

# A Recipe for Success



# Integrating Catering into Your Garden Centre





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"My passion is to help horticultural enterprises  
develop business and improve profitability."



Hands up if you have a garden centre catering offer?



**Let's remind ourselves of the importance**

# The Importance of Catering

- It enables you to weather proof your business



# The Importance of Catering

- Market your catering offer as a separate entity?
- Match the food offer to the seasons?
- Extend the offer – ‘pop up’ offer at events or peak periods of trading
- Extend opening hours? Themed evenings?
- Adequate no. of indoor covers?

# The Importance of Catering

- It should increase sales across the business

Sales is About Helping  
People Get What They  
Want.

~ [www.jaywren.com](http://www.jaywren.com)



# The Importance of Catering

- Measure
- In store marketing
- Customer flow

# The Importance of Catering

- It should improve your cash flow



# The Importance of Catering

- High stock turn
- Low unit sale – cash transaction?
- Increased cash flow can help fund the rest of the garden centre
- Do you use increased cash to negotiate reduced prices?

# The Importance of Catering

- It should improve your profits



# The Importance of Catering

- What % of your total sales will come from catering?
- Need to manage labour cost
- Need to manage food cost
- Need to reduce shrinkage
- Need to accurately apportion overheads

# The Importance of Catering

- It provides customers with a greater experience



# The Importance of Catering

- How do you measure happiness?
- Does the food meet or exceed expectations?
- Do staff deliver great service?
- Are your customers your best advert?

# The Importance of Catering

- It should increase brand loyalty





# The Importance of Catering

- How do you measure?
- What tools can you use to improve loyalty?

# The Importance of Catering

- It should increase dwell time



# The Importance of Catering

- Should equal increased sales
- Need to engage to up sell
- Need to get customers to shop the whole store
- But does it block the car park?

# Check List



# Has your catering offer?

- Weather proofed your business
- Improved your cash flow
- Improved your profits
- Increased your customer experience
- Increased brand loyalty
- Increased dwell time

# Thanks for listening

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