



The largest independent camping and outdoor clothing retailer in the UK, with over a century of experience, innovation and brand development.

A LOGICAL PARTNER

Many garden centres stock limited ranges of camping equipment and outdoor clothing, because the appeal to a wide section of the population and association with healthier, outdoor lifestyle is stronger than ever.

By adapting their established and highly successful display and retail formula, Yeomans Outdoors, the UK's leading camping and outdoor clothing retailer, has created the perfect concession opportunity for any garden centre with indoor retail space or adjacent outdoor space that is suitable for a camping exhibition area.

The opening of its 52nd store in May 2003, at Wyevale Garden Centre in Northampton marked the beginning of Yeomans' current phase of expansion. Peter Yeomans explains, *"It seemed logical to open on ground adjacent to the main garden centre building, with a good, visible separate entrance from the main car park and on ground overlooking the busy A508. Our products appeal to the same very broad social and age ranges of family customers that visit garden centres, so the location seemed an obvious one. It has been one of our most successful sites to date, so we are now looking for similar garden centre locations that can offer us a minimum 8,000 sq ft of outdoor space for a Camping Exhibition, and ideally 2,000 sq ft of indoor retail area"*.

Why YEOMANS OUTDOORS?

Yeomans Outdoors is a company that has shown steady and sustained growth over the last hundred years. From its humble origins as a manufacturer of harnesses for use in the coal mines, to buying and converting army and other supplies for retail in a post-war Britain where raw materials were scarce and expensive, several generations of the Yeomans family have developed the company into the largest independent retailer of camping, ski equipment and outdoor clothing in the UK.

Through genuine innovation and sensible expansion, Yeomans is *the* name in camping equipment and outdoor clothing. The company, which once turned army boots into clogs, and even recycled the interior of an ocean liner into household items and clothing, applies the same innovative approach to retailing today – though perhaps their product range has moved a long way since the early days!





There are currently around sixty Yeomans Outdoor stores from South Wales to Keswick in Cumbria. The company's legendary pro-active approach is demonstrated by the fact that it is not content to merely sit back and take sales through its specialist stores, or take orders through the shopping facility on its modern and secure website. Recognising that the best way to buy a tent is to see it, test it and climb inside it, Yeomans sets up and runs up to thirty outdoor and camping exhibitions every year. The exhibitions are so successful and popular that some have been held on the same site every year since 1936. The outdoor and camping exhibitions can display all of the tents that Yeomans stock and they run from early March to early September. Yeomans also has a busy annual programme of exhibits at many of the major one and two-day caravan and agricultural shows around the British Isles.



After many years of selling other suppliers' tents, Yeomans Outdoors now also retail their own highly respected Peakland Tents. These are not simply own label products; Yeomans' many years of experience has enabled them to have considerable input into the design and manufacture of the entire range of eighteen tents. Of course, every customer from seasoned professional to boy scout knows that they will also find the widest range of tried and tested equipment and clothing, from big names such as Coleman, Regatta, Vango, Bridgedale and Hi-Tec. And, while camping equipment sells all year round, the range is complemented for the Winter season by outdoor clothing, footwear and accessories.

Sustainable GROWTH

As every good camper knows, get the structure up securely and carefully and you are virtually home and dry! Yeomans Outdoors has applied the same simple logic to its business development, making sure that the infrastructure was right so that further expansion could be enabled efficiently and safely. The company celebrated its 100th anniversary in February 2004 with the opening of a brand new and purpose built 21,000 sq ft warehouse and head office at Barlborough near Chesterfield. This excellent facility has meant that Yeomans' team of buyers can negotiate even bigger deals on a greater volume and range of stock, resulting in better prices, easier stock handling and faster dispatch of orders. The new premises will cope easily with the company's expansion plans for the foreseeable future.

IN SUMMARY

- Pro-active and innovative thinking is demonstrated in Yeomans retail approach – around sixty stores located from South Wales to the Lake District, and over seventy years of high profile exhibiting has kept the Yeomans name first for range and quality.
- Four-seasons' appeal to a broad, family orientated target market, means that a Yeomans Outdoors concession will bring the right customers to a host garden centre.
- Outdoor exhibition sites offer garden centres and other retailers the perfect opportunity to generate rental income from surplus outdoor space.
- Yeomans Outdoors is the UK's largest independent retailer of camping, outdoor clothing and footwear, selling its own exclusive Peakland Tents range alongside all the best names in outdoor leisure.

www.yeomansoutdoors.co.uk

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