

**APPENDIX B
SWOT ANALYSIS**

SWOT Analysis	
Strengths	Weaknesses
<p>Community support Enthusiasm of local suppliers Large network of small producers Advice and support from the local and national community shop network Volunteer involvement strengthens community involvement Peppercorn rent, no mortgage 5-year lease New electrical equipment and display Strong brand locally Attractive premises Good site</p>	<p>Lack of management expertise Lack of village retail experience Volunteer involvement may be slow/inefficient and poses management challenges to salaried staff Space unduly restricts amount of stock Small village Relatively little traffic</p>
SWOT Analysis	
Opportunities	Threats
<p>School lunches Potential to expand upstairs Potential to expand outside "Big Society" initiatives 2 Local Business Estates</p>	<p>Overall economic climate Lack of real village engagement Difficulty of sustaining volunteer effort Supermarket price wars Supermarket delivery services Complexity of tax regime and relevant legislation</p>

SWOT Analysis Summary

The biggest challenges we face are the overall economic situation and the management team's limited amount of experience.

APPENDIX B: HOW OTHER LOCAL SHOPS ARE FARING

Shop	Turnover/week (approximate figures)	Transactions/day	Opening hours
Motcombe	£7 - 900/day	190@£4.00	Sunday 9:00 - 12:00
Kay 852225	£4,570/week		Monday – Friday : 7:00 - 6:00
	£19,800/month		Saturday: 8:00 - 6:00
	£237,640/year		
Hindon	Approx £8- 900/day (£320 on Sunday)	(Monday) 172 @ 4.33 average	Sunday: 9:00 - 12:00
Caroline 820366	Ca £5,500 a week		Monday – Friday 8:00 - 7:00
	Monthly £23,000		Saturday: 9:00 - 5:00
	£273,242 (actual for 10-11)		
E Knoyle	Approx £4000 - £4500 week	90 – 100/day @£4	Sunday 9 – 12
Janine 830928	About £20,000 a month		Mon – Sat 8 - 6
	Ca £240,000		
Freshford, Nr Bath	Weekly turnover £5,500	200/day @£4.75	Monday – Friday 8am - 6pm
Gitte Dawson 01225 722511	Annual turnover £286,000		Saturday 8.30am - 12.30pm
			Sunday 9am - 12
AVERAGES	Annual Turnover	Transactions	
	259,220	164 @ £4.26	

Appendix C: Village Support (survey conducted April 2011)

Background: A questionnaire circulated within Semley, distributed with the parish magazine which goes to every house

Survey size and response: Approximately 200 surveys were distributed. There were responses from 52 households totalling 140 people, more than a quarter of the village.

The main findings:

How often would you use a shop

- 52 respondents said at least weekly, with most saying 2-3 times a week.

What products would you be most likely to buy

- local produce and dairy products (39);
- fresh fruit and vegetables, home-made bread, newspapers and magazines (34 – 28)
- greetings cards, bakery items, Juliet Stallwood's cakes (24 – 20)

How likely are you to use a post point where your parcels and letters can be weighed and correctly stamped:

- 45 in the range likely/extremely likely.
- Other facilities that were supported:
- dry cleaning and shoe repairs, a notice board and the sale of tickets for local events.

Cafe:

- Altogether 55 households said they would use a cafe within the shop for coffee, tea or light lunches.
- The school would like the shop to provide nutritious snacks and light lunches

School Support (Survey conducted September 2011)

1. **Background.** Semley Village School has 130 children and is located directly opposite the shop site. Due to the immediate proximity of the school a discreet survey was conducted with parents and staff to establish how much use would be made of the shop. A team of 5 undertook the survey at random on Tuesday 20 September 2011

2. **Survey Profile and Size.** The survey focused on parents and staff at the school. 52 parents were approached and were asked to sign a petition if they supported the project. They were also asked to complete a questionnaire. The results were as follows:

- 50 parents signed the petition to support the shop. (96%)
- The 50 petitioners represented a total of 209 household members.
- 27 questionnaires have been returned to date (54%).

3. **Level of Use Findings.** The key findings of the survey relating to use are as follows:

- 96% of parents would make use of the shop.
- 89% would make use of the café.
- 74% would make use of a school lunch service.
- 74% would use the shop 2-3 times a week.
- 22% would use it weekly.

4. **Popular Products Findings.** The following percentages represent those items parents would purchase as part of the family shop.

- | | |
|-----------------------------------|-----|
| • Newspapers: | 81% |
| • Dairy (Milk, cheese etc) | 78% |
| • Sweets: | 78% |
| • Fresh Fruit and Vedge: | 67% |
| • Homemade bread: | 70% |
| • Local produce (meat) | 67% |
| • Gifts, toys and cards: | 56% |
| • Village Cake business: | 48% |
| • Postal drop, dry cleaning: | 48% |
| • Freshly made local ready meals: | 44% |
| • Tinned/ package groceries: | 37% |
| • Beer and spirits: | 37% |
| • Sandwiches | 37% |

5. **Miscellaneous.** Other items such as frozen foods, household cleaning, hardware, craft items and toiletries ranged between 20% and 30%. Pet food and cigarettes only attracted between 5-10%.