

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.

2015 Highlights

2015 seemed to fly past with one season merging into the next. However, there are a few things that stand out during our year at Brundall Home Hardware.

In February 2015 Alison and I celebrated 10 years at the shop. A great 10 years and we look forward to the next.

Last year we made the decision to run a number of different promotions, supported by Home Hardware.

In addition to our usual Spring Gardening promotion we also introduced Spring DIY, Autumn Home and DIY, then rounded the year off with Christmas. In total we distributed some 40,000 brochures to homes as far apart as Halvergate, Cantley and right through to the edge of Norwich including Thorpe Village. As a result of these promotions we have been delighted to welcome a number of new customers. We hope that our existing customers also enjoyed the many special offers that these promotions

carried.

Look out for this year's Spring DIY promotion which will be distributed in February.

Yankee Candle was introduced as a new product line in July and this proved an immediate success. Since then we have introduced many new scents and the very popular candle of the month. We are keen to be able to further develop the range during 2016.

In August David retired from our staff after many years of service. We were delighted to welcome Trish as his replacement. A slight adjustment for all of us as we absorbed David's responsibilities but a task which the team have achieved admirably.



As usual we staged our annual Christmas event on the 19th December. The best year yet!. The weather was incredible so we enjoyed balmy temperatures and a dry day. A far cry from previous years.

Over 200 children visited Father Christmas and £615 was raised in donations to support the work of the Vidiyal Trust. Once again a special thank you to all who supported this event and helped make it a rather special day.

**Here's to
2016**

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Christmas Clearance

We have a few Christmas Yankee Candle lines left over.

We will be offering these at 20% off the RRP whilst stocks last.



Method Laundry Liquid

We wrote an article about this fantastic product in October when we had hoped to receive stock. Due to a supply problem this product has only just arrived in store.

Please do give it a try. It's incredible!



Yankee Candle—Candle of the Month



25% off the RRP

Our two January scents will be on sale from Saturday 3rd January.

**Cassis and
Champaca Blossom**

If you wish to take advantage of this offer please do not delay. We now have a number of customers in the shop on the 1st of the month just to get the new scent. Limited stock available!

Seed Potatoes

These will arrive in stock during January. Our range will include onions and shallots.

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.**



Buy 2 and get a 3rd free

Andrew's Top Tips - Why not provide your dog with the perfect diet?

Over the past year we have seen a steady change in customer habits when purchasing dog food and treats for your special friend. We suspect that customers now notice the value of feeding with a specialist food which will help improve your pet's health and ultimately reduce vets bills.

As a result of this we have decided to reduce the range of dog foods and treats designed for the mass market. Why? Because customers no longer seem to be buying these products from us. Instead we have increased the range of hypoallergenic food and natural dog treats. These are now increasingly being enjoyed by our customers pets.

Our main dog food line remains the very popular Burns. This is an excellent food and whilst the shelf price of each bag may appear expensive it actually works out very reasonable. You simply do not need quite so much of it each meal time. Add to this our special loyalty scheme—buy 7 bags and get the 8th free of charge, and you can see why so many customers locally feed their pets Burns. We also offer ranges from James Wellbeloved, Barking Heads and Lovejoys. A premium product to suit every budget.

Our range of natural treats from Venidog have been really successful, All natural and healthy for your pet.

If you require any specialist help in selecting the right food for your dog please speak to a member of staff who will be pleased to assist.

If you can't see your preferred pet food on display please ask. We can order many pet foods direct from our suppliers. We may even be cheaper than the big boys! It happens quite often. We know as our customers tell us.



Looking Bored!!!

If you see a member of staff walking round the shop this month looking a bit glazed. There's a reason.

At the end of January we have the delight of our annual stock take. This is a task that we look upon with a sense of doom. But a necessary evil to help us determine the profitability of the business each year.

We do not have computerised tills so we have to undertake the stock take manually. We do use a laptop with spreadsheet facilities to help us with the calculations. On average it takes up to 10 man days to count all of our stock. Counting the stock in the garden centre at the end of

January is a particular delight.

Whilst not an exact science we do believe that we hold some 7000 different products. Not bad for a little village store. On a positive note it's also a good time to tidy up the store and bring forward any stock that has found it's way to the back of our stock rooms.

Very often we find something that we had forgotten about and it gives us a chance to get these items back on display.

**Roll-on
February!!!**

Revised Loyalty Scheme

We've updated our very popular loyalty scheme to make it easier for you.

Please ask staff for your new loyalty card which is now much smaller and will fit perfectly in your wallet or purse.

**Collect & Claim
Loyalty Scheme**

Simply collect
10 stamps and receive

£5 off
your next purchase



Get your Loyalty Card in-store now
Brundallhomehardware

Burgess Food

Many pet owners have become aware of the importance of feeding their rabbits and guinea pigs a more natural diet. By this I mean avoiding the maize based pet foods which often result in selective feeding and overweight pets.

We stock a range of Burgess pellets designed to overcome these problems and provide your pet with a healthier diet. One supported by most vets. We've also increased our range of hays, dried grass and fodders.

