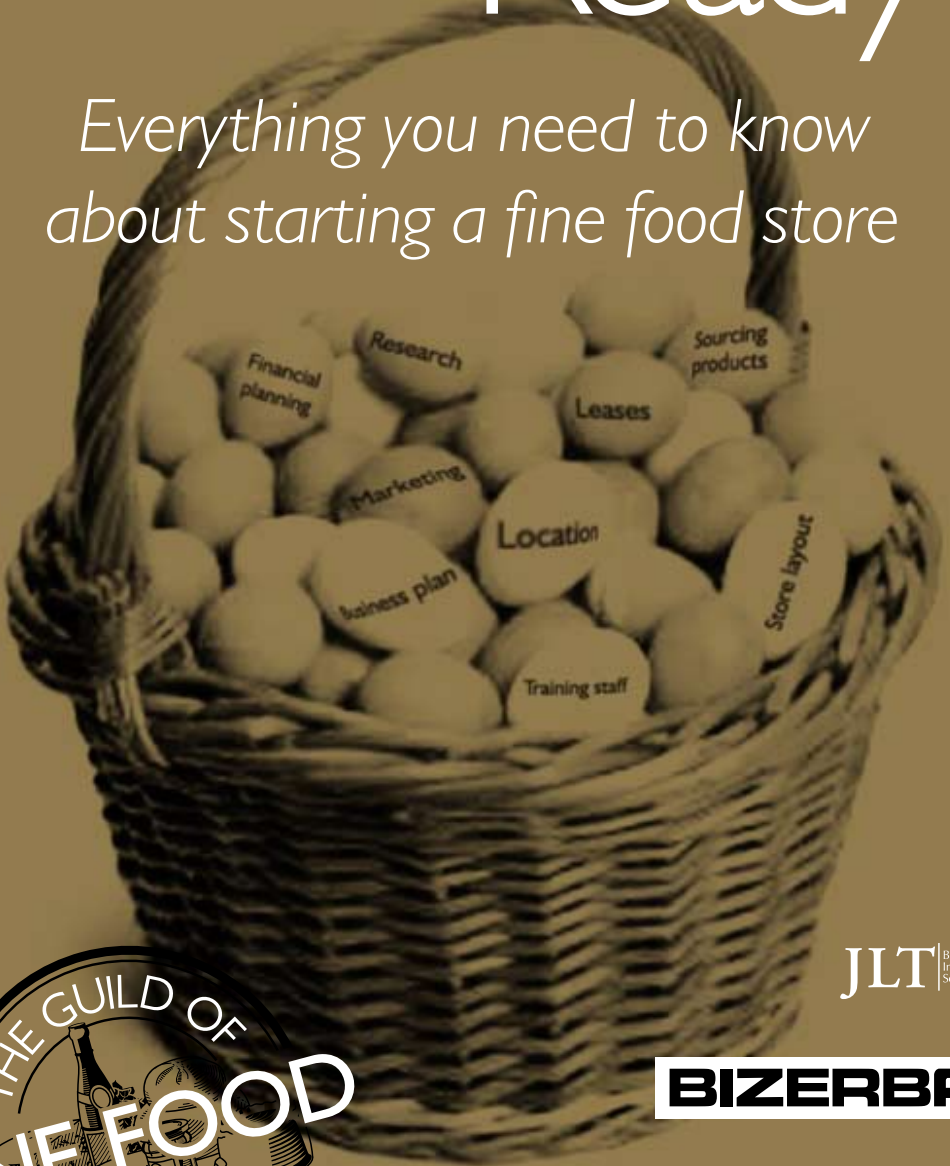


Retail Ready

*Everything you need to know
about starting a fine food store*



JLT Business Insurance Services

BIZERBA

LandSecurities

RetailReady

A practical foundation for starting and managing a fine food & drink retail business.

20% of new businesses will have ceased trading within five years.

Source: BERR

Passion and conviction are the qualities that spur budding retailers to start independent delicatessens and farm shops. But as essential as these qualities may be, on their own they cannot guarantee long-term financial success.

To help ensure the commercial return you enjoy from your retail business matches the energy and enthusiasm you put into it, the Guild has developed **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.

Premises: what makes a great location? And does it make more sense to lease or buy?

RetailReady: builds on the Guild of Fine Foods 16 years' experience in the industry: banks routinely recommend aspiring retailers to talk to us, often even before writing their business plans.

RetailReady: provides you with all you need to know to start achieving profitability with your 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.

Which is more important, turnover or profit margin?

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 workbook enabling you to distance learn reinforcing your two days, leading to an assessment and the issuing of a Guild of Fine Food diploma.



What will I learn?

The key areas covered by the **RetailReady** training programme include:

- The Premises: choosing the best location; estimating footfall; assessing local competition; dealing with local authority planning departments.
- Financial planning: writing an effective business plan; obtaining funding; calculating premises and other overheads; the nuts and bolts of cash flow; estimating turnover up to year five.
- The Store: layout and merchandising; optimising the trading mix (restaurant, sandwiches, food to go and retail); choosing and managing suppliers; chiller design and store layout; lighting for effect; uniforms; balancing the product mix including regional, local and imported items.
- Trading: estimating average number of customers per week, average spend per customer and turnover per day; developing a customer profile; determining staff requirement and costs; choosing opening hours; calculating target profit on return (POR), spread of stock reductions (relative POR adjustment), target margins across sectors and gross profit.
- Marketing: advertising; promotions; sponsorship; PR and other activities.
- Staff: recruitment and training; employment regulations.
- Regulatory: insurances; food safety and environmental health; Trading Standards; waste disposal; bookkeeping and accounts.

Poor cash flow is the number one killer of UK businesses – find out what it is and how to manage it effectively.

Written employment contracts: are they a legal requirement? Find out the facts about employment with RetailReady.

Programme structure

A combination of distance learning and a two-day attended course will be used to deliver the learning programme. Following the successful completion of a 20-hour workbook, students will be issued with a Guild of Fine Food **RetailReady** Diploma.

RetailReady Application Form

Sponsored by **Land Securities & Bizerba UK**

Course 2009 (Book early as places are limited)

Date: Monday October 12 and Tuesday October 13 2009

Time: Course will start at approximately 11.30 on the Monday and close at 16.30 on the Tuesday

Venue: Winter Garden Rooms, Cardinal Gardens, Cardinal Place, London SW1E 5JE
www.cardinalplace.co.uk/getting-there.html

Cost: Course fees include your workbook but does not include accommodation in London

Book now at £175.00 plus VAT per person (Guild member)

Book now at £195.00 plus VAT per person (non-Guild member)

We will contact you for payment by credit card prior to the course.

Additional dates to be confirmed in 2010

I wish to enrol for this two-day training course on October 12-13 2009. I understand that you will contact me to collect payment.

My Details:

Company Name _____

Business Address _____

_____ Postcode _____

Tel _____ Fax _____

Contact Name _____ Mobile _____

Email _____ Website _____

Signed _____ Date _____

For further information please call us on 01963 824464 or
email charlie.westcar@finefoodworld.co.uk

The Guild of Fine Food, Guild House, Station Road,
Wincanton, Somerset BA9 9FE
Tel. 01963 824464 Fax. 01963 824651

Visit www.finefoodworld.co.uk

