



The
Postal
Museum

Retail at The Postal Museum

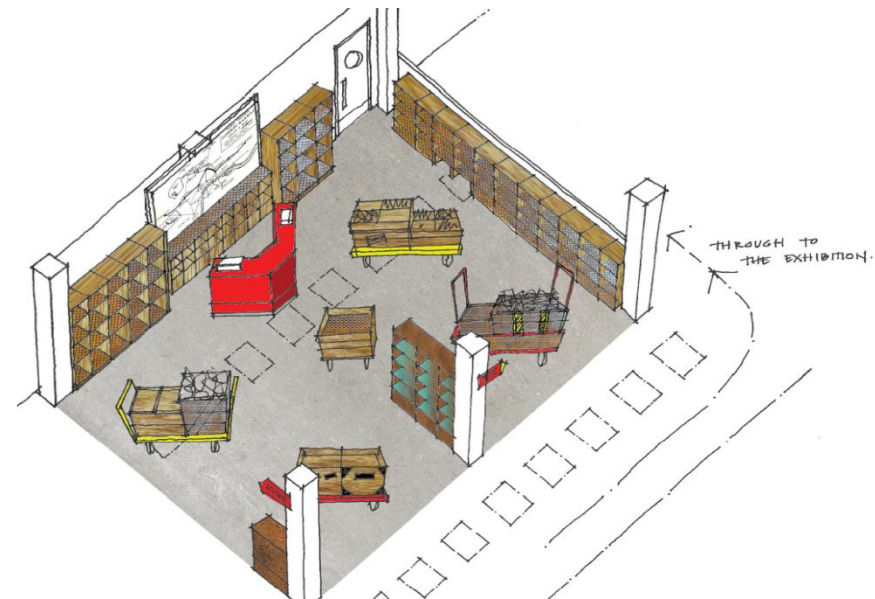
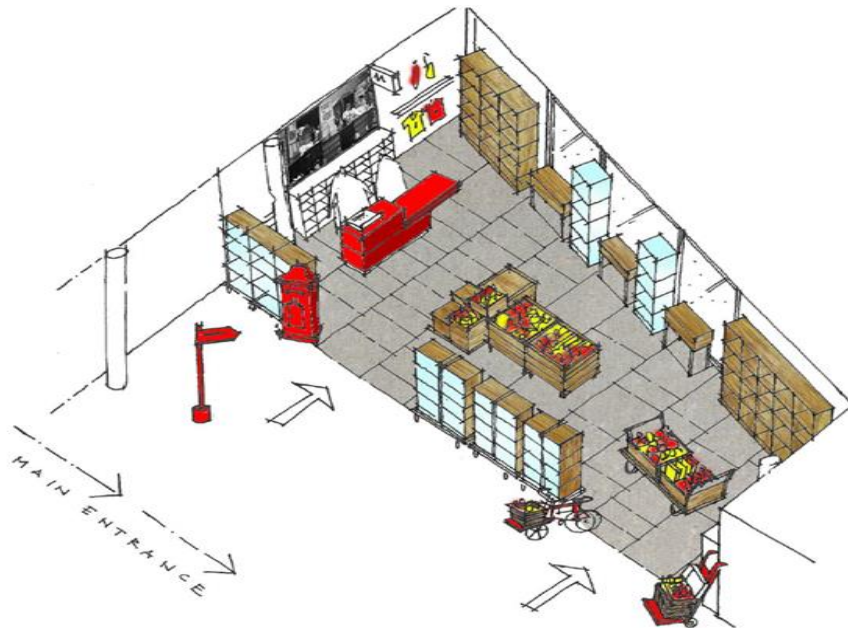
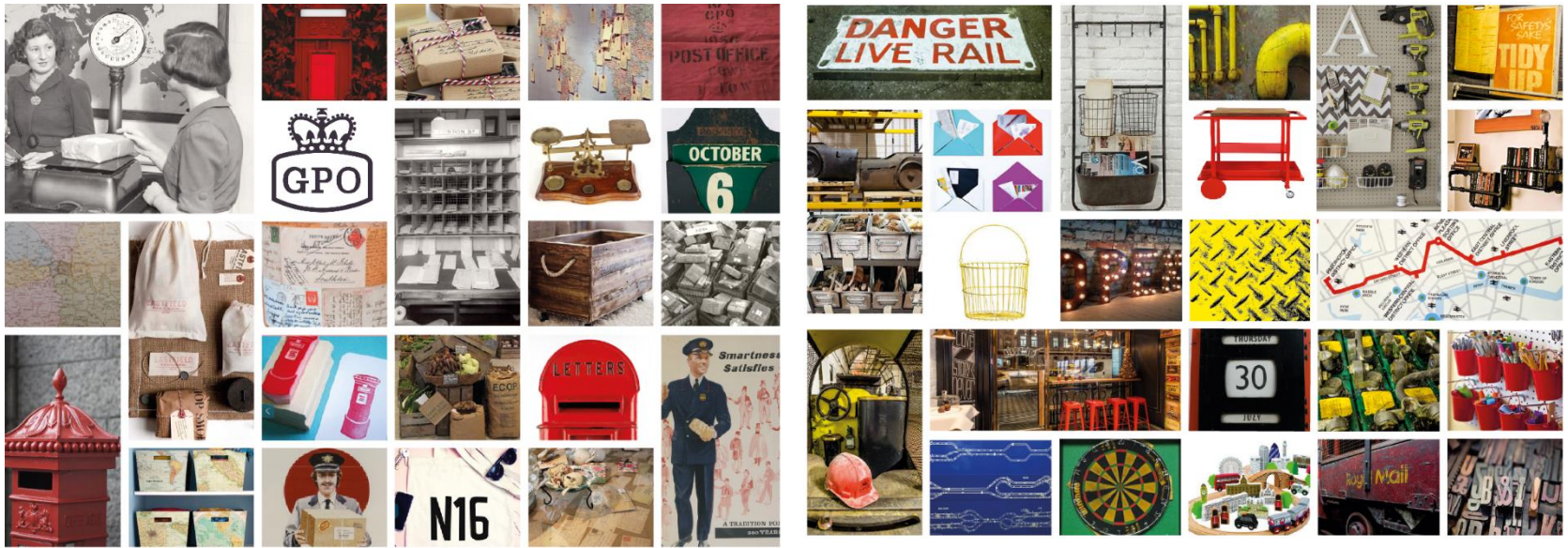
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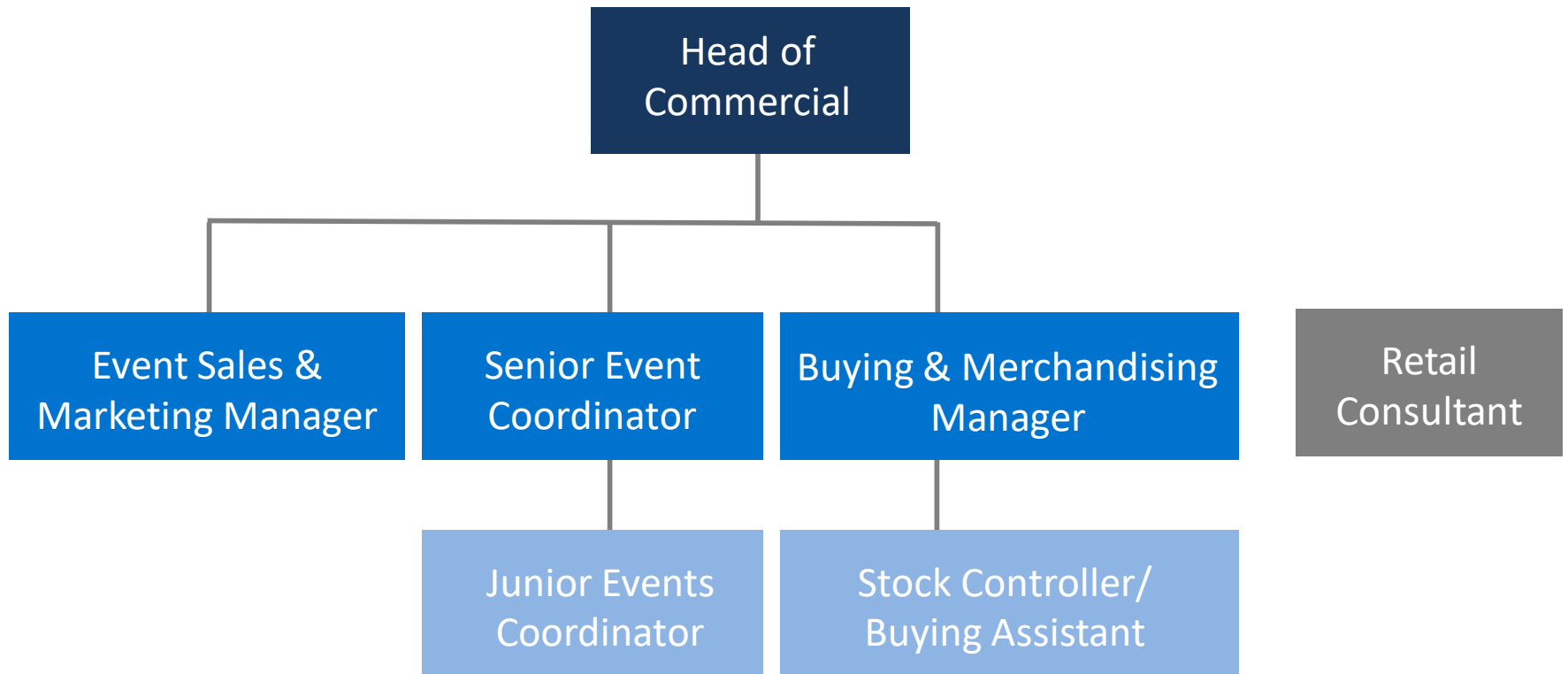
What? Where? When? Why?

 The Postal Museum





Who?



How?



The
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Museum

Strategy

- Context
 - Vision
 - Strategic Objectives
 - Key Performance Indicators
 - Our Customers
 - Retail Environment
 - Range plan
 - E-commerce
 - Retail Marketing Overview
-

1. Research

Who is your audience?

What are your targets (both aims and KPIs)

Who is your competition

2. Range planning

What's in the exhibition? What do people like? What do you own imagery of?

Who is the customer?

What should the price range be? How many lines?

What is your selection criteria?

3. Buy Ins

What is available? Spring/Autumn Fair, Top Drawer, benchmarking, online research

Can you outsource?

4. Bespoke

Where are the gaps? What are your winning images?

Suppliers (ACE/Top Drawer/word of mouth)

What are your targets?

AIMS AND KPIS*

1. To provide a **net profit**
 2. To **enhance the visitors' enjoyment**
 3. To **inspire passion** for our collection
 4. To ensure our retail offer is **accessible** to all of our audiences
-
- £150K profit ex VAT via Postal Museum and Mail Rail shops
 - £21K profit ex VAT via online sales
 - £5K profit ex VAT via retail sales at external events
 - Average Conversion rate of 22%
 - Average Transaction Value of £7.19
 - Average Spend Per Head of £1.62

*based on visitor figures of 185,000

Who is your competition?

- London Transport Museum
- Design Museum
- Southbank Shop
- The Science Museum
- National Railway Museum
- We Built This City



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Range planning

What's in the exhibition?

What do people like?

What's unique to your venue?

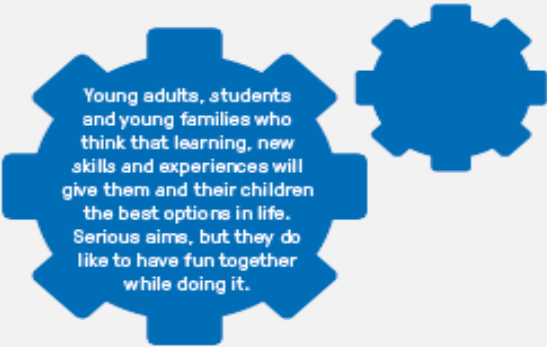
What do you own imagery of?

 The Postal Museum

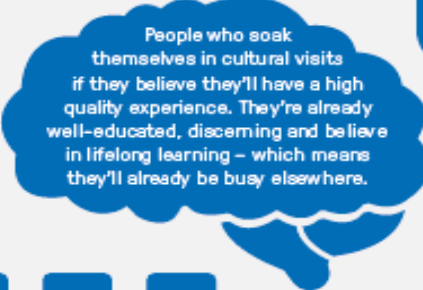


Who is your customer?

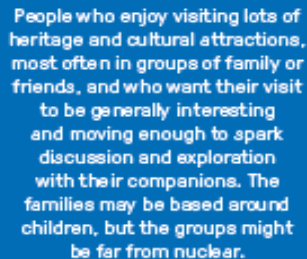
SOME AUDIENCES IN OUR MIX



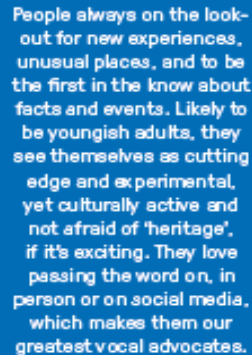
Young adults, students and young families who think that learning, new skills and experiences will give them and their children the best options in life. Serious aims, but they do like to have fun together while doing it.




People who soak themselves in cultural visits if they believe they'll have a high quality experience. They're already well-educated, discerning and believe in lifelong learning – which means they'll already be busy elsewhere.



People who enjoy visiting lots of heritage and cultural attractions, most often in groups of family or friends, and who want their visit to be generally interesting and moving enough to spark discussion and exploration with their companions. The families may be based around children, but the groups might be far from nuclear.



People always on the look-out for new experiences, unusual places, and to be the first in the know about facts and events. Likely to be youngish adults, they see themselves as cutting edge and experimental, yet culturally active and not afraid of 'heritage', if it's exciting. They love passing the word on, in person or on social media, which makes them our greatest vocal advocates.



Nostalgia-minded people (generally older and inclined towards heritage and local, social or family history) who need strong reassurance that we will be worth their effort and, significantly, money.

SOCIAL EXPERIENCE SEEKERS

- Key family audience
- Like to buy gifts
- Want to feel they are supporting the venue through their purchases

CULTURAL CONNOISSEURS

- Well educated cultural consumers
- Not interested in souvenirs, search for authentic and high quality product

TREND-SETTING EXPLORERS

- Young and trend aware
- Want products that are quirky, original and high quality

NOSTALGIC TRADITIONALISTS

- Mature, Traditional, Heritage
- Low uptake and price sensitive
- Don't tend to buy gifts

SCHOOL GROUPS

- Mostly primary school groups
- Influenced by what their peers choose

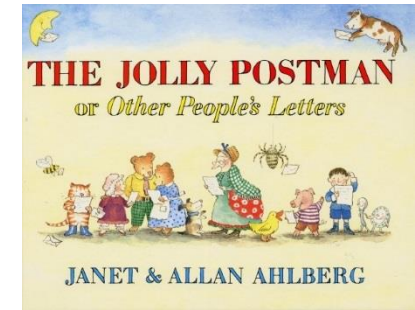
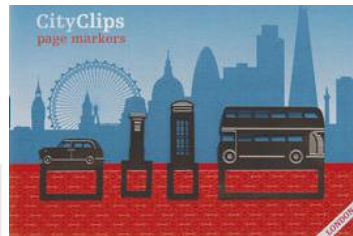
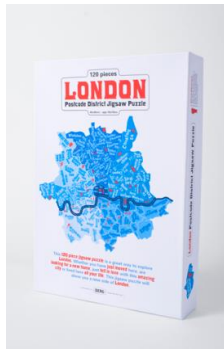
All products bought in or developed must meet this criteria:

- ✓ Fulfils retail **vision**
 - ✓ Links to **collections** and stories
 - ✓ In the spirit of the **brand**
 - ✓ Fits into one of the **ranges**
 - ✓ Makes **margin** (50%)
 - ✓ Perceived **value** for money
 - ✓ Well **designed**
 - ✓ High **quality**
 - ✓ Supplier based in the **UK** where appropriate, possible and financially viable
-

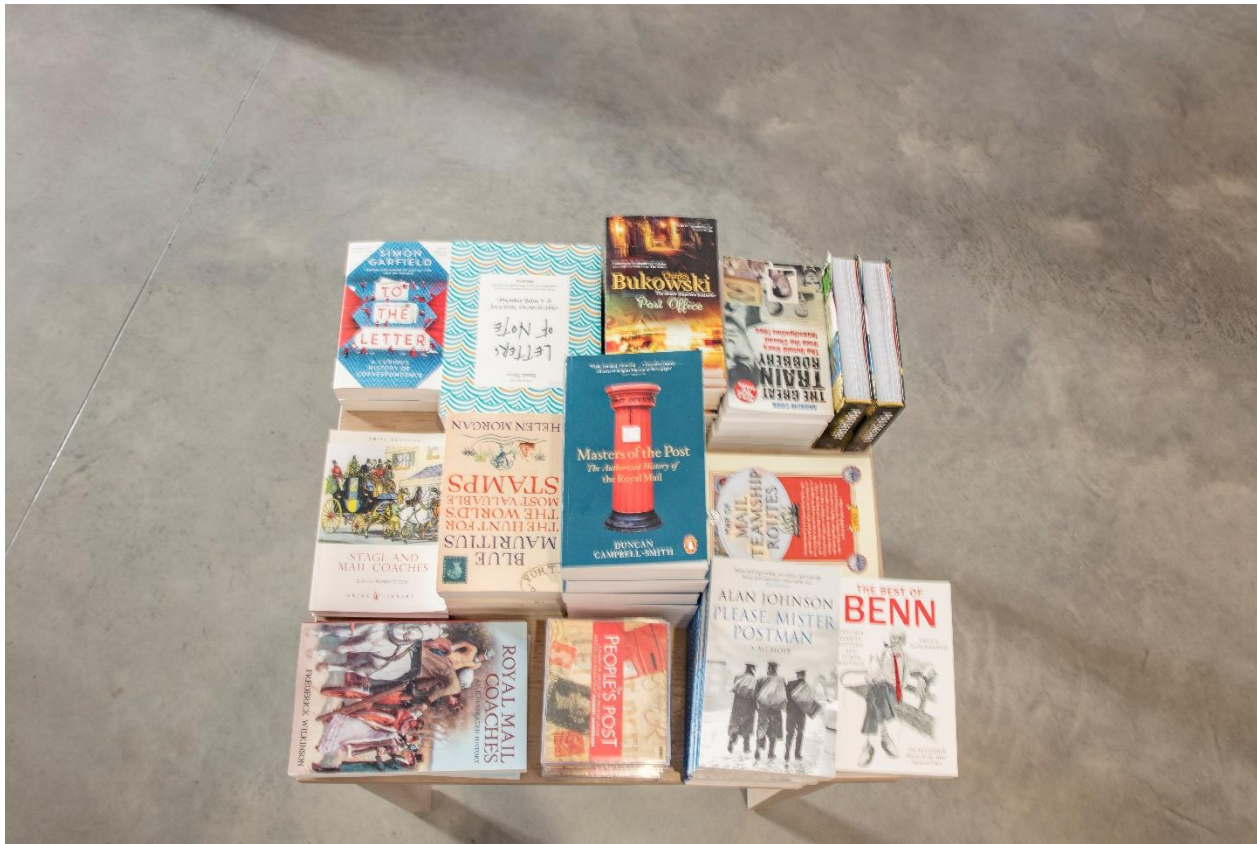
Buy Ins

What is available?

The Postal Museum



Can you outsource?



Feed it into the spreadsheet



TPM
 MR
 Bay no
 BI or B
 Header Range
 Range
 Supplier
 Product
 Description
 Category
 Unit Cost
 MOQ units
 Delivery costs
 Set up costs
 RRP inc VAT
 Sell ex VAT
 Margin £ ex set up
 Margin % ex set up
 Order qty
 Order value

	Number of Lines		
Header Range	Bespoke	Buy In (blank)	Total
Apparel	1		1
Books		9	9
Cards	32		32
Food & Drink	1	11	12
Home	43	36	79
Postcards	25		25
Stationery	21	34	55
Toys & Games	3	33	36
(blank)			
Accessories	10	17	27
Total	136	140	276

BI or B	(All)
Range	Sum of Order value
Apparel	£ 827.50
Books	£ 328.34
Cards	£ 1,237.50
Food & Drink	£ 235.44
Home	£ 4,589.85
Postcards	£ 1,100.00
Stationery	£ 3,382.60
Toys & Games	£ 2,592.67
(blank)	£ 2.69
Accessories	£ 2,044.78
Grand Total	£ 16,341.36

Buy Ins

Where are the gaps?

What are your winning images?



Suppliers (ACE/Trade Shows/word of mouth)
Feed the data into the spreadsheet

CASE STUDY: Fine Cell Work



CASE STUDY: Tibs

Tibs the Great is no more

TIBS, the Post Office's number one cat, the imposing 23lb. giant who has reigned at Post Office Headquarters for 14 years, is no more.

Mr. Alf Talbut, Cleaner at St. Martin's-le-Grand, who has served his "Tibby" since the cat was born, never failing to come in at every Bank Holiday to see him fed, first realised something was wrong when Tibs failed to turn up for his morning meal one Monday just before Christmas. Reports came in that he had been seen on the floor above his basement home. Mr. Talbut began to leave food at strategic places and a little of it would go, but the big cat was not found until later in the week.

Mr. Talbut needed the help of a colleague to carry Tibs to the People's Dispensary for Sick Animals, where the veterinary surgeon was in no doubt. Tibs had cancer of the mouth. Almost exactly on his 14th birthday the life of the Post Office's senior cat was brought to a close.

Tibs was an official member of the Post Office staff and was paid 2s. 6d. a week. He lived in the basement from the prec

has been seen his career. (basement. It Twice Mr quarters. T where he was of an infected fit and well,



Tibs in 1954, as he appeared in the book *Cockney Cats*.

raised more than £50 from grateful members of the staff at Headquarters.

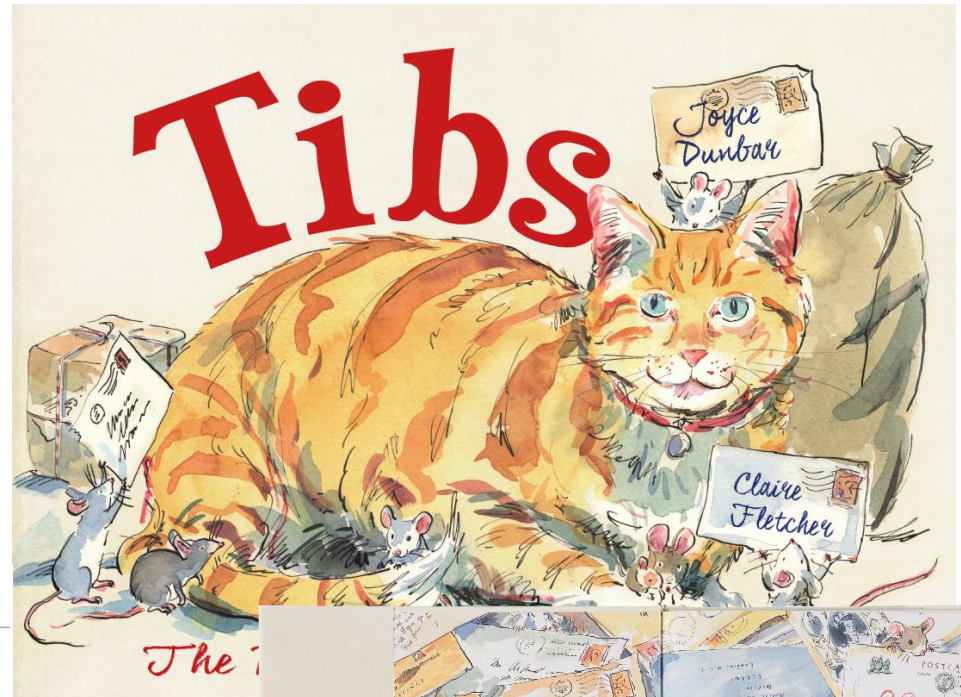
His second outing was to a special cats' and film stars' party, where Tibs was the dominant

Tibs the Great

From Wikipedia, the free encyclopedia

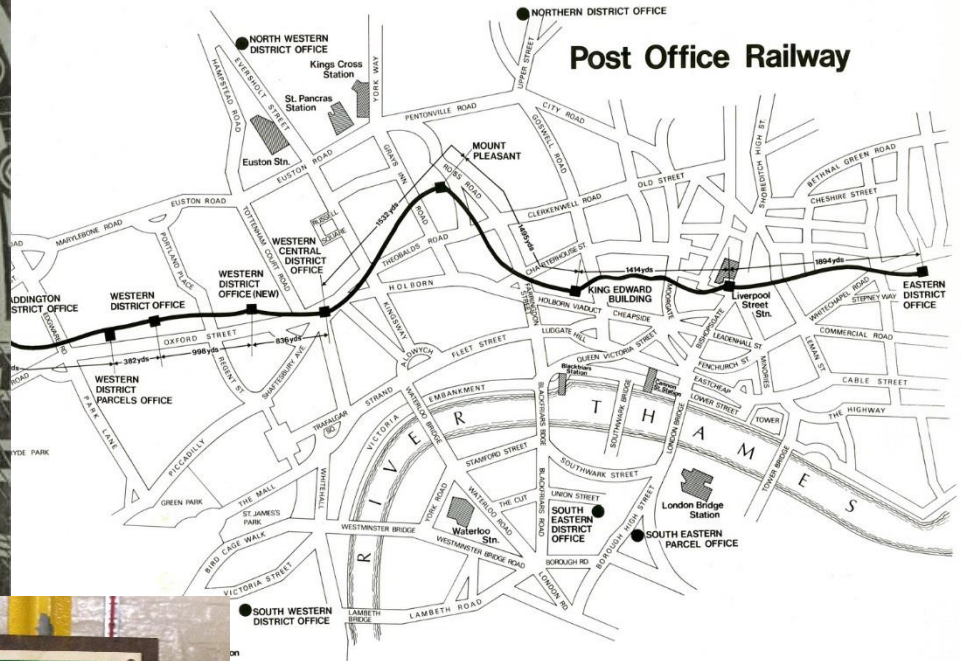
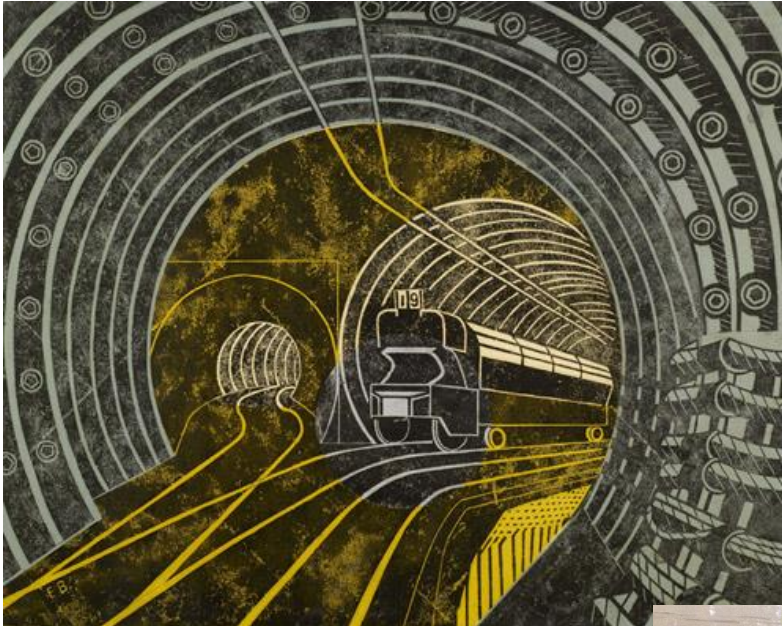
Tibs the Great (November 1950 – December 1964) was the **British Post Office's** "number one cat" and kept the post office headquarters completely mouse-free during his 14 years of service. He

Tibs the Great



- ✓ Use what's popular
- ✓ Look for tie-ins
- ✓ Licensing is better if possible

CASE STUDY: Mail Rail book

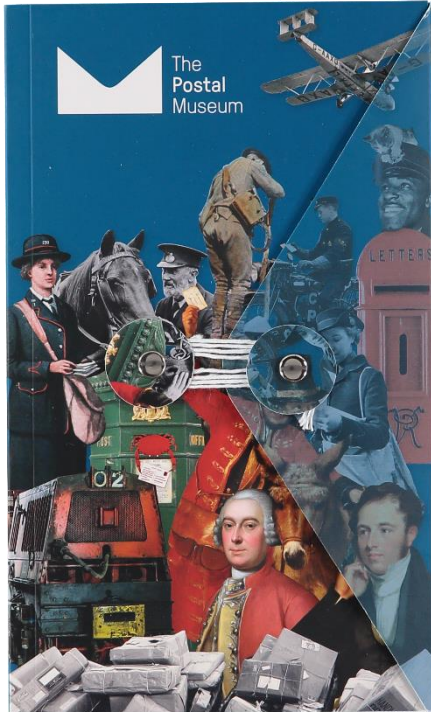


- ✓ Be prepared to let it go...

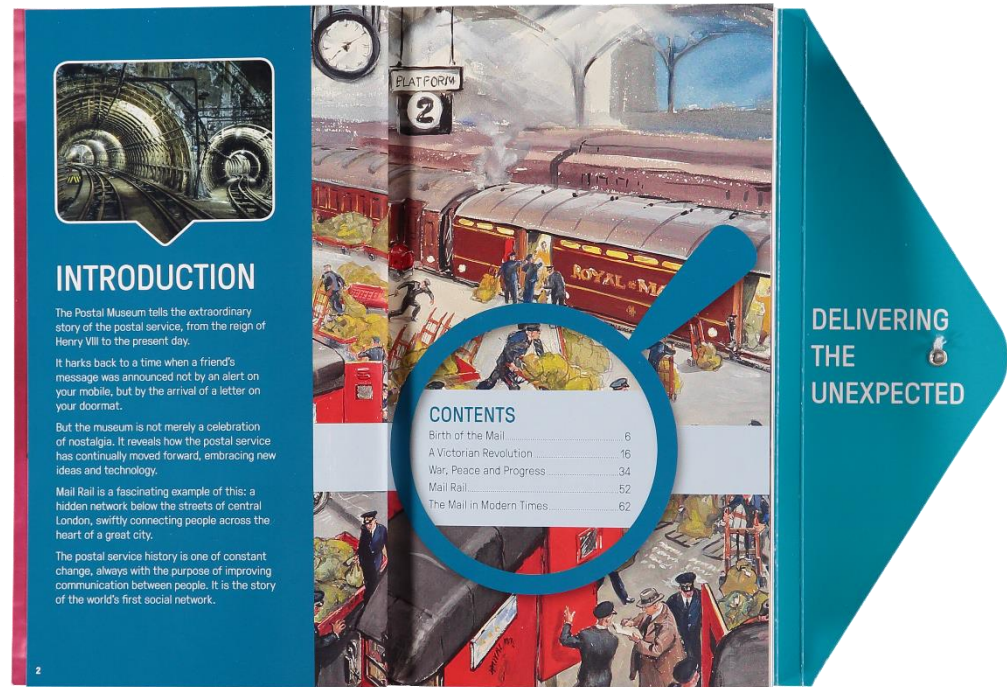


- Promotes us as the authority on the history of Mail Rail
- Provides a Mail Rail specific product
- Reflect our marketing campaign pre-opening will focus on Mail Rail

CASE STUDY: Guidebook



- ✓ Allow time for curators
- ✓ Allow time for strong opinions
- ✓ Allow time for rewrites and edits
- ✓ Allow time for finding imagery and photography
- ✓ Allow time for contracts
- ✓ Allow for circumstances beyond your control!





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