



# Gala performance

**Every few months, Gala visits a standout store. This month, we visited Brendan and Shauna Kieran, owners of Kieran's Gala in Carrick-on-Shannon, Co Leitrim**

**Can you tell us about your store and how long you have been with the Gala Group?**

We have been with the Gala Group since we first opened our store on 29 July this year.

**What attracted you to become part of the Gala Retail Group?**

As a third-generation retail family business, convenience retailing is in my blood. I loved the idea of independently owning a store, while benefiting from being part of a nationally recognised brand. Having a local wholesaler that was also a family run business was also a big draw. The expertise and support offered by the Gala Group and the benefit of having the ongoing support of a dedicated Retail Operations Executive made joining the Gala Group an obvious choice for us.

**How has the support of the Gala Group evolved since you became part of the group?**

From the first day back in 2019 when we stood in the shell of what would become our store, the support from the Gala Group has been immense. Having come from a different sector of the retail industry to the grocery/convenience retailing

sector, there were new challenges ahead for us and building the business that we have today would not have been possible without the support of our Gala Retail Operation Executive (ROE), David Mayne, the input of the fresh food advisers, and the backing and support of our local wholesaler, Tuffys Wholesale. The Gala team has been involved in all aspects of getting the business off the ground, from planning and concept, to stocking, shelves and store fit-out. Their input has been invaluable to us.

**What Gala concepts have you implemented and what impact have they had on your store?**

We have introduced the full suite of Gala concepts to our store and they have been a great success. Our store has the wildly successful Baker's Corner offering, complemented by the Coffee Junction hot drinks dock. We also have a full hot and cold deli, as well as the Galato chilled desserts concept. We have also introduced our own juice and smoothie bar.

**What would you say to retailers who are considering joining the Gala Group?**

I can't recommend the Gala Group highly enough! Being new to the grocery retailing sector, the quality of the finish of the store and the business as it is today would not be the same had we gone it alone without the knowledge and expertise of the team at Gala.

**What makes your store different from other stores in your local community?**

Our store is a one-stop-shop with a wide

variety of goods available. We have a little bit of everything, which appears to work well for the community in which we operate. The positive feedback that we have received so far has been overwhelming!

**What systems have most benefited the day to day running of your store?**

The Epos system has been hugely beneficial to us. We aren't in the shop every day as we have other business commitments, so the Epos system enables us to monitor, manage and control stocks and sales remotely.

**Is there a support network of Gala retailers?**

Yes, there is always someone at the end of the phone ready to support and help out if needed. The Gala Retailer Online Website (GROW) network is a great resource where retailers can log on and access helpful information on promotions and sales materials, social media guidelines and, at present, the latest information and guidelines surrounding Covid-19. This has really helped us out over the past few months.

**What motivates you in business?**

Success and customer satisfaction! It is our family name and livelihood on the line and at the end of the day our aim is to provide a great customer experience for our customers by going the extra mile. We have a huge focus on customer service, and we want our customers to have the best grocery shopping experience at Kieran's Gala.

