



**Good Practice 2:
The Bronnbach Monastery Shop
“Bronnbacher Klosterladen”,
Germany**

SKIVRE Training Scheme



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Bronnbach Monastery



Description

The monastery shop in Bronnbach is a multifaceted facility serving both the sale of monastery products and the purchase of entrance tickets for the listed monastery complex. To successfully run the monastery shop with these tasks, strategic marketing is set as a framework requirement. In the basic structure of the marketing management process, the monastery shop is initially to be equated with a classical museum shop.

The monastery shop has multiple functions. It is at the same time a profit center for the improvement of earnings, but it is also a customer loyalty instrument whose attraction should not be underestimated.

Based on this assessment it is already obvious that monastery shops do not, in principle, have to yield a profit, which for example completely covers the personnel costs or makes a profit, as long as these deficits can be compensated for elsewhere. As an instrument of emotional bonding for regular customers who visit the same cultural institution repeatedly, a monastery shop is generally to be applied just as a profit center. In Bronnbach there are also tasks such as selling tickets for the monastery complex.

In the selection of monastery products, it is important to constantly review and adjust the range. The German retailer Manufactum is a professional partner of Bronnbach whose products are also sold in the shop. When selecting products, the shop ensures a strong presence of high-demand items with a suitable price-performance ratio. This product selection is supplemented by low-priced take-away items and articles that round off the monastery shop offer and are not sold as frequently.

The linkage of the Vinothek Taubertal (regional wine cellar) to the monastery shop represents a further extension. The bottles of the approximately 100 offered wines are sold through the monastery shop, but in the accounting, they form a separate profit center.



■ Why is this a good practice for monastic products?

The “Bronnbacher Klosterladen” is the central selling point for monastery products. To sell the products successfully, a proper assortment of goods and expert advice is required.

In Bronnbach the products are selected according to several aspects:

- Products of various national and international monasteries, in order to reflect the idea of monastic production and the diversity of products
- Products that are manufactured in the Bronnbach monastery or the nearby region: These products create a bond with regional customers, at the same time they tie producers (e.g. beekeepers) as stakeholders to the monastery. These products include individual wines, spirits, and honey.
- Souvenirs: Some monastery shop products are specially designed for the souvenir idea. Inexpensive articles with emotionality and quality thoughts (e.g. devotional objects, magnets, facsimile, etc.) are highlighted there.
- Products adapted to the annual program of the monastery: In addition to the seasonal selection of Christmas articles, these include especially quince products or literature about quinces. This idea needs to be developed further. Currently, this is supplemented by the sale of “Klosterbier” (monastic beer), which is purchased from the "Klosterland" network or produced by a local brewery in 2020 on the occasion of an anniversary.
- Products and literature on special Bronnbach monastic themes, such as art and architecture, the Cistercians and, above all, gardening and garden art.
- Devotional objects reflecting Christian spiritual needs and religious traditions in Bronnbach. Particularly in the supplementary literature, the visitor's expectations regarding enjoyment and questions of faith should be fulfilled.
- Products that round off the range: These include products that are a useful addition to other products but are not purchased as frequently. These include, for example, illustrated books, incense burners, etc. These products, however, reflect the monastery shop's claim of a high-quality product selection.
- Wines from the Vinothek Taubertal: The wine cellar offers wines especially from the local growing areas. Amongst the customers, this creates regionalism and strengthens the monastery-specific idea of the earlier wine cultivation in the Bronnbach monastery.

Pictures



Picture 1: The monastery shop in Bronnbach
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Picture 2: Interior of the monastery shop
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Source/link

This good practice linked to:

<https://www.kloster-bronnbach.de>

Country

Germany



Topic

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