

# concession

## NEWS

### UPDATE

## THE CLOTHING OUTLET – GARDEN CENTRE DEBUT (UPDATE)



Following the recent installation of The Clothing Outlet into Moreton Park Garden Centre with their unmanned concession format both the supplier and garden centre have been astounded by the sales to date and response from the customers.

The merchandised display went live within the Garden Centre on 22nd May 2012 and so far the unique children's clothing ranges have been flying off the shelves despite the weather affected footfall.

The Clothing Outlet are interested in finding more garden centre locations following the success at Moreton Park and are keen to speak to any garden centre who would like to introduce their ranges of 0-6 year old children's wear as an unmanned concession. The garden centre does not purchase the stock but displays it on the shop floor and retains a commission from each sale when the item is processed through the site's EPOS system.

**Alyson Haywood** of **Moreton Park Garden Centre** said, *"So far the ranges installed by The Clothing Outlet have been very well received and we are very encouraged by the early sales performance which has been excellent. The installation process went smoothly and the display looks excellent."*

**Keith McIntyre** of **First Franchise** added, *"The Clothing Outlet's ranges sit perfectly within the garden centre retail offer and add to the appeal for young families. Their displays look excellent and the unmanned concession process is perfect for the modern day garden centre as they look to weather proof their business."*

For more information contact First Franchise now, 01737 735041 or email [info@firstfranchise.com](mailto:info@firstfranchise.com)