



By adapting a brilliantly successful high street retail formula, this 250 store chain is now ready to roll out quality garden centre concessions.

The Works is Britain's leading discount book, art & craft retailer with over 200 stores nationwide and a turnover in excess of £80m. Their share of the art & craft market is an impressive 12% and their share of the discount book market stands at an astonishing 30%.

The Works has adapted its successful high street formula for the garden centre market and the company is now looking for concession opportunities within forward thinking garden centres and similar retailers throughout the UK.

Excitement, education, fun and imagination are all words that can be used to describe The Works' retail concept. Customers who visit a store for the first time are amazed to find the latest best sellers, biographies, reference and children's books all offered for sale at low prices along with music, DVDs and activities such as art & craft materials and children's games.

"Our success lies in consistently offering our customers great value products, within an educational, creative and vibrant environment. Our appeal transcends all ages and profiles and our ever changing inventory ensures customers find something new every time they visit" says Kerry Hughes, Director responsible for development of concessions. With over 100 new lines in store every week, customers' interest is maintained and frequency of visit is high.

Art & crafts is a fun and fashionable product category where imagination is the key ingredient. In this technological era, parents know that art & crafts are a positive way to encourage their children to experience the enjoyment and fulfilment of design, construction and creativity. Visit The Works at a weekend or after school hours and you are likely to see children with their parents enthusiastically selecting from the array of fun activities and planning their next amazing creation. The Works is also a fascinating and inspiring place to browse for new and different gift ideas, so the appeal is widespread and lasting.

The wide selection of paints, brushes, canvases and easels appeal to professional artists, hobbyists and students alike for the exceptional affordability and quality. Mix those products in with such items as traditional puzzles, colouring pens, art books, painting by numbers and stationery all at great value and you can immediately see why The Works has become the number one choice for art & craft products across all ages.

The blend of art, craft, music and books is cleverly combined with lively, colourful, modern fixtures and signage that makes The Works easy and enjoyable to shop. Their retail format is adaptable enough to produce a concession that will enhance any garden centre.

Stimulation + Fun + Value = UNBEATABLE COMBINATION

The introduction of such a well known high street brand is a bonus for any garden centre that is looking to become a destination store and enhance its product range and family appeal. With such an enviable mix of ingredients it is clear to see how a The Works concession will quickly become a focal point of any forward thinking garden centre.

With such a diverse range of products The Works are able to flex and adapt the categories to suit the needs of the local markets. Garden centres that wish to continue to stock books, art or craft lines are free to do so as The Works can simply adjust their range to compliment the host store's requirements.



Britain's leading discount book, art & craft retailer



The Works recruit enthusiastic and motivated personnel, who take pride in the achievement of their concession. All staff are trained to direct customers to the latest products on offer and demonstrate the products to best effect. The store teams are constantly striving to be the best and the company's efforts were recognised by being nominated as a finalist for The Customer Service Strategy Award in the prestigious National Business Awards 2004.

Vital STATISTICS

- The Works 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 1,500 sq ft or more, with good light and in a high profile location.
- From completion of the legal agreement, The Works can be fully fitted, staffed and trading as a concession within your site in just three weeks.
- With 12% of the Arts & Crafts market and 30% of the value books market, the statistics speak for themselves! Can you afford not to have The Works?



IN SUMMARY

- The Works has cleverly blended books, music, art, crafts and children's activities into a winning formula, which will benefit any garden centre.
- With over 200 stores already, the brand is well known and once installed into a new destination quickly becomes a local talking point and place to shop. The experience is fun, lively, creative and educational and customers who discover The Works return regularly as there is always something new to find.
- The Works will be a welcome addition to any garden centre, the product ranges compliment the profile, enhance its appeal and sets it aside from its local competitors.

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