



CRAFT CENTRAL

Your Destination for Creative Pastimes

A shopping trip to Craft Central is an adventure where new and interesting discoveries will be made.

When you talk about crafts, you invariably talk about 'hands-on' activities that are always done for pleasure and fun, and words that come to mind include 'adapt', 'bespoke' and 'enthusiast'. It should, therefore, come as no surprise to learn that the same terms can be used in a description of Craft Central, one of the only dedicated craft retail chains in the UK.

Why CRAFT CENTRAL?

Craft Central was founded in 1998 to fill a gap in the growing market for a specialist and dedicated retailer to serve the very broad, diverse and constantly changing needs of the craft hobbyist. While many retailers had dabbled in crafts and stocked a few of the core lines, none had really succeeded and there was no central source offering an adequate range of quality lines at reasonable value for money. The craft market seemed to be supplied by hundreds of little hard-to-find local companies specialising in one or two areas, more like an underground network than a burgeoning marketplace, so it is perhaps not surprising that many major retailers had failed to make serious inroads into this lucrative market.

The first three Craft Central shops opened in 1999 in Hereford, Altrincham and Widnes. There are now successful Craft Central shops in key locations throughout England and Wales.

All Craft Central shops are run as concessions within garden centres and the group has found this to be a highly successful strategy because of the similarities between the traditional garden centre customer and the craft buyer. Like gardening products, crafts are actively sought and purchased almost entirely by willing customers pursuing their favourite leisure interests. They take time to browse and shop, they will come with a purpose but also buy on impulse, and they will rely on friendly, knowledgeable staff for assistance.

Craft Central shops range in size from 1,200 sq ft to 4,000 sq ft, but are typically 2,000 sq ft with around eighty to ninety 4ft bays. Over 15,000 different lines are professionally presented on expensive slatwall racking in a bright, uncluttered way that aids browsing and puts the customer at ease. Wide aisles are not only more inviting, they provide space for the many product demonstrations that Craft Central's enthusiastic staff frequently give. While the modern shop fittings and EPOS systems give a clear indication of the company's professional retail standards, Dan King is keen to point out that it is the commitment and passion of the staff that make Craft Central shops buzz. He recruits people who are genuinely interested in crafts because many of Craft Central's lines need a recommendation or a demonstration from someone willing and able to give good advice. Take a look at any Craft Central during the school holidays and you are likely to see children's workshops, parties and other activities taking place.

As we said in the introduction 'adapt' and 'bespoke' are words that sit comfortably in the Craft Central profile as well as describing any craft-making hobby. This is because Craft Central shops can be adapted to suit the different needs of the local population as well as the evolving needs of the market in general. The craft market is so diverse that it spans practically every demographic, and Craft Central Staff are encouraged to develop their ranges to suit the customer profile of the garden centres that they operate within. Market feedback from some areas also helps identify for others where the latest trends are developing, so that ranges can be adjusted. Did you know, for example, that the fastest growing sectors are currently card making and moulding anything from clay, stone powder, plaster and cold porcelain, to wax, resin and chocolate?

As any garden centre operator will know, additional customer numbers in any concession will benefit all other areas of the centre from plant sales to restaurant.





A Craft Central concession can be fully fitted and trading on your site within three weeks.

Painting

MODEL
• MAKING •

ScrapBooking



CROSS
Stitch



IN SUMMARY

Craft Central has the flexibility, specialist knowledge, commitment and enthusiasm to do what larger retailers cannot, to successfully exploit the growing crafts market.

Modern retail standards, professional presentation and a genuine empathy for craft products have resulted in a retail formula that works well.

Crafts complement the general garden centre customer profile, so a Craft Central concession will enhance your centre's appeal to relevant customers and give you a point of difference from competitors.

Craft Central shops typically attract between 50,000 and 75,000 paying customers per annum and will pay generous rents based on turnover, giving landlords excellent, additional, predictable and non-seasonal revenue.

Craft Central actively seeks retail opportunities in Garden Centre, DIY and High Street locations.

Vital STATISTICS

- Craft Central is actively seeking garden centres and other established retail outlets in all parts of the UK and will develop their successful retail formula to suit local demographics.
- Ideal sites will offer indoor or external building accommodation of 1,200 sq ft or more, with good light and at least six power points.
- From agreement, a Craft Central shop can be fully fitted, manned and trading as a concession within your site in just three weeks.

www.craftcentral.co.uk

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first franchise

For a FREE and without obligation consultation, telephone Keith McIntyre on 01252 404559, mobile 07768 767776, or write to First Franchise Limited, 17 Pine Grove, Church Crookham, Hampshire GU52 6BD. Email info@firstfranchise.com www.firstfranchise.com