




Denis O'Flynn,  
president, CSNA

## Congratulations to Brennan's Newbridge

Members are aware that vigilance in preventing access to tobacco is always required in our stores.

Staff should be continuously reminded of their obligation to police and prevent the sale of tobacco products to minors.

CSNA was happy to present one of the three national winners of the 'Show Me I.D - Be Age Aware' campaign with their prize in their Newbridge, Co. Kildare store.



## CSNA Affinity Partners

A pictures paints a thousand words at Willow Design



Willow Design produces Irish contemporary-designed greeting cards, postcards, calendars, notecards, social stationery and souvenir gifts to cover all occasions. All products are 100% Irish-made. Willow Design can create

a local bespoke range of products using your artwork or photography. Alternatively, the company's in-house photographer, David Knight, will visit your area and capture your vision. Willow Design will photograph and design your products free of charge and specialises in short runs of printing. Your own logo and branding can also appear on the back of the products which will help promote your area/outlet.

Contact Willow Design & Publishing, Cootehall, Boyle, Co. Roscommon. Tel: David or Rita on 071 9667990  
Email: [info@willowireland.com](mailto:info@willowireland.com). Web: [www.willowireland.com](http://www.willowireland.com)

## Drohan Ryan Wynne & Co. Accountants deliver enhanced offering

Over the past seven years Drohan Ryan Wynne & Co.

Accountants has been developing a retail-focused accountancy service for the convenience store and newsagent sector nationwide.

In addition to the traditional accountancy and tax advice, the company has enhanced its offering to include the following:

- Margin analysis
- Efficiencies and cost savings in the profit and loss sheet
- Reporting on how your business is financed (ie. where your profit goes)

If you do not have clarity on all of the above topics you can contact a retail expert at JP Wynne at the numbers outlined below to arrange a consultation.

Kilsheelan Office Tel: 052-6133531 Clonmel Office  
Tel: 052-6123982 Email: [info@drw.ie](mailto:info@drw.ie)

**DROHAN RYAN WYNNE**  
Accountants & Tax Advisors & Company



# Celebrating CSNA members

This month, we're shining a spotlight on Flora Crowe of Crowe's Gala, Sixmilebridge, Co. Clare

After graduating from a Masters in Business in NUIG in 2008, Flora Crowe took over the reins from Tim and Bernie whom had developed two successful shops over the past 25 years.

The recession had a big impact on the grocery trade and the shop needed fresh perspective.

The first thing I did was cost cutting, the roster was changed, and all expenditure was scrutinised," she says. "The CSNA was

a huge help in this regard, there was never a shortage of advice and we also availed of the CSNA Affinity deals." If she could give one piece of advice to other retailers, Crowe notes "don't just know your numbers, understand them".

"The next key area to look at was our USP," she says. "We were in direct competition with multiples, discounters and other symbol groups. Bernie was always a master baker and we focused on giving a quality, handmade scratch bakery offer which was fresh seven days a week.

"Customer service is a huge part of the ethos," Crowe adds. "Our customers are key, we give everyone a hello, goodbye and a thank you and ensure they have a reason to come back to us. I always tell the staff that

they might be the only person our customer meets in the day."

In 2011, after trading as independent for 25 years, Crowe and her team took the big step to go with Gala Retail. Crowe comments: "We found the Gala group a great match

for us, sharing our ethos of "your local market". The Gala fresh food and bakery offering really complemented our existing product offering and brought our store experience to the next level.

"It has been a tough few years in the grocery trade, but I always found the time to go to CSNA meetings as it gives me a chance to network with other retailers with whom I get great ideas from. Being part of CSNA gives me confidence, I know they are only a phone call away and it's great to have someone in my corner."



## How to use social media to help your business

Social media - Twitter, Facebook, Instagram and others - can be a powerful free or low-cost tool for small business retailers like newsagents to reach your existing customers and reach out to a wider audience.

It is important to not to use it for a means of advertising - unless you are running a paid ad. It ought to be viewed more as you having a conversation, actively engaging with your customers. By conversation, we mean two-way, with you getting as much out of the interaction as your customers.

For example, let's say you want to promote a magazine. One way would be to put a photo of the magazine up and say come and buy it while stocks last. An alternative, more effective

approach would be to comment on an article about a topic that you believe would broadly interest your community and invite others to share their thoughts. This engages your customers in a conversation, and it better connects them with your business.

Another example is that you could post a photo of a new range of health bars and say the staff can't decide which they like best and ask your customers for their options; this brings your customers into the conversation. The more you can do this, the better. If you look around at what the smart corporate businesses are doing on Facebook, Twitter, Pinterest and Instagram, you will see them doing this - engaging in conversation with their customers. It works. ■