

Truly Scrumptious

Meeting the challenge of lunchtime trading

David Bulman is the owner of "SCRUMPTIOUS" in Redcar, on the north east coast of England.

His family has been involved in Fish & Chips for many years and his current business, "SCRUMPTIOUS", is based on a busy shopping parade just outside Redcar's town centre. The competition on this parade is intense with Domino's Pizza, Sainsbury's Local and Netto all having a presence.

David's Fish & Chip take-away had a relatively modest amount of spare space and David wanted to use it to sell an additional range of take-away products particularly during the morning when the Fish & Chip take-away was closed. Initially he thought that selling pizzas could be an option but with Domino's Pizza almost next door he realised that an alternative product range would have to be found!

SANDWICHES, SALAD BOWLS as well as **PIES, SAUSAGE ROLLS** and **CAKES** have proved to be **absolute winners** for David, along with teas and coffees.

The Sandwich Bar opens at 8.30 a.m. and closes at 2.30 p.m. and David is very quick to point out that in the evenings the unit could very easily be transformed into a kebab unit!

So how does it work?

The sandwiches are made to order and David buys all of his chilled sandwich fillings from a local supplier. They have a 10 day shelf-life and his supplier delivers 3 times a week.

All that David's staff have to do is take the lids off the tubs and position them in the display unit -no preparation! The main task is preparing the salad fillings and salad bowls and, as David explained, any remaining salad can be used in the Fish & Chip take-away in the evening.

David bakes pies and pasties from frozen and, again, any pies remaining can be sold in the take-away during the early evening. His waste is minimal!

As David explained:

"The total investment in the Sandwich Bar has been around £8000. From having an ambition to sell sufficient sandwiches to pay the Fish & Chip take-away rent we have in fact developed a substantial additional "business within the business", and increased our turnover by 40%. The atmosphere in the unit is very positive and there is a real "buzz" about the place.

"Turnover has increased by 40%!"



above:

David Bulman is the owner of "SCRUMPTIOUS" in Redcar

below:

Happy Staff of "SCRUMPTIOUS"



Conclusion:

David recognised that he was in a location where people were visiting the parade of shops from quite early in the morning to buy food - but his shop was closed! He had a relatively small amount of spare space in the "front-of-shop" and he wanted to exploit it, which is exactly what he has done with **great success!**

Fish & Chip take-aways can make sandwiches but sandwich bars cannot make Fish & Chips!