



2021 CO-OP GENERAL MANAGER'S REPORT

INTRODUCTION

Anna Brancati, with Circle Craft Co-op since July 27th, 2021.

Extensive retail background working in upper management-level roles for over 20 years.

Director and Country Manager roles with major global retailers, managing over 150 million dollars in sales.

Rolled out new initiatives that had a direct impact on sales and major key performance indicators.

I'm driven by results, engagement, and teamwork.

I'm more of an athlete and my husband is an artist.

My first 6 months at Circle Craft have been wonderful. I look forward to connecting with all of you.

SALES

	2018	2019	2020	2021
Ceramics	\$ 158,553.20	\$ 135,825.60	\$ 115,480.95	\$ 164,051.80
Exhibits / Pop Ups	\$ 12,169.60	\$ 16,732.00	\$ 2,818.00	\$ 17,938.00
Glass	\$ 119,726.69	\$ 115,479.63	\$ 67,571.17	\$ 110,842.46
Jewellery	\$ 133,278.25	\$ 158,828.35	\$ 86,180.95	\$ 154,406.65
Leather	\$ 2,955.00	\$ 7,314.00	\$ 3,164.00	\$ 1,769.00
Metal	\$ 17,692.55	\$ 10,597.70	\$ 13,709.71	\$ 8,220.10
Miscellaneous	\$ 41,535.49	\$ 68,260.75	\$ 33,244.48	\$ 36,641.76
Paper	\$ 25,151.90	\$ 17,343.90	\$ 14,056.70	\$ 28,047.30
Textiles	\$ 97,763.00	\$ 111,177.00	\$ 79,707.00	\$ 120,079.00
Wood	\$ 70,744.50	\$ 69,964.75	\$ 37,920.00	\$ 57,048.00
Total	\$ 679,570.18	\$ 711,523.68	\$ 453,852.96	\$ 699,044.07
Total 55% Payout	\$ 373,763.60	\$ 391,338.02	\$ 249,619.13	\$ 384,474.24

Plus:

- Greater focus on consistent customer engagement
- Engaged team members, committed to successful outcomes
- Creation of monthly/daily sales targets and KPIs
- Product assortment- quality QOH levels, consistent replenishment, and Q4 readiness
- Merchandising - the movement of product setup offering regular window updates and store interior
- In-store weekly Pop-Ups in Q4 from mid-Oct to mid-December

(mid-Oct to mid-Dec)	Total Units Sold	Total Payout 75%	Total Sales
Pop Up Events	117	\$8709.65	\$11,613

Deltas:

- Covid - continued to be in our community, heightened in Q1 and Q4 with Omicron (more restrictions)
- Staffing changes with new Management - expected in Q3 with change management
- Continued closure of the Canadian border kept tourists and visitors away.
- Ban on cruise ships continued throughout the entire year, impacting traffic to our store and Granville Island

STAFFING

- New management as of Q3 - Aug/Sept with new GM and ASM
- Hiring was an immediate focus- building a team that could deliver consistent sales focus and desired results
- The Circle Craft Store Team as of March 14, 2022:
 - ASM: Judy Rogers
 - Inventory Coordinator: Alex de Guzman
 - Sales Associates: Karilee Kadu, Jackie Read, Grace Liu, Melinda Harrison, John Mendes, Hardi Bhali, Winnona Beller, Celina Lui

OPERATIONS

- Writing up Store Retail Protocols
- Member Inventory Drop-off and Withdrawal Procedures
- Member Off and Onboarding Procedures
- Inventory Integrity: Inventory counts, receiving, adjustments, returns and adjustments
- Member mid-month sales reporting
- Employee Training and Onboarding Process

FOCUS 2022 + Strategic Plan

- Continue to achieve sales targets with focused attention:
 - Employee engagement
 - Customer engagement
 - Quality Product assortment
 - In-store marketing initiatives supported on our digital platforms.
 - In-store events; non-member exhibits and Pop Up Events for Members
 - Continue to develop and implement Store Operations Protocols
 - In progress: Store Policies and Procedures - SOPs
 - Coop Member Handbook
 - Employee Handbook
 - Update technology to allow the opportunity to support a vibrant online store as well as a CMS
 - Implement Member Training Opportunities