

Daybreak Dawns in Killarney

The brand new Daybreak store on Killarney's High Street is perfectly positioned to meet the convenience and top-up shopping needs of its catchment area.

The new Daybreak on High St in Killarney is part of one of the fastest growing symbol groups in the country. Even just a cursory glance around the shop shows you why, so high are the standards and specifications of the Daybreak image.

The O'Callaghan and Doyle families are well known in the town, as both families have strong GAA connections: small surprise then that the shop is located within walking distance of Fitzgerald Stadium. While the rest of Munster almost always approaches that stadium full of trepidation, it is a constant source of pride and frequent success to the people of Kerry. The O'Callaghans and Doyles are looking to emulate such success in their new shop.

"There had been a shop on this site for a very long time known as 'Dicko's'. When the site was redeveloped as part of quite a significant project, the Doyles and O'Callaghans saw a real business opportunity here," explains Michael Cunningham, Store Manager. "They identified a lot of potential in the site. We are right in the heart of the town, so there are a lot of people working around us. We also have a number of schools and colleges nearby and Fitzgerald Stadium is not far. The Dept of Arts, Sports & Tourism is being decentralised to a building just around the corner too, so that will mean a huge amount of potential trade."

High Convenience Trade

From the very outset, their business plan prioritised high convenience trade, according to Michael: "We wanted to



Pictured inside the new Daybreak store are (l-r): Trevor Cannon, Territory Manager, Musgrave, and Michael Cunningham, store manager.

focus on top quality fresh food, both hot and cold, along with a quality coffee offering. In fact, this was an important reason why we went with Daybreak, as the brand places particular emphasis on the 'hero categories' of hot food, deli, hot beverages and wine."

The store owners approached a number of symbol groups before choosing a partner. "As soon as we began talking with Daybreak, we saw how closely the group's strategy matched our intentions for the shop exactly," Michael explains. "The group has a fantastic package on offer to retailers: with over 130 shops, it has a strong presence around the country and it is backed by Musgrave, so we were very enthusiastic about working with them."

Incredible Support

The Daybreak team brought a wealth of expertise, advice and assistance to the project. Training on IT, hygiene and customer service was made readily available to make sure staff would be able to do justice to the flawless image rapidly being installed in the shop in High Street. Musgrave





have made an online training solution available to all their retail partners, making it even easier for dedicated managers like Michael to keep staff operating up to best practice standards.

Michael is particularly fulsome in his praise of Trevor Cannon, Musgrave's Territory Manager for the area: "Trevor has been a huge support to us right from the start and has always been on hand to offer his advice and assistance whenever it's been needed."

Indeed, the level of support from the wider Musgrave team was a key reason for choosing Daybreak. Michael adds: "Whether it's store development, marketing and promotions support, category management advice or help with HR issues, there is a wealth of knowledge and experience in the Musgrave team that I can draw on, whenever required."

Strong Trading Performance

By the end of March, the intensive preparations were complete and the shop opened on April 1 of this year. According to Michael, "Trade started strongly on the first day. The kids were still at school in April and business increased briskly. We have had a huge number of compliments from customers on the new look of the shop. Personally, I think the Daybreak image is fantastic, but it's particularly reassuring to have a customer take the time to come over and say that they think the shop looks great too."

The grocery element of the new store targets the top-up shop in particular. For a shop of its size, the space dedicated to grocery is not large. However, tight category management



means the top selling brands of the highest volume varieties allow customers to quickly and easily find those last minute purchases. Value for money remains a key priority.

"With Musgrave backing Daybreak, we can offer customers quite a good selection of value offers through promotional cycles," Michael explains. "We have been surprised at how strong the growth has been in our grocery sales. Wine sales have performed particularly well and we get great advice from Musgrave on the most popular brands to stock."

Daybreak Store of the Year Competition

The store manager is justifiably proud of what the entire development team have achieved with the new Daybreak store: "We have an absolutely fantastic shop, with staff that are well trained and motivated. Now that Daybreak is operating a Store of the Year competition, it is something we will be looking to compete in and compete strongly. If we are going to keep growing the business as strongly as we have been doing, we are going to have to maintain the standards at all times. Group initiatives like Store of the Year competitions are great for keeping you focused and rewarding the efforts of staff if you perform well."

A unique additional element developed for this shop by the O'Callaghan and Doyle families is the Food Station. It offers top quality hot and cold food at very good value for money and every option is as healthy as it can be. Sean Doyle, co-owner, explains the concept: "The Food Station is all about really healthy food of the best quality at great value. Everything we prepare is MSG-free, low salt, low in saturated fats and absolutely top quality. The objective of the Food Station is to provide customers who need convenient food with an option that is quick but consists of the absolute best possible ingredients." In the future Sean hopes to open more Daybreak stores and expects the Food Station concept will be a part of any of his new developments.

The O'Callaghans and Doyles have chosen the perfect symbol group partner for their business strategy. Their GAA experience has long since let them know that success comes from the quality of your team: the strength and depth of the squad in their Daybreak will certainly bring success.

FACT FILE

-  **Owner:** O'Callaghan & Doyle
-  **Location:** High St, Killarney, Co. Kerry
-  **Size:** 3,200 square feet
-  **Number of Staff:** 15 full time & part time
-  **Opening hours:** 08:00-22:00, Monday-Sunday.