

concession

NEWS

UPDATE



SHUROPODY TO EXPAND INTO GARDEN CENTRES



Shuropody, the specialist foot care provider have recently confirmed that they have secured funding to expand their retail offer within garden centres.

The Business Growth Fund have confirmed that they are backing the retailer to develop their new store model having identified garden centres as the preferred route of expansion.

The first retail offer from Shuropody opened in 2007 and they have since grown to 63 standalone stores and instore concessions. Shuropody is the second largest provider of podiatry services behind the NHS and are the UK's largest independent Chiropody provider and they specialise in providing specialist orthotics advice and foot wear to customers. Their garden centre offer also includes a mobility element specifically suited to the garden centre customer base.

First Franchise, who are assisting Shuropody with their expansion believe that the unique model that Shuropody introduce will be an ideal opportunity for garden centres to add something new and different to their site. First Franchise's MD Keith McIntyre commented: *"The Shuropody model is unique, innovative and perfect for the garden centre customer. The foot care element of their offer adds something new and informative to the sites they work with and the entire proposition is under pinned by a superb fit and interesting ranges."*

Already trading from Dobbies, Garden & Leisure, Trentham Gardens and most recently, through First Franchise Notcutts Rivendell, their garden centre format is well established and has been very well received. The roll out will commence before Christmas 2012 with The Garden Centre Group and leading independent sites identified as potential partners.

For more information contact First Franchise, 01737 735041, info@firstfranchise.com