



MARCELLA O'NEILL,
national president, CSNA

Retail security: CSNA creating database of violent incidences

The association is collating a database of violent and threatening/abusive behaviour towards retail staff, with a view to seeking changes in the way existing An Garda Síochána resources are allocated.

We urgently need every member to provide us with details of violent or threatening incidences that have occurred in your business over the past three years and the outcomes (if known) of the subsequent Garda investigations.

Please contact the office on 045-535050; anonymity will be guaranteed!



The CSNA wants to change the way existing An Garda Síochána resources are allocated to deal with violent incidences in stores

Become a CSNA member: Don't miss out

The Convenience Stores & Newsagents Association of Ireland represents retailers big and small nationwide.



The CSNA offers many benefits to members, including the ability to boost your bottom line

From the independent to the multi-franchise owner, all members are equal. As the only independent retailer-driven trade organisation, we represent the interest of our members and no-one else. We are focused in our efforts to the benefit of all our members with a range of members' deals, guidance, training and support. As the largest independent retailer trade body, we are in a position to ultimately maximise

the profits of our members and to protect their interests.

- CSNA will assist you in maximising profits
 - CSNA Repak audits: Exclusive for CSNA members
 - CSNA supports the retailer as a national level advocate
 - CSNA supports you, we listen to the concerns of our members and we respond
 - CSNA exclusive affinity deals from which you will benefit and increase your bottom line
 - CSNA is independent, so your interests are our only interest
 - CSNA will be on your side at all times when the voice of the retailer needs to be heard
 - CSNA is one of the fastest growing trade organisation in the country - so get on board and enjoy the benefits!
- Call 045-535050 today to join the CSNA: 'The association run by retailers, for retailers'.

Warning: Clearly mark trading cards and stickers with an account number

Retailers returning boxes of cards or stickers to either Newsprint (Cul Heroes) or EM News MUST ensure that the container/box returned to your wholesale distributor has a CLEARLY marked and identifiable account number attached to it.

Quite frequently these are returned alongside newspapers and magazine parcels but the returns process for these collectables takes place in a physically separate part of the returns facility building. This can lead to boxes without account numbers not being processed for credit, leading to a LOSS for you, the customer.

Make sure that your staff are aware of the need to return every box with your account number clearly marked on it.



REMEMBER:

You can view the CSNA news and magazine training video at any time on the CSNA website at www.csna.ie.



CSNA CONTACT DETAILS

If you have any queries regarding CSNA services or membership please contact the office on Naas Road, Dublin 22 on **045-535050** or by email to info@csna.ie/www.csna.ie

Crowe's soaring high!

Getting out from behind the till to meet other retailers and pick up new ideas is vital according to **Flora Crowe** of Crowe's Gala in Sixmilebridge, Co. Clare. A philosophy which has certainly paid off for the Sixmilebridge store, locally renowned for its freshly baked produce

How long have you been in the convenience newsagents sector?

I have been working full-time since 2008. However, I remember covering a staff member's maternity leave when I was 12 years old.

How important is food to your business?

We have a slogan that we use in our branding which says 'Good Food, Good Eating, Good Health'. It really is a fundamental element of our business whereby we emphasise quality over all things else. My mother has been baking from scratch in Sixmilebridge since we first opened our doors over 30 years ago. Our bakery employs five people full time. Delis have made a comeback and are a driving force in today's market. Customers want good quality produce and that keeps them coming back every day.

How to do you attract new customers?

We are constantly innovating in-store. We are always on the lookout for fresh new ideas and concepts. Usually if they work in one shop,

they will work in all. I find social media to be a real driving force in getting customers into our store. I think it's important that social media posts have a 'call to action', i.e. they should be advertising your shop. I'm not a big fan of likes and shares and I don't think they drive customers to the store.

How do you keep up with the latest trends in the retail sector?

I think it is very important to get out from behind the till. Get to trade-fairs, business events and cluster meetings. You need to be meeting other retailers. Retailers are great to chat with. You will always pick up ideas or cost savings. My mother has a great saying, "Watch what the big boys are doing". Keep an eye on the multiples and try to replicate their actions in your store on a smaller level.

What is your philosophy in regard to customer service?

I wouldn't always agree that the customer is right; that's for sure. However, I do think that we as shop keepers should do our best for our customers. We are a part of the community and many customers may not



Flora Crowe highlight's the Sixmilebridge store's quality food credentials, where the Crowe family have been baking from scratch since the business first opened its doors 30 years ago

meet anyone else in the whole day except us, so we should be kind and always smile.

Can you tell us one benefit you see of being a member of the CSNA?

It's for retailers, ran by retailers. Everyone I have met in CSNA has walked a mile in my shoes and they serve the retailer's best interest and no-one else. ■

STORE PROFILE

Crowe's Gala, Sixmilebridge, Co. Clare

Size: 3,000sq ft

Number of staff: 20 based in the Sixmilebridge store and nearly 80 across the Crowe Family Retail Group



ADVT