AYRSHIRE HAMPERS
— Filled with Love —

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Tourism Angles

Our Business
Before Iceland

We are Ayrshire Hampers, previously Bespoke Hampers Ayrshire
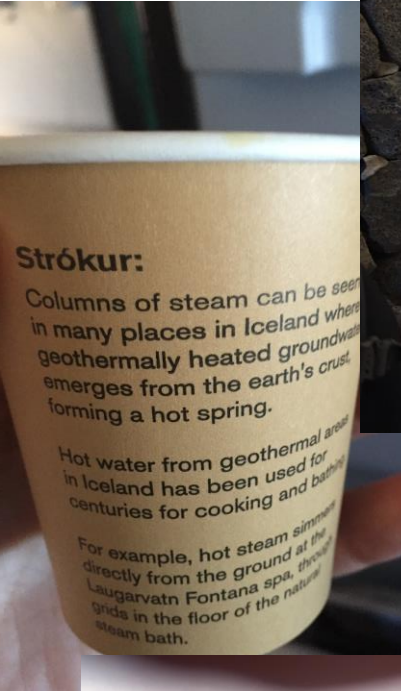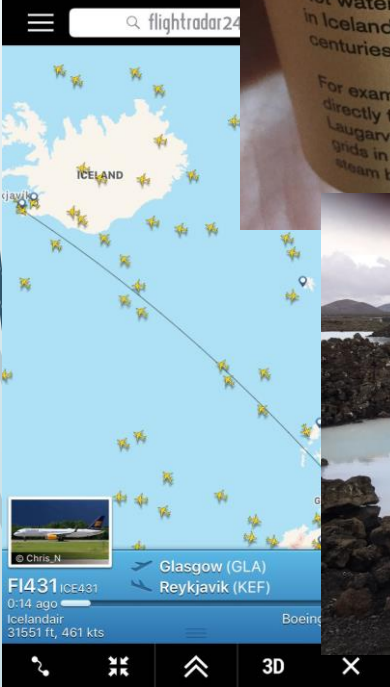
Based in Rural Ayrshire

My daughter started the business in 2012 as an Enterprise project for school

Luxury Hampers, Gift Baskets and Bags filled with quality products from Ayrshire, Arran and Dumfries and Galloway in the South West of Scotland

"A Hamper is not just for Christmas"

Iceland.......

Iceland Learnings: 1 - Tell Your Story
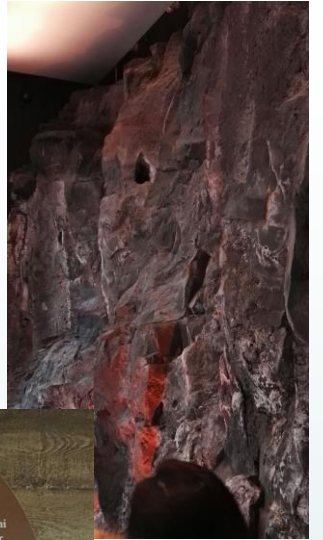
So…we told our story……

People we engage with feel part of our business because of who we are.

"Be Authentic"

"Attach Emotion to the Experience"

Hampers are not just for Christmas"

Iceland Learnings: 2 - Vision & Values

Passionate about our Local Area

Passionate about People

Simple but with Quality & Excellence

Focus and Plan but be flexible

Ethical Approach

Community – local business/local people

Iceland Learnings: 3 – Have fun!

- Show Your Personality

- Share Happiness

- Enthusiasm is catching

- Do what you love – Passion for your products/your work
- Networking

"A Hamper is not just for Christmas"

BEWARE OF ELF

BEER WAS ILLEGAL IN ICELAND FROM 1915 UNTIL 1989 SO ICELANDERS STILL HAVE A LOT OF CATCHING UP TO DO COME INSIDE AND HELP US OUT

AYRSHIRE HAMPERS
Filled with love

What did we do.......

- Re – Branded
- Told Our Story
- Unique Selling Point
- Entrepreneurial Products
- New Premises – Hamper Headquarters
- Eco Energy Supply
- New Stockists
- Development of on-line shop and website
- Community and Charity

Measurement

- Monthly Targets

- Record of Sales by Item to understand Buying Patterns

- Operational Management system

- Critical Path Timeline by Opportunity

- Weekly Management Meetings in person or by Skype

- Customer Feedback – word of mouth sales, Facebook, in person, email

- Am I enjoying what I am doing?

Where next……

- Increase our number of stockists

- Expand range of products available

- Own Brand hampers

- Offer local employment opportunities

- Licensed

- Export

- Implement our learnings from Norway

ALL LASTING BUSINESS IS BUILT ON FRIENDSHIP

ALFRED A. MONTAPER

"Hampers are not just for Christmas"

Thank you .....

Greer & Lyndsey Phillips

Ayrshire Hampers

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