

The marketing specialist

CONSUMER CHECK, PRICE MONITORING AND COMPETITOR ANALYSIS ARE JUST THREE OF THE KEYWORDS FROM CHRISTINE SCHIRL'S POOL OF EXPERTISE

+ Roaming through craft baker's shops with her is fascinating. She looks, analyses and identifies at a glance all those gaps and complacencies that cost sales in branches. Christine Schirl successfully managed a bakery business in Austria with over 70 branches for more than ten years, and enjoys detail but is in no sense a grim numbers freak.

Schirl says: "It's little mistakes like a goods presentation badly matched to the daily routine, a lack of awareness among sales staff about the earning power of individual offerings, and staff deployment not perfectly adjusted to customer frequency, that all add up and ultimately decide the profitability of a location."

As a trained controller, she doesn't miss any gaps in the product range or any inappropriate presentation of goods, nor does she overlook the excessive amount of goods that increases the number of returns at the end of the day. Schirl explains that: "There are many small adjustment screws, you must just see them and constantly readjust them. That's why not only the branch management but also every member of the sales staff must have a detailed idea of what can be done to increase the average purchase value per customer." Since the 49-year-old moved to Vorarlberg, Austria, three years ago for private reasons, she has advised bakery chain stores in Austria, Germany and the surrounding countries.

The range of services she provides is comprehensive and includes test purchases with optimization analyses and competitor observation, the development of concepts to increase the average ticket through the correct presentation of goods and communication with customers, and the training of branch management staff and optimization of personnel costs through deployment controlled by customer frequency. Another of her specialist areas is price and campaign monitoring and a professional search for promising product developments and branch equipment. She also develops detailed plans for actions and activities, and accompanies their implementation.

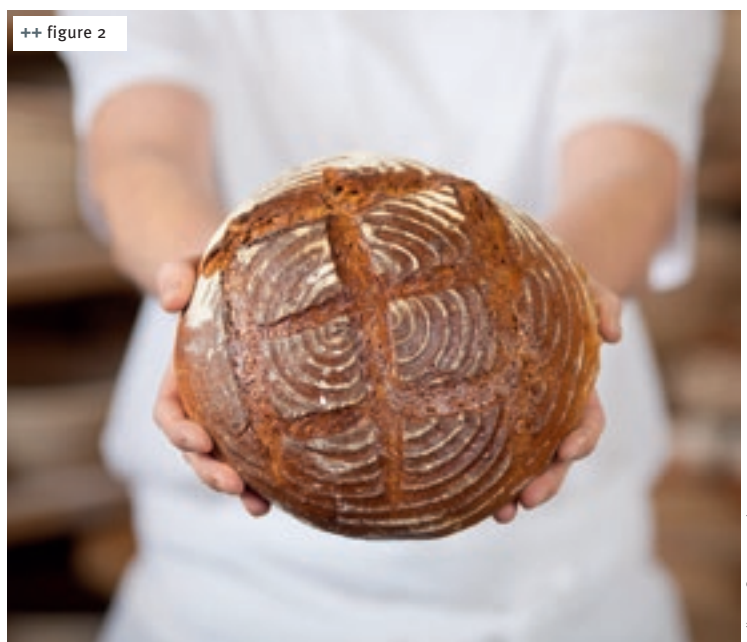
Christine Schirl is one of the few business consultants who knows the marketing sector and the sales personnel of chain store companies from her own experience, while at the same time being able to supply a perfect business management analysis together with an action plan.

If you are interested or have any questions you can contact Mrs. Schirl by e-mail at c.schirl@csc.at.

Further information at www.csc.at. +++



++ figure 1
Business Consultant Christine Schirl



++ figure 2
An appropriate presentation of baked goods may increase the average ticket

AUS LIEBE ZUM TEIG
PASSION FOR DOUGH

FRITSCH



When only the best is good enough

The mere sight of a croissant is enough to make the mouth water. And the croissant is among the most variable of pastry types. It can be filled or – when less is more – left plain and buttery. Some like it sweet. Others savoury. It can be big. Or small enough to fit into the palm of a master baker's hand. It's a breakfast favourite, but a popular snack as well. Still, one thing holds true for all tasty croissants: if

you don't have time to form them by hand, then come to FRITSCH. Our bakery machines will make the croissants the master baker wants, in small, large and very large quantities.

Is your mouth watering yet? Then contact us for more information about our croissant programme.

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