

# The Garden Retail Monitor

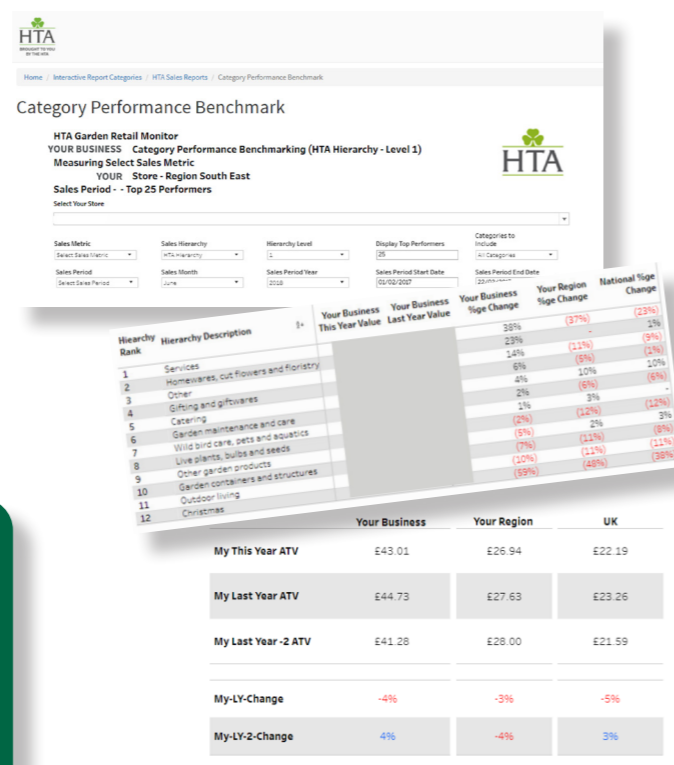
A tool for business benchmarking and garden centre sales analysis



# The Garden Retail Monitor (GRM)

## What is it?

The GRM is an online platform for business benchmarking and performance analysis. Sales data is securely and automatically uploaded via your EPOS system and populates reports for comparing performance against other garden centres via regional and national averages. You can analyse sales by product category or specific time frames and choose from a variety of metrics like gross profit, average transaction value and more.



## What are the benefits for you?

### The “it’s not just us” moment

When your sales are down in bad weather, seeing how other centres performed too can be reassuring – for you and for banks and investors.

### Identify areas of strength, weakness or opportunity

See where your performance is strong or weak compared to other centres, and identify possible issues or opportunities to address.

## How the HTA uses it for your benefit:

### The Monthly Market Update Report

Your data will contribute to the Market Update report – providing you with a monthly review of the state of the market specific to the Horticulture Industry

### Providing evidence for influencing government policy

e.g. On the size and importance of our industry

### Generating coverage for the industry by responding to media requests for statistics

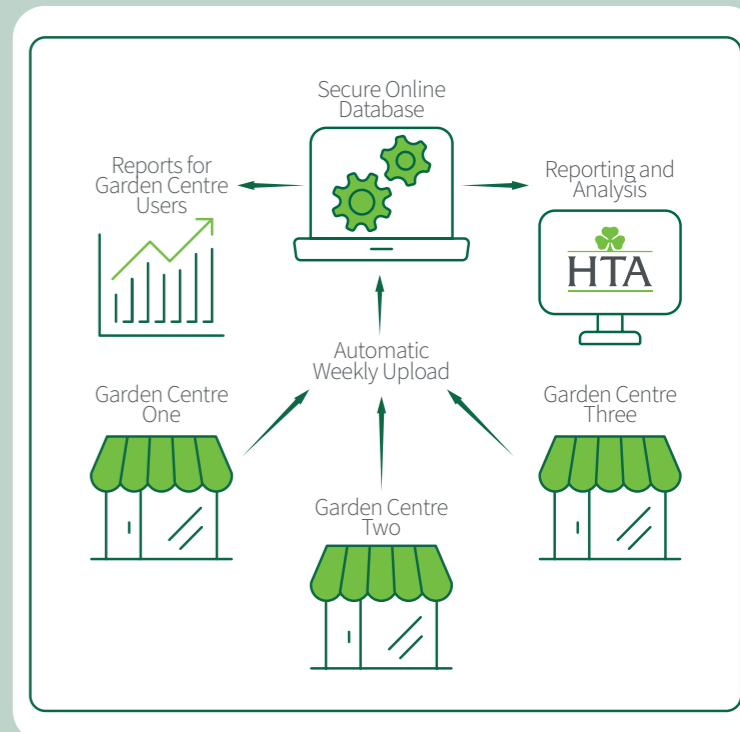
(Reporting on performance nationally - we never identify individual businesses!)

# How does it work?

## The Process

We match each garden centre’s department hierarchy with the GRM and GCA categories to provide like-for-like benchmarking comparisons. Sales data is then automatically transferred on a weekly basis via the EPOS system, and populates the different reports on the platform.

*We do almost all of the setup and talk to your EPOS provider, all we need from you is your permission!*



## The Reports

The reports allow you to benchmark against regional and national averages for a time frame you specify:

### Sales Performance Benchmark Report

- Your total sales performance.

### Category Performance Benchmark Report

- Product category performance, choosing from the HTA, GCA or your own categories.

### Member Operating Metrics ATV Report

- Your Average Transaction (ATV) performance for the current year and previous two years.

### Member Business Report

- This report summarises your business growth/decline by month over the last 3 years for the metric you define.

## FAQs

### Is my data secure, can other centres see my data?

No. Your data is encrypted and held on a secure server. Only your business can see your store specific figures unless you consent otherwise, i.e. you are part of a group wanting to visibly benchmark against other businesses, e.g. the GCA, or a buying group.

*Any questions about this, please feel free to contact us.*

### Do I have to pay to use the system?

No. If you’re an HTA member and willing to submit data, you can access the benchmark reports!

### I don’t have EPOS, does that mean I can’t take part?

Unfortunately, yes. But we do have an alternative system where you manually type your sales figures in each month. If you want to use that, please do drop us an email at [grm@hta.org.uk](mailto:grm@hta.org.uk)

### Will my EPOS system work with the GRM?

Your EPOS provider needs to do a small amount of work to allow data transfer, which we can arrange on your behalf. Please contact us to enquire whether your EPOS provider will be compatible with the GRM system, we’ll be happy to help!

And it also helps us if you make your EPOS provider aware of your interest in using the GRM, so they know to expect us.

### You mentioned that GRM data is used for Market Update, will other HTA members know my store’s data is included?

No, we do not include any identifiers such as retail store names in the GRM data in our Market Update, the values are reported at an aggregated level.

# The Setup Process and Next Steps

- 1** Register your interest and provide a few details about your business via the form on our website: [hta.org.uk/grm](https://hta.org.uk/grm)
- 2** We will contact you if needed, for any further information
- 3** We will then contact your EPOS provider, who will provide a copy of your garden centre department hierarchy, and store details
- 4** We match your hierarchy against GRM and GCA categories, and set up your store(s) and users
- 5** We send you login details and a user guide via email
- 6** We arrange a system demo with you (optional), either via online video call and screen share, or as a visit to your centre as required



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