

LIMITED SPACES  
BOOK TODAY!



# RETAIL MANAGEMENT ESSENTIALS

Rand Farm Park, LN8 5NJ  
Wednesday 11<sup>th</sup> March 2020, 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

## RAND FARM PARK



Rand Farm Park is a family run attraction which opened in 1996. It has two food outlets as well as one of the largest toy shops in Lincolnshire. You don't have to visit the park as the shop is also open to the general public.

## 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.

**£85 per person + VAT**  
Exclusive to NFAN Members

## WORKSHOP ADDRESS

Rand Farm Park,  
Rand, Lincoln,  
LN8 5NJ  
Tel: 01673 858904  
[www.randfarmpark.com](http://www.randfarmpark.com)

## HOW TO BOOK

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

**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.

BOOK  
ONLINE  
NOW