

UNICORN CHRONOLOGY

	SALES	Avg. Basket	Avg. Sales/Wk	Avg. Hrs Worked/Wk	# of Members	GP as a % of Sales	Net Profit as a % of Sales	General Notes
1996	£56,463		£1,086		8	23.86%		Open in Sept, funded by loanstock & ICOF loan. 2 tills, 550 sq.m. site.. Food scares: BSE, E-coli.
1997	£371,494		£7,144		6	25.95%	2.84%	
1998	£558,623		£10,743		7	28.06%	5.03%	
1999	£826,128		£15,887		10	27.33%	2.74%	Anti-GM food campaigns
2000	£967,211		£18,600		10	29.69%	1.40%	Branding overhaul (new logo, etc)
2001	£1,241,104	£10-£11	£23,867		14	28.47%	2.45%	Foot and Mouth outbreak. Start selling Jute bags.
2002	£1,479,669	£11-£12	£28,455		15	29.83%	4.80%	
2003	£1,960,316	£12-£14	£37,698		14	27.93%	0.72%	Loanstock & Triodos loan fund building purchase. Premises inc to 950 sq.m. in 2nd quarter, visible from main road. Purchase 3rd till, hire non-member shop assistants. Atkins diet craze; SARS outbreak
2004	£2,933,792	£14-£17	£56,419	1137	19	31.24%	6.22%	Lift membership cap (15); Aim for all-member org, minimal casual labour Reorganise to devolved structure & quarterly MM; Purchased a fourth till 'Gillian McKeith effect', huge growth in whole foods sector
2005	£3,601,359	£17	£69,257	1451	31	31.78%	4.95%	Moved offices upstairs and further increased shop and store, premises increase to 1,150 sq.m. Tesco Extra Burnage opens
2006	£3,878,381	£18.68	£74,584	1533	41	31.47%	3.07%	Growth slows, decide to retain 5-10% casual labour for flexibility. Purchased a fifth and sixth till
2007	£3,650,330	£17.75	£70,199	1450	43	32.03%	4.25%	Install green roof; Supermarket campaigns
2008	£3,636,694	£17.85	£69,936	1440	37	30.31%	2.60%	Loanstock repayment. Reissue funds purchase of Glazebury (21 acres) Built 'east wing' extension to store, increasing premises to 1,250 sq.m. BBC Radio 4 Best Local Food Retailer Credit crunch and value of the pound falls against the Euro;
2009	£3,697,386	£18.11	£71,104	1393	40	30.64%	3.82%	Credit crunch and currency instability continues
2010	£3,759,451	£17.90	£72,297	1453	36	30.83%	2.69%	Despite global economic instability, 10% rise in sales (plus lesser rise in customers/avg basket) from Sept. Grow a Grocery guide published. Decide to expand deli food production.
2011	£4,126,788	£18.84	£79,361	1513	39	30.93%	3.68%	10% sales rise continues despite economy. Trends of local food, cooking from scratch. Reinstitute fortnightly all-member meetings (training).
2012			£0	1669				10% rise in sales continues, 'community love' permeates.