

The Summit

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Shoppers Paradise



Cartoon courtesy shorelines

www.shorelinesart.co.uk

Business investors now are hunting out opportunities in the newly emerging and fast growing market in China and the Chinese now apparently have the shopping bug. What is happening in China today happened in London and the UK in the 18th century. London then was a shopper's paradise and as the century progressed the shopping bonanza rolled out into the rest of the country. At that time there was 1 shop for every 45 people. This gave rise to Napoleons

famous quote that 'England is a nation of shopkeepers.' Overseas visitors to London were amazed by the goods on offer. From unique jewellery and silver to specialist gloves and hats. Many shops specialised in selling 'modern' china. One visitor to London in the 1780's talked about the ingenious novelties, machines and precious objects to be seen in the hundreds of shop windows in the capital city. As the economy grew the newly emerging middle classes wanted to be 'modern' and bought novelties such as cottons printed from Copper plates, Jasperware teapots and silver plated candlesticks. From this shopping boom British goods spread across the world. Today in China is a shopping boom and goods from that country are now exported into the UK, and across the world, in increasing numbers and variety. ?

Source BBC History Magazine
December 2005

The customers always right



Cartoon courtesy Shorelines

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In 1995 Gallup conducted a survey for the Co-operative Wholesale Society. The survey was conducted to find out the public's views on a variety of ethical issues, from animal welfare and human rights to the environment and product labelling. The results of the survey showed that the public would be prepared to boycott companies that did not trade ethically, and would conversely buy from companies that did trade in an ethical way. As a result of the survey the CWS brought in new company policies.

On labelling they decided to be 'clear and honest'. For animal welfare they

started an 'Ending the pain' campaign to stop animal

testing in the toiletries industries. The CWS also committed itself to joining the Fair Trade Initiative and to labelling the wines and spirits sold in its shops with sensible drinking advice. Before the survey the CWS had suffered from a 'poor image', and lost out to Tesco, Asda and Safeway. Now it is one of the leaders in convenience stores (often in remote places), and sales are increasing again. Take up of the new dividend card is also on the increase.

By 2002 the CWS as part of the UK co-operative movement and owner of the Co-operative Bank and Insurance Company brought in more than £3 billion. ?

Source It's Not About Size Paul Dickinson

Web site News

This month what's new page includes a 'web site of the month'. For January the site is a directory of companies across Europe. Search this site for businesses across Europe producing everything from pickles to steel.

www.summitup.co.uk.

Statistics

The Sunday Times, in an article in the enterprise section, questions the statistics produced in a report by the Department of Trade and Industry. The report 'Myths surrounding and Starting a Business' was commissioned by the small business service. The Sunday Times article analyses the statistics produced in the report which states that there are a record 4.3 million small businesses in the UK. This figure according to the report is 500,000 more than seven years ago. However as Randall Northam in the Sunday Times points out, there are 59 million people in the UK and 25 million of those make up the working population. This would mean that one in six of us run a small business. However the situation is even more complicated as 1.3 million of the working population work for the NHS and other large employers for example government agencies, the civil service and the large supermarkets. The Sunday Times article therefore

while agreeing with the conclusions in the report that small businesses are booming questions to what extent they are booming and suggests that the DTI's figures include people working freelance and the self employed who do not actually run a business.

Source Randall Northam for the Sunday Times

Workshops

Our next 'Unleash the Power of your Web Site' Workshop' will be held on Tuesday 10th January 2006, at Tickton Grange Hotel, Tickton, Beverley.

summitup.co.uk/workshop

The workshop looks at the appearance of web sites and using a variety of techniques shows how to promote a web site in the real world and on the Internet. By the end of the workshops delegates will be able to have a web site that reflects their business and which has the potential for more hits and repeat visits.

The cost is £55 which includes lunch. To book a place ring 07947 779542

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Night Night

Ovaltine was first introduced, as a health drink, into the UK in 1906 when it was called Ovomaltine. The Ovaltine Original sold £5.6 million over the past year and it accounts for 5% of all sales of hot chocolate and malted drinks. Ovaltine Original was concocted by a Swiss chemist and it was made with eggs and milk. It has always been a popular bedtime drink with children, and it is also popular with the over 55's. Associated British Foods bought the Ovaltine range from the Swiss in 2002, and they recently launched a healthier add water variety called Ovaltine Original Light Water.

Source The Grocer Dec 2005