

2017 BCAHA ANNUAL GENERAL MEETING AND CONFERENCE

**Sharing and Building on Your
Successes**

Sharing Successes of an Auxiliary Gift Shop



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Welcome to the Gift Shop



Gift Shop



Gift Shop



Introduction

Success is no accident. It is hard work, perseverance, learning, studying, sacrifice and most of all, love of what you are doing or learning to do. (Pele)

Retrieved from <https://www.brainyquote.com/quotes/quotes/p/pele737774.html>

Defining Success

- Providing service
- Providing funding



Steps to Our Success

1. Defining our customers
2. Providing excellent customer service
3. Knowing our market place
4. Embracing technology
5. Being flexible
6. Planning for the future

Defining our Customer

- Who are they?
- What are their needs?
- What are their wants?



Providing Excellent Customer Service

- Focus on customers and their needs
- Be aware of your stock and availability
- Provide strong product knowledge
- Suggest other items that will complement their purchases

Knowing the Market Place

- ▣ Being the only retailer in the hospital we have a captive market for selective items but distance and price can drive customers away, therefore we must be in touch with local market items, pricing, and trends.



Competitors

- Convenience Stores
- Flower Shops
- Gift Shops
- Dollar Stores

Embracing Technology

- Product selection
- Product quantity
- Managing inventory



Technology: Key Considerations

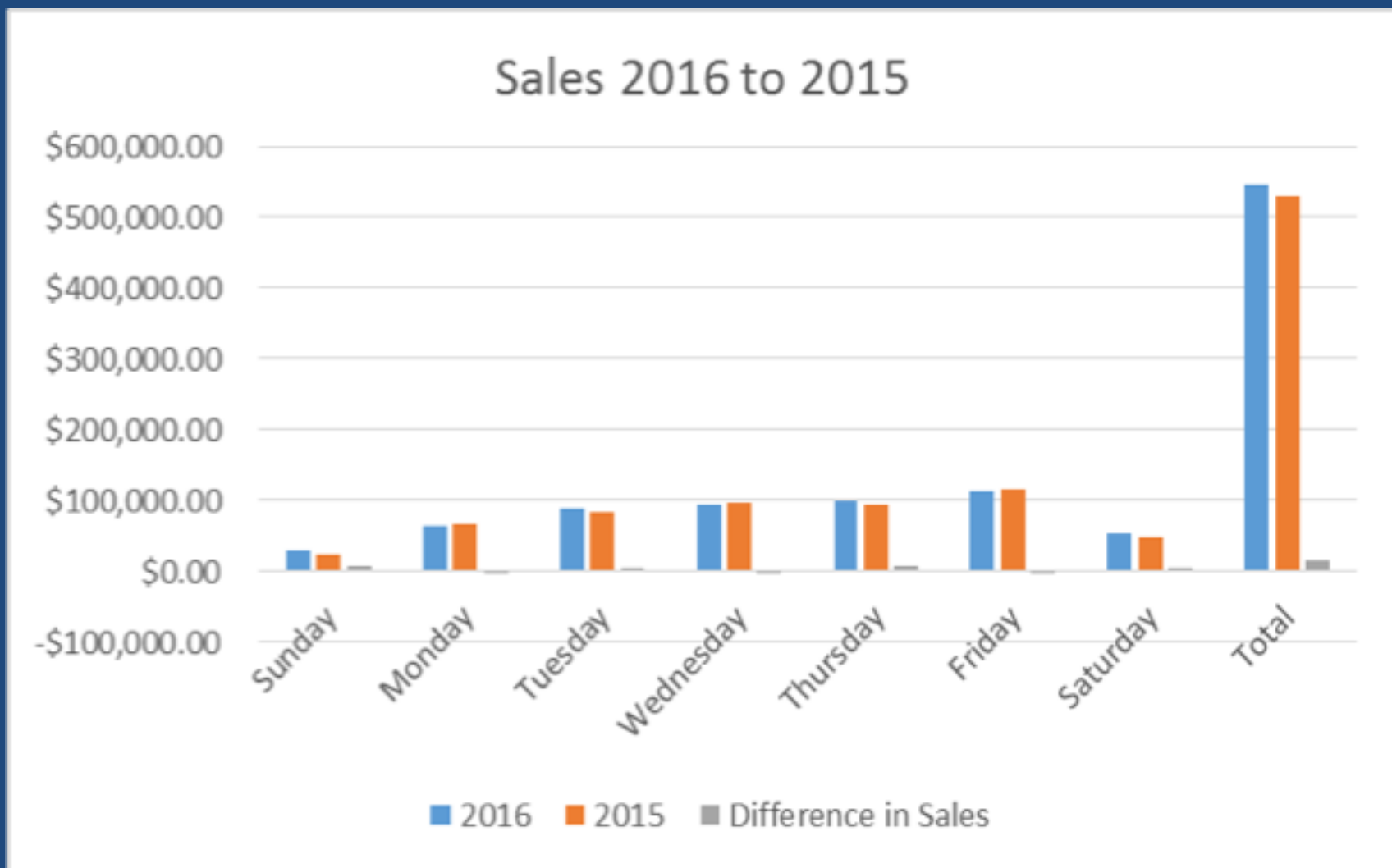
- Ensure updated equipment and software
- Ensure training of volunteers
- Develop and maintain a web site to show products and services
- Seek products and suppliers that use web ordering and bar coding (SKU's) to track products
- Can be used to manage stock and analyze sales

Being Flexible

- Operational
- Merchandising
- Promotions



Comparing Sales Figures



Planning for the Future



Summary

- ▣ Define customer base and provide excellent customer service
- ▣ Embrace technology
- ▣ Be flexible



Social Media

- ▣ www.pgauxiliary.ca also on Facebook

A Few More Pictures of Gift Shop



Pictures



Pictures



Questions

