

Bringing our purpose to life

Our unique service model

Our medium term ambition is to generate £10m average sales per store through our 4C store model



In today's retail environment, customers expect a streamlined, personalised shopping experience. They may choose to shop in store or conduct their entire shopping mission online. Our 230 stores are designed to meet all the shopping needs of our customers and maximise operating efficiencies. We do this through our unique 4C service model, which

incorporates four customer shopping routes and seamlessly integrates both a digital and physical shopping experience – Self Serve, Design & Installation, Assisted Selling and Order Fulfilment. This model drives high sales densities, fast stock turn, low operating costs and high levels of customer satisfaction, including a 4.4 (Excellent) rating on Trustpilot.

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230

UK stores conveniently located in quality retail parks or standalone sites with an average c. 27,000 sq. ft.

2/3rds

of sales are digitally enabled

96%

of sales fulfilled from stores

We invest in building our digital capability to deliver an enhanced multi-channel shopping experience for our customers and to gain valuable insight into their shopping habits.

Bringing our purpose to life continued

1. Self Serve



We offer our customers a highly curated range of c. 9,000-10,000 branded and own brand products in our stores with everyday low pricing to ensure customers always get great value.

We always strive to adapt and innovate our product offering, with a strategic emphasis on introducing new and innovative products in our core categories, as well as consolidating our existing SKUs.

90%
'excellent' or 'good'
ratings in Self Serve

21
range reviews
in 2025

2. Design & Installation



Our stores feature our Kitchen and Bathroom showroom areas, displaying dozens of inspirational kitchen and bathroom roomsets, along with a full range of items such as taps, bathroom hardware and tiling.

Here customers can sit down with one of our experienced Design Consultants to start planning their new dream kitchen or bathroom.

A number of our Design Consultants have now also been trained to offer Wickes Solar in store and in the home, which is unique in a market where customers particularly value face-to-face advice.

c. 2,700
Wickes Approved
Installer teams

3. Order Fulfilment



Every one of our stores acts as a last mile fulfilment hub for digital orders and in 2025 we introduced new technology that enabled us to halve our Click & Collect service time to just 15 minutes.

In 2025 we also launched Wickes Rapid, whereby customers can place orders of up to 800kg for local delivery to their home or site within three hours. This service is available seven days per week on over 10,000 SKUs.

85%
'excellent' or 'good'
ratings in Click &
Collect

89%
'excellent' or 'good'
ratings in Home
Delivery

4. Assisted Selling



For customers browsing in store, if the product a customer wants is not stocked in our Self Serve area, a colleague will take the customer to our Assisted Selling terminal, where we can access the full Wickes Extra range.

Here we can search across our extended range of products online, enabling the customer to order the item directly and arrange for our Home Delivery or Click & Collect service.

c. 37,000
products online