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COMMERCE/IND. RETAIL

Last Post plays for Colliers music shop

By LINDSAY DAVIS

COLLIERS Musical House has been a part of the fabric of New Plymouth for the last 125 years but its current owner is having to shut shop.

"It's sad the business has to shut but it's just not working," said Alan Ormrod, who has been working at Colliers for 22 years, the last 13 as owner.

Colliers is the second long-standing New Plymouth firm this month to announce it is closing its doors.

"My idea of running a music shop to cater for all musicians, not just the ones that want amps but those that want brass instruments or bagpipes, a complete music shop, didn't work."

During its heyday there were Colliers stores in New Plymouth, Palmerston North, Masterton, Wanganui, Taumarunui and Hawera.

Mr Ormrod said the retail market was not big enough.

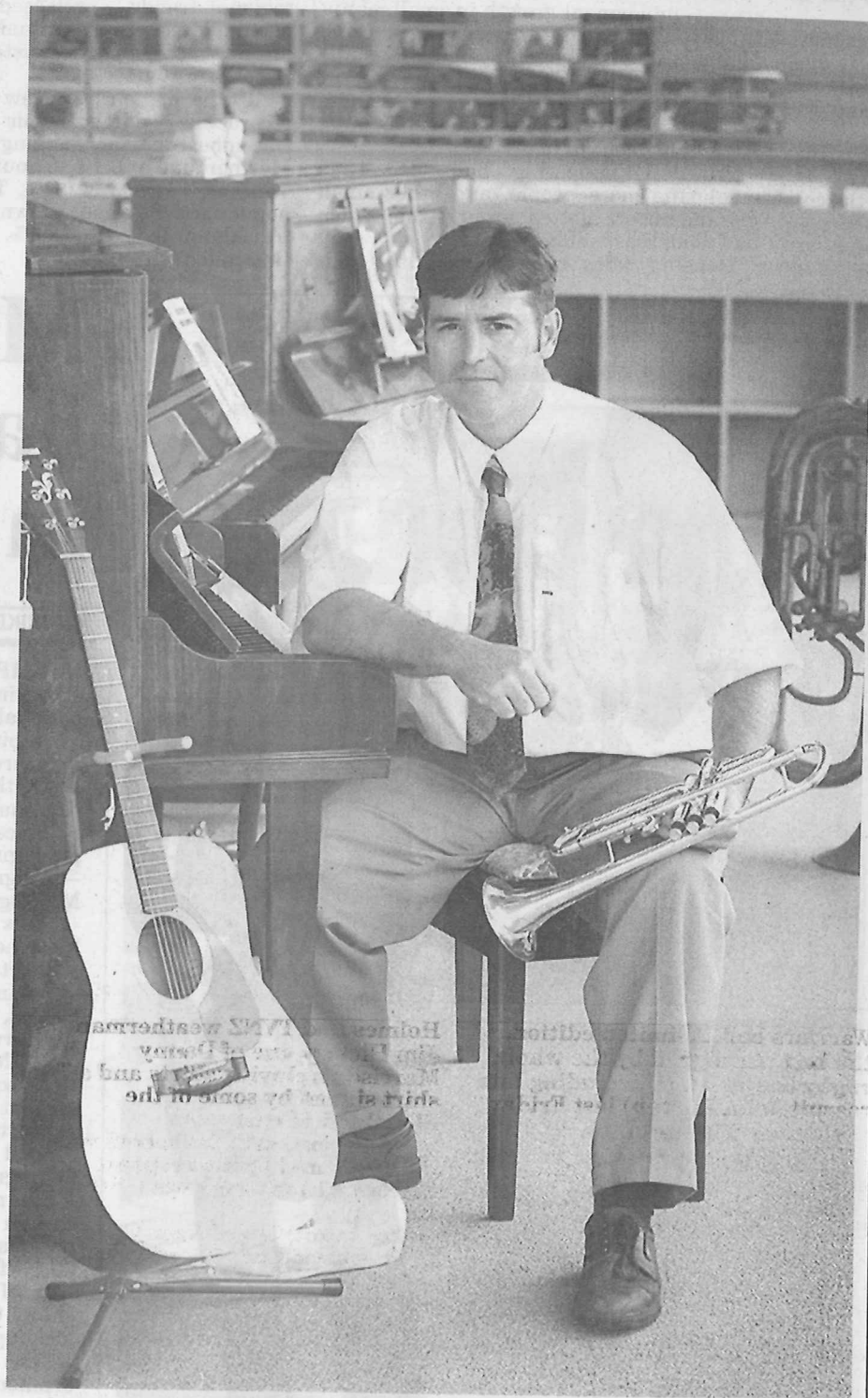
"Closing down is purely a commercial decision. I haven't met a retailer in town who is having a glorious time at present. We are all finding it very tough."

The number of people wanting to learn how to play an instrument was probably increasing, said Mr Ormrod, but so was the number of retailers selling instruments.

"As far as stock and selling stock goes, there's definitely more people fighting over a slice of the pie."

"In Taranaki I think there's about 20 musical outlets with a lot of people dealing from their homes so they don't have any overheads."

"And at the end of the day when we are running a commercial outfit with stock and permanent staff we cannot compete."



NO ENCORES: Alan Ormrod — ready to close.

Photo: DWAYNE SENIOR