



Bwtri

Food business utilises Superfast Broadband to expand its customer base

The background

Three brothers from Penllyn took over a delicatessen in 2007 and have since grown the business from one to five outlets, as well as several associated services. In addition to two delicatessens in Pwllheli and Porthmadog, they also run cafés at the Arfon Leisure Centre in Caernarfon, the Wrexhan Museum and Archives, and at Pen y Pass near Llanberis. Unable to rely solely on customers walking through the door, they have established an outside catering service delivering fresh and local buffets across Gwynedd and use two chilled vans delivering sandwiches to local garages and village shops, and selling directly to the public.

The people

The brothers were brought up on the family farm near Pwllheli and share a passion for the area and local produce. Geraint runs the business from day to day, with Dafydd and Eilir contributing on a strategic level and during busy periods. Each of the five sites is run by a designated supervisor with responsibility for their own teams. The success of the business has only been possible due to the commitment and ability of all the staff.

The driver for change

The business has been eagerly awaiting the arrival of Superfast Broadband in order to support operational improvements and improve the customer experience. The main motivation for signing up to Superfast broadband has been to:

Improve efficiency: During peak periods e.g. Christmas, when there is a dramatic increase in online orders placed with suppliers and received from customers. Superfast speeds were seen as essential to ensure that all staff could access and use the internet efficiently.

Improve customer services: Customers were regularly asking for access to the internet in the cafes and shops. This was especially evident in the leisure centre café where parents wanted to work whilst their children were having lessons.

Enable flexible working: Running a business in five locations across a large geographical area is a logistical and operational challenge. The business was eager to explore the use of cloud based services to ensure all the staff are better informed, are more involved and are able to work remotely.

Improve marketing: The website provides basic information on the business however it is difficult to update regularly and does not enable customers to communicate directly with the business.

Keeping up with trend: The underlying trend in retail is the shift to digital technology. The business recognised the need for multiple routes to market.

Signing up to Superfast broadband has enabled Bwtri to use technologies to improve the effectiveness of the business. The key technology adopted by Bwtri includes:

For further information

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The action	<p>Wi Fi for customers: Bwtri now has free wi fi for customers in those locations where Superfast Broadband is available to improve the level of service available to customers.</p> <p>Cloud Computing: Bwtri now uses a monthly fee per user based operating system (Microsoft Office 365) which is more cost effective than paying individual license fees. In addition, cloud storage (Dropbox) is used to store and share documents; the website is updated using an online website interface (Magento), and online accountancy software (Sage) is now used.</p> <p>Social Media: Social media now forms a key part of the company’s marketing strategy. It has embraced Twitter, Facebook and Instagram in order to provide information on the latest offers and encourage dialogue with customers. A monthly newsletter is circulated via Mailchimp providing customers with general information as well as good new stories.</p> <p>Mobile App: The business took part in a graduate placement project which provided a student with support to create a mobile app. The app provided information on the cheeses of Wales as well as links to relevant social media. Caws Cymru is available on itunes and android and supported the marketing campaign.</p>
The benefits	<p>Digital technology has enabled the business to develop beyond the high street in order to survive and prosper. The main benefits to Bwtri of accessing Superfast Broadband and associated technology include:</p> <ul style="list-style-type: none"> • Efficiency: All staff have reliable and rapid access to the internet and the systems needed to deliver day to day activities of running the business, leading to greater productivity. • Increased Sales: Online sales are an important source of income. The business has had an e-commerce website for many years with varying degrees of success. However a recently launched online “DIY” Welsh hamper service has proved popular and the ability to respond rapidly to increased seasonal demand has seen sales increase. • Better Customer Service: Customers appreciate access to free wi fi and have indicated that they will choose Bwtri over other café’s because of it. • Access to Customers: Social media has enabled the business to raise brand awareness, inform customers of latest offers and ask them for feedback. This has had a direct positive impact on sales at relatively little cost. • Flexibility: Cloud computing allows Geraint to maintain a firm grip on the business while also working on other projects, which often requires him to travel. Staff are also now able to share information and communicate and work remotely. • Image: Embracing technology gives an important message out to staff and customers about the business’ attitude to change and willingness to improve and keep up with the times.
The future	<p>The business has embraced new technology and future developments being investigated include:</p> <p>New website: The business plans to create a new website that will function as a hub for all digital activity, rather than merely a static source of information.</p> <p>Online retailing: The online retailing / ordering service needs to be developed in order to make “food on the go” more convenient.</p> <p>Point of Sale Software Packages: These cloud based software packages would enable the five sites to have access to the same point of sales material. This would support the consistent Bwtri brand.</p> <p>VOIP (Voice over internet protocol): The cost of calls between the five sites can be expensive. Using a system such as Skype or Google Hangouts could reduce this dramatically.</p> <p>Social media management systems: There is plenty of activity on social media and the approach to date has been experimental. However the business intends to make better use of systems such as Hootsuite to ensure that it generates maximum impact.</p>
A word of advice	<p>Geraint says: “replicate and duplicate good practices observed from any part of the world. Use creativity to make the most of social media ”</p>
Find out more	<p>To find out more about Bwtri visit www.bwtri.com, Facebook/ Instagram: Bwtri, Twitter: @bwtri / @penypassbwtri / @bwtriporthmadog, Itunes App/ Google Play: Caws Cymru</p>
Useful guides	<p>Available at: http://business.wales.gov.uk/digital-gwynedd-superfast-business</p> <ul style="list-style-type: none"> • Create an on line shop • Using cloud technology • Mobile marketing • On line business networking
In your area	<p>To find out if you can already order superfast broadband or when it is coming to your area visit http://www.superfast-cymru.com/home</p>

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