

LIMITED SPACES  
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# RETAIL MANAGEMENT ESSENTIALS

Amerton Farm, Staffordshire ST18 0LA  
Tuesday 16th May 2017, 10am – 3.30pm

NFAN Workshops are aimed at Farm Park owners and key staff. Each workshop doubles as a mini open day with a presentation from the host venue and a behind the scenes tour. Numbers are limited to ensure a successful workshop with time to ask questions.

## ABOUT THE WORKSHOP

This informative workshop addresses some of the fundamentals of managing a gift shop at a visitor attraction, with the aim of helping managers and owners to manage their shops in a more profitable and professional way. It will focus too on making the shop an integral and enjoyable part of the visit.

Led by Peter Holloway of Retail Thinking, a consultancy specialising in the heritage and visitor attraction sectors, Peter will explore key aspects of running a successful shop including:

- Measuring performance
- Key performance indicators
- Range planning and product development
- What to look for in a supplier and a product
- Negotiation
- Setting the selling price
- Mark-up and margin
- Visual merchandising and display

## AMERTON FARM



Amerton Farm

Amerton Farm is a free to enter site housing a range of retail outlets and leisure attractions.

Retail outlets include a Farm Shop, Craft & Gift Centre, and Toy Shop.

Attractions include a Wildlife Rescue Centre, Steam Railway, Pottery studio and indoor play barn which is currently undergoing a major refurbishment and due to re-open in May.

## ABOUT THE COURSE LEADER

Peter Holloway is principal consultant at attractions retail specialists Retail Thinking. Peter was responsible for managing retail at National Trust properties throughout Wales. He now advises a broad range of clients, mainly in the heritage, cultural and visitor attractions sectors.



## PRICE

Price includes lunch and refreshments during the day.  
**£85pp + VAT.**

**Numbers are limited so early booking is advised.** Places are initially limited to two delegates per member. Additional places may be booked nearer the time subject to availability.

## WORKSHOP ADDRESS

Amerton Farm  
Stowe By Chartley  
Stafford  
ST18 0LA  
Phone: 01889 270294

**Hotel** - The nearest hotel is Weston Hall or there are various hotels including Premier Inns in Stafford or Uttoxeter.

## HOW TO BOOK

It's simple, book and pay online by credit card at  
[www.farmattractions.net](http://www.farmattractions.net)

OR call to pay on **01904 615059**

BOOK  
ONLINE  
NOW