Sensible Steps for Growth
GLEE 2019

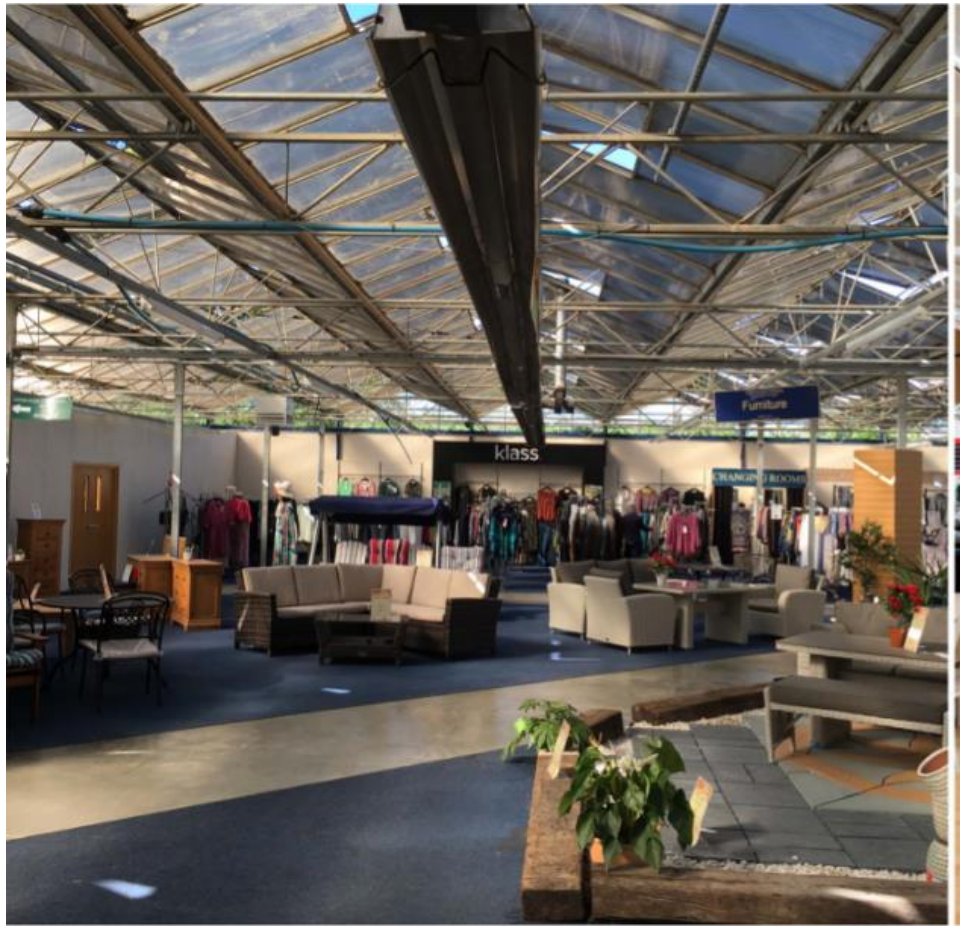
2.45 to 3.15pm Wednesday 11 September
Presented by Tim Mason

What Tim does

Director and partner in Sea Pop Ltd
Strategic and development support to garden centre retailers

Director and partner in Stansted Park Garden Centre
2,700m² shop redevelopment winter 2018/19

Sea Pop Ltd.


klass
Furniture

Coffee Shop
Food and Gifts
Leisure Hall
Plant Area
Tills & Exit
Toilets
Tills & Exit
Garden Shop
Coffee Shop
Food & Gifts
2 FOR £15
2 FOR £15
2 FOR £15
2 FOR £15

Cards
BLOSSOM CAFE
Birthday

Welcome to TheGardener's Kitchen

PAVERS
30%

Our next projects – New entrance and refit plant area

What to look for before investing

- ✓ An existing healthy business making good profit
- ✓ Identified a measurable growth opportunity
- ✓ A core trustworthy and competent team

What to look for before investing

✓ An existing healthy business making good profit

Do you achieve 20% EBITDA?

Low profit may mean issues with your business model or staffing

Investing in development from a position of low profit is high risk

✓ Identified a measurable growth opportunity

✓ A core trustworthy and competent team

What to look for before investing

- ✓ An existing healthy business making good profit
- ✓ Identified a measurable growth opportunity

Use surveys, research and your vision

Run cost/profit modelling scenarios:

- Better use of existing (refit & alter space allocation)
- More of the same (make it bigger and they will come)
- Extra activity (new categories for new turnover & customers)

- ✓ A core trustworthy and competent team

What to look for before investing

- ✓ An existing healthy business making good profit
- ✓ Identified a measurable growth opportunity
- ✓ A core trustworthy and competent team

Will your existing business keep going without you?

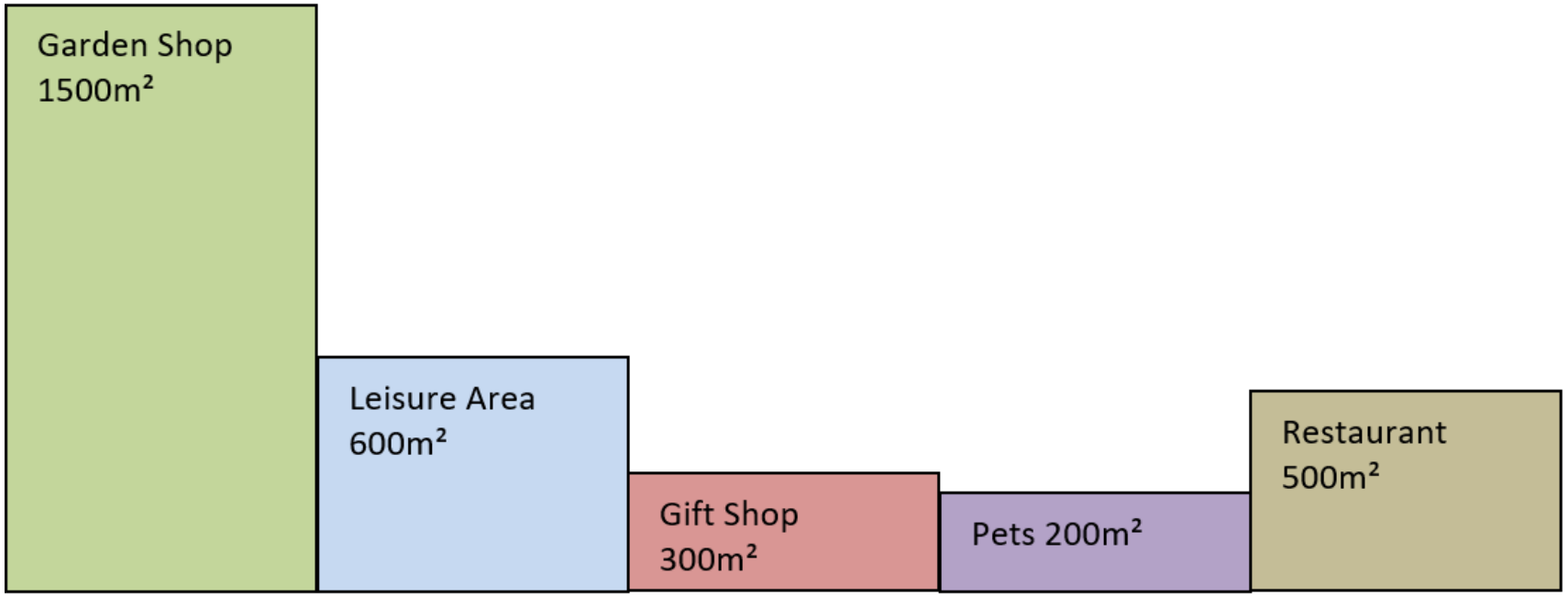
Have you got the right people to grow new your business?

Ready for investment

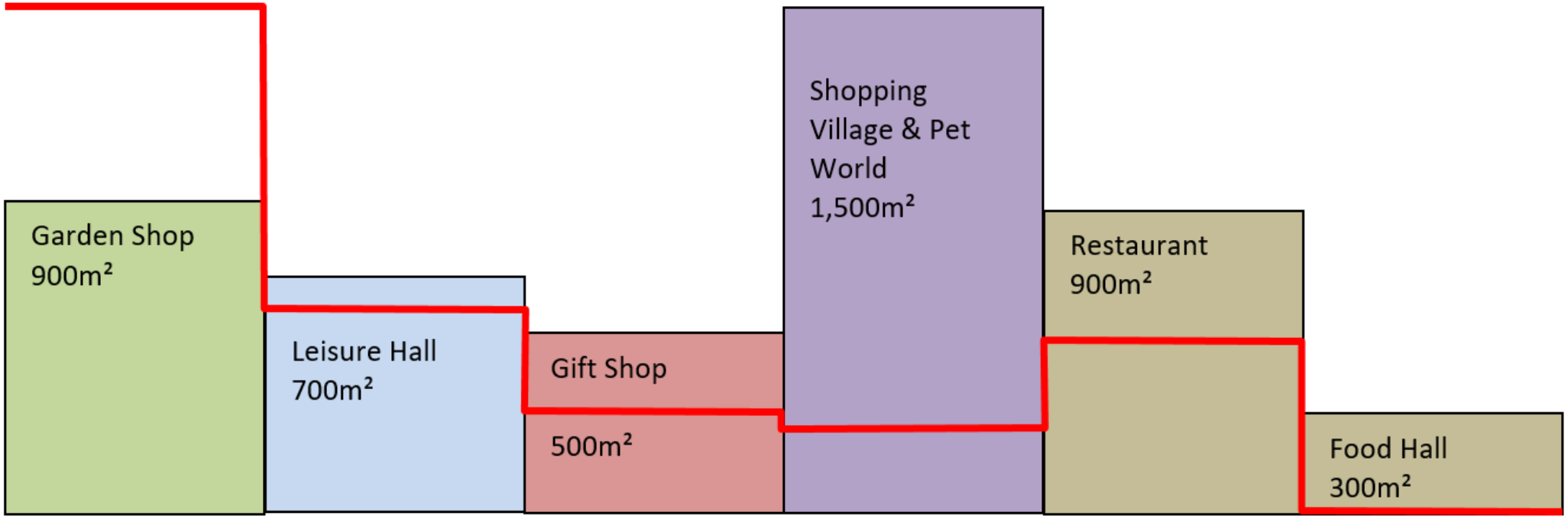
Mr Green's Garden Centre

- Sales analysis and customer surveys show changing consumer habits.
- 60 per cent of shoppers now visit as a day out experience
- Potential customer base is 100,000 homes.
- Around 100 jobs are at risk.
- Changes will see a leaner management structure, altered space allocation to meet customer demand, new shelf filling strategies to reduced inventories in store rooms, more flexible roles for individual employees and exciting new partners on the shop floor.

Mr Green’s space allocation - Existing



Mr Green’s space allocation - Proposed



Mr Greens proposed 1,700m² extension
Existing
Reallocate
Expand
0
1000
2000
3000
4000
5000
Garden Shop
Leissure
Gifts
Food Hall
Restaurant
Shopping

“In a challenging, evolving retail environment, with increasing cost pressures, we have to continue to review the way we run our business to ensure we reflect the way our customers are shopping and do so in the most efficient way,” says Mr Green.

“We do not take any decision which impacts colleagues lightly, but have to make sure we remain relevant for customers and operate a sustainable business now and in the future. Change now may actually mean the creation of new jobs”.

Value of a good simple business plan

To give investors confidence
To inform your decision making
To give you confidence during the development

Funding options

Tier 1 – The banks

Tier 2 – Unregulated but structured

Tier 3 – Unregulated and unpredictable

Other options:

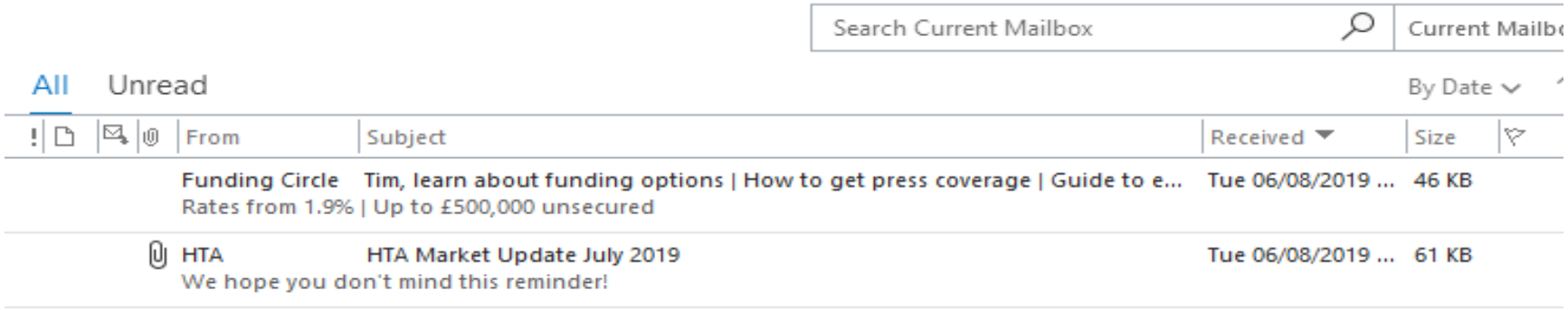
- Friends, family and the crowd
- Grant funding
- No problem, I've got the funds!

Long term

Medium term

Short term

Worth investigating



Funders want to see

A structured business
3 year's historic figures
An achievable 3 year business plan and financials

Why do people run out of cash?

Unrealistic budgets. Be honest and add provisional sums

Poor preparation and lack of team knowledge

Working to budget and not cashflow

Inadequate allowance for cost of disruption

Incomplete costings with items missing

The good results

A wonderful sense of achievement

More profitable and robust business

Added sustainability and wellness for staff and customers

Happy customers in store and great social media reviews

Expanding your comfort and knowledge zone

Enjoy planning for development by look at what others are doing

You are already doing it by being at GLEE

You can do it every time you leave home

Go on structured study tours/visits

retail design world

Everything You Need to Know in Retail Design

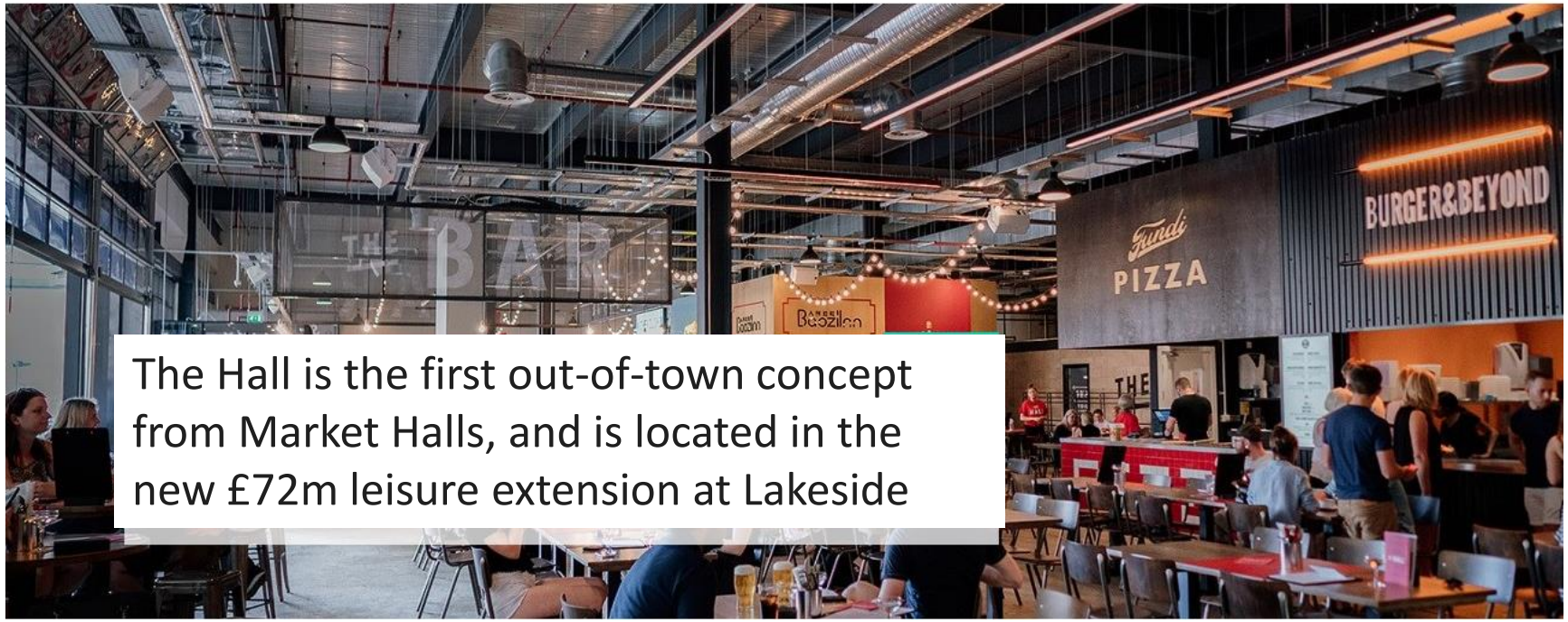
Latest Industry Whitepapers Download Now

LOG IN SIGN UP

LATEST Slight boost to UK consumer confidence in July

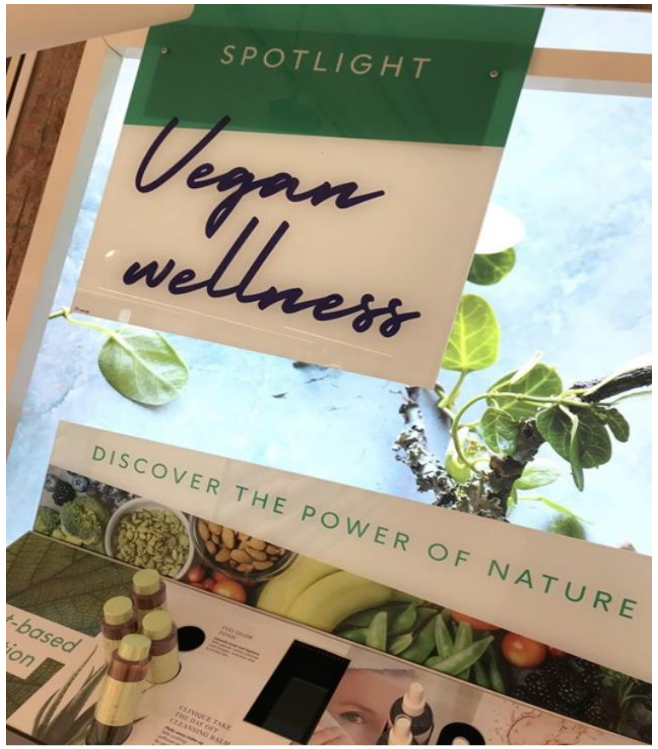
HOME NEWS TOPICS FEATURES INSIGHT EVENTS DIRECTORY

RETAIL DESIGN WORLD HOME > NEWS > FIRST OUT-OF-TOWN MARKET HALLS VENUE OPENS



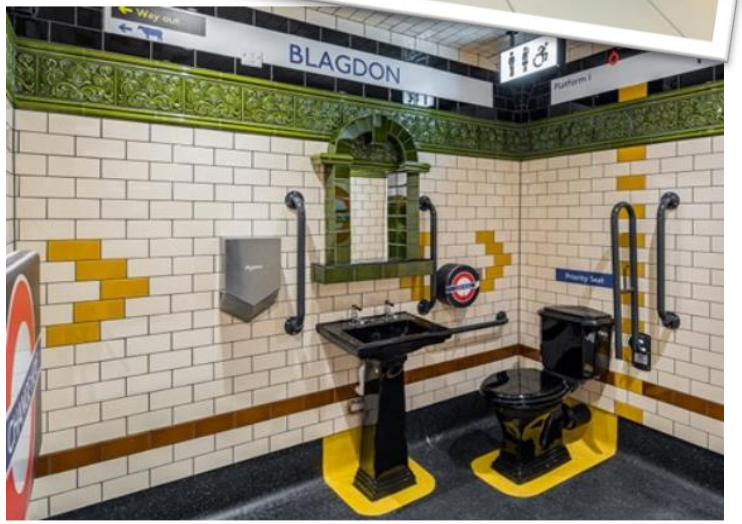
The Hall is the first out-of-town concept from Market Halls, and is located in the new £72m leisure extension at Lakeside

Middle market crisis: how can ‘squeezed middle’ retailers share the success of discounters and luxury players?



The 2,650 sq m (28,524 sq ft) space – which is the latest site to open as part of Boots’ transformation programme – is described by managing director Seb James as kick-starting “a journey of reinventing Boots for the future”.

Yeo Valley
NEWS
5 JUN 2019
Dairy brand Yeo Valley opens London cafe and store


BLAGDON

Thank you for listening and
good fortune in your business