

The Princecroft Willis Award for Best New Business

# MJ Fuller

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M J Fuller is a local, independent greengrocers situated at the foot of Lyndhurst High Street. They specialise in selling a wide range of quality produce from their retail premises sourcing locally at every opportunity.



Opening a new greengrocer business in the current climate could be seen as risky when considering the competition from local supermarkets. This business has however not only carved out a market to local customers (be they residents or self catering holiday makers) but has also developed a highly successful delivery service.

The delivery service stretches beyond the immediate vicinity of the business and takes in Southampton, Eastleigh, Totton and Romsey on different days of the week. This has been enabled by the acquisition of a van meaning the business has a far greater presence than just a retail premises.



Of particular success has been the mixed vegetable boxes which are available in £10, £15 or £20 sizes. These provide seasonal produce depending on the time of year. The company recently launched Christmas boxes allowing people to make their meal preparations for the festive period.

The company is working to develop a dedicated website which will allow for online ordering and payment. To this point communication has been successfully carried out using their social media channels to which their following has steadily increased. The Facebook page has shown a number of 5 star reviews and comments from highly satisfied customers.

