

“I can't afford to **invest** in my business!”



Great Signage, a lick of paint, new posters, bright lighting and a good clean will all help your business



Happy staff and happy customers at Kristian's in North Shields



Invest in smart, tidy, clean uniforms for your staff and see the difference!

YES YOU CAN... **EVERYONE CAN!**

Let's start with the basics:

Is your shop clean, inside and outside? If not an **INVESTMENT** in cleaning products is all you need!

New, stronger lights in your shop and outside your shop, will brighten up the visual appearance of your business. **INVEST** in some new lighting!

Do you need new posters on your shop walls because the ones there at the moment are old, tired and dog-eared? **INVEST** in a call to Henry Colbeck Limited to ask for some new posters. These are **FREE OF CHARGE!**

Do your staff need staff uniforms or new uniforms? **INVEST** in relatively inexpensive polo shirts, smart work trousers and matching work shoes... **NOT** trainers or sandals!!!

Do your staff welcome **YOUR** customers with a friendly smile and greeting?... **INVEST** in some basic **CUSTOMER SERVICE TRAINING**. This is available from **SEAFISH** at an incredibly affordable cost.

What about **INVESTING** in a “lick of paint”? **INVESTMENT** does not necessarily mean spending thousands of pounds. It means looking at your business and making marginal but significant improvements.

PLUS Make sure that you keep producing good Fish & Chips!

For **INVESTING** in staff training contact: Richard Wardell from **SEAFISH** on **01472 252300**

If you want to contact Jeet Sidhu telephone: **07932 044371**