

# Garden Furniture Retailer Sees Sales Rise By Bringing Showroom To The Howard Centre



## Customer

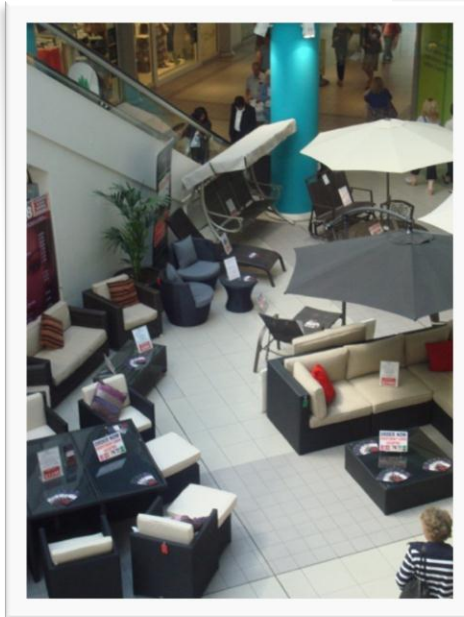
Crownhill Garden Furniture

## Location

Howard Centre  
Welwyn Garden City

## Industry

Furniture



## Background

- Founded in 2006
- Has 3 showrooms based around London/Essex

## Venue

- First opened its doors in October 1990
- Ranks 113th nationally out of 4,500 trading locations and provides 240,000 sq. ft. of quality retail space with 58 units all under one roof
- Has around 8 million visitors per annum

## Mission

- Generate orders for their products
- Raise awareness of their showroom 20 minutes away
- Distribute product brochures and price list

## Execution

- Promotion consists of furniture laid out in an open space and dressed
- Two members of staff are on site to discuss different products with potential clients, take orders and distribute brochures with product details and a price list

## Results

- Has been a constant promoter in the Howard Centre over the last 2 years
- Is very pleased with the increase in sales as a result of the promotion (success is measured by how many sales are generated throughout the week, and how many people come to the shop as a result of seeing the display in the Howard Centre)
- Has now committed to exhibiting for the rest of the year

*“Our experience of exhibiting in the Howard Centre is all positive. We find the centre to be well run by friendly and efficient staff, who, when needed, are always accommodating.”*

L Russell  
Crownhill Garden Furniture Ltd