

# Making It Happen

## Why a Mentoring Programme?

Owning a business can sometimes feel isolating and an enormous challenge. You want to grow and be the best retailer in your area but you are not sure how or you can't see a clear path to the end result. It could mean making some difficult decisions and you are concerned about the consequences. It is often said the biggest benefit of having a business mentor is having someone you can ask questions and seek advice that has previous experience operating a business. A problem shared is a problem halved. Making It Happen goes further than just sharing problems. It is a structured programme that focuses entirely on your business from 'front of house to back office' and the way it operates and is managed. If you want to avoid potentially costly mistakes, there is no silver bullet or one-fix solution. Only an integrated approach to managing a garden centre will make a difference along with guidance, practical assistance and proven implementation from an experienced practitioner to help you produce results to meet your goals.

## Format of the programme

- An initial one full day site visit: - appraisal, business plan / review existing, discuss action for implementation, set up recording for KPI figures; agree Action Plan for first 6 months
- Quarterly mentoring visits on site for encouragement and to provide opportunities to ask questions; seek advice; share difficulties or frustrations you are having with any aspect of your business.
- Advisory support service:- assistance with implementation, previews of planned actions, regular response to any queries, by email or phone as required
- Monthly KPI monitoring and reporting across nineteen departments
- Set of seven electronic comprehensive manuals covering business planning, premises development, financial management, people management, operations management, marketing, merchandising.
- An annual group meeting at member premises to network, learn and share ideas and information for improvement,

## Fee

The fee is based on the turnover of your business; please look at the table below. We ask for a three-month deposit upfront with the rest of the balance taken in nine monthly Direct Debit instalments.

For a business with a turnover of 0 - £500,000 that would be just £285 + VAT upfront, then nine payments of only £95 + VAT per month. This represents just 0.228% of your turnover. If the turnover of your business is £3,000,000 the fee represents 0.16% of your turnover.

Turnover £	0- 500,000	500,000- 750,000	750,000 - 1,000,000	1,001,000- 1,500,000	1,501,000- 2,000,000	2,001,000- 2,500,000	2,501,000- 3,000,000	3,001,000- 3,500,000
Monthly Payments	£95	£150	£190	£250	£300	£350	£400	£450
Annual Fee	£1140	£1800	£2280	£3000	£3600	£4200	£4800	£5400

## Benefits

- Practical assistance to prioritize activities and initiatives to those that are proven and known to produce the best return relative to input.
- Practical assistance to implement – not just ‘what to do’ but ‘how to do it’ and being proactive at every level.
- A wise, independent head to help resolve the most complicated or tricky matters you are experiencing in your management of the business
- Manuals full of information, including almost everything you need to know to run a garden centre.
- Monthly KPI monitoring to accurately measure all aspects of the business and will guide your strategic and management decisions rather than flying by the seat of your pants and gut feel.
- The opportunity to network with other like-minded garden retailers and to discuss major topics of interest and share ideas.
- Exposure to new ideas and ways of thinking
- Advice for developing strengths and overcoming weaknesses
- Assistance to develop your business skills and to develop the talent you already have in your business to increase productivity across the organisation
- Confidence and encouragement
- Contacts that may help make your business more successful

## **Practical Assistance to HTA members in the first year of the programme**

When we begin working with a garden retailer, we prioritise activities to those that produce early returns relative to input. Emphasis is on layout, signage and merchandising for the garden centre to increase income if cash flow is a problem because these are the areas where a garden centre will see early success. For the café it is generally people and operational issues. This has been the pattern with HTA members who are participating in the programme. Examples of improvements that have been made are:

- Reduced footprint of plant areas to enable improved management practices, better utilisation of resources and improved customer experience
- Changed layouts to improve shopper circulation, visibility of product, customer experience and increased sales
- Increased POS signage and improved implementation
- Guiding through staff development, roles and responsibilities.
- Establishing internal systems and processes to free management time and improve management practices.
- Guidance with staff issues, ensuring compliance and in difficult situations providing contacts for appropriate and best advice.
- Adding value and improving the garden centre offer with new supplier and product ideas
- Practical assistance to improve integrated marketing, customer and community communication and interaction.
- Identifying areas of opportunity and increased profitability within the business

## **To join the Making It Happen Programme or for information please contact**

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