



*The UK's leading chain of specialist aquatic and water gardening centres, employing dedicated and professional staff and retailing a complete range of quality marine and cold water fish, plants, tanks and accessories, plus water features and garden statues.*



There are now over fifty Maidenhead Aquatics Centres throughout the UK, many of them based as concessions within garden centres where they complement the customer and business profile perfectly. Every one of them is an attraction in its own right, with over 300 aquariums drawing a new and broader customer base to their host centres, making them true destination garden centres throughout the year.

and products that each centre stocks. All staff have a high degree of product knowledge, as well as a professional approach to customer service and retail standards.

A typical Maidenhead Aquatics Centre will have a Manager, usually promoted from within the group, along with several full time staff. Senior staff members will often be specialists in and responsible for one or two areas of the store, such as Marines, Tropical, Coldwater, Water Gardening, Aquatic Plants, and so on. Where a member of staff has a specialisation, they will often stock an extended range of the rarer species of these fish and will be able to advise customers on their specific nutritional, breeding and habitat requirements. Staff are happy and enthusiastic about sharing their knowledge and some are regular contributors to national aquatic and water gardening publications. Additionally, most stores will have part time and junior staff. At various times of the year they may also employ work experience trainees from local senior schools or from specialist colleges such as Sparsholt and Brookesby. Maidenhead Aquatics is very proud of its staff retention and the company's commitment to training quality staff is rewarded by loyal, enthusiastic and motivated people.

### **Why MAIDENHEAD AQUATICS?**

Maidenhead Aquatics was established by enthusiasts in 1984 to fill a gap in the growing water gardening market. The company sets itself the highest standards, following Government legislation closely to ensure compliance. Maidenhead Aquatics are respected throughout the aquatics industry and they are active on the Governing Board of the Ornamental Aquatic Trade Association that has been established to regulate the UK aquatic industry.

Customers also prefer a dedicated specialist aquatic retailer with a complete range of healthy livestock and accessories to a simple and limited department within a garden centre, so are prepared to travel much further to visit their nearest Maidenhead Aquatics Centre. Indeed, because they attract their own customers, many Maidenhead Aquatics Centres have thrived in smaller garden centres where they have generated a substantial increase in customer numbers for the site.

Every Maidenhead Aquatics centre requires a heavy investment in the most modern filtration systems, tanks for tropical and cold water fish, plants and an incredible variety of beautiful marine life. The systems are designed, built and maintained by Maidenhead's own team of specialist engineers. The investment is certainly worthwhile as it produces not only a perfect environment for keeping livestock in peak condition, but a bright, colourful and reliable display that is a magnet for customers of all ages. As a specialist retailer, the quality of Maidenhead's staff is as important as the quality of the livestock





Maidenhead Aquatics has an ethically sound policy of only buying livestock from recognised professional suppliers. The group even has its own fish farm dedicated to the acclimatisation of Koi. With its own treatment facility, the farm is able to maintain supplies of quality livestock when other retailers are prone to the disease problems and other difficulties associated with imported stock.

Maidenhead Aquatics not only sells a comprehensive range of off-the-shelf tanks, lighting, filtration systems and accessories, it can supply bespoke 'made-to-measure' aquaria and will guide customers on buying the right equipment for their individual needs and setting it up safely and correctly. Whether a specialist or a complete amateur, Maidenhead offers a depth of range backed up by a level of professional service to exceed every customer's needs.

**"The key to our success lies in our flexibility. We adapt our offer to suit local demand, staff expertise and available retail space. We take the same flexible approach to our business relationships, as we often find that garden centres are reluctant to lose out on sales in areas where they are particularly successful, such as water features or statuary for example. We are happy to work with Centres to develop a broader complementary range within the concession that enhances their existing basic retail offer. They get the best of both worlds – a major new attraction within their centre, without any of the stresses and complications of staffing and maintaining their own aquatics department"**

*David Lawrence, Maidenhead Aquatics*

## Vital STATISTICS

- Maidenhead Aquatics is actively seeking garden centres ideally in or near population centres or with high customer numbers, but can develop a retail offer to suit most good locations.
- On average, the centre will need about 2,000 sq ft. or more of covered area and 1,500 sq ft or more of outdoor space. They can install into separate buildings, as long as water, drainage and the correct electricity capacity are in place.
- Because investment can be substantial for Maidenhead, they will normally require a 10 year lease.
- From agreement, a new Maidenhead Aquatics Centre can be set up and trading within four weeks, with livestock being sold from two months.

## IN SUMMARY

Maidenhead Aquatics is an established and pioneering specialist aquatics retailer that is founded on a broad range and dedicated, specialist staff with a belief in consumer service. With over twenty years' experience and over fifty established centres trading mainly within garden centres, Maidenhead can offer:

- Profitable and highly attractive aquatic and water gardening concessions that will generate a better return per sq. ft than your existing cold water department.
- Excellent track record of successful garden centre retailing, ensuring flexible and compatible trading and minimal disruption during installations and dedicated maintenance teams to ensure trouble-free systems.
- New and loyal family customers attracted to your destination aquatics centre throughout the year by professional staff, the broadest possible seasonally rotated ranges at competitive prices.

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