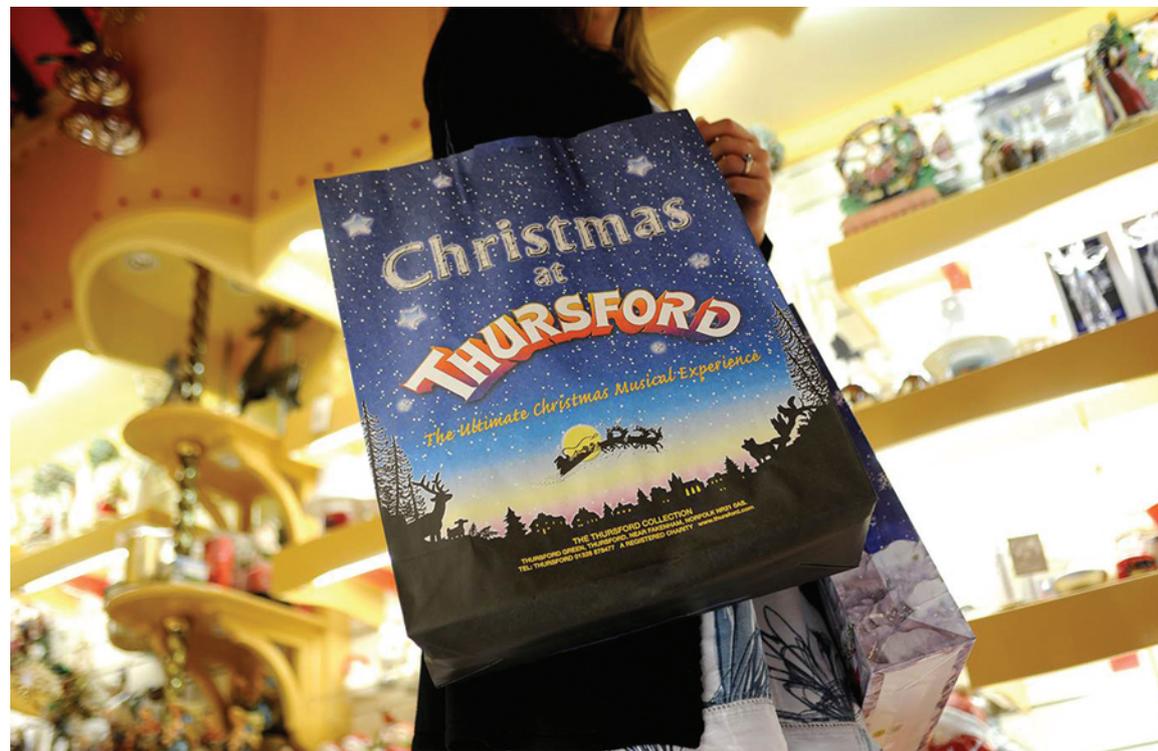


The Thursford Collection gears up for Christmas with the latest retail systems from Eurostop

Popular Christmas store in Norfolk countryside attracts 5000 visitors daily during festive season

Located in Thursford, Norfolk, near Norwich, the Thursford Collection is known for the scale of its collection of steam engines, organs and fairground attractions and its annual Christmas spectacular show, which draws over 100,000 people to the Norfolk countryside. Founded as a Museum in the 1970s by local man George Cushing, the annual Christmas Show has become a major attraction over the years.

The show boasts a cast of 130 professional singers, dancers and musicians –delivering an extravaganza of non-stop singing, dancing and variety, which along with Fantasy Land attracts over 5000 visitors daily during November and December. The Thursford Collection also claims to house the biggest Christmas store in the country, with thousands of items including decorations, tableware, gifts, toys and Christmas accessories. Regular visitors are also attracted by The Pantry, a traditional food and sweet shop, and the Thursford Boutique selling fashion, accessories, crafts and unique giftware and a café.



With the growing business and increasing number of product lines, the Thursford Collection has invested in the latest retail systems from Eurostop. The business now relies upon the e-rmis stock management system to manage thousands of different line items, and captures sales at till point using e-pos.

"We invested in Eurostop systems as they gave us the flexibility that we needed for our different tills. We can capture sales at till point in the stable shop and entrance to museum in the summer, as well as the gift shop and the Pantry. We are constantly refreshing the product lines, so it's really important to review the best sellers and make sure we replenish to meet demand," said Enid Griffiths, Stock Controller at Thursford Collection.

The Thursford Collection

Case Study

The Thursford Collection has invested in scanners from Eurostop so that every line item can be scanned and tracked, enabling the team to manage stock and most importantly - costs. In addition the payment terminals are now integrated with stock at till point, ensuring that checkout is much quicker and so streamlining customer service.

The Christmas Show has become increasingly popular and now draws thousands of visitors and is booked months in advance. One of the benefits of the Eurostop system is the flexibility that it offers – the team plans to use an additional EPoS unit to handle programmes and additional sweets sales.

As the team ramps up for Christmas sales new stock will be recorded across the different 'shops', making it much easier to track items.

Enid said; "We did all our buying for the Christmas season in the Spring. As Autumn approaches it is our busiest time as we add many of these additional new lines.

"When I carry out the stock take its so much easier, quicker and more accurate as I can scan everything. We can now keep control of stock which we just couldn't do before and it's so much faster for people to pay. Eurostop has really enabled us to put the right systems in place to grow the business and meet customer demand."



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