

The basics at affordable prices

Zellers outdoor garden centre



By KELLY NORGATE
Herald Correspondent

This Sunday, depending strictly on the weather, the outdoor garden centre at Zellers will be open from 10 a.m. to 3 p.m. The garden centre sells various lawn and garden supplies including plants, roses and garden utensils.

The key factor to running a successful business is to provide the right quantities, at the right time, at the right price, says Ron Edmonds, manager of Zellers in Georgetown. He explained that Zellers is a family oriented store catering mainly to the family.

"Whatever you need is basics, we have, at prices that are affordable," he said.

the store can deal with customers more on a one to one basis. Ron Edmonds also likes to emphasize customer service.

"I gear my people here to customer service," he explains. Mr. Edmonds feels the store, in general, is 65 per cent customer service oriented and the remainder is self serve - it's easier in a small town atmosphere.

Of the 125 employees at Zellers, everyone lives in the Halton Hills area. Further, in Mr. Edmond's view, those 125 employees, their families and friends cover a substantial portion of the Georgetown population.

"We've come through a hard time in the retail business," he continued. "We can't afford to have anyone walk out the door dissatisfied."

It is his feeling that beginning to see the tip of finally the economy is the iceberg here in picking up and we're just Georgetown.

Pictures and stories by Kelly Norgate

Do I have to give up my lollipop if I come plant seeds in your class? Four year old Leanna Roffei of Georgetown was checking out the facilities at Georgetown Christian School on Trafalgar Road Thursday night.

As with any small town, there is a tendency to get to know your customers, says Ron. He adds that

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