



Clans on Broadway

Finalist for the Enterprise Saskatchewan Award for New Venture

Owner Rauncie Kinnaird was developing a line of giftware online at KinnairdBagpipes.com, and the market for a Celtic store showed great promise. After research on product and location, including extensive consultations with retired owners of a similar shop, Kinnaird decided to carry Celtic merchandise at a Broadway location. Clans on Broadway offers Scottish, Irish, and Welsh gifts, food, clothing and jewellery.



Financial objectives have been met, and monthly and annual sales targets are provided to a motivated staff. Expansion efforts have been designed to offer the most profitable and successful categories online and online sales are predicted to grow substantially over the next several years.

Tracking sales, units, inventory costs, and budgets has allowed Clans on Broadway to become profitable in a short period of time, and a focus on customer satisfaction has meant low advertising costs while the business grows. Growth will be focused on new online markets, expanding product lines within flourishing categories, and business partnerships and franchises will be sought in other markets.

Contact:

Ms. Rauncie Kinnaird,
Clans on Broadway,
1- 1005 Broadway Avenue
Saskatoon, Saskatchewan
S7N 1C1.
Ph: 306-249-2939



The 26th annual ABEX Awards Dinner will be hosted by the Saskatchewan Chamber of Commerce on October 24, 2009. Visit www.saskchamber.com or call 306-352-2671 for more information.

