



Andy Clark

**Oxford Retail Masters Forum
Scholarship winner 2011**

Andy Clark is the General Manager of a garden centre in Cobham, Surrey. He found the Oxford Retail Masters Forum invaluable and would definitely recommend it to other independent retailers.

He said: "I don't have any formal retail training, so courses such as the Oxford Retail Masters Forum, give the structured learning that I need.

"The most enjoyable part of the Forum was being immersed in a group task and the interesting and thought provoking discussions which occurred. Working for a small company, I always assumed that larger stores are much further ahead in terms of efficiency, technology and knowledge. It was a real insight and confidence boost to learn that my knowledge and the systems I use are comparable to larger retailers.



"I found the finance section most useful. I have used my new understanding of projections and reports, which means I can look at our business in more depth. We have already made changes and have improved our stock choices after looking at customer spending patterns."

After such a good experience, Andy said he would definitely recommend the Forum to other retailers.

"I challenge anyone not to come away feeling inspired to excel within their job after the Forum. For an independent retailer it takes a lot of effort to apply for these courses, get the necessary funding and finally find the time to attend, but I can assure you, the return of investment makes the effort well worth it."