



The Garden Retail Monitor

**A TOOL FOR BUSINESS BENCHMARKING &
GARDEN CENTRE SALES ANALYSIS**

About the GRM

What is it?

The GRM is an online platform for business benchmarking and performance analysis. Sales data is securely and automatically uploaded via your EPOS system, and populates reports for comparing performance against regional and national averages. You can analyse sales by product category or specific time frames, and choose from a variety of metrics like gross profit, average transaction value and more.

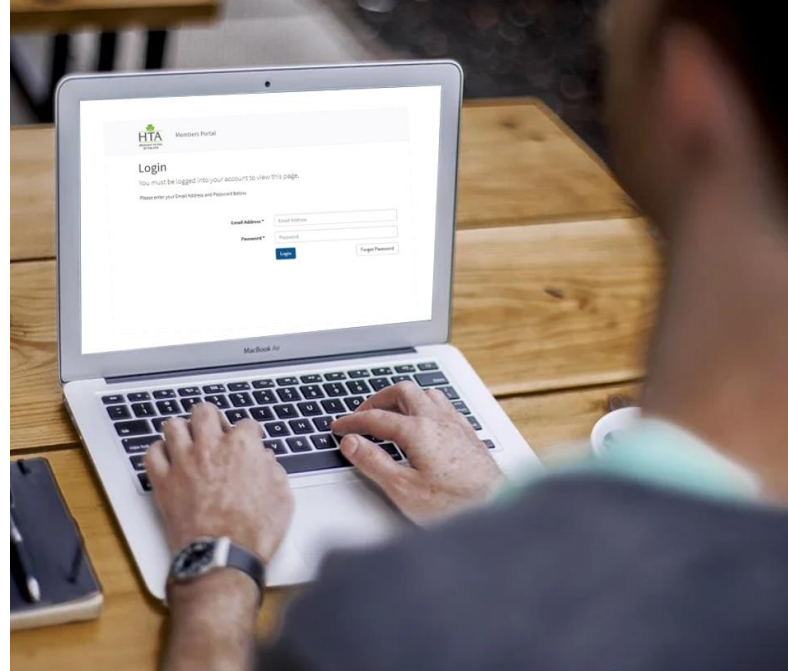
What are the benefits?

For you:

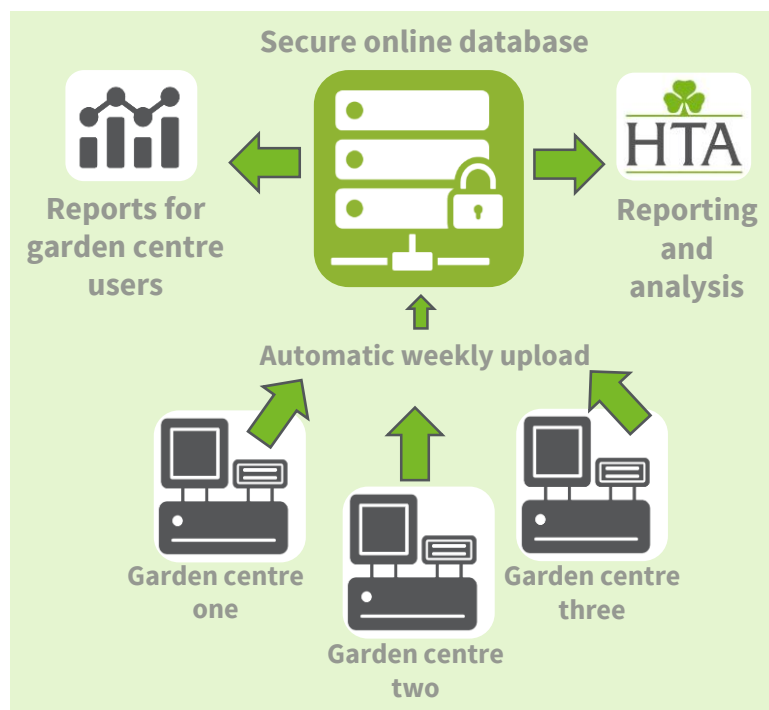
- **The “it’s not just us” moment** when your sales are down in bad weather, seeing other centres were too is reassuring – for you and for banks and investors
- **Identify areas of strength, weakness or opportunity** see where your performance is strong or weak compared to other centres, and identify possible issues or opportunities to address

How the HTA uses it for your benefit:

- Providing evidence for influencing government policy e.g. on the size and importance of our industry
- Generating coverage for the industry by responding to media requests for statistics (reporting on performance nationally - we never identify individual businesses!)



How does it work?



We match each garden centre’s department hierarchy with the GRM and GCA categories to provide like-for-like benchmarking comparisons. Sales data is then automatically transferred on a weekly basis via the EPOS system, and populates the different reports on the platform. We do almost all of the setup and talk to your EPOS provider, all we need from you is your department structure!



The reports, FAQ's and how setup works

What reports are available?



The reports allow you to benchmark against regional and national averages for a time frame you specify:

Sales Performance Benchmark Report

- your total sales performance

Category Performance Benchmark Report – product category performance, choosing from the HTA, GCA or your own categories

Member Operating Metrics ATV Report

- your Average Transaction (ATV) performance for the current year and previous two years

The final report – **Member Business Report** summarises your business growth/decline by month over the last 3 years for the metric you define.

FAQ's



Q. Is my data secure, can other centres see my data? No. Your data is encrypted and held on a secure server. Only your business can see your store specific figures.

Q. Do I have to pay to use the system? No. If you're willing to submit data, you can access the benchmark reports!

Q. I don't have EPOS, does that mean I can't take part? Unfortunately, yes. But we do have an older system where you manually type your sales figures in each month. If you want to use that, please let us know.



Q. Will my EPOS system work with the GRM?

Your EPOS provider needs to do a small amount of work to allow data transfer, which we can arrange on your behalf. The following providers are compatible already, but if yours isn't on the list, let us and them know you want to sign up and we can arrange a chat!

- Corby & Fellas - CSY - Swan Retail - NedFox
- Open Retail Solutions

The setup process & next steps

1. You register your interest and provide a few details about your business via the form on our website: hta.org.uk/grm
2. We contact you if needed, for any further information
3. You send us a copy of your garden centre department hierarchy, store and user details
4. We match your hierarchy against GRM and GCA categories, and set up your store(s) and users
5. We send you login details and a user guide via email
6. We arrange a system demo with you, either via phone and screen share, or as a visit to your centre



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