

concession

NEWS

UPDATE

UNMANNED CONCESSIONS EXPLAINED



In this week's edition of Concession News, we find out more about Unmanned Concessions and how they are enhancing garden centre ranges, in a very profitable way.

As garden centres continue to emerge as the preferred retail destination for shoppers in the UK, site owners are continually looking to introduce new, complementary ranges to their offer to enhance the existing departments and refresh the available lines.

Unmanned Concessions as a result, have emerged as the preferable way to do this, thanks to the unique, opportunity they offer site owners to maximise sales, whilst reducing stock holdings, in a managed, merchandised in store area.

Based on the 'Department Store' model of Concessions, Unmanned Concessions offer garden centres the ability to stock new product lines without having to buy the product up front.

Simply put, a supplier will provide their products to an allocated area within the garden centre, along with fixtures, fittings and signage....free of charge. A customer picks up an item off the shelf and pays for it at the garden centre. Using the EPOS till system, the garden centre and suppliers systems are able to communicate, monitoring the sales, so the supplier can invoice the garden centre for the money collected, minus a commission retained on site.



The products are re-stocked using the sales figures and replenished directly to the garden centre. The onsite teams are given merchandising support from the supplier and the stock is managed to ensure maximum efficiency and profitability to improve sales.

Garden Centres are able to increase sales as a result of this concept, as the managed, designated areas that Unmanned Concessions occupy are always well stocked and maintained, ensuring that the ranges on display maximise the impact on site for the customers.

Brands such as Yankee Candles, Virgin Experience Days, Regatta, House Nameplate



Company, The Clothing Outlet (children's clothing), Lake Silver Jewellery, and Villeroy & Boch have all successfully launched Unmanned Concession concepts in to garden centres.

As the brands are able to incorporate their ranges within specified areas, they are able to manage the displays to ensure control over the way their brand is sold at the site. Suppliers of these 'Unmanned' formats have the opportunity to work with garden centres to capitalise on this emerging retail destination and offer their ranges to the sought after demographic.

Unmanned Concessions offer garden centres the opportunity to introduce new ranges to their sites in the most cost effective way possible whilst maximising the sales potential from the area. In addition, the suppliers of Unmanned Concessions are able to retain the control over their brand and manage the instore sales areas remotely, ensuring a mutual, profitable long term partnership.

Sue Franks, Business Development Manager of First Franchise Ltd added "*Unmanned Concessions offer garden centres the opportunity to introduce new brands and ranges to garden centres existing retail offer in the most cost effective way possible. The process, utilising the EPOS system is straight forward and easy to manage, with the stock control, the responsibility of the supplier. It is an excellent way to reduce costs, stock holding and increase sales across core lines.*"

For more information about introducing Unmanned Concessions to your garden centre or routes to introduce your product to the sector, **Contact Us now**, 01737 735041, info@firstfranchise.com