

GALA TENT CASE STUDIES

Hello there,

Let me introduce myself as Mark Hammond. I am a 20 year old male owning a marquee hire business based in North Hertfordshire. My business hires out small marquees to extend your home instantly giving our customers extra space using whatever size garden they have. Our marquees range from 3m x 4m to 4m x 10m. I now have 8 Gala Tents and once combined I can create a space of up to 200 guests (12m x 10m). I operate in the surrounding areas using nothing but Gala Tent marquees and its additional products such as their lining, heaters, glob lighting, rubber matting etc.

For the past 2 years that I have been running my business I have had over 120 customers whos events range from Asian Weddings (Fig. 1), 50th Wedding anniversaries (Fig. 2) to 18th birthday parties (Fig 3.).



Asian Weddings



Roughly 20% of our business comes from Asian wedding requirements mostly from the Luton community. With our ever expanding knowledge and understanding of their needs mixed with their fantastic word of mouth leads we have grown quite a successful industry within this market.

Here we have a 3m x 6m and rubber matting. These are just two examples of what we have come back to when we take the marquees down. The Asian women do certainly have a knack for decorating our Gala Tent marquees!

Another 50th Wedding anniversary using a Gala Tent 4m x 10m Marquee with lining, globe lighting and heaters.

I have added a blue carpet, banquet chairs and round banquet tables to finish off my customers tea party event. I have even got my nan to hand make the matching blue swags! 35 hours it took her!



50th Wedding anniversaries



Here we have examples of 18/21st birthday parties which are now becoming a regular occurrence for us. Due to clubs and bars not accepting 18th birthday parties are underage drinkers will almost be a dead cert, a cheaper more suitable alternative is hire a marquee in your own back yard of course!

As well as Gala Tent heating and globe lights to help our guests party the night away we also offer LED rope lighting, strobe lighting, laser lighting, strobe lighting the list is endless!

18th Birthday parties.



PROBLEMS AND ISSUES

As we go from garden to garden, the chances are not every garden is suited for a marquee at first. Whether that would be our miss-trust in assuming our customers can accurately use a tape measure, or blind ignorance towards a 6ft fence. Whatever problem there is, chances are we've done it! This is ranging from scraping 6 inches of snow before laying the carpet down (before Gala Tents effective 1000W heaters turn it into slush), or trying to fit a 3m wide marquee into a 2.95m space, gradient problems, bushes and shrubs which weren't planned to be inside the marquee, or just the damn wind and rain which always seems to appear whenever we step out of the van to start setting up nothing will stop us!

[top right] The first picture is my girlfriend helping me install a 4m x 10m for a family for Christmas. Those of you with a good memory remember that 6 months ago was one of the wettest Christmases on record so a last minute

rush to find enough pallets to sit the marquee on above the boggy mess underneath saved the day!

[Bottom middle] Wind is my biggest problem and fear. I learnt my lesson after this catastrophe after one of my 4m x 10ms was totally wrecked after gale force winds hauled the marquee into the building and tree. Not our finest hour, and now down a 4x10m.

[bottom left] Here we have a fine example of how some of my customers can be when they tell me yes, I definitely have room for a 3m x 6m marquee. The hedge actually made quite a nice touch in the end.

[bottom right] Using Gala Tents Globe lighting to give us enough light to finish the last job of the day. We get so busy at some stages this is the only option for us when putting 3 or 4 Gala Tents up in a day!



THE TEAM

As easy as Gala Tents are to set up, it can be very demanding when 3 or 4 are going up in one day. This is when I turn to my very useful and efficient team. Im lucky at my age I have lots of friends and university or college wanting to earn some extra money. I also have a very generous grandfather who has given me invaluable support and help over the past two years and has probably been at over 75% of my customers jobs.

[bottom left] My main men who happen to be my granddad and two best friends. Come rain or shine with the incentive of a free McDonalds afterwards, these guys are always at hand to help out. This being a very rare occasion where 1) were all smiling and 2) the sun is out!

[bottom middle] My granddad taking a well-earned break and looking rather soggy. The beauty of this business is these Gala Tents have saved many parties from being a disaster from

My father, who also gives me invaluable support including his 20 years experience in running a business and help in day to day decision making is also a huge aid to me. As a marquee installer, one thing which is really helpful would be height. Im not telling you this through experience as at 56Im not exactly marquee material. So ladders and steps are usually a must when packing my van, or in this case standing on a 25kg marquee weight!



MANY THANKS

A Little Thank You

I can certainly say without Gala Tent there would be no way Abacus Party Cover would be as successful as it is today. I can't think of any other hire business where you can achieve your money back as swiftly as you do when buying these marquees. They give excellent value for money, using top materials and have had a well scrutinised design process. I haven't yet come across any other manufacturer that can match their quality and value. From week in week out using Gala Tents, and Gala Tents only I have a few ideas in mind to improve the design which one day may be introduced into the very latest Gala Tent. Their flexibility and ability to add or take away pieces due to their modular design and the way each additional item can be added seamlessly is a brilliant unique selling point Gala Tent have achieved. The combination of using Gala Tents products

and other 3rd party accompaniments such as carpet, swags, party & disco lighting, furniture hire as well as other services that we offer such as catering, bar & dinnerware hire, bouncy castle hire, a personal DJ or our customers can even have their garden tidied up before their event I think my one stop party shop with the aid of Gala Tent could become very successful indeed.

Thank You!

