



Richard Ord with his staff and celebrity chef Brian Turner!

# Publicity means Profit

## RICHARD ORD OF COLMAN'S OF SOUTH SHIELDS EXPLAINS HOW HE MANAGES HIS PUBLICITY WHICH LEADS TO AN INCREASE IN SALES AND PROFIT!

Richard Ord is an enthusiast! He is enthusiastic about his business and about Fish & Chips!

Colman's of South Shields is the current holder of the SEAFISH North East Region Fish & Chip Shop of the Year Award. It is also the current holder of the BBC Radio 4 Food & Farming Programme Take-Away of the Year.

As Richard explained;

*"It costs nothing to enter these competitions but the publicity gained from entering has had a significant impact on my sales and profits".*

One of his philosophies is

*"I'm in the shop for over 60 hours a week therefore what's the point in not doing my best to get it right!"*



### SO HOW DOES RICHARD APPROACH THE TASK OF PUBLICISING HIS BUSINESS?

Richard constantly questions;  
"What makes great shops great?"

His starting point was to objectively and critically look at his shop.

Was it clean, was it pleasant to walk in to, were the staff smart and well trained, was the food they served of a consistently high quality? Richard is a firm believer in getting the basics right.

Without Richard's knowledge, Colman's were featured in the BBC Good Food Guide. When Richard discovered this he informed his local newspaper, this triggered additional publicity in the local press.

He is also a great believer in using the internet for research and for emailing as many publications as possible, local and national, with information about Colmans. Richard targets individuals by name, the Food Editor or the Food Guide Features writer etc. It is very simple to research this information.