

The Parlour Shop April Promotion – The Results!



We would like to thank everyone for supporting the shop during our promotion in April, you really did make a difference.

We promised to report back to you, so:

- The shop had its best month of the year!
- We took a similar amount of money to April 2018 - this is a good result as January, February and March were unfortunately all not as good as last year.
- Our regular customers all responded to the promotion and visited the shop more, and spent more too.
- We welcomed some new faces, but we didn't attract as many new customers as we had hoped – we still desperately need more people to use the shop regularly.
- We spoke to lots of people and had some really useful feedback, in particular about our range of products and pricing. We will review what you have told us.

Having a shop is a bonus for a village our size, and it continues to play a key role in our community. Please think about your shopping needs and use the shop whenever you can... not just in April! Thank you again for your support.

The Parlour Shop

The Parlour Shop April Promotion – The Numbers



You increased the total number of visits made to the shop in April, compared to the previous year!



Whilst overall we took a similar amount of money to April last year, this was a big improvement on Jan, Feb and March 2019.



Our regular customers dug deep to support the shop in April – thank you all. We made less headway in attracting new customers however, so please spread the word and encourage everyone to use the shop!