

# The Gentleman Fishmonger

## Company description:

The following summary was extracted from the meeting transcript A.

The Gentleman Fishmonger is a marketplace business with a physical location carrying out in person transactions, alongside an eCommerce site. They supply fresh seafood and fish nationwide to the public, hotels, and restaurants with a focus on quality, variety, and freshness. They produce recipes and cooking guides with information on how to purchase, prepare and cook their products.

They post new stock to Facebook and Instagram each morning to inform customers of what will be available that day. The posts are connected to the eCommerce site to enable direct purchase via Shopify. Customer Relationship Management is carried out by tracking customer engagement and purchasing habits across social media. This is used to gauge popularity of their existing products. They also gather information about the people viewing and engaging with their online content and use this to inform new product offerings. A central stock list is controlled via an excel Knowledge management system. The stock sheets held at the market and uploaded to the eCommerce site are synchronized to the source of truth on the owner's laptop. Secure pay and Worldpay are integrated into Shopify and are used handle to transactions. Worldpay is used to enable contactless card transactions for in person sales. A physical invoice is drawn up for deliveries to businesses. The invoice is scanned and uploaded to "Hubdoc" an online data capture software. The invoice is checked for accuracy by an employee and transferred to "Zero" where it can be viewed alongside the other transactions. Delivery is handled by a third-party package handler who specialise in 48-hour delivery. If a delivery falls outside of the specified window the customer may be reimbursed or a new delivery is scheduled.

## Transcript A

Below is a transcript of a meeting with the business development manager for The Gentleman Fishmonger. The text has been refined for clarity and relevance. The Gentleman Fishmonger is a marketplace business doing in person transactions alongside an E commerce site. We supply fresh seafood and fish nationwide. It is prioritized on its quality, variety, and freshness. We use EPS based systems for our tills which allows us to have a headquarter computer for us to manage it across various locations. The system we used for our tills is based off an Excel software spreadsheet which was categorized into: People, products, prices, and seasons etc. We can use our software system to adjust to high volume days, or stock purchasing days (Wednesdays) where no sales are made.

We use Shopify with integrated secure pay and Worldpay. Worldpay is used in store for contactless credit card transactions to discourage cash use. World pay has a lower interest, so It is better for smaller businesses. You can be either an in-person customer or an online customer.

We start off in the morning by posting what we have available on our Facebook on our website. After seeing our updates from that morning customers can get more information on products from one of our on-stall staff. We have recipe boxes with links to suggestions on our website. Our Instagram and Facebook posts have direct links to Shopify so that customers can QuickBuy our products.

Nationwide delivery must be done within 72 hours (about 3 days), with a target delivery of under 48 to maximize the freshness of the stock when it arrives.

Monday.com is used to track employee hours. Staff sign in every morning and just make sure they log out and it will automatically calculate the hours worked. The manager struggles to track the check in and check out times and writing the staff rotors. Instead, the "Teamup" app is used to produce a personalized Rota with an in person copy in an online copy.

There are different tabs on Excel for categories. So currently I have my price list which is all our products. We also have a section for the different members of staff so they can login as there is some information, we do not want our manager to know. But we want the director of the company know, but we do not want the pot washer to. We have an iPad that we use at the store and they can all log in. We use Hub doc for invoices, they take photos of the invoice and it will upload them onto our accounting site, which is what I've been working on today and then that'll automatically input. The TIL software no one can access that except for me and the two software engineers working on it.

#### CRM System

We base a lot of our stuff around our quality on our customers. We track what our customer engagement is across all our social media. We look at our purchasing and like how much of a certain thing are buying so.

"We never used to sell salt baked Cod because not many people buy that, and it's really rare and exotic. It's quite cheap, but not many people buy it. But then we found out we have a few exotic customers from looking at our tracking on our Facebook profile of quite a lot of people that were looking at our shop. So that we did a poll to see if they'd be interested in salt baked Cod."

We have an account system which we set up that as soon as we have an invoice to send to them, we compile it ourselves, usually done by my mom or something, and then she'll send it off. We've got a link that's attached to that. If they click on it, they can pay, and it will automatically put it in our systems as well. In person it's very simple, they arrive, select some products and are told the amount to pay. They pay in cash or via contactless card. They take it home.

They go to the cart, pay, our delivery at the minute is using APS Courier service that deliver within 48 hours (about 2 days). There's a contract that we signed with them, and because of our fresh produce, it must never take longer than 72 hours (about 3 days). If it does, then legally they must give us back some of the insurance. If we get a complaint by customer then we speak directly to our delivery people. They already supply or work with some of our competitors, which and they've had no issues, and I've looked at their track records and the reason I went with a company that is with our competitive is because we know they can do it because not many people specialize in 72-hour deliveries for fish.

For failed deliveries to a relatively near area, withing an hour and a half of traveling. We'd hand deliver it to the customer to make sure that they receive the right thing second time round as fresh as possible. If the customer were further than that distance, then we'd put in some extra bits like a handwritten card and some extra product and have the delivery rescheduled.