

Our Monthly Newsletter

Thank you for taking the time to read this newsletter. We hope you find the content interesting. All back issues can be located at www.brundallpetandgardencentre.co.uk.

Anniversary Special. 10 years at Brundall Home Hardware

We just can't believe it! Alison and I have now been at Brundall Home Hardware for 10 years.

Yes on 14th February we will be celebrating the fact that Alison and I moved from Kent to take over at Brundall Pet and Hardware as the store was then called.



We were a little green in those days having never run a business before and with our experience being in the banking sector. However, with the support of staff, the encouragement of suppliers and the loyalty and friendship of our customers we soon got the hang of it.

Over the years there have been a few changes to the store. Numerous changes to stock display, the creation of

the garden centre, the introduction of hundreds of new products and the establishment of new services such as key cutting and carpet cleaner hire.

One of the biggest changes was when we changed the shop name to Brundall Home Hardware. It may not sound like a big change but it really made a big difference to the way we operate and the offering that we are able to make to our customers.

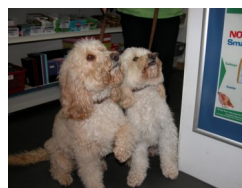


Home Hardware is a member only buying group. Not only do Home Hardware supply many of the products we have on display at very competitive prices they also provide a huge help with marketing and the promotion of our products and services.

We have also had lots of fun along the way. Our Christmas event has been running for 9 years and this year we saw over 180 children visit Father Christmas. The garden centre was packed and we were again able to raise a considerable sum to support the work of the Vidiyal Trust.

I like a bit of fundraising. Remember my abseil from the EDP building. You generously supported my efforts to the tune of over £1000. My moustache a few years ago also gave rise to many comments.

So what about the future? We plan to be here for sometime to come so we hope to be able to just keep serving our customers and enjoying life along the way!



Customers come in all shapes and sizes!!!

Newsletter February 2015

Do you remember?

- We only had one till.
- The shop floor was a rather tasty 1970's vinyl job, with a few holes in it.
- Until we arrived the shop never took credit or debit cards. These now account for approx 50% of our transactions.
- We used to sell tinned food, cakes and biscuits.
- We didn't have the garden centre so all gardening accessories were located in the shop.

Win a celebration prize.

Join us on the 14th February, make a purchase and you will be entered into a prize draw to win one of 10 vouchers worth £20.00.

Winning vouchers can be redeemed against any shop product excluding gift vouchers and stamps.

The draw will take place on the evening of the 14th February and winners will be notified the following week.

Thank You

Thank you for all your custom and support over the past 10 years. We could have not done it without you.



When we opened the garden centre a dear lady called Ruby told me that she had been born where our till is located. She showed me where the well was located and explained that her brother had a small trike. He used this to cycle up to the communal privy. This was located at the top of the garden centre near where the back of the poly tunnel is.

Mind where you step!

Our first purchase



**Primrose Giveaway
14th February 2015**

The very first item of stock we purchased and put on sale on the 14th February 2005 was 4 trays of primroses. We have enjoyed selling plants ever since.

So in celebration of our 10 years of working in Brundall we will be giving a free primrose to every customer who purchases from the shop on the 14th February this year. We have 200

primroses to give away so there is no need to rush.

Oh! Don't forget this is also Valentine's Day. We have lots of cards and gifts in store for that special person in your life.



Contact us on 01603 714341
E-mail:
info@brundallpetandgardencentre.co.uk

Find us on the web
www.brundallpetandgardencentre.co.uk

www.facebook.com/BrundallHomeHardware
Twitter: #brundallhh



Home delivery service available on purchases over £15.00. Deliveries to Brundall, Postwick, Blofield, Blofield Heath, Strumpshaw and Lingwood. Deliveries at a mutually convenient time. **Deliveries will not take place in icy conditions.**



Last year we planted up the shop front.

Andrew's top tips has been replaced this month with a quick trip down memory lane.

- 14th February 2005 Andrew and Alison start at Brundall Pet and Hardware.
- 15th February 2005 Andrew and Alison wondered why they started at Brundall Pet and Hardware. By the end of the week we were feeling a little more confident.
- June 2006 the garden centre was opened. The poly tunnel was installed and the large display shed was built. There was no staging, shingle everywhere and plants were all laid on the ground. Well we had to start somewhere! A wonderful response from many customers who were now able to buy plants and gardening products locally.
- Christmas 2006 saw the first Christmas event in the garden centre.
- 2008 we were awarded the EDP Shop Here Going the Extra Mile award for our customer service.
- 2009 we started cutting keys. We cut hundreds every year and offer some of the best prices in Norwich.



• In 2010 and 2011 we had a little go at selling cleaning products on-line. Gave that up as a bad job and decided to concentrate on supporting our local customers.

• 25th May 2012 we officially become Brundall Home Hardware. The new look shop was opened by a wonderful group of children and teachers from Brundall School.

• February 2015. 10 years down the line and not only are we celebrating our anniversary but we are also getting excited about our Silver Award as Hardware Retailer of the Year. We will find out if we the Gold winner on the 16th February.

Picture History



The shop in 2005. Lots of different stock outside. It took ages to get in and out every day.



The top end of the shop in 2005. Sweets were displayed in wooden boxes shown on the right.



Space was very limited in 2005. The area inside the shop contained everything from salt to electrical products. It also included the timber store.



The garden centre under construction in May 2006.

We have lots more old shop pictures to view on our web site and facebook page. Please take a look. We enjoyed looking at them!
www.facebook.com/brundallhomehardware.

A few facts and figures.

- In 10 years we have doubled our stock holding and added hundreds of new product lines.
- This year we will be running 3 to 4 promotions. Each will be supported by a 20 page brochure distributed to nearly 10,000 households from Acle to Thorpe end and everything in between.
- In 10 years we have had 10 different members of staff working with Alison and I. Including Saturday staff and Yvonne Clarke who supported us in the garden centre for many years.
- Every week we receive at least 1.5 tons* of pet food and wild bird treats.
- Most winters we sell in excess of 10 tons* of coal.
- Every summer we sell in excess of 12 tons* of potting compost.
- In 10 years the price of Neutrodol products have remained unchanged at £1.00.
- Sadly the price of Freddo's has increased from 10p to 25p.
- We have over 4000 greetings cards in stock.
- I have too much of a fondness for Chocolate Hobnobs.
- My van is nearing 90,000 miles on the clock but is still going strong.
- We have 222 people following us on both Facebook and Twitter. Over 2000 tweets have been sent since June last year.
- We walk a few miles each year in the shop. I've just started on my 5th pair of b o o t s !
Trendy...



*all stock is moved by hand! So it does help keep us fit. No gym