



Talk about Eileen.....

Romford was very much a part of Essex when Eileen was born but she would not definitely not fit in too well on TOWIE, much preferring California where she lived for fifteen years. Her working life was spent in clerical work retiring as an office manager. She now enjoys flora art and organising vintage tea parties for local groups and elderly folk in South Woodham Ferrers. Eileen works on a Wednesday afternoon each week and enjoys everything, excepting the 2.95 price tickets.

The Last Word

There have been a number of times lately when an item has been sold to a customer who “will collect it later” only for it to be sold again before they return. Many large items are priced low in order to sell them quickly, so for us to sit on them for a week or so defeats the object. If we tell customer that we will keep the item for no more than three days, I will print a SOLD sticker to be attached to any sold item, with space for a telephone no. and date. Please give the customer a till receipt and write what the item is on it, explaining that if they return after the three days have passed and the item has been re-sold we will refund their money. On another point regarding pricing, I do feel that most of our goods are being offered at a fair price but there is always somebody who wants to haggle, sometime to the point of becoming obnoxious, all I can suggest is that we say the prices is as marked and leave it at that.

Talking Shop Issue 6

Last week, on Thursday the shop takings were five hundred and twenty five pounds and sixty five pence that was one pound and twelve pence more than we took on our previously best day in November last year, the day that the Christmas stock went on sale. Who knows, this November may well see our very first one thousand pound plus day, after all said and done, I reckon that this year we have almost as much Christmas paraphernalia in the container as Asda.

Three of the last four weeks sales have been in excess of two thousand pounds and the average is eighteen hundred and fourteen pounds per week since the start of our new financial year in April.

Taking the above into account, I suppose the next question is when will the sales reach a plateau, and at what level will that be, my answer is I honestly don't know, but we are not there yet and when we do arrive it will be time to put on our thinking caps and look at what "tricks" we are missing.

In the meantime there are a number of measures we can undertake in order to ensure that the sales continue to grow at a steady pace.



Mister Gees

Foundation

Being the number nerd that I am whenever the opportunity arises to look carefully at the data gleaned on a weekly basis from the till printouts and then decide how best to use this information in order to increase the profitability of the shop. That's how Mister Gees was so successful.

In today's world of economics, analysts use a single product as a measure of living standards, i.e. how many hours does somebody in Germany have to work in order to buy a Big Mac verses somebody in South Korea. I prefer Mars Bars and think that we should consider this chocolate bar when we set the selling price of goods brought into the shop. Just ask your self, how many Mars Bars is this kitchen gadget or dress worth, how long does a Mars Bar last and how long will this item last.

Back in the 1990's a Mars Bar weighed 65g, it now weighs only 51g, so even if the selling price had not risen at all, Mr Mars is making twenty eight percent more profit than he was in the 1990's. Now, we can't reduce the size of what we sell, after all who wants to buy a tin opener with no handle or a dress with only one sleeve, but we can edge up the price. A twenty eight percent increase would be worth over five hundred pounds per week in extra sales.

I accept the fact that much of the charity shop's success



Mister Gees

Foundation

Registered Charity No. 1181204

is because it sells good quality items at lower prices than any of our local competitors. The major drawback with this is that we are doing more work to put the same number of one pound coins in the till draw, it's just more sorting, more pricing, more shelf filling and more serving.

The point that I'm trying to make is that the shop needs to be more realistic in its pricing and how we all use our time, if the china figure is really worth less than a 65p Mars Bar then why are we giving it shelf space, lets use that space for something selling for 75p or more. It may well be that same item or something else, but shelf space is valuable. I'm not suggesting that we hike the price of everything "willy nilly" but we can be more selective. Wooden toys are items that appear to be undervalued compared to the cost when new as are electronic toys. We need a range of pocket money toys but I for one have lost touch with how much that is, 20p, 50p 75p or 1.00. perhaps I need to ask.

So, what should we do increase our prices and yet still be perceived as offering better value for money than the opposition.

- 1) Make more use of the 1.95 and 2.95 stickers instead of the 1.50 and 2.50
- 2) Reduce clothing to only 1.00, forget the 50p ticket
- 3) Sell more ladies clothing at 3.00 and 3.50 per item
- 4) Increase the small children's clothes to 50p from 30p
- 5) Price more toys at 75p, after all we increased the paperback books from 30p to 50p with no drop in sales