

BUYER'S GUIDE: HOW TO DETERMINE THE TOBACCO DISPLAY SOLUTIONS YOU NEED

The acquisition of a Tobacco Fixture or Cigarette Display is more than just an equipment purchase. It is an investment in a marketing and sales tool with the potential to boost your bottom line! Here are a few factors a retailer should consider before making an investment.

1. What type of product(s) you will be merchandising? Knowing this will help determine the type of tobacco fixture you need. Please select your products below:

- Cigarette Packs
- Cigarette Cartons
- Snuff
- Chew
- E-Cigarettes and Vapor
- Cigars
- Other Tobacco Products: _____

2. How much of each product you will carry in the fixtures? Knowing this will help you avoid overbuying or underbuying a fixture for your product needs.

- How many cigarette facings do you require? _____
- How many snuff or chew facings do you require? _____
- How many flat shelves do you require for cartons or other display products? _____
- How many E-cigarette or Vapor product pushers do you require? _____

3. What style of tobacco fixture you require? Please choose an option below:

- Overhead Cigarette Rack
- Under Counter Pushers
- Countertop Fixture
- Floor Standing Fixture

4. How much space do you have available to install a tobacco fixture? Knowing this will help determine the maximum height and width of the tobacco fixture.

- What is your overall available width? _____
- What is your overall available height? _____

5. How much storage capacity you will require? Knowing this will help determine base cabinet requirements and other storage options.

- Do you require storage? *Yes or No*
- Do you want a hinged door or double drawers? _____

6. What is your budget? \$ _____

7. Will you be agreeing to a cigarette company contract? *Yes or No*

8. Do you want to purchase a tobacco fixture that will allow you to expand or change your product offerings and based on sales trends? *Yes or No*

Call and we will help you find the ideal fixture or display: 866.630.2100



FEATURES	Overhead Cigarette Rack	Under Counter Pushers	Easy-Rack Cigarette Display	Wood Tobacco Fixture	Metal Frame Tobacco Fixture
Cigarette pack pushers		Yes	Yes	Yes	Yes
Adjustable OTP pushers			Yes	Yes	Yes
E-cig/vapor pushers				Yes	Yes
E-cig hook bar					Yes
Flat shelves				Yes	Yes
Gravity fed columns	Yes				
Countertop unit			Yes	Yes	Yes
Floor standing unit			Yes	Yes	Yes
Non-lighted sign			Yes	Yes	Yes
Lighted sign				Yes	Yes
Adjustable shelves				Yes	Yes
Pull out shelves		Yes	Yes	Yes	Yes
Plastic/Acrylic	Yes	Yes	Yes		
Laminated Wood				Yes	
Tubular Metal Frame					Yes
Base Cabinet				Yes	Yes
Security Door			Select Models Only	Yes	
Ships Assembled	Yes	Yes		Yes	Yes
Shipping Method	Freight Truck	Freight Truck	FedEx	Freight Truck	Freight Truck
Shipping Cost	\$250	\$220	\$50-\$175	\$370	\$350
Number of Shelves	0	5-Apr	16-Apr	13-Jul	13-Jun
Number of Facings	40	36-45	16-320	63-197	54-197

WHAT IS MY RETURN ON INVESTMENT FOR THE PURCHASE OF A TOBACCO FIXTURE?

PROVIDED BY THECSTORESTORE.COM

Average cigarette pack sell price by State

Alabama: \$5.80	Nebraska: \$6.09
Alaska: \$9.59	Nevada: \$5.50
Arizona: \$9.65	New Hampshire: \$6.59
Arkansas: \$6.50	New Jersey: \$8.55
California: \$6.77	New Mexico: \$6.91
Colorado: \$5.59	New York: \$14.50
Connecticut: \$9.30	North Carolina: \$6.03
Delaware: \$6.00	North Dakota: \$5.04
Florida: \$6.00	Ohio: \$5.88
Georgia: \$5.93	Oklahoma: \$5.19
Hawaii: \$9.68	Oregon: \$5.35
Idaho: \$5.25	Pennsylvania: \$6.95
Illinois: \$11.59	Rhode Island: \$9.56
Indiana: \$5.77	South Carolina: \$5.55
Iowa: \$7.25	South Dakota: \$6.77
Kansas: \$6.21	Tennessee: \$5.89
Kentucky: \$4.96	Texas: \$7.24
Louisiana: \$5.33	Utah: \$6.64
Maine: \$7.12	Vermont: \$9.52
Maryland: \$7.93	Virginia: \$5.81
Massachusetts: \$8.77	Washington D.C.: \$7.89
Michigan: \$6.95	Washington: \$8.31
Minnesota: \$5.95	West Virginia: \$5.07
Mississippi: \$5.45	Wisconsin: \$8.11
Missouri: \$5.25	Wyoming: \$5.37
Montana: \$6.25	

Step 1:

1.) Enter the total cost of the Tobacco Fixture in Box 1a:
Include shipping costs.

\$ 1a

\$ 2a x .06 (6%) = \$ 3a

2.) Enter the sell price of a pack of cigarettes in Box 2a:
If unknown, use the chart at left.

Box 3a is your net profit per pack.
Enter this amount in Box 1b also.

3.) Divide Box 1a by Box 3a.
Enter the amount in Box 4a:

packs 4a

Box 4a is the number of packs you will need to sell to pay for fixture

4.) Enter the number of packs sold per day in Box 5a and in Box 2b
If unknown, enter the national average of 226 packs per day.

packs 5a

5.) Divide Box 4a by Box 5a.
Enter the amount in Box 6a and in Box 4b:

days 6a

Box 6a is the number of days until the fixture has paid for itself

Step 2:

\$ 1b x packs 2b = \$ 3b

Enter amount from Box 3a Enter amount from Box 5a

6.) Multiply Box 1b by Box 2b
Enter the amount in Box 3b:
This is your daily net profit.

365 - days 4b = days 5b

Enter amount from Box 6a

7.) Subtract Box 4b from 365.
Enter the amount in Box 5b:

Box 5b is the number of days left in your fiscal year after fixture has been paid for.

8.) Multiply Box 3b by Box 5b.
Enter the amount in Box 6b:
This is your Total Profit the first year of ownership

\$ 6b

X .10 (10% Sales Increase)

9.) Multiply Box 6b by 10%
Enter the amount in Box 7b:

\$ 7b

This is your estimated Return on Investment in the first year of ownership!



NEED HELP?
Call us
866.630.2100

