

# LINITED SPACES BOOK TODAY RETAIL MANGEMENT ESSENTIALS

Millets Farm Centre, Oxfordshire OX13 5HB Wednesday 3rd April 2019, 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

## **MILLETS FARM CENTRE**

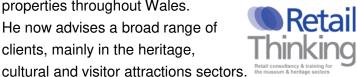


Millets has a well-established farm shop, and the new Sprouts Play Barn includes a toy and gift shop. There is also a Garden Centre on site. Attractions include The Sprouts Play Barn, outdoor play area, farm animals, falconry centre. They have a summer Maize Maze and other seasonal events.

#### 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,



#### 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

Millets Farm Centre Frilford, Nr Abingdon, Oxfordshire OX13 5HB Phone: 01865 392 200

Hotel - The nearest hotel is Oxford Abingdon Hotel

#### HOW TO BOOK

It's simple, book and pay online by credit card at

## www.farmattractions.net

OR call to pay on 01904 615059

