

COMPETITOR CASE STUDY: EUROPEAN DISTRIBUTOR



THE PRODUCT...

Framework – Sturdy, heavy-duty tubular steel framework designed to withstand British weather with ease. All Gala Tent structures are designed and built in Britain and are available on a free next working day delivery within the mainland UK.

Poles – Powder coated poles make up the skeleton of all Gala Tent marquees and need to be strong. Every pole is constructed from the highest quality tubular steel, resulting in an award winning structures.

Powder coated: powder coating provides a high quality, aesthetically pleasing finish and offers excellent protection from rusting.

Pole thickness: 1.2mm

Pole width: 38mm

Corner joints – Gala Tent corner joints provide the necessary strength needed to hold Gala Tent marquees together securely. Built with durability in mind, the joints are constructed from the same high quality steel as the poles, ensuring a solid and consistent build quality throughout.

Powder coated: just like the poles, Gala Tent powder coat every joint.

Powder coating provides protection against rusting, which is essential as joints can become stress points if rusting occurs.

Joint thickness: 1.2mm

Joint width: 44mm

Covers – Marquee covers aren't just designed to keep the water out, aesthetics contribute massively to the overall appeal of different materials. Regardless of the cover material that you choose, you can be sure that you're buying a quality product. All Gala Tent covers come complete with a warranty of between 1-3 years to give you the confidence that your structure is built to last.

THE SERVICE...

Delivery information -Gala Tent offer a free next working day delivery to mainland UK addresses on all orders regardless of size. Simply pay the £7.99 packing and handling fee and Gala Tent will deliver your order, even if it's the entire stock of the company warehouse.

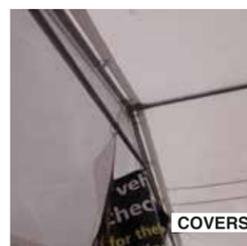
With a UK based warehouse and office, Gala Tent is able to offer a free collection service if customers wish to make a purchase in-person, with expert advisers on hand to guide you through the purchasing process.

Returns -In the unlikely event that a customer might wish to make a return, Gala Tent offers a 30 day no quibble returns policy. As Gala Tent is based in the UK, returns can be made quickly and efficiently, meaning the money can be back in your account as quickly as possible.

During the purchasing process -Gala Tent has a dedicated team of event industry sales and customer service specialists who can guide you to exactly what you need. If you're unsure what you want or need, our team can help you find the perfect option, tailored precisely to your event.

With staff on hand between 8pm-7pm Monday – Friday and 10pm – 2pm Saturday & Sunday, during peak periods, you're sure to be able to get a hold of a member of staff at a convenient time. Alternatively, why not pop in to Gala Tent's UK HQ and enjoy a guided tour of the showroom?

After sale service -With a comprehensive range of spares, repairs and replacement parts, all available on a free next day UK mainland delivery service, you can be reassured that you'll be covered. With up to 5 years manufacturing warranty on all structures, Gala Tent products are certainly built to last.



COMPETITOR

THE PRODUCT...

Framework – low quality steel is often used in the construction of competitor structures. This low build quality can result in structures collapsing, accidents & even in extreme cases injuries could possibly occur if the structure was to collapse with people inside.

Poles – Unlike Gala Tent marquees, many marquees available on the market incorporate galvanized steel poles as opposed to powder coated. Galvanized steel isn't just less aesthetically pleasing, it can also effect the overall marquee and covers. Galvanized steel has been known to leave dirty marks on the inside of marquee covers.

Coating: Galvanized steel, less attractive and often lower quality steel.

Pole thickness: 1.1mm

Pole width: 38mm

Corner joints – Corner joints are designed to hold a marquee together, they take the strain when the wind blows and keep your structure sturdy. Frequently, cheap competitors choose to neglect the build quality of their corner joints, resulting in breaks. Welding is a vital factor with joints, if welding is poorly finished a marquee will be destined to collapse, before it is even erected.

Coating: Gala Tent competitors don't powder coat or galvanize coat their corner joints which is an alarming issue, which can result in rusting and breakage.

Joint thickness: 1.3mm

Joint width 42mm

Covers – Cover materials vary widely in quality and construction, which is why many companies can offer cheap marquees. When you purchase a cheap marquee, you'll receive a cheaply produced structure. Many competitors offer limited warranties and use materials which simply won't withstand the test of time.

THE SERVICE...

Delivery information - With a non-UK based supplier, you're burdened with an unpredictable delivery service and a plethora of potential issues. With an estimated delivery timescale of 3-4 days, most European suppliers are slow to deliver and often cannot provide an exact delivery date. The cost incurred by ordering from Europe can be astronomical, with prices often reaching upwards of £59.99 for a below par, slow delivery service. Additionally, if an issue was to occur with delivery, you would be burdened with the task of calling an overseas call center or courier to find out where your order is.

Returns - We have found that many of our competitors' products are often below spec and not as described on their website, causing customers to often return products. Having to return a product to an overseas address is time consuming, annoying and lengthens the amount of time you'll have to wait for a refund. Logistically, making a return to an overseas address can be a nightmare and you can often be left shouldering the cost.

During the purchasing process - Dealing with overseas call centers can be annoying and often expensive, as many overseas calls are charged at a premium rate. Additionally, language barriers can occur, this could result in an incorrect order, poor service or a breakdown in communication. Furthermore, with any supplier outside of the UK there will be a time difference, which could be an inconvenience when trying to order. If you like to shop in-person, you'll not be able to visit a showroom, which is a deal-breaker for a lot of customers.

After sale service -Gala Tent competitors often supply stock marquees, meaning they are fully packaged and ordered from a wholesaler. This can cause issues if you're looking for spares or repairs as they're simply not available. Additionally, many companies only offer a limited warranty for a short period of time, which isn't always suitable, considering how often marquees are used.