

Primark Store Opening in Cambridge



When Primark opened their brand new store at 62-74 Burleigh Street, Cambridge, Advance was there to ensure that crowds were managed safely and shoppers had an enjoyable and secure experience.

Twelve security officers and nine members of the Advance management team arrived at the store at 0730hrs for the opening on Friday morning and remained at the store throughout Saturday and Sunday.

Tony 'Uncle Albert' Amor ensured that watches were synchronized and everyone was prepared for military precision, whilst Darren 'Armani Suit' Fisher and Dave 'Haircut 100' Evans took the sales floors by storm and proceeded to give out instructions to the security officers like an out of control gatling gun.

At 0845hrs Breege O'Donoghue, Head of Primark, gave the opening address and thanked Advance specifically as a partner, in their success both to date and in future developments. The doors then opened and the masses entered. Razz, our covert operative, maintained a discreet persona, drank a lot of coffee and fed intelligence to the project coordinators.

Chris 'CRASH' Hadfield, Lee Taylor & Abdul 'No1 Salesman' Choudry controlled the 10,000 paying customers entering and leaving the store each day assisted by Tony Amor.

Chris Fieldhouse, Managing Director, said 'Whilst the days were long and quite intense everyone stayed incredibly cheerful and customer focused, a huge testament to their professionalism. Thank you to everyone for their support in making the three day event such a success and especially to our officers who did such a sterling job'.

