



Oxford Retail Masters Forum 2012

Nick Greer Scholarship Winner 2012

Nick Greer is Owner/ Director of Bay Tree Cookware, a family-run online retail business that specialises in high quality kitchenware and cookware. Prior to setting up the business in 2010, Nick held senior management roles in the technology and communications industry.



Nick's objectives in attending the Forum were:

- to meet other retailers and learn from them
- to build a network of contacts for future learning
- to share his own knowledge of ecommerce, which was very much in focus at the event

He especially enjoyed working in different groups on the team challenges throughout the event, and met some great people from a wide variety of organisations.

For Nick: "it's all about the people. No one person has the 'silver bullet' solution. Working with a team of enthusiastic people always delivers a better result." He suggested that there should be more opportunities to work with other non-competing retailers in order to share best practice.

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One of the 'home team' speakers at the Masters Forum is experienced retail practitioner, Alan Giles, currently Chairman of Fat Face, with former roles at HMV, Waterstones, WH Smith and Boots to his credit. Alan's session is always one of the highlights of the week, and this year was no exception. Nick said that he particularly appreciated Alan's honesty and openness when sharing his own real-world experiences- highs and lows, successes and mistakes.

Nick felt strongly that independent retailers should be encouraged to attend the Masters Forum as it is the balance between smaller and larger companies that ensures the best results. The scholarships, fully funded by Retail Trust, are a great way for SMEs and independent retailers to gain access to top quality training.

