

Q3 If you could tell your local shop owner one thing she/he could do to improve their shop, what would it be?

Answered: 198 Skipped: 20

#	RESPONSES	DATE
1	Possibly better lighting	4/9/2019 11:04 AM
2	Try to keep prices reasonable	4/8/2019 9:21 PM
3	Have plenty of kits made up for purchase	4/8/2019 4:48 PM
4	A more casual friendly environment that makes you want to stay awhile and not feel rushed	4/8/2019 11:49 AM
5	CHEAPER KITS TO PRACTICE WITH	4/8/2019 10:28 AM
6	stock Moda fabrics	4/8/2019 8:03 AM
7	Limited selection of fabrics at higher than average costs.	4/8/2019 12:48 AM
8	Lower prices — I'm not saying to undercut yourself but when you charge 3-4 dollars more a yard than other quilt shops in the area for the same fabric when those stores are already charging more than the online stores I don't have a reason to spend my money at your store. Sure I might take a class from you if it something I am interested in but I'll be buying the fabric at a different store that is more cost effective	4/7/2019 10:51 PM
9	Have a good checkout system.	4/7/2019 10:26 PM
10	Can't limit it to one. Great lighting with room to move among the shelves and places to stack your fabric candidates for viewing/selection.	4/7/2019 7:43 PM
11	! Not sure.	4/7/2019 5:58 PM
12	Ensure the fabric bolts are not too tight in the shelves because it makes it difficult for older hands to remove them.	4/7/2019 5:03 PM
13	Have a good natural light in there to view the stock	4/7/2019 4:09 PM
14	Be more open and accessible to beginners who are shy about asking questions	4/7/2019 3:01 PM
15	Get new help / employee or run it yourself, I would wait longer for better / Friendly service	4/7/2019 2:10 PM
16	Offer more classes in the evening or on weekends	4/7/2019 12:27 PM
17	More modern fabric would be nice	4/7/2019 11:24 AM
18	A "bargain section" with perhaps older fabric lines or less expensive lines of fabric. If I can be certain that I will find a section that I can afford, I will be much more likely to walk through the door. I understand quilting can be an expensive hobby but I still enjoy the process.	4/7/2019 11:16 AM
19	Lower the prices	4/7/2019 11:15 AM
20	More classes	4/7/2019 11:14 AM
21	Tidy up!!!! Keep things fresh, not necessarily move mdse. around all of the time, but leave things up for a while and move on.	4/7/2019 10:50 AM
22	Have one or two well known teachers come every year, and advertise the event.	4/7/2019 10:42 AM
23	My biggest thing is not enough quilting classes for people like me that are not beginners, but don't have an embroidery machine. It seems to be one or the other and therefore, I don't ever have a reason to take a class and I would LOVE to!	4/7/2019 10:35 AM
24	Less pushiness regarding sewing machines. I know they sell them. I already have one. I know where to go when I want one.	4/7/2019 10:27 AM
25	Be Friendly	4/7/2019 9:51 AM
26	Nothing	4/7/2019 9:13 AM

27	More notions please.	4/7/2019 8:19 AM
28	She doesn't have the fabric variety to go and build a quilt	4/7/2019 7:36 AM
29	More variety of samples	4/7/2019 7:28 AM
30	Be friendly	4/7/2019 5:32 AM
31	Be more welcoming/encouraging to new quilters. Interactions with someone that is walking in your store for the first should be no different than someone that has been a customer since the day you opened.	4/7/2019 2:23 AM
32	Less dark reproduction fabrics	4/7/2019 1:42 AM
33	Friendliness- it goes a long way!	4/7/2019 1:36 AM
34	Have coffee mornings with demos of new fabrics/tools/threads	4/7/2019 1:14 AM
35	Put all of your fabrics on shelves by color; especially if you don't buy the entire collection.	4/7/2019 1:06 AM
36	Have more sales.	4/7/2019 12:33 AM
37	Vary the hours so people working full time can still visit	4/6/2019 11:43 PM
38	Listen to customers suggestions	4/6/2019 11:42 PM
39	Update displays more often.	4/6/2019 11:07 PM
40	Have some interesting classes	4/6/2019 11:00 PM
41	Temperature inside the shop. It's got to be comfortable.	4/6/2019 10:51 PM
42	Not enough precuts!	4/6/2019 10:37 PM
43	More space	4/6/2019 10:33 PM
44	Expand weekday hours beyond 5 pm so I can swing by after work for that one thing I need to finish my project and not have to wait until the weekend.	4/6/2019 10:24 PM
45	Better displays of new tools/supplies/patterns would help draw interest of customers. Current displays are crowded and uninspired.	4/6/2019 10:18 PM
46	Deeper collections instead of dabbling in a lot of different ones. Hard to put a project together	4/6/2019 10:14 PM
47	my local quilt shop does a great job. Not sure what I could say.	4/6/2019 9:58 PM
48	Post more info on website and public FB page. I see things on the calendar and have no idea what they are about as they were not on the shop six month schedule given out at Christmas and during the summer. Post pictures prior to strip club, Moda U club, batik club, etc prior to meeting times.	4/6/2019 9:54 PM
49	Organization of fabric	4/6/2019 9:47 PM
50	Offer frequent and varied demos.	4/6/2019 9:39 PM
51	Make sure your staff is friendly, but not overbearing	4/6/2019 9:35 PM
52	Better fabric selection.	4/6/2019 9:31 PM
53	More modern fabric (ex. Tula,	4/6/2019 9:29 PM
54	More notions	4/6/2019 9:23 PM
55	They need a bigger store	4/6/2019 9:14 PM
56	Have more space to lay out projects and select fabrics. It helps to see it all together on a table or counter	4/6/2019 9:03 PM
57	I think classes & events are so important! I like seeing them offered on a regular basis & on weekends & evenings when I can participate.	4/6/2019 9:01 PM
58	All employees that interact with customers should be experienced quilters.	4/6/2019 8:56 PM
59	Inviting displays, something new each time I visit, classes with new or interesting techniques	4/6/2019 8:54 PM
60	?	4/6/2019 8:42 PM
61	Be mindful of the different needs of different quilters and not just your own tastes in fabric choices for your shop	4/6/2019 8:30 PM

62	Have a larger selection of fabrics.	4/6/2019 8:22 PM
63	A little more space.	4/6/2019 8:18 PM
64	My local shop doesn't have this problem but I find it hard to shop in messy, disorganized shops	4/6/2019 8:16 PM
65	Keep up the good work.	4/6/2019 8:15 PM
66	Keep class prices as low as possible	4/6/2019 8:04 PM
67	at one shop they could have more friendly sale people. If they know you they will talk to you otherwise not even a hell.	4/6/2019 7:48 PM
68	Make folks who do not come frequently feel welcome and important	4/6/2019 7:43 PM
69	Parking is often a problem at my LQS	4/6/2019 7:37 PM
70	Offer machine embroidery classes	4/6/2019 7:25 PM
71	I would love to see a display that showcases a quilt, the pattern, fabrics and tools all in one spot.	4/6/2019 7:18 PM
72	Keep good quality fabrics and batting at reasonable prices, and friendly knowledgable staff, and i will come	4/6/2019 7:17 PM
73	My favorite quilt shop is in an old mill area of Lincoln RI. I wish they could get the private road leading to the shop repacked. It's like driving in a war zone.	4/6/2019 7:08 PM
74	Lots of finished samples with new fabrics	4/6/2019 6:51 PM
75	Na	4/6/2019 6:48 PM
76	Keep up the good work, and keep prices as low as you can.	4/6/2019 6:42 PM
77	Have more samples available to see for ideas!	4/6/2019 6:42 PM
78	.	4/6/2019 6:40 PM
79	maybe use their website or emails to show off their new arrivals of fabric, notions etc.	4/6/2019 6:38 PM
80	Vary your fabric and have projects for the groups of fabrics you have	4/6/2019 6:32 PM
81	If there was a local quilt shop I would say I am happy the shop is here!	4/6/2019 6:28 PM
82	Make it fun. Greet everyone with a smile!	4/6/2019 6:26 PM
83	Not sure	4/6/2019 6:25 PM
84	More variety in classes	4/6/2019 6:24 PM
85	Offer classes during the day and night because people work.	4/6/2019 6:20 PM
86	Invest in more modern fabrics	4/6/2019 6:19 PM
87	Offer more classes.	4/6/2019 6:13 PM
88	Fantastic lighting.	4/6/2019 6:12 PM
89	Let me shop, I will ask for help if I need it, then please cut my fabric straight and with care.	4/6/2019 6:07 PM
90	Buy in quantity by what your customers "seem" to buy. Buy a good range in a collection and then commit to that collection. I am so tired of "we're out of those two bolts in that collection" --they will be in soon or no more is available. Commit to displaying and modeling what you buy and then buy accordingly. I know it's a risk, but that is what a person is called a "buyer" for--she/he knows their customer and then gives those buys the very best chance to be sold.	4/6/2019 6:03 PM
91	Offer more variety of classes. Everything seems geared towards Kimberbells	4/6/2019 5:54 PM
92	Reasonably priced classes will b Ring me in, service and stock will keep me coming.	4/6/2019 5:54 PM
93	More kits	4/6/2019 5:47 PM
94	Everyone that steps in the door and is a potential customer... be nice, warm, and welcoming.	4/6/2019 5:47 PM
95	Know more about thread and how to use different types	4/6/2019 5:44 PM
96	staff that is friendly and current fabric lines	4/6/2019 5:43 PM
97	Do not rearrange the fabric so frequently.	4/6/2019 5:40 PM

98	Offer more basic classes that are not geared towards selling some serger, embroidery, etc. machine. I feel that a lot of the classes at our local shop are a big sales pitch. I really want to just learn about different patterns or techniques where I don't have to purchase a new machine.	4/6/2019 5:39 PM
99	Rental time on a long arm machine	4/6/2019 5:35 PM
100	Think about the quilters who are not retired, those who are gay, those with disabilities...I feel left out because I'm not an old white Baptist female widow	4/6/2019 5:30 PM
101	Post to social media or send a newsletter to keep people informed of what is happening at the shop	4/6/2019 5:29 PM
102	Thank her for her time and patience	4/6/2019 5:21 PM
103	To make the customer feel more welcome and not make the customer feel out of place when she asks a question.	4/6/2019 5:21 PM
104	get a bigger space!	4/6/2019 5:08 PM
105	I don't need to be followed around, but getting up from your computer or leaving your chat with a friend doesn't take a lot of effort and leaves a big impression.	4/6/2019 5:07 PM
106	Keep doing what you are doing...it's great!	4/6/2019 5:03 PM
107	Treat every customer as if they are your favorite customer, the one which your business would not ecost without them.	4/6/2019 5:02 PM
108	Employees need to be more friendly. I have walked into a local quilt shop, been in there for over an hour and was not spoken too or asked if I needed help once	4/6/2019 5:01 PM
109	Increase fabric selection.	4/6/2019 5:01 PM
110	Sadly, the shops near me have closed so visiting a quilt shop is a destination.	4/6/2019 4:57 PM
111	Hours after 5	4/6/2019 4:53 PM
112	I love lots of samples using fabric and patterns that are available in the store. Some shops have lots and some just a few.	4/6/2019 4:46 PM
113	give free classes if they buy fabric from them. Of course if they outsource teachers, then a discount on the fabric would be nice	4/6/2019 4:46 PM
114	Smile more	4/6/2019 4:46 PM
115	They have purchased long arms and taken by business from us who quilted their samples for free for years. Dont get greedy you have the class and fabric businesss	4/6/2019 4:41 PM
116	Expand more	4/6/2019 4:33 PM
117	I have always enjoyed going into a LQS and being made to feel like I'm welcomed, they're glad I came, treated like I'm their best friend.	4/6/2019 4:31 PM
118	Have lots of display samples w/ kits available	4/6/2019 4:28 PM
119	Better fabric selectuon	4/6/2019 4:25 PM
120	A rewards program would be valueable	4/6/2019 4:24 PM
121	Keep up the good work.	4/6/2019 4:18 PM
122	Lighting is important	4/6/2019 4:13 PM
123	Keep it easy to move around through the store.	4/6/2019 4:13 PM
124	More notions my shops in town between the two of them never have things I see online	4/6/2019 4:09 PM
125	Train staff to be more helpful.	4/6/2019 4:04 PM
126	Organization	4/6/2019 4:04 PM
127	I realize there are a lot of quilty goodness out there but employees should be a little knowledgeable about newest	4/6/2019 4:03 PM
128	Have more participatory events. like quilt-alongs or blocks of the month	4/6/2019 4:02 PM
129	More selection	4/6/2019 4:01 PM

130	If you don't already have lots of natural light, change your light bulbs to "daylight" bulbs.	4/6/2019 4:01 PM
131	Change up the selection of fabric	4/6/2019 3:54 PM
132	Don't display fabric on the floor.	4/6/2019 3:54 PM
133	Offer a wide variety of classes, not just classes that are related to the machine brand you sell.	4/6/2019 3:53 PM
134	Not require us to purchase a pattern if we already have it.	4/6/2019 3:52 PM
135	Be friendly. Greet everyone.	4/6/2019 3:51 PM
136	Uncluttered the store.	4/6/2019 3:50 PM
137	Always have basics on stock, so that I know that if I need a good background, sashing, or binding, I can go to you and you'll be there to help me in an emergency. It's great to get inspiration, but if I spend the \$\$ money to buy more expensive fabric from you rather than shop online, I hope in turn you'll give me the benefit only a local shop can and bail me out in an emergency.	4/6/2019 3:45 PM
138	Loyalty program to recognize/reward repeat customers	4/6/2019 3:43 PM
139	Have more sales. I realize it cuts into their profits; however, it is a good draw into the store & they can probably buy overstocks like the on-line stores do (and many on-line stores also have a physical store).	4/6/2019 3:39 PM
140	Advertise directly via email instead of sending me to FB or Instagram to see what the specials are. It is frustrating and I while I have FB, I don't use it often.	4/6/2019 3:39 PM
141	Keep it fresh and current as best your buying budget allows. Move things around, make it a fun adventure to come in and find new ways to see whats new/and or old. So many shops put the new merchandise right up front and the customer doesn't take the time to look at other things in the back.	4/6/2019 3:38 PM
142	I like lots of choices and enjoy going to quilt shops that offer a variety and a good amount of fabrics to choose from. But there is such a thing as too big and too much. I've gone into shops that offer "over 10,000 bolts" and have been overwhelmed and walked out without anything.	4/6/2019 3:34 PM
143	Have displays to inspire to try a pattern	4/6/2019 3:32 PM
144	Offer classes, other than piecing, that teach newer techniques. After 30 years...I can sew an HST.	4/6/2019 3:30 PM
145	She needs a bigger store. Lots of fabulous fabric- need more space	4/6/2019 3:29 PM
146	Have more precut fabrics	4/6/2019 3:20 PM
147	More variety of fabric. I live in an area with over 2 dozen shops within 100 miles of me, so I have choices, but for those who have just one shop available, it's important they find a variety of fabric styles - repro, batik, modern, solid, etc. - in that shop, or they will go online.	4/6/2019 3:19 PM
148	Make/hang sample blocks from various fabric selections	4/6/2019 3:15 PM
149	Welcome everyone into the shop, not just the people who have shopped there for many years.	4/6/2019 3:12 PM
150	Keep prices within reach of all customer types	4/6/2019 10:57 AM
151	New and different class ideas or projects	4/6/2019 8:52 AM
152	keep it neat, clean and orderly	4/6/2019 6:48 AM
153	Brighter lights to show fabric better	4/6/2019 3:39 AM
154	Classes at different times of day and quick 1 day classes	4/5/2019 10:56 PM
155	Don't be afraid to make alternate suggestions (from what I have made.)	4/5/2019 7:34 PM
156	Inspire your shoppers with creative displays, maybe even quilt line of the month. Not every class has to be a bed quilt. Technique classes are good for sales of books, patterns, notions and fabric. Display a sample with what is needed to make the project.	4/5/2019 7:06 PM
157	Demo's frequently and well advertised.	4/5/2019 5:01 PM
158	Pretty much provides everything. At times would be interested in a class or two, just for the company of a gal friend or two.	4/5/2019 1:21 PM
159	More knowledgeable staff	4/5/2019 12:48 PM
160	Have more kits	4/5/2019 12:33 PM

161	Have classes for machines and soft ware.	4/5/2019 12:15 PM
162	Have Staff be more recognizable; have a line designated by cutting table; Cash-register Clerk.	4/5/2019 11:04 AM
163	Don't make just anyone a teacher of a class. Being a one time quilt maker doesn't make them a teacher.	4/5/2019 9:51 AM
164	more classes and not so expensive, I think when they get over 100.00 dollars that's to much	4/5/2019 8:26 AM
165	More early evening classes for those of us still working!	4/5/2019 7:57 AM
166	Be organized.	4/5/2019 7:35 AM
167	Changing your displays, making new samples with latest fabrics is a big factor in drawing customers to your store. I really like to see the latest fabrics made up-it gives me inspiration.	4/5/2019 7:23 AM
168	More fabric choices!	4/5/2019 7:15 AM
169	More classes for beginner, intermediate for small projects	4/5/2019 7:11 AM
170	Improve lighting	4/5/2019 6:50 AM
171	Display fabrics by color.	4/5/2019 6:44 AM
172	Have more classes	4/5/2019 12:00 AM
173	Advertise in the local paper or send notices through snail mail	4/4/2019 11:27 PM
174	Be helpful and offer suggestions but don't take over the project.	4/4/2019 11:10 PM
175	To offer more weekend or evening classes	4/4/2019 11:08 PM
176	Leave a class with a finished product or have a free followup class with the main parts of the product completed	4/4/2019 10:46 PM
177	have periodic fabric sales	4/4/2019 10:31 PM
178	I don't have a very "local" quilt shop anymore...I love to explore new shops all the time and they all have different positive aspects.....can't really pick one thing for all to improve	4/4/2019 10:08 PM
179	My favorite shop has fabrics I love, rewards programs, sales periodically..... if being really picky I guess change models on display more often..... that's being very picky!	4/4/2019 10:06 PM
180	More basics and blenders	4/4/2019 9:44 PM
181	To hang more samoles of available patterns and class projects- they are a great motivator. They also make a shop look cheerful and pretty.	4/4/2019 9:35 PM
182	more classes	4/4/2019 9:34 PM
183	If my quilt shop needed improvement, I wouldn't go.	4/4/2019 9:26 PM
184	More evening classes for those of us who work full time.. <input type="checkbox"/>	4/4/2019 9:06 PM
185	Please look happy that I have walked into your store. I'm happy to be around fabric and quilting people. Don't steal my joy.	4/4/2019 9:03 PM
186	Improve room between shelves and not have bolts stacked one on top of the other.	4/4/2019 9:00 PM
187	It is a fine line between being friendly and hovering to the point that I don't have the opportunity to just look and compare colors and patterns. Please give me a little me time.	4/4/2019 8:59 PM
188	Stay open one night of the werk	4/4/2019 8:55 PM
189	Not so far away	4/4/2019 8:27 PM
190	Improve selection. Too few new fabrics and older ones sticking around too long	4/4/2019 8:26 PM
191	Need inspiration of the fabric they sell. Need classes	4/4/2019 8:22 PM
192	Offer more classes geared to quilters of different levels . . .	4/4/2019 8:21 PM
193	Larger variety of fabric and display by designers	4/4/2019 8:15 PM
194	More varied classes.	4/4/2019 8:11 PM
195	Continue with the electronic newsletter so that I know what's being offered.	4/4/2019 8:10 PM
196	Have more classes? Our local shop is pretty perfect!!	4/4/2019 8:04 PM

197	More choices of thread, weights and types.	4/4/2019 8:04 PM
198	Wider variety of classes	4/4/2019 8:04 PM
