

15 Years Serving Brundall.

At 8.30am on the 14th February 2005 Alison and I turned the key in the door of Brundall Pet and Hardware for the first time as owners of the little hardware store in the village.

We had moved from Kent the previous December and I had served notice on my job as a Senior Manager at Visa International. We had no retail experience and this was to be the start of a new venture.

Our first wholesale purchase was 4 trays of primroses and these were proudly placed on the pavement outside the shop. The previous owners stayed with us for the morning to give us a little extra support and then we were on our own. We knew we wished to make some changes and these started immediately.

I thought I would start by replacing the toilet seat and a little bit of painting.

The following year we secured planning permission to build the garden centre and we opened the gates to this in May 2006.



Garden Centre Pictures — Opening 2006



We then realised that the additional space in the garden centre provided us with the opportunity to refresh the internal feel of the shop. Over the coming years we undertook a number of alterations to help us improve access around the shop, expand product ranges and to help customers find the products they require.

We more than doubled the range and now stock over 7000 different products.

In 2008 we won the EDP “Going the Extra Mile” award for our approach to customer service. In 2017 we were a Silver Award winner in the national DIY Retailer of the Year Awards. Again we are delighted to have been nominated this year for the Broadland and South Norfolk Retailer of the Year Award. We are currently one of three finalists and await the final outcome which will be announced in March.

In 2015 we took the decision to computerise our shop and install a till system which would help us manage our stock. This improved our service
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15 Years On.

to customers by providing detailed receipts. It also enabled us to upgrade our popular customer loyalty programme. We now have over 1200 customers who have a Loyalty Card and who regularly save by purchasing goods through Brundall Home Hardware.

During the past 15 years we have enjoyed working with the community to provide a Christmas event. Although the decision was taken not to hold this last year. During that time donations at the event have assisted charitable groups around the village and in particular the Vidiyal Trust providing care to street children in India.

Every year we also invite two classes from Brundall School to join us for a planting session in the garden centre. This provides the pupils with the chance to learn how to plant seeds, have a go at being a shop keeper and to just enjoy looking at all the plants in the garden centre. We are always impressed at the conduct of the pupils and their willingness to participate.

In 2012 we formally changed the name of our business to Brundall Home Hardware. Home Hardware are our major supplier and this change supports us with marketing and by being part of a national buying group. This helps keeps our costs down without the need for us to become a franchise of a larger organisation. We are very much an independent family business.

During the past 15 years we have had the privilege of working alongside an encouraging team who have been part of our shop family. We are grateful for their support and dedication to the business. We remember fondly those who have worked alongside us who have retired during the past 15 years. We are also very grateful for all of the support shown to us by our customers, many of whom we consider friends after years of enjoying the odd muddle over the shop counter. I am also very mindful that some of our customers have died over the years or have decided to move to different parts of the country. They still remain in our memories and we are pleased to have had the chance of knowing them. I must not forget supplier representatives who have supported us. They too have become friends.

Shop Re-Launch May 2012



Customer Communication

In April 2013 we launched our monthly newsletter, packed with useful and not so useful information about the shop, products, local events and just about anything we think may be of interest each month. Thank you to all those customers who have provided valuable feedback.

In July 2012 we launched our facebook page which now has over 1200 followers. We regularly post information about the shop and cover details of local events to try and help others within our community. We are very grateful to all those who have taken the trouble to leave positive reviews of the shop on both our facebook page and on Google.

Customers also have the chance to find out about the shop from our web site, details overleaf. Through this web site you can also purchase promotional products through our “click and collect” service.



Welcome to Brundall Home Hardware

Celebration Offer

The first stock that Alison and I purchased for the shop was 4 trays of primroses.

To celebrate our 15 years at Brundall Home Hardware every customer will be given a primrose when making a purchase on 14 February 2020.

1 per customer whilst stocks last.



Pictures of the shop when we visited in the summer of 2004 to agree the purchase of Brundall Pet and Hardware.



More pictures can be found on facebook....



How to contact us?

Telephone 01603 714341

Email info@brundallpetandgardencentre.co.uk

www.brundallpetandgardencentre.co.uk

www.facebook.com/brundallhomehardware

We are open 8.30am to 5.30pm Monday to Saturday. Closed Sunday and Public Holidays.

Free local delivery on purchases over £15.

Subject to availability of delivery driver and weather conditions.



Brundall
homehardware