

# concession

## NEWS

### UPDATE



## REGATTA LAUNCH GARDEN CENTRE CONCESSIONS



In this week's edition of Concession News, we explore how Regatta, one of the UK's most recognisable brands and market leading outdoor clothing and footwear brands, has developed a bespoke concession model for garden centres.

The outdoor specialists have been trading since 1981 and the 100% family owned business are renowned in the UK for providing exceptional, high quality, great value outdoor attire. The company exports to 54 countries worldwide and operate dedicated sales offices throughout Europe, thus establishing themselves as a global brand.

Regatta offers a range that covers jackets, fleece, softshell, shirts, trousers, footwear, accessories and rucksacks for men, women and children. Regatta also owns both the renowned Craghoppers brand, and their own skiwear label, Dare 2b.

Regatta already has an established presence within garden centres, offering a wholesale offer to clothing departments which has assisted the sales performance of the entire department. They are now looking to utilise the experience they have developed to introduce a concession model, bespoke to the sector.

The Regatta concession model offers garden centres the opportunity to offer the clothing ranges with no outlay, improved merchandising and carefully selected regularly updated ranges.

Offering both Manned and Unmanned Concession solutions, Regatta are looking to tailor a model to suit each site and develop an instore presence which will increase the exposure of the brand and offer customers more choice from ever changing, seasonal ranges.



**Rob Mannix, Retail Operations Controller** from **Regatta** commented on the venture *"The garden centre concession model enables us to work with garden centres to provide them with a tailored range to suit the customer base. We want to create the right clothing offer for the individual garden centre department and see our brand as the perfect fit for the customer base."*



The Manned stores Regatta are looking for will be around 1000sqft and will include all of their core outdoor clothing and footwear lines operated in a professional format. The expertise of their staff on site provides customers with expert advice as to which specific product they will require for the individual use.

The Unmanned offer requires smaller areas of c200sqft (+) and Regatta will provide the garden centre with stock, fittings, and POS free of charge. In addition, each one will receive ongoing merchandising support from Regatta's merchandising teams.

As the ranges are introduced with very little stock holding for the garden centre and replenished regularly, the Regatta team are able to quickly identify the best selling lines and update the displays whilst removing the slow sellers without waiting to 'sell through' stock.

**Regatta's Rob Mannix** added, *"The Unmanned Concession model ensures garden centres can maximise the sales in addition to showcasing the brand. As sales are processed through the garden centres tills, we are able to analyse the results and identify the best sellers. We have an excellent stock management system so the regular replenishments ensure that only the best lines are available for the customers that visit the specific site."*

**Niall O'Regan, Business Development Manager** at **First Franchise** added *"The Regatta concession model is an excellent way for garden centres to introduce one of the UK's best known brands and a market leader, with minimal outlay. The instore branding is excellent and the experience that the Regatta teams have, enable garden centres to get the benefit of their skills to maximise the sales potential."*

**For more information on the Regatta Concession options for your garden centre, contact First Franchise now 01737 735041, [niall@firstfranchise.com](mailto:niall@firstfranchise.com)**