

Charity Shop Doctor: Masterclass feedback

7th November 2012

Thank you for attending this evening's event. We hope you found it useful and enjoyed it!

To help us evaluate the workshop, please take a moment to provide feedback below.

Q. What key messages will you take away from this event?

- Good planning of layout of and window display. Excellent customer service.
- The overall look and atmosphere of the shop. Importance of a shop window (we don't have one). Shopping/looking from left to right. It was all great!
- Learning to harmonise the product
- Reorganising display – horizontal / separate
- How to improve the shop and inspire the customer –merchandising
- How to operate charity shop in a more professional manner.
- Will be looking at charity shops differences in window signage, etc.
- Presentation is key from store front, through stock to staff.
- Presentation and first impressions of shop.
- Impact of key messages within shop. Use of colour and display at eye level in shop window. Use of notices as barriers to potential customers.
- Importance of presentation, kerb appeal.
- Try to make some changes.
- Well presented products sell. Know your market.

Q. How effective did you find this event in helping you to address the challenges you face in your charity shop?

**please circle your chosen answer*

Very good – 13 people (68%) Good – 6 (32%)

Q. Were there any issues not addressed in this workshop, which would be beneficial for the future?

- Would be good to see good practices and live practices that are ongoing.
- Pricing strategy
- Stock control – recycling of products.

- Specific points – no priority issues missed.
- No, covered everything very well.
- No.
- Starting up a charity shop: location; building specs; volunteers (retention).
- No, it covered more than expected. Very informative.

Bill has kindly volunteered his time to run this event. Please note any specific feedback you wish to pass onto Bill.

- Excellent. Messages are clear and relevant. Very timely advice for us as we will start shop within days. Thank you 😊
- Thank you Bill for sharing your knowledge on retail, it has been refreshing and inspiring. I can't wait to get back in store tomorrow to get started on some changes.
- Thank you for Bill's input.
- Very interesting and Bill is obviously very knowledgeable – thank you for the tips!
- Thank you very much for an informative event.
- Very informative, excellent workshop.
- Not enough time for questions and networking/interaction. No specific break.
- Thanks – really enjoyed the workshop!
- Very well presented – very good pace to make audience dwell on specific points.
- Charity shops seem to suffer from an identity crisis – more ways to solve this.
- Most interesting.

Please note any other feedback

- Excellent venue and a well organised event.
- We would love you to visit our shop personally.
- Great venue!
- Excellent workshop, good venue. Well done!

Thank you!