

# RetailReady

Becoming a sponsor for 2012

Everything you need to know about starting a fine food store



“Retail Ready was a brilliant place to start the deli journey. Before the course we knew nothing. We left with a clear idea of what running a deli might involve on a practical level and the many things we would need to think about if we are to make it not only a reality, but a success.”

Lucas Hollweg, journalist and aspiring deli owner

## About RetailReady?

This training programme is designed to equip managers of prospective, new or developing delis and farm shops with the business essentials of fine food and drink retailing.

## Why sponsor the course?

Retail Ready gives you a unique opportunity to influence new retailers before they have made final business decisions about their store, and while they are still planning their supplier base.

## How much does it cost and what do I get as a sponsor?

We need to generate £5000.00 sponsorship, in total, to make the course work in 2012. This covers costs for all trainers, delivery, venues, materials and administration.

We are offering two sponsorship packages:

### Main Sponsor – one at £2000.00

The Retail Ready course is sponsored by you. The style is “Retail Ready sponsored by Your Company Inc.” Your logo has major billing on all materials and the website and you have the chance to appoint a speaker for a one hour session on the training days.

You will be included as the main sponsor in all press releases and in any editorial coverage in Fine Food Digest Magazine.

- Your brand on all course materials
- Your brand on the Retail Ready page of our website
- You can send one member of staff to both of the training days and take part in Q&A sessions and network with delegates

### Associate sponsor - £750.00

- Your brand on all course materials
- Your brand on the Retail Ready page of our website
- You can send one member of staff to both of the training days and take part in Q&A sessions and network with delegates

## What activity is planned in 2012?

We expect to run two courses for 2012, so your brand and product will reach in the region of 40 retailers all hungry to make a success of their business.

**RetailReady** builds on the Guild's 20 years of experience in the industry. Banks routinely recommend aspiring retailers to talk to us, often even before writing their business plans.

**RetailReady** provides retailers with all they need to know to start achieving profitability with a deli or farm shop. Highlights include: how to write a business plan; financial planning; basic employment law; effective marketing; sourcing and managing suppliers; stock control and pricing.

**RetailReady** begins with an intensive two-day course delivered by business experts with many years experience of the fine food and drink sector. This is supported by a distance learning workbook reinforcing the two training days, leading to an assessment and the issuing of a Guild of Fine Food diploma.

## How is it structured?

The course is delivered over two days and is a combination of inspired talks from experienced retailers and more informal discussion and Q&A sessions, giving delegates the chance to ask questions that really matter to them. The delegates take away a workbook and complete exercises and case studies in their own time, which forms an invaluable resource in their first years of trading.

We keep the price of the course down to a minimum to attract delegates. Costs are covered by sponsorship.

## What do I do next?

If you are interested in becoming a sponsor and want to discuss this further contact John Farrand on 01963 824464 or email him at [john.farrand@finefoodworld.co.uk](mailto:john.farrand@finefoodworld.co.uk)



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