

# bec

## *free* support and advice to establish and improve your business in the NT



*Clinton Dennison from Afghan Traders*

### **AFGHAN TRADERS**

As a small family-run business, Afghan Traders supports the local Alice Springs community and visitors by providing quality, organic produce and wholefoods to the Red Centre.

Owner Clinton Dennison says he joined the Alice Springs retail and tourism business growth program hoping to understand more about their business and how it could be more efficient.

“The whole program was brilliant and very interesting,” says Clinton. “There were lots of little things we found very helpful that we’ve implemented along the way.”

The program focuses on customer service as a way of assisting businesses to get a better result from their sales and marketing, shows how to design and manage the customer experience, foster repeat business and greatly enhance teamwork and motivation.

“A large portion of the course was on merchandising, which was great for us. From what we learnt during the program we’ve changed where products are displayed and how they’re displayed and incorporated signage too.”

“So far, so good, we haven’t really slowed down even though we’re going into the quietest time of the year.”

A tagline was also developed for the business “one stop health” which is on all the staff uniforms together with the store’s logo. The uniforms are funky t-shirts that are also sold in store, and they have already sold a number of them.

“Having the staff identifiable by their t-shirts has also improved customer service, as our customers know who to approach for help.”

“I’d certainly recommend this program to anyone. As a small business it can be hard to find the time, but its well worth it. I really enjoyed it.”



**For more information**

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