on our Range Compliance system it will also state whether the title is mandatory or discretionary.
- It can be requested at any time from your local branch to check the sales for existing titles and to ensure all the correct titles are part of your range.
- You can also use this to decide whether titles should be replaced with new titles which could give you a better return.

Newspapers

- As with Magazines, specially designed systems have been developed to look at volatility and sales trends associated with Newspaper sales. These sales trends form the basis for the allocation of customer supplies.
- Overall supplies are ordered to meet publisher strict unsolds and availability targets, with the aim of ensuring customer supplies are translated into sales.
- If you have any significant influences on your potential sale, please advise your local branch so that this can be taken into consideration. For example, a store refit, gain or loss of a newsroom etc.

Some of the key elements to building Newspaper sales include:

- Display immediately on receipt of the delivery ensuring all supplements are inserted. The display should be positioned prominently in high customer traffic areas.
- Replenish throughout the day, depending on when your busy periods are.
- Support and take full advantage of publisher promotions as they invest considerably in promoting their titles.
- Stay in touch with your local branch and consider the different customer footfall patterns in your store, at different times of the day, week, month and year.
- Local Titles – Be aware of local events or local news items that may increase sales and ensure returns are collected at the appropriate time.



Creating and Maintaining Your Display

Range and Display Housekeeping Tips

- Stocking a good range means that the titles your customers want to buy are available in store.
- Keeping a tidy well stocked display can help customers locate what they are looking for quickly and easily, whilst making it easier for you to merchandise the display.
- Having related titles positioned next to each other can lead to multiple and impulse purchase opportunities.
- You should replenish your display at key times during the day, depending on when your busy periods are. Remember to replenish your display from the stockroom.
- If you sell out of any titles or supplies are low – let your local Wholesaler know!
- If there are no extra copies available they will endeavour to increase your supply for the next issue.
- In the case of monthly titles, we don't know whether you are selling out on day two or day twenty eight of the on sale period – so keep your Wholesaler informed!
- Keep the titles in your stockroom tidy and in category or alphabetical order so that titles can be easily found for replenishment or recall.



Space Planning for Multiples

Ranges

Depending on the frequency of your range and planogram reviews, you will periodically receive new magazine ranges and planograms from your Head Office.

In order to implement you must:

- Check that you have the correct range to reflect your grade of store. Your grade is dependent on your size of display and / or shelving profile
- Your range will show all the mandatory titles you should be stocking. You can request a TBC report from your local branch to check you are taking these titles and you have sufficient supply levels.

Within your range there may be space set aside for optional titles. This is often included for two reasons:

- As a way of including titles that sell well in your store but which have been excluded from the Head Office range.
- For incorporating any local or regional titles that sell well in your store.



Planograms

You will also be required to implement a planogram which shows where each title should be positioned on your magazine display.

- The example planogram shown is coloured and blocked by sub-category (e.g. Women's Weeklies) to make it easy for you when merchandising the display.
- The planograms will illustrate the various areas of interest and category associations. We suggest you follow this as closely as possible when creating your display.



Promotional Space

- Promotional space is an important part of your range which can be used to display new titles or promoted magazines that reflect events or popular activities at that time of year; e.g.
 - Gardening is popular in Spring so gardening titles will more than likely be promoted at this time of year.
- Promotions will have been agreed and communicated to you via your Head Office.

Independents – Further Services



- The multi award-winning *Superleague* offers the quality, independent retailer the opportunity to partake in Newspaper and Magazine promotions that drive profit and increased market share through their outlets.
- Our 3,900 members command a huge share of the market – **bigger than Tesco, ASDA, Morrisons and Sainsburys**
- *Superleague* communicates to it's members through a fortnightly mailer containing:
 - Details of promoted titles
 - POS
 - Financial incentives for selling more
- *Superleague* only offers promotions which are of high value to their members:
 - Each fortnight 8 titles are promoted through *Superleague* - 5 national and 3 regional promotions
 - Superleague offers retailers promotional cash bonuses, (incentive payments) for additional sales, this way members who put in effort to increase sales are rewarded
 - Incentive payments for each copy sold are usually 20% of the cover price



RESULTS 2004

- ✓ **Additional RSV generated ABOVE market performance £1.3m**
- ✓ **Members shared in incentive payments totalling £180,000**
- ✓ **Our top member in 2004 earned nearly £300 on top of their standard margin**

Contacts

For more info on how you can benefit, contact:

Charlie Buik

Tel: 0131 469 4622

Email: Charlie.Buik@menziesdistribution.com

or

Tim McConkey

Tel: 0131 469 4897

Email: Tim.McConkey@menziesdistribution.com

Direct Sales

Menzies Distribution *Direct Sales* offers a direct to store delivery service solution which provides next day delivery on a range of quality products including Pre-Pay Mobile Top-Up Vouchers and International Phonecards, SIM cards, batteries, cameras and much more.

Direct Sales operates central sales order processing and distribution from Menzies Head Office in Edinburgh. The *Direct Sales* service is unique to Menzies and aims to offer its customers high margin products and well known brands along with the following added benefits:

- Product availability and competitive margins
- Fast, secure delivery direct to store
- Low minimum carriage paid order levels
- Payment terms in line with your Menzies news account
- Full friendly and personal customer service support
- Freephone order hotline for customer convenience
- No extra invoices. Charges appear on your normal news invoice
- Free Point of Sale material



To place an order or for more information on pricing and our full product range please contact the *Direct Sales* freephone number **0800 015 2626**

EPoS Loans

EPoS interest free loans are available from Menzies to fund the installation of EPoS for customers meeting the following criteria:

- Be trading with Menzies for 15 months or more
- Have a weekly account in excess of £1,500
- The account during the trading period must be free of refused Direct Debits/Refused Cheques
- The account must be paid by Direct Debit
- A credit check will be undertaken

If you are interested in a loan please contact your local branch to obtain an “EPoS Interest Free Credit Application” which you should complete and return, enclosing a copy of your invoice or an estimate of what you require

Successful applicants will be requested to sign a formal loan discount for funds to be released.

Racking

To create real impact from your News and Magazine display, a good quality racking system is essential.

Menzies produce a Racking Brochure incorporating our officially recommended Racking suppliers who offer a wide cross section of racking and other accessories.

We can also offer you the opportunity to spread payment for any racking purchase from our brochure over a ten week interest free period e.g. a £500 News/Magazine display refit at £50 per week over ten weeks.



Menzies Distribution website (also available to Multiples)

- A website allowing access to data and information
- Log-ins and passwords allow access to Delivery Notes, Invoices, information and reports specific to each user ensuring confidentiality
- Designed to be interactive and holds valuable data such as delivery times, title file, Menzies News
- FODI results shown in an easy to follow manner which can be viewed in whatever way suits the user.
- Information on arrival times and delivery performance
- Updated each morning directly from branch data
- Complete title file provides information of on sale dates barcodes and prices for past, current and future issues



www.menziesdistribution.co.uk

Glossary of Terms

Term	Description
Annuals	Once a year publications
Bill Shows	Newspaper "headline" poster displayed outside newsagents
Box-Out	Promotional extras, over and above standing order, supplied on a Sale or Return basis
Claim Reference Number	This is a number that is given to you if you report discrepancies in your delivery. If you have to call again regarding the same problem, quote this number as it will enable your branch to pinpoint which supply discrepancy you are referring to. Enter on your Delivery Note for reference
Collections	Collectable series of stickers, albums and toys
Continuum Magazine Allocation (CMA)	Menzies Magazine allocation system providing a structured approach to selling more copies, whilst protecting customer historical base net sales
Continuum Newspaper Allocation System (CNA)	A web-based allocation system which utilises sales history and local knowledge, in conjunction with all relevant customer and publisher criteria, to ensure a suitable distribution of copy for Newspapers
Covermount	An item which is attached to the front cover of a title. This can be a free gift e.g. sweets, shampoo, balloon etc or can be part of a title e.g CD, DVD
CTN	Confectioner, Tobacconist and Newsagent
Customer Reference Number	This important number is used to identify your outlet / store. You should always quote this when contacting your local branch as it is unique to you
Dailies	Normally newspapers, published daily, Monday – Saturday
Extras	Request for additional supplies over and above standing order
Grade	For Multiples with a specific range applying to their size of display
Firm Sale	This means the title is non-returnable and credit will not be passed
H/A	Handling Allowance, payment made relating to the handling of a newspaper supplement or insert
ISSA	Industry Standard Service Agreement
Kardex	Menzies semi-automated packing system for periodicals and magazines
Late Running	Secondary newspaper distribution of titles received after recognised cut-off
Levies	Charges made for items which are not for re-sale e.g. carriage, racking etc
Live News	Daily Newspapers received on the day of sale for immediate distribution
Magazines	Monthly / Bi-Monthly or Quarterly titles
Multiple	A national chain of stores / outlets

Term	Description
Multiple Commitment	A copy agreement between the Multiple Head Office and Publisher for new and / or promoted titles
MEL	Minimum Entry Level applicable to new outlets only. This is calculated by the wholesale branch distribution area and is the minimum amount of newspapers you must purchase each week as a new retailer. These are supplied on a firm sale basis and reviewed after 6 months at which time SOR may apply if sales are continuously exceeding the MEL value
Net Sales	Supply less copies returned
NFRN	National Federation of Retail Newsagents
One Shots	Undated publications, generally appearing only once
Partworks	Publications generally built up into a series of volumes with binders
Periodicals	Weekly or Fortnightly publications
Planogram	A plan of the magazine fixture, outlining where each title or category of titles should be positioned in order to maximise sales
RDT	Required Delivery Time as agreed between the Wholesaler and Retailer RDT
SDT	Scheduled Delivery Time placed in accordance with the store opening time where an RDT cannot be agreed
SOR	Unsold copies (returns) of titles supplied on a Sale or Return (SOR) basis will be credited to your account when returned in accordance with our recall procedures
Specials	Similar to One Shots, being undated, but recognisable as a special issue of an existing title (often seasonal)
Standing Orders	The number of copies on file for each title / issue to be delivered
Sundays	Normally newspapers, published on a Sunday
Supplement	A separate section / magazine which is additional to the main body of the publication and generally needs to be inserted
Supply	Quantity of ordered titles
Time Sensitive	Titles to be packed at the branch immediately on receipt
Title Barcode	Identifies a title by issue for goods receiving, point of sale and returns processing
To Follow	When additional copies of a particular title will follow in the next available delivery to provide the required supply level
Turns / Quires	The number of copies in a bale / bundle
URN	Unique Reference Number
Vouchers	Money-off Coupons

Trouble Shooting Guide

Q What if my full delivery is late?

Contact your local branch.

Q What if part of my Newspaper delivery is running late?

This will be notified to you via a Manual Late Notice or through the Distribution Update which is available via the Branch telephone network.

Q What should I do if my supplies are incorrect?

If you are short or over supplied, receive titles not listed on your Delivery Note or receive titles which are not part of your range, contact your local branch. Ensure you obtain a Claim Reference Number.

Q How much time do I have to report Newspaper and / or Magazine supply discrepancies?

Newspapers discrepancies need to be reported within 2 hours of receiving your delivery or of the store opening, whichever is the later. All Magazine supply discrepancies need to be reported on the day of delivery.

Q What is a Claim Reference Number and when should it be used?

It is the number you receive when you notify your branch of a supply discrepancy. It should be used in the event of any query relating to your claim.

Q What do I need to check the Invoice against?

The Delivery Notes and the Recall Notes

Q What happens to titles that are not sold?

Unsold titles supplied on a Sale or Return (SOR) basis will be credited to your account when returned in accordance with our Returns procedures and deadlines. These titles are then generally put to waste or recycled.

Q What happens if I am late in returning a title for recall?

Contact your branch to find out if credit will be passed. If in doubt send the copies back. If we can pass credit we will do so.

Q What do I do if a title sells out?

Contact your local branch. If there are no copies available we will endeavour to obtain copies and increase your standing order for the next issue. Remember we don't know whether you sell out on day 2 or day 28, so keep us informed!

What do I do if I am not receiving the correct amount of stock to match my rate of sale causing over or under stocks?

Contact your local branch to request a TBC report. This will allow you to review the net sales history for the last 5 issues of each title to establish if you need to increase or decrease standing order levels

Q What do I do if I receive a title which is not part of my range?

Firstly check if it is a new or promoted title which your Head Office has agreed to stock with the publisher. If it is not an authorised title return the copies with the next available Recall Note.

Q What do I do if I do not know what grade of store I am?

Contact your Head Office providing details of your display size and number of shelves. Inform your local branch of any changes to your grade to ensure the correct range of titles are supplied.

Q Can I add / delist titles from the range?

Most Multiples operate a set mandatory range and require you to seek authorisation from your Head Office if you wish to delist a title. Where you have optional space on your planogram you can add titles which sell well for your store / area. Your local branch will be able to provide advice on this.

Daily Task Checklist

	Task	✓
1	Delivery received from your local branch	
2	Count all Newspapers and Magazines received	
3	Check actual quantities against Parcel Specific Contents and Delivery Notes recording any discrepancies	
4	Report any Newspaper shortages / over supply to your branch. Obtain Claim Reference Number.	
5	Check for Newspaper supplements and insert where necessary	
6	Replenish Newspaper display from delivery	
7	Tidy Magazine display	
8	Remove damaged copies and contact your branch regarding their replacement. Return damaged copies via the next available returns parcel	
9	Remove all magazine titles as detailed on the Recall Note, checking the stockroom and checkouts for additional copies	
10	Complete the quantity returnable on the Recall Note and retain for checking against your weekly Invoice	
11	Replenish Magazine display from the delivery and stockroom	
12	Report any Magazine shortages / over supply to your branch and obtain Claim Reference Number.	
13	Notify your branch of sell-outs and increase standing orders	
14	Parcel Magazine returns and note on Customer Ref. Label the number of parcels being returned	
15	Securely tie and attach Customer Ref. Label to each parcel and take to delivery point	
15	File Delivery and Recall Notes	
17	Replenish and tidy the display throughout the day	
18	Remove all Daily Newspapers at the end of each day and securely tie and label each parcel	
19	Take Newspaper and Magazine returns to delivery point for collection the following morning	