



“CBG has thoroughly researched the floristry industry and does an excellent job of getting through such a vast subject in a day. Full of good ideas and interesting anecdotes, they are well worth leaving the shop for!

CBG is an authority on all aspects of business and I can only recommend that all forward-thinking floristry business owners take advantage of his considerable experience and knowledge.

Well done to the British Florist Association for choosing such a skilled and interesting business consultant and for arranging this series of courses with CBG!”

*Ann-Louise Hartley
Director
Hartley's Nurseries Ltd
Northway
Lydiate
Merseyside
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“CBG has been an inspiration.

Having attended a preliminary workshop addressing the downturn in retail, I was so impressed that I asked CBG to do a follow up workshop based around my specific business.

They were well prepared and knowledgeable, and gave me many thought provoking new ideas and a plan was drawn up to develop sales for my business during the downturn.

Many of the plans formulated have been put into action with considerable success, and more are being actioned over a period of time to gain maximum impact and efficiency.”

*Fiona Kay Managing Director
Cheese Please,
46 High Street,
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“It's not often that a management workshop comes along that is run specifically for retail florists. It is not like a general retail workshop, this course just strides straight in to tackle head on the issues facing independent florists.

The content brings the latest strategies and ideas to you and trains you to look at your business from a new angle.

Thank you to BFA for providing their customers (us!) with what WE want
– the workshop is a must for every florist!”

Barbara Monks – Partner Flower and Plant Works - Runcorn



Construction Testimonial

“I first met Paul Drabble delivering his Half-Day Best Practice Seminar on the construction industry. His highly informative presentation covered the current construction climate and potential future developments, which were very pertinent to our organisation. As a result of this impressive initial presentation, I invited Paul to deliver his 2-day strategy course to the senior management team of the company. On the first day of the course the management team were presented with more detailed information regarding the construction environment and introduced to a methodology to develop and communicate a company strategy, which was developed further on the second day. The management team found the experience informative and enlightening and I believe we have a stronger company as a result.”

Neil Smith

Chief Executive Officer

JP Construction Group – Tewkesbury, Gloucestershire



The Pudding Club has established itself as a brand within the hotel and restaurant sector over the past 20 years and as owners of the brand we are now keen to develop and introduce it to the retail sector initially with a range of puddings.

I was attracted to the CBG's What's Ahead for Business Food and Drink Seminar organised by Taste of the West to build on my knowledge of the food retail sector and the implications of introducing a new brand to the market place.

I found the seminar very informative and CBG's in depth knowledge of the sector invaluable. I was particularly impressed by the clarity of his presentation, without too much jargon and his up to date knowledge of the marketplace.

As a result of attending this seminar CBG has subsequently spent a day with the directors of The Pudding Club to discuss branding and the route to market. This again was extremely informative and has helped us clarify our preferred route to market and brand position.

We launched Pudding Club puddings last October in Waitrose under the Pudding Club brand. The puddings are being stocked in around 180 stores, with 2 sizes and 3 flavour variants. Sales to date have been excellent, with some really good peaks around Christmas and in January.

Next stage, we will start to look at distributing to independent retailers and possibly the food service market.

Simon Coombe
Director
The Pudding Club



"My attendance on the CBG Market Best Practice Seminar was certainly worth my time. The presentation was clear, interesting and educational. I had already started to look at the need for change within my business and the seminar highlighted the extent of change in the retail market and the importance of planning for the future. CBG subsequently visited my business and helped me pinpoint four key areas where my time and energy would be best spent."

Martin Havill – Managing Director – Havill's Electrical Retail, Exeter.



'Managing Through the Downturn' workshop exceeded my expectations, with just the right balance of 'presentation' from CBG and interactive discussion between delegates. The day left me feeling upbeat about our future, despite the current economic climate, and helped to clarify which areas we need to focus on over the next year. The most useful parts of the workshop were discussions on pricing, and positioning of our products in a changing market. The workshop was relevant, informative and enjoyable.

Barbara Moinet – Director Kitchen Garden Preserves 26.11.08



I just wanted to say a massive thank you for the workshop yesterday. It was very informative, helpful and inspiring. I'm making a start on the business savings today...there's no time like the present!! **Sian Wild – Owner The Flower Lounge**